SiteSell.com

The Site Build It! Action Guide

A powerful, natural process for success.

by Ken Evoy

Dedicated to those who arrive with "BAM"...

Brain And Motivation

These are the only two ingredients that you need to bring to Site Build It!.

Preamble

No matter what kind of small business anyone ultimately wants to build on the Net... e-merchant, service seller, affiliate, local business with local clients, eBay auctions, reps/IBOs/distributors, information publisher, (etc.)... successful online-business-building is all about following the **right process and smart work.**

Do things right the first time, step by step... and good things happen.

So many businesses fail because they just "put up a site." And then, a few months later say... "Nah... the Net didn't do anything for me!" These owners failed to recognize the **fundamental reality** of how people use the Net.

People use the Net to seek information... to look for solutions.

Success on the Net all begins with a critical **offline-to-online mindset shift.** This means replacing that well-known strategy of "location, location, location" in your mind with...

"Information, information, information."

In the offline world, traffic is relatively easy to achieve – it's all about "location, location, location." An attractive, nicely merchandised store in a mall or on a high-traffic shopping street usually means instant traffic -- and sales, of course!

However, in the online world, no one just happens to walk past, see your business and enter your Web site. Surfers on the Net are not looking for you or your business. People search for information, for solutions. After all, if they knew you existed, they would not be searching. They would already be customers.

Online, you must generate your own traffic to thrive and be profitable. Therefore, your primary task, well before you make your first sale or recommendation to a customer (often well before that person is even aware that s/he is shopping!), is to provide the information (i.e., **content**) that people are searching for, in a way that Search Engines like.

And the single best way to generate profitable traffic is to build your own **Theme-Based Content Site**... which is exactly what you and **Site Build It!** are going to build together.

What is a Theme-Based Content Site?

It's a site that is based upon a specific theme with each page focusing upon a single topic that is related to that theme. **Site Build It!** refers to these specific "topical pages" as **Keyword Focused Content Pages.** The net sum of all the information on all your pages forms the content of your site.

Why is this type of site so effective (i.e., profitable)? For the simple reason that it follows a **proven, results-generating process**...

CONTENT → TRAFFIC → PREsell → MONETIZE

A Theme-Based Content Site has **Keyword-Focused Content Pages** that rank well with the Search Engines (SEs), attracting lots of **targeted traffic.** And the site's high-value content "warms up" (i.e., **PREsells**) visitors by OVERdelivering what they came for... information.

As visitors start to **like and trust** you (based on what you write about on your site), this credibility creates an open-to-buy or open-to-hire mindset. This, in turn, motivates visitors to click through to your income-generating source (i.e, how you **monetize** your traffic), whether that's...

- merchant-partner sites that you represent as an affiliate
- an order page on your site where a prospect can buy your own products (hard or digital goods)
- a contact information page that outlines your e-mail address and telephone number so that visitors can follow-up with you for more details about your professional services or Network marketing business opportunity.
- your own online store
- a site that sells a related, non-competitive service or product, in return for a referral fee
- your established sales site (become your own best affiliate)
- an ad from Google's AdSense program
- any combination of the above!

PREsold visitors convert more easily and more frequently into paying customers... which is exactly the result that your online business wants and needs in order to grow.

Bottom line?

There is no such thing as "passerby traffic" on the Net. You have to build and attract warm, willing-to-buy traffic on an ongoing basis... or else your business will flounder and die a slow death of desperation.

An **SBI!** Theme-Based Content Site helps you achieve that goal. **An SBI! site is a Web site that works!** You just need to bring **BAM (Brain and Motivation)** to the table and follow the **SBI!** process, right from the start…

CONTENT → TRAFFIC → PREsell → MONETIZE

This Action Guide will lead you step-by-DOable-step down a **10 DAY pathway** to success, using easy-to-understand language and simple-to-use tools. When it comes time to construct pages for your site, you can use either **SBI!'s SiteBuilder or your favorite HTML Editor.** The choice is yours!

Think of each "DAY" as a stepping stone, guiding you in the right direction. By the time you finish the 10th DAY, you'll be well on your way to building a thriving online business.

SIDEBAR

A DAY, by the way, is not necessarily 24 hours in length. You may only have 30 minutes of your time available for certain parts of the 10 DAY 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... when you have moved to the next "stepping stone."

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!

Each chapter in the Guide corresponds with a specific DAY (i.e., Chapter 1 is DAY 1). And each chapter/DAY begins with an overview that outlines...

1) the essential theory that you need to know/understand for that particular DAY

2) the key Action Steps you must complete before you move on to the next DAY.

The main goal of the Action Guide is to **keep you moving forward** quickly, confidently and effectively... your time counts.

Throughout the entire **SBI!** process, you will know **where** you are going, **why** you are going there and **how** you are getting there. This kind of knowledge will empower you to build your business ever bigger and better, well after you complete **DAY 10.**

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.

Building and marketing a Web site and business on the Net may look impossibly complicated to you, as you stand here at DAY Zero. And normally, it is. But **Site Build It!** will help you do it with skill, in a fraction of the time and cost, and make all the technology invisible at the same time. It lets you focus your time and energy on your business and how to most effectively monetize all the traffic you are creating.

Does that mean that e-life is 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 SiteSell promise...

If you supply the motivation, **SBI!** provides the information and tools. Its totally integrated system will guide you, **Action Step by proven Action Step,** to e-business profitability. You will succeed!

And speaking of Action Steps, let's start with an easy one...

Print this entire Action Guide.

There are 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/

All printed? Next... **Read the whole guide first.**

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

You may not understand all of it, of course, and that's OK. You only want to see the 30,000 foot view. It's important to understand the entire big picture, before you embark upon your 10 DAY journey.

SIDEBAR

This Action Guide, the **SBI! Manager** and the "guru-in-your-ear" **SBI!** online help will provide the essential information you need to build an effective site, and most importantly, at the **exact time** you need it during your journey.

However, **SBI!** users are a diverse group of small business owners. You have different levels of Web experience and knowledge. Some of you may want more depth/examples on specific parts of the process than some others do. The solution?

"The Backgrounder." This additional resource book fulfills that wish perfectly. It offers little "information crescents" off the **SBI!** pathway for those of you who want a few extra details to deepen your understanding. Without missing a beat, you can go back and forth between the **Guide and The Backgrounder** with a click of the mouse.

To use internal links, or to "hyperlink," you need to set preferences for each one first. For internal links, **click to open this preference window.** Uncheck the box beside "Open Cross-Document Links in the Same Window."

For hyperlinking, **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.

Now you are ready to link anywhere. Here comes your first opportunity to explore **The Backgrounder...**

The Backgrounder offers a friendly primer on how to "use" this PDF-formatted e-book effectively. It's well worth the effort to read this short overview and test-drive the different PDF functions **before** you begin to use the Action Guide. **Click here to link to that important information (Chapter 1)** and then come back to continue along with the Guide.

But wait! It is often said that good things come in two's, so take note of a second valuable primer...

If you are brand new to the Net, skim through the section called **"E-commerce for Newbies"** in **The Backgrounder** (Chapter 2)**.** It explains some key terminology about how the Net works. **Click here for this short primer.**

A final point before you start... please do not take any **short cuts...**

... No wandering off alone. Follow the Guide, DAY by Day, step by step. For example, please do **not** jump ahead and open the **Site Build It! Manager** application until you have officially completed **DAY 1,** and arrive at the point in **DAY 2** where the **Manager** enters the process. Follow the process "by the book" (the **SBI!** Action Guide, that is) and you will be very happy with your **ROI (Return on Investment).**

If at any point along the way you want to communicate with a human, **SBI!** offers three different Customer Support options to choose from. **The Backgrounder** (Chapter 3) provides a brief overview of each one. You may never need this information (more than likely, you won't) but it's good to know that it is available. **Click here to read about support options.**

Every new journey begins with the first step. **Ready for this one?...**

... Let's get started...

1. PREselling And Its Effect On Conversion Rates

DAY 1

It is not about selling...
It's about **PRE**selling.
-- Ken Evoy, President SiteSell.com

Essential theory to absorb...

- To be successful, the **needs of your target group** (who are searching for quality information and quality solutions) have to be your **#1 priority.** Your desire to earn income always comes second.

- **PREsell...** don't sell! Use great content to create an "open-to-buy/hire" mindset in your customer.

- Maximize profit by maximizing your traffic and **Conversion Rate (CR).**

- Your **CR** depends upon **what** you do and **how** you do it. You will achieve higher **Conversion Rates** if you...

    - Reach targeted traffic in a reputable fashion (i.e., visitors find you via the Search Engines)

    - Deliver valuable, appropriate editorial content that PREsells

    - Recommend visitors to your income-generating source (ex., product, service, the merchant-partners that you represent, online store, etc.) **after** they come to respect and like you.

ACTION STEPS

1) Focus on maximizing profit.

2) Understand the difference between PREselling and selling.

3) Follow the pathway to high Conversion Rates.

4) Act upon the "PREselling Reality #1."

1.1. Focus on Maximizing Profit

There is an easy business equation to follow in order to maximize profit. It's the same equation, whether you are working online or off...

INCOME minus EXPENSES equals PROFIT

If you can **increase** the amount of money that is **coming into** your business, and **lower** the amount of money that is **going out** of your business, you will have more money **staying with** your business.

So let's start shifting that profit equation in your favor (and your bank account's!) by improving the first part of the equation... income.

There are two major ways to increase income (i.e., the amount of money you make through your products, services, and/or other monetization efforts). You need to...

1) Refer more visitors to your source of revenue...

This means that you need to continuously attract targeted traffic, people who are specifically interested in your theme and your topics (related to that theme) on your Web site. **High-value content** is the key factor behind traffic volume and your ability to increase and sustain it. If you have great content, you will have great traffic!

Once you have this traffic on your site, you then need to get them to **do** something.

Your **Most Wanted Response (MWR)** when a visitor lands on your site is for her to fulfill the action that will generate income for you, whatever that may be. So, for example,...

- if you are service seller, the **MWR** is a "click through" to your contact information page which provides your phone number or e-mail address for follow-up communication -- where you can close the deal and secure a work contract.

- if you are a product seller (hard or digital goods), the **MWR** is a "click through" to your order page.

- if you are an affiliate, the **MWR** is a "click through" to the sites of the merchant-partners that you represent.

Your goal is to...

... get the click through.

Your potential to generate income increases every time your visitors "do" something on your site. So work towards maximizing your **Click THROUGH Rate (CTR).**

2) Increase the Conversion Rate (CR)...

The **Conversion Rate** is the **percent of visitors who become your customers.** Your visitors arrived on your site, loved your content, decided your recommendation was credible, clicked through for more information, liked what they saw... and bought or hired!

Content... to traffic... to click through... to conversion...to sales/contracts... to income. **The higher your Conversion Rate, the higher your income!**

Let's use an affiliate business to illustrate. In this case, 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.

The more traffic you receive, the more chance you have to increase your **CR.** For example, you refer 100 visitors per day to a merchant-partner 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!

As you can see, **your profits grow geometrically when you maximize both traffic and Conversion Rates.**

Now for the second part of the profit equation... expenses...

Every business has unavoidable **expenses**. Maximizing profits does not imply that you must minimize expenses totally. After all, if you spend no money or time on your business... you have no 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."

Be very selective about your "spending." Banners, for example, are generally viewed as a big sales pitch. As a result, they hurt your **Click Through Rate,** and have a negative effect on your visitors' mindset, making them more skeptical and less open to buy/hire.

A good rule of thumb to follow...

If a particular strategy is not showing any dividends, drop it and try something different. Because in order to be profitable, you must build enough income to **more than cover** the time and money (expenses) that you spend to build the income!

So focus on getting the **best possible** traffic-building and sales-converting results for every dollar you spend... and for every hour you spend on your business. Of course, that's easy to achieve when you follow the **SBI!** process...

CONTENT → TRAFFIC → PREsell → MONETIZE

And it all begins with effective PREselling...

1.2. Understand The Difference Between PREselling And Selling

People use the Net as a searching tool. They search for credible high-value information or solutions that can fulfill a wish that they hold dearly or solve a troublesome problem that they are experiencing. Surfers, for the most part, **do not know** who or what can provide this -- they just know that they want to find a **trustworthy** someone or something that can make it happen.

That's the winning advantage of a content-rich site. It clearly shows to your visitors that you understand their search for quality answers to their questions... and that you aim to provide exactly that. A content-rich site builds trust and credibility. In your visitors' eyes, you are a knowledgeable expert who cares!

What happens then when a visitor arrives at a content site that is really just one big sales site? Put yourself in that visitor's shoes for a moment. She does not see inspiring, relevant, editorial content -- she sees a sales effort. But she was searching for content!

"CONTENT!"...

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

Selling is trying to get the sale. But that's not your site's first priority. Its job is to satisfy your visitors' needs and then lead them to your **MWR.** It's only at that point that "selling" enters the picture.

Most people, as you can well imagine, resist sales efforts. So if your content is heavily pitching something, visitors will resist you rather than **embrace** you.

Add to that resistance, as well, feelings of frustration and annoyance because she didn't find what she was looking for. She wanted information not a sales pitch!

Simply put... **pure selling does not work.**

PREselling, on the other hand, **warms up your visitor** with high-value information that fosters trust and credibility. Your information fulfills a wish and/or provides a

much sought-after solution for him or her. As a result of this positive/beneficial experience, the visitor begins to **like and respect** you.

Great content encourages your visitor to think about you as a "friend" making a recommendation rather than a stranger making a sales pitch. And if you create a truly info-rich site, you'll actually become a trusted expert, sharing your wealth of information.

Effective PREselling creates an **open-to-buy (or open-to-hire) frame of mind** in your visitor and gets the click through to your income-generating source. It's this "openness" to find out more about you and your business that produces higher **Conversion Rates** and generates more income for you.

The key is to reinforce your credibility to your visitor/potential customer every step of the way. To accomplish this, **get inside your visitor's head** and think about how she will react to your PREselling efforts.

Whatever you do, consider the impact on your visitor...

If it does not make her more "open to buy or hire," don't do it.

The Backgrounder (Chapter 4) provides two concrete examples of effective PREselling (both of which have a unique "concrete" twist). Check them out, if you like, and then return here.

The **needs of your target group** must be your #1 priority, the reason behind every action you take. So keep your visitors in constant focus and...

1.3. Follow The Pathway To... High Conversion Rates

The pathway to improved **Conversion Rates** (turning your visitors into customers) is straightforward. It can be boiled down to three very manageable steps...

1) Reach targeted traffic in a credible fashion.

As was discussed earlier, most surfers are looking for information and solutions. But they usually don't know exactly who or what can provide it. So they rely on Search Engines to source possibilities that are worth their effort to visit.

It's through the Search Engines (SEs) that you need to reach your visitors. This means that the SE link to your site has to be **visible and easy to access** -- most surfers won't scroll past the first 10-20 listings on a Search Engine's search results page. And secondly, the description about your site must be **interesting and credible** enough to warrant a visit. (Don't worry! **SBI!** will help you achieve both goals.)

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. Your credibility takes a huge hit with FFAs.

Compare this with how smart and open-minded your visitor feels when she finds you via a Search Engine. She **wants** to read your information!

2) Deliver valuable, appropriate editorial content that PREsells.

Write content that has your potential customer/client's best interests at heart. Meet their needs. Fulfill their wishes. Provide a solution.

PREsell... rather than sell.

Then get the click through by using a "in-context" **text** link. This means weaving a subtle recommendation (about your merchant-partner's offering and/or your product or service) naturally into the body of your content. Introduce your "solution" at the most relevant points in the text rather than piling up a number of links at the bottom of your Web page.

Pull your visitors through to your revenue-generating location rather than stopping them in their track. This could be a link to a sales page for your product or service, to your merchant-partner's site or to a click on a Google AdWords ad, for example.

Banners are the best example of how **not** to refer your visitor. People feel "pitched" when they click on a banner. And people who feel pitched are difficult to convert into a sale.

3) Recommend visitors to your income-generating source AFTER they come to respect and like you.

The key is to develop great content that leads to the click...

Valuable Content = Credible Recommendation = Turned ON customer = High CR.

In other words, don't push your visitors to the click, make them **want** to click through. It makes all the difference if your visitors feels that it's their idea to deliver your **Most Wanted Response.**

And with that, it's time to sum up **DAY 1...**

1.4. Act Upon The #1 PREselling Reality

Your **Conversion Rate** will depend 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.

Post this yellow stickie near your computer monitor to keep this important e-business lesson front and center in your mind...

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.

Once you realize this, then you know success really is DO-able. People do succeed... and meet their goals. 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 this Action Guide is to reduce the amount of trial-and-error **persistence** that will be required before you find your own successful formula!

DAY 1, in essence, boils down to simple but powerful statement titled, **"The #1 PREselling 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 income-generating source.

A positive mindset turns into a "purchase" mindset with amazing regularity. A negative one is near-impossible to overcome. Your success with anything you do in the world of e-commerce flows from it. Internalize it and act upon it... **you will succeed.**

SIDEBAR

Don't worry...

... that's the last yellow stickie.

The **SBI!** 10-DAY process will show you how to PREsell your way to high **Conversion Rates** and at the same time, maximize traffic to your income-generating source.

CONTENT → TRAFFIC → PREsell → MONETIZE

Take-home lesson?...

If your **high-value, searched-for conten**t is building terrific **targeted traffic** to your site via the Search Engines...

… and if your content is "warming up" or **PREselling** your visitors and getting a great "open-to-buy" **Click Through Rate (CTR)** to your income-generating **monetization models...**

… and if you are **converting** a high percentage of them into sales or contracts or commissions or leads...

… isn't that the roadmap to a high-earning Web site, and a flourishing online business?

It's easy to summarize the whole point of effective PREselling with this question...

Which person would **YOU** respond to...

A stranger with a sales pitch...

or...

A knowledgeable friend making a recommendation?

DAY 1 is the philosophical “cornerstone” of your site and business. Developing the framework around it begins next.

... Let’s go!

2. Develop Best Site Concept

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

Essential theory to absorb...

• 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.

• High-profitability keywords have a good **Demand:Supply ratio.** The ideal scenario is to identify a keyword with "High Demand" (i.e., lots of people are searching for information on that topic) and "Low Supply" (i.e., not many sites are supplying information on that topic).

• Your best Site Concept should...

• be a **highly profitable niche**... a "niche" concept (that people are searching for) has less competition than a more general one. This makes it easier for your well-written content pages to rank highly with the free Search Engines.

• **excite** you... choose something that you know and love (or that you are willing to find out more about) so that writing lots of great content pages in the future is not a huge burden or challenge.

• offer potential options for **monetizing traffic** to your site... this ensures a good **ROI (Return On Investment)** on your traffic-building efforts, making every visitor to your site (even the not-so-targeted visitor) a possible income-generator.

• If you are selling your own product or professional service, your goal is to find the most profitable and the most Search-Engine-friendly way possible to position your offering on the Net.

1) Take the time to prepare properly rather than repair later.

2) Create a list of potential Site Concepts.

3) Narrow your list to top 3 choices.

4) Open and explore the Manager.

5) Enter your 3 keywords into the MASTER KEYWORD LIST.

6) Research profitability.

7) Select your best Site Concept.

2.1. Take The Time To PREpare Properly... Rather Than REpair Later

You have just arrived at the most important part of your entire Web business... the preparation stage.

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 for your site, if you develop the wrong topics for your Web pages... you'll get the wrong results.

No traffic = No income.

DAYS 2 , 3 and **4** focus on what you need to do before you build your site... heck, before you name your site even! During these prep DAYS, you will prepare to avoid (or where necessary, overcome) potential hurdles or hazards.

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

Actually...

What you are about to do together is likely a radical departure from what you have been doing. So don't rush. Take your time and read carefully... receive the key to becoming an E-commerce Master.

OK, **enough...**

..."kung-fu grasshopper" stuff. Back to real-time preparation and identifying the theme or specific concept of your Web site...

2.2. Create A List Of Potential Site Concepts

If you are not sure what your Site Concept should be, think "passion"...

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.

Your objective at this stage is to find subjects that you really know **and** like. One of these may eventually become the theme of your Web site. If the subject is one that really interests you, it won't be difficult to write lots of information-packed content pages about it.

Write down ideas for good "Site Concepts" as they hit you -- make your list as long as you can. As you read the daily newspaper, or watch a talk show on TV, or chat with friends/colleagues, or browse a book store keep your antennae up for possible subjects.

Take your time building this list. The final concept will form the **foundation for your business.**

Try not to censor yourself, except for this one case...

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 extremely Net savvy. (However, 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.)

Site Build It! will help you become an effective Net marketer, but use it to build a niche site that is 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.

(If you need some help to get your brain's neurons buzzing creatively, **click over to The Backgrounder for some brainstorming tips (Chapter 5**).

If you already have an established business, think "position"...

You already know the general theme/concept of your site. It's not very likely that you are going to switch to something else just because there currently appears to be greater online interest/demand for other subjects.

Now you need to determine the most profitable way to approach your concept so that visitors can easily find you at the Search Engines, rather than your competitors. If you are a Service Seller, your "slant" will also have to take into account whether your business is locally or globally based or if you going to blend the two. **(For more discussion on this, please see The Backgrounder (Chapter 6).**

Start by thinking about how you might narrow your theme. You could...

- reflect what "solution" your business provides, or...
- target a particular segment of your market, or...
- present a specific angle, or...
- etc., etc.,

Jot down some different ideas about how you can position your business.

After you have added your final suggestion, review your list. If you think that it has more than enough good ideas, then move on to the next step...

2.3. Narrow Your List To 3 Top Choices

Pick the **three concepts** that you love the most and that you think would appeal to others -- because without traffic, you might as well not have a Web site. You're invisible!

This is your "short list" of Site Concept words (we'll refer to them as **Site Concept keywords** from now on). If you have an established business already, select your 3 best approaches.

Three concepts, three things to keep in mind...

- **Your 3 potential Site Concepts should not be too broad in nature.**

For example, "pizza" as a Site Concept keyword is more specific than "food." "Lung cancer" is more specific than "cancer," or the super-broad subject of "disease."

Surfers are looking for specific information that is easily accessible. They don't have the time or the desire to drill down categories until they find the one they want.

- **It's also important not to make your niche too narrow, either.**

For example, “pepperoni thin-crust pizza” as a Site Concept keyword would be too restrictive. You’ll miss out on those people who know what they are searching for (in this example, “pizza”) but they do not necessarily know the specifics of that particular subject (what “kind” of pizza).

- **Choose a concept that really turns you on.**

If you make that a key criteria, you won’t be working... you’ll be playing. So focus on topics that you love and know for your top three choices.

2.4. Open And Explore The Manager

Got your 3 concepts swirling around in your mind? Super! It’s time to introduce the **SBI! Manager** into the process.

SBI! Manager is an exceptional tool that you will use over and over again. It helps you turn **data** into **information** that you can use to build a Theme-Based Content Site that your visitors **and** the Search Engines will love. And you know what that **means...**

... more targeted traffic which, in turn, means higher sales and/or more commissions for you.

And once your site is up and growing, it helps you wring the most out of the Pay-Per- Click Search Engines (PPCs) -- it makes mass submission to the PPCs a snap.

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

Before you begin using this tool, **please read these technical details about the Manager first in The Backgrounder (Chapter 7).** Then c’mon back here.

Now, let’s get the ball rolling...

1) **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.)

2) 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.)

Win and Mac users alike must have an **open connection** to the Internet for the **Manager** to work.

The **first** time you open the Manager, you will need to register as an **SBI!** user. Enter your first name and your **SBI!** Order number. Then click on the **Register My Copy** button.

You will be then taken to the **MASTER KEYWORD LIST** display for a domain called **"temporary.com."** This domain is not a real domain -- it is simply your "scratch pad domain." You are going to use it to build your MASTER KEYWORD LIST **before** you actually register your real domain.

SIDEBAR

Once you register your **Site Build It!** domain, you won't need to use temporary.com as your scratch pad. You'll be able to do brainstorming and researching using your own domain name.

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

And now the fun begins with big-time exploration...

Clicking on the large label in the upper left corner of **any** display tells you what that display is all about. Try it. 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 will sor**t** all your keywords according to that term -- for example, clicking on DEMAND will sort all your keywords according to how much DEMAND there is for them (highest DEMAND first).

Look for the navigation buttons in the upper right area, such as...

. These take you to other displays in the **Manager.** While you explore every other

display, be sure to once again click on every question mark, and every label for online help. And then return to the MASTER KEYWORD LIST.

If you want to read your list of keywords **offline** sometime, click on the **domain name** label (under the **Master Keyword List** label). This is where the **Export** button is located. It exports your keywords (and their profitability number) in a tab separated format -- which you can easily put into a spreadsheet program for viewing and editing. A file named "MasterKeywordList.txt" will be created in your Manager folder (i.e., where you installed your **SBI! Manager**). If you can't find it, search for a file named "MasterKeywordList.txt."

Please note...
Always do a **backup** after you enter a lot of data into the **Manager** by clicking on the button with the green disk ( ). This will save your data and shut down the **Manager.** Then simply 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.

The Backgrounder (Chapter 8) has some general trouble-shooting tips, if on the rare chance, you might need some help.

The MASTER KEYWORD LIST is the **hub** of the **Manager.** You'll come back to it often. Think of this display as your "home base."

It's especially important that you take your time to explore completely. Try to set aside a good hour and stick your nose into every nook and cranny. You may get lost if you just rush ahead. 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.

Once you are very familiar with the different functions of the **Manager,** move on the the next step...

2.5. Enter 3 Keywords Into The Master Keyword List

Enter your 3 potential Site Concept keywords into the MASTER KEYWORD LIST.

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 (more on this in **DAY 3**).

For now... see where it says “Enter first keyword here”, right under the KEYWORD label...

Enter your one of your Site Concept keywords into that box (after you delete “Enter first keyword here”).

Then add the second. You can create a new keyword box by clicking on the + button. Repeat the same process for your third and final choice.

Great! Now let’s find out which option will be the most profitable. How?

By researching the **profitability** for each keyword. But don’t get scared off by that **R** word (“research”)... unless you’re afraid to click a button!...

2.6. Research Profitability

The search for the most profitable concept starts with the $ button...

STEP 1) Click on the $ button beside each of the 3 keywords that you entered. See what happens? The **Manager** goes out on the Net and brings you back DEMAND and SUPPLY data.

SIDEBAR

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

Clicking on the $ **button** also brings back **SUPPLY SITE INFO.** This is info on the 10 most highly ranked sites related to each keyword (more details later on in the Guide).

STEP 2) Review the SUPPLY and DEMAND data for each keyword. Note, too, the PROFITABILITY score for each one.

PROFITABILITY for a keyword is determined by...

- **DEMAND** -- this is a relative number of how many times people search for a particular keyword, compared to other words. DEMAND gives you a good idea what information potential visitors want and are searching for. It also indicates the potential size of your target market.

• **SUPPLY** -- this is the number of sites that provide content for a particular keyword. SUPPLY indicates the amount of competition you face for this topic.

What you want to zoom in on are high-profitability keywords. Those keywords that have a good DEMAND:SUPPLY ratio (i.e., high DEMAND and low SUPPLY).

SIDEBAR

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

But their **relative** profitability **to each other** remains the same (i.e., the order stays the same). 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.

Don't stop there with your research. Get a bit more info to be sure of your shot! After all, what you decide right here, right now sets you down a very important path. You want to be sure that you choose the best one!

STEP 3) When you clicked on the $ button beside your keyword, it brought back information about ten frequently visited sites (if available) that provide info about that particular keyword.

To access this information, click on the box under the SUPPLY SITE INFO label...

#	KEYWORD (15 in this list)	?	DEMAND	SUPPLY	PROFIT-ABILITY	SUPPLY SITE INFO
1	Statue of Liberty	$	24,618	57,227	15.8	URL:

This sends you to a Notepad for SUPPLY SITE INFO for the first word in your MASTER KEYWORD LIST (Statue of Liberty, in this example). Do the same for your other two words.

SIDEBAR

The same instructions apply to find the Notepad that goes with the POSSIBLE PARTNERS category and the one for IDEAS FOR CONTENT.

STEP 4) Check out the SUPPLY SITE INFO for each keyword in your MASTER KEYWORD LIST.

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 better word.

If the info that you are reading sparks your interest...

1) Type in the IDEAS FOR CONTENT notepad what aspects or details you might 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) content -- These sites will be your direct competitors. They'll also speed up your learning curve by giving you a lot of relevant information. So as you review these content sites, jot down great ideas for content on your own site. Enter these ideas into the IDEAS FOR CONTENT notepad.

iii) merchant-partner -- 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 (a possible monetization option in the future). Remember to add a few notes about this opportunity, or you'll forget what attracted you when it comes time to review.

If you already have an affiliate business (or you plan to build one as a monetization option), there is a bit more research that you can do at this time. **Click here for your next steps, as outlined in The Backgrounder (Chapter 9)**. When you are finished, come back to this point and continue on.

OK. It's almost decision time!

How do you know which Site Concept keyword is the **best** one? Simple! The best Site Concept keyword for you...

1) is highly profitable (it shows a good Demand/Supply ratio) -- Again, this is not an absolute, just an indication. Use your judgment.

2) excites you -- it will be fun to create interesting Web pages about the subject area and to do the necessary research to stay current.

3) offers potential income stream options so that you can monetize your traffic -- for example, you could represent the products/services of related, non-competing businesses (i.e., affiliate income), or you could write and sell your own e-book about the subject, if it fits well with the service or product you want to sell, etc.

Review the data. Think carefully about it.

If you decide to take a break before you make your decision, please remember to do a **backup** after you enter data into the **Manager**. Click on the button with the green disk ( ). This will save a backup copy and shut down the **Manager** -- very important, in case your Manager ever becomes corrupted.

2.7. Select Your Best Site Concept

Yes, it's time to make your all-important choice. And good news! You're ready! You know enough to make a smart choice.

Select the most profitable-looking and interesting and "monetizable" Site Concept keyword from your list of 3 candidates.

SIDEBAR

Let's suppose you haven't been able to locate any profitable keyword niches related to the theme of your product or service. Should you stop building a Web site?

Of course not. Building FREE targeted traffic from the SEs is the most **cost-effective** way to generate visitors, especially if you must keep overhead costs low. However, depending on your situation, your **ROI (Return-On-Investment)** may make it very worthwhile to also investigate paid advertising options (like the Pay-Per-Click Search Engines 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 deal with you. In the absence of a word-of-mouth referral, a presence or exposure that goes 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 5 for more details)** until you do find profitable keyword niches, while still remaining within the theme of your topic.

Review the results of your research, weigh all the factors and then go with the Site Concept keyword that shows the **best potential for you.** Choose the theme that you know you can write about easily and with great enjoyment -- in fact, you may already have possible topics for your pages swirling around in your head!

It's critical that you do not to get hung up at this point of the **SBI!** process, spinning your tires because you "want to have just one more look" or "just a bit more time to think about it."

Best advice?

Keep moving forward -- you can always come back to your second or third choices. The actual final-final decision only happens when register your domain name.

Before you start **DAY 3,** delete the other two keywords from your MASTER KEYWORD LIST. To delete a word, just click on the button.

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.**

Good day's work! If you like, shut down your computer and go interact with one of your favorite humans for a couple of hours. Or you can continue with **DAY 3** where you'll be doing some truly sizzling brainstorming.

Actually, it's just the **Manager** that will be brainstorming. You'll just push a button and go for coffee. But be forewarned! You'll actually have to do some thinking after that. The **Manager** can't think... **yet.**

Ready to continue?

... It's onwards and upwards!

3. Brainstorm Profitable Topics

DAY 3

"Why do you rob banks?" the officer asked infamous bank robber, Willy Sutton, moments after being arrested. To which he replied... **"I go where the money is."**
That, dear reader, is where **your brainstorming** should go.
-- An **SBI!** E-update

Essential theory to absorb...

- Keep the best keywords in your MASTER KEYWORD LIST. These keywords will have a good combination of...
    - profitability
    - relevance to your Site Concept
    - passion/interest for you.
- The profitability calculation is a complicated one and takes all other keywords in your MASTER KEYWORD LIST into account, in a weighted fashion. The actual profitability number of a keyword is not as important as its relationship to all the other words and its fit with you and your interests.
- Consider your MASTER KEYWORD LIST as a blueprint for your business. When you're ready to build your site, start with the keywords in that list that have the best combination of...
    - high demand
    - low supply (especially the ones that you really enjoy and know!)
    - a good number of potential traffic monetization options **(DAY 4)**
- An effective Keyword-Focused Content Page (KFCP) wraps high-value content around a Specific Keyword (i.e., the topic for that page)... which both human visitors and Search Engines love.

ACTION STEPS

1) Brainstorm and research a MASTER KEYWORD LIST

2) Do extra B&R sessions on related General Keywords.

3) Build A Profitable Master Keyword List

a) Transfer or start over.

b) Research, delete and add keywords for profitability

c) Think like your customer.

4) Examine your business blueprint.

3.1. Brainstorm & Research A MASTER KEYWORD LIST

You now have the **Site Concept** for your new **Site Build It!** site. However, it's still too early to register your domain. You need to do some serious brainstorming first in order to see where your concept will lead.

In **DAY 2,** you added and researched one keyword at a time. Now the **Manager** will brainstorm a long list of keywords **related** to your concept. Let's start with the "big picture"...

First stage -- **Manager** gets the DEMAND and SUPPLY data for each keyword.

Second stage -- **Manager** calculates the PROFITABILITY. This is information is important because each keyword will be the **topic** of one of your site's Web pages (known as **KFCPs** -- **Keyword-Focused Content Pages**).

Third stage -- **you'll** prune out the **low-profit-potential ones.**

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 business. Best of all, the **Manager** allows you to target keywords efficiently so you'll never waste time targeting keywords that no one ever searches!

Of course, the **Manager** will also bring back valuable SUPPLY SITE INFO for each keyword that will be helpful when you begin to write content for your own site.

SIDEBAR

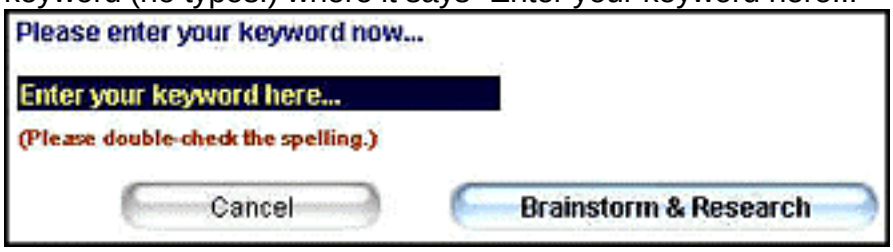
Remember... "temporary.com domain" is not a real domain -- it is simply your "scratch pad domain" -- use it to build your MASTER KEYWORD LIST before you actually add your real domain.

Hopefully, you are still "on the yellow brick road" and have not yet finalized and registered your new **SBI!** domain. If you did, you can still use temporary.com to build your MASTER KEYWORD LIST. Later on, you will add your already registered domain to the **Manager** and transfer your temporary list over to that domain.

No time like the present to begin... click on the **"Brain** **button"** at the top of the screen display to access the **Brainstorm & Research (B&R)** tool.

The first few times you do this, **please read all the onscreen directions carefully.** (Don't worry, there is no complicated technical jargon involved!)

When you come to the "Brainstorm & Research" window, enter your Site Concept keyword (no typos!) where it says "Enter your keyword here..."



And then click on the **Brainstorm & Research** button to start the ball rolling.

Let the tool do its job. Go out for a coffee and come back in 15-20 minutes (as long as 60 minutes in some dialup areas). 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. 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.

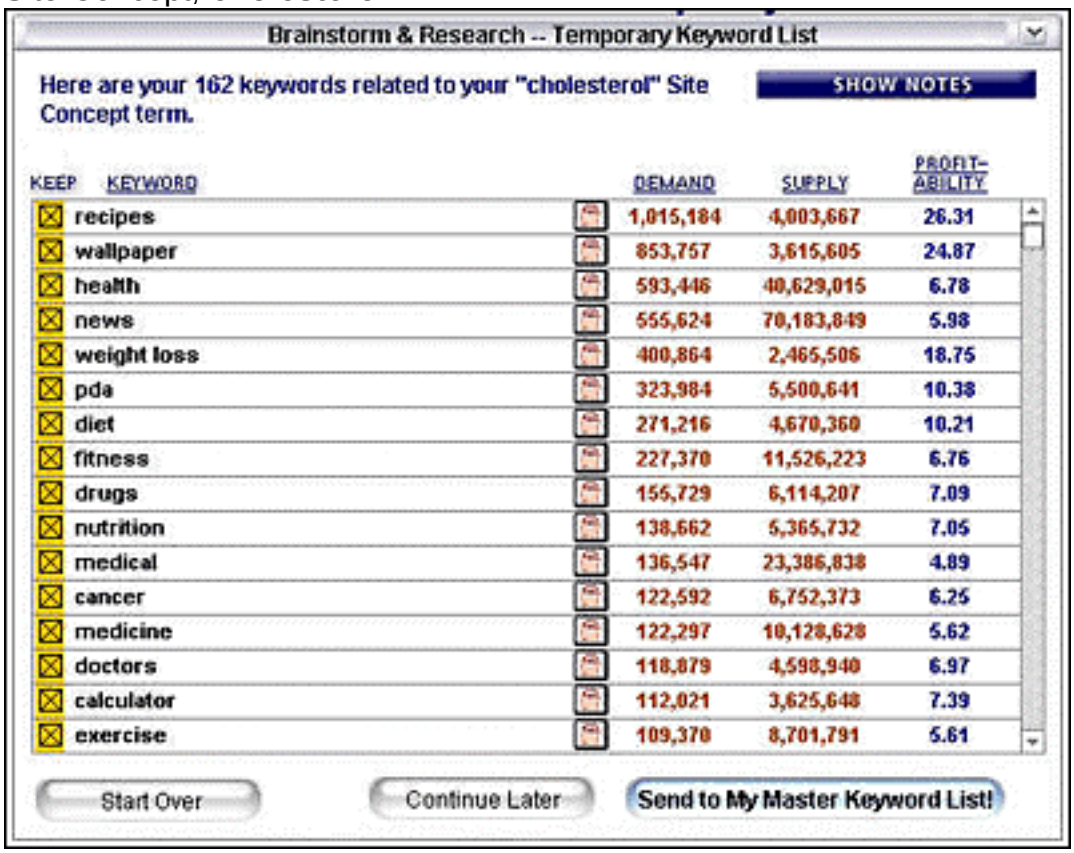
Try a total of 3 additional times. If it's still down, you can either cancel out (you'll have to start over later), or leave B&R where it is overnight (yes, you can do other stuff on your computer now) and finish the session in the morning.

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 be up -- so if you left the B&R where it was, you'd simply complete your session without having to start over.

3.2. Do 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.** If you find a General Keyword that is related to your Site Concept keyword, do a supplemental B&R session on it. This will help you find "nichier" keywords.

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. **A quick example...** you did a B&R session on your chosen Site Concept, **cholesterol...**



You notice the word "recipes" at the top of the list. Obvious relationship, right? So you hit the small button beside the word "recipes."

That supplemental B&R session returns a series of profitable words (that you can use to build KFCPs), which leads you to a super idea for your Site Concept... perhaps you will use **CholesterolAndRecipes.com.**

Look for keywords that have the right blend of **specificity and relevance.** If a keyword is too general, your first big-brain-button session will bring back too much junk.

Keep your eyes open for **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? It's probably easier to explain with an example...

If your Site Concept was "stocks" and you wanted to brainstorm on "penny stocks," what would be the point?

Yes, it could take your research into a more speculative direction, but there would also be many duplicates (that are eliminated before you see them). In general, it's better to use a "similar level" kind of General Keyword that does not contain your Site Concept keyword... like "investing" or "securities."

Or hit the Start Over button (more on this button below), and create a whole site about speculative investing, if you do decide to change direction.

Important... In order to be fair to the Net resources that we use, you are only allowed to do **one "master" brainstorming session per week.**

However, you can do a maximum of **three extra B&Rs** (i.e., small clicks) as part of this master brainstorming session. And you can start over, too.

But once you complete a series of brainstorming and sub-brainstorming and once you transfer a final list of keywords to your MASTER KEYWORD LIST, **you cannot do a new brainstorm for a week.**

This "fair play policy" should not cause you any problems.

Your initial brainstorming session plus the three extra smaller ones will give you enough profitable topics to keep you busy creating content (related to your Site Concept) for months!

SIDEBAR

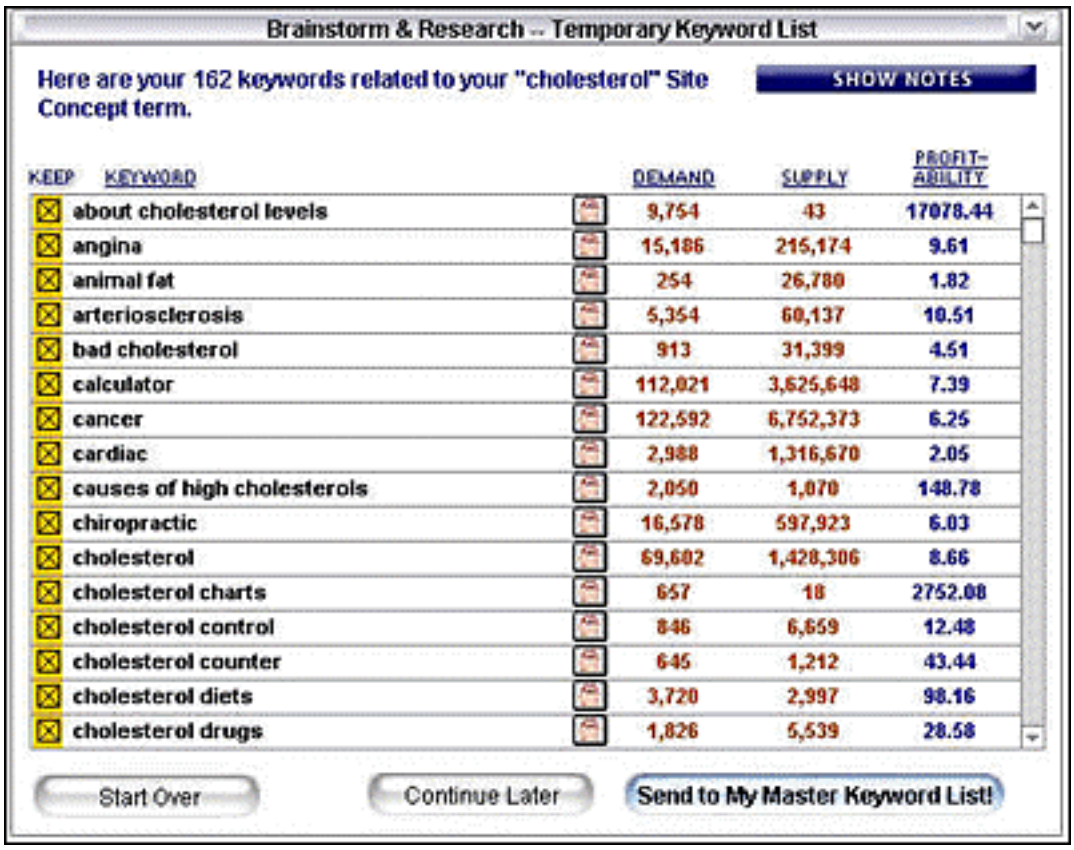
You do not have to do all three extra sessions immediately. Just click on **Continue later** button and then shut down the **Manager.**

Your work up to this point will be saved. You can resume brainstorming anytime.

3.2.1. Keyword Analysis... Made Easy!

To analyze the keywords from the B&R session, look at brainstorming results from different points of view.

Click on the KEYWORD label to sort your keywords alphabetically, like 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. Now do the same for the other labels. Click on the SUPPLY label to sort your keywords by SUPPLY and the PROFIT-ABILITY label to sort your keywords by PROFITABILITY.

When the B&R session first returns its keywords, it is sorted by DEMAND. If you later sort in some other way, just click on DEMAND to sort by DEMAND again.

You'll get the most out of sorting according to PROFITABILITY and DEMAND. The best keywords to use are...

1) The highest PROFITABILITY ones

2) the highest DEMAND ones that also have average-or-better PROFITABILITY.

SIDEBAR

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 order stays the same). For example, if you deleted the word "cardiac" 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. And that's what you need to remember...

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.

Your judgment and the fit of the keyword are just as important as the "profitability" calculated by the **Manager.**

3.3. Build A Profitable Master Keyword List

At this stage of the process, you need to decide which keywords from your full brainstorming session you want to keep. Once again, these keywords will have the best combination of...

1) profitability

2) relevance to your Site Concept

3) interest for you.

Keep in mind that 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 and read a travel book on New York if you need research material about the Museum of Modern Art in New York. Or hey... search the Net!

SIDEBAR

Are you the type who prefers to study information offline, holding a printed copy in your hand? No problem, export the data (Demand, Supply, and Profitability) and then print in your usual fashion. Follow the **Manager's** exporting instructions -- click on the **domain name label** (under the **Master Keyword List** label).

After you have made your "these-are-the-ones" selection, how do you keep or delete keywords from your list? Simple... to keep the good ones, you have nothing to do.

To delete, **uncheck the "x"** that appears in the small box in the KEEP column, which appears just to the left of each keyword.

3.3.1. Transfer... 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

You can always enter keywords manually, one by one, directly into your MASTER KEYWORD LIST.

But what if 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 take your "second choice" Site Concept (from your original top 3 choices) or a better concept that you may have discovered during brainstorming, and start **DAY 3** all over again.

Do not start a project that does not excite you and that does not appear profitable.

Important reminder... 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.**

3.3.2. Research, Delete and Add Keywords For Profitability

Fantastic 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 **DAY 2** **(for a quick refresher, see Chapter 2.6)**.

Expected results? The same as for your earlier drill...

- lots of good content ideas for the site
- an awareness of what your competitors are doing
- (if applicable) some good leads to merchant-partners who might be interested in pay-per-click advertising from you a bit later (when you have enough traffic to consider selling advertising).
- (if applicable) a few merchant-partners who have affiliate programs

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.

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. **Click on the for both of these buttons to avoid any disasters.**

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.

Add the keyword to your MASTER KEYWORD LIST (the button) and then check its PROFITABILITY (the button).

And, of course, one week after your first B&R session, you can always run another one. Usually you have enough information that you don't need to do one for quite a while. Months, even!

Here are three fast tips for secondary B&R sessions, if needed...

1) Do a search for your Site Concept keyword at **Amazon.com.** Select "books" and enter your Site Concept keyword. It may return some titles with good, related General Keywords. Then do a new B&R session on that word.

2) 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!

3) 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. Choose one and start a new B&R session on it. Keep the best words that it brings back and add them to your MASTER KEYWORD LIST.

Please keep in mind...

The key is not to get hung up on brainstorming more and more and more keywords. Always keep moving forward in the **SBI!** process...

3.3.3. Think Like Your Customer

There is one other strategy for building a profitable MASTER KEYWORD LIST that cannot be overlooked... it involves **thinking like your customers.** They are, after all, your "bread and butter."

Put yourself into **your visitors' shoes** by answering these "profile" questions in your mind...

- **Who are your visitors?** Come up with several possibilities about who belongs to your target group and what they do. Be as specific as you can be --try to break down your visitors into niche segments (i.e., retirees, hobbyists, fixed income, health-care provider, etc.).

- **What do they want?** Think about their needs or wishes/desires... and how you can easily provide the information and solution your visitors are searching for, once they find you.

SIDEBAR

A final question that doesn't need to be answered immediately (but that is a good one to keep rattling around in your brain)... **What other stuff do your visitors look for?...**

The resulting information could lead to a profitable Site Concept for a **second** theme-based content site. Why not your first site? Because the introduction of a different subject would dilute your site's power, both with your human visitors and especially with the Search Engines' spiders. Never get off topic!

You can, also, draw visitors at your second site over to your "solution" on your first site by using "in-context" links (more on this type of link later on) whereby you weave your PREselling message naturally into the content flow. Because both sites are geared to the same target group, a good percentage of visitors should click on the links.

Take-home lesson?

If your keyword attracts your **target** market, there is always a way, with just a touch of creativity, to stretch her to other products/services that are likely also to fall within her "list of needs."

For an short example to illustrate this important strategy, **please see The Backgrounder (Chapter 10).**

This brings us to the final Action Step for **DAY 3...**

3.4. Examine Your Business Blueprint

As you create, build, review and analyze your MASTER KEYWORD LIST, you'll be continuously refining your original Site Concept. And by the same token, you will be uncovering exciting topics that you can use to build quality content pages.

The best way to score with both Search Engines and your human visitors is to **focus your site on a single theme** and to have **each page focus on a topic (a Specific Keyword) related to that theme.** A diluted theme-based site that touches on several unrelated topics will rank poorly with the SEs -- the Search Engines want to see a tightly focused theme across **all** pages.

A diluted site will also rank poorly with your visitors who do not see the quality and depth of information that they are seeking about a particular subject. As a result, your visitors do not consider you a credible source and with a mouse click, they are off to find a more satisfactory site.

So how do you decide which topics (i.e., Specific Keywords) to write about? Choose those that...

- fit with your Site Concept
- concentrate on keywords with a good PROFITABILITY score
- provide you with the opportunity to build good content (SUPPLY SITE INFO has sparked good ideas).
- have a good number of POSSIBLE PARTNERS (to monetize your traffic).
- you know about (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, interest/passion, and viable monetization options.

Then take a highly profitable keyword and develop a Keyword-Focused Content Page (KFCP) where you develop high-value content around a Specific Keyword (i.e., the topic for that page). The kind of page that both human visitors and Search Engines love!

See what you have created? **Your MASTER KEYWORD LIST is your site's...**

... blueprint!

To sum things up...

With the help of the **Manager's** Brainstorm & Research tool, you have identified the best possible highest-profitability keywords. The MASTER KEYWORD LIST provides the high-value content you need to start building your KFCPs. In fact, the foundation is so solid that the site can almost write itself!

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. So it's very tempting to fly through them. Don't. Work these days thoroughly.

Remember... **Site Build It!** works, **if you work it!**

When you feel you are ready...

... it's on to **DAY 4....**

4. Monetize Your Site

DAY 4

SHOW ME THE MONEY!
-- Jerry Maguire (1996)

Essential theory to absorb...

• Think about potential income streams that might "fit" with your Site Concept **before you commit** to your domain name. Try to make every visitor to your Web site contribute to your bottom line so that you are not wasting good traffic.

The "niche concept site" is a flexible strategy that anyone can create and monetize. Bend it and twist it -- add your own ideas!

• Traffic-building (and lots of it) comes before Monetization**.** (This is so obvious, but only **SBIers** do it.)

• Diversification creates a stable online business and puts you in charge. However, multiple income opportunities should not be introduced at the expense of your main business. Expand appropriately.

• If you are purely creating an "information" site and do not have a product or service to sell, no problem. You can monetize traffic several ways. For example, grow a list of **good** merchants with affiliate programs who have product lines that **fit.** Choose only the best ones and group them according to **high-profitability** keywords.

Or monetize with Google AdSense, the perfect fit for a theme-based content site.

• Do not dilute your targeted niche just to expand your base of merchant-partners or to create a wider audience for monetization purposes.

ACTION STEPS

1) Plan your monetization options now.

a) Choose the best potential 3rd party partners, if relevant.

2) Move ahead or loop back?

4.1. Plan Your Monetization Options Now

There is only more thing to do before you finalize your Site Concept and choose your domain name... you need to plan **how and when** you are going to monetize your site.

You probably already have an idea or two about how you want to generate income from your passion/knowledge/expertise. Perhaps...

• you have a law practice that you want to promote online -- it's cheaper than a Yellow Pages ad, far more effective **and** you have no space restrictions.

• you are involved with Network Marketing -- you want to reduce your driving-around time and extend your "warm circle" further afield. What could be better than warm leads calling you?

• you have wonderful photographs of century-old barns to sell -- your hobby is going commercial!

• you have discovered the most beautiful tropical island in the world -- you want to make commissions from the tour company that first introduced you to its wonders, from real estate agents who want your referrals and finally, from **Google AdSense ads.**

SIDEBAR

Google's **AdSense** program is an excellent monetization method. If your site is accepted, you place Google ads on your site. Eligible sites can range from a wonderful little hobby or passion site to a full-blown information site by a major company -- **the determining factor is quality content.**

This ad is contextually relevant to your audience so more than likely some of your visitors will show an interest in it. For every ad clicked upon, you receive money (a share of what Google receives from the advertiser).

For more exciting details about this revolutionary program, visit...

http://adsense.sitesell.com/

• you want to open an online store using **Store Build It!,** selling hard goods that are related to your **SBI!** theme.

SIDEBAR

Store Build It! is the marriage of **ShopSite's** shopping cart/e-store software with **SBI!,** creating the best store solution on the Net. Some of the integration features include...

i) built-in source of traffic, delivered to your store via NavBar button integration

ii) own subdomain (slick differentiation of this major new division of your site)

iii) home page submission to major SEs

iv) easy pop-ups of **SBI!** content pages that both deliver more info and detailed photos, AND attract yet more traffic

v) complete retention of **SBI!** Look & Feel from home page to product pages to shopping cart, even to order page... automatically!

vi) separate customer mailing list -- to be able to reach **your** most valued visitors of all

vii) numerous other seamless fits/improvements (ex., privacy and guarantee templates, CVV
help, footers, etc., etc.).

Store Build It! also provides invaluable guidance through its **"1-2-3 Action Guide"** and additional resource books, **"Make Your Store Sell!"** and **"Managing Your Store After The Sale."** For more information, please see...

http://build.sitesell.com/help/storebuildit/storebuildit-help.html

- or other monetization models of your choice... the possibilities are endless.

Don't worry if you are not quite sure yet what shape your business will take. **DAY 4** will help crystallize things in your mind.

Regardless of where you are at with your money-making plans, now is also a good time to think about what potential income streams (i.e., how you monetize your traffic) would "fit" with your Site Concept. This way, you have a better chance at making **every visitor to your Web site contribute to your bottom line.**

And by doing some "future" thinking now, you will know if your present choice of a Site Concept will allow for more than one profitable opportunity. You don't want to box yourself into a corner before you even get started!

Why is more than one income stream necessary?

Realistically, not every visitor who lands on your site will be interested in your primary offering. You may get visitors who belong to your target group (hey, that's how they found your site!) but they might have slightly different needs... unique needs that your primary "solution" cannot fix.

You could just let visitors like that proceed merrily on their way. But why would you? After all, you worked very hard to get them to your site in the first place, right?

Instead, for example, you could make recommendations for niche-related, non-competing products and/or services that may be more suited to the needs of those visitors (this scenario illustrates the affiliate program monetization model), or even provide contextual Google ads and earn revenue for each click.

The key is to never be dependent on any one income source – "all your eggs in one basket" is a high-risk strategy. By **diversifying,** your revenues increase, your business is more stable, and you are in charge of your business destiny.

Don't feel that you have to offer a secondary income stream right away. Focus on building more targeted traffic for your primary income-generator, and then when you are ready, begin your second or third ones.

Multiple income opportunities should never be introduced at the expense of your main business.

As you saw above, there are countless ways to monetize traffic (as your primary and/or secondary model). You could choose...

- affiliate programs
- the sale of hard goods, including a shopping cart
- contracts for services
- the sale of your own e-book, or collection of photos, or other digital goods
- referrer/finder programs
- advertising, especially Google ads
- promotion of online auction listings
- online shopping mall
- etc., etc.

Use your imagination. There really are countless ways to turn visitors into dollars. The **SBI! Tips 'N Techniques HQ** profiles a range of monetization models. Consider each one carefully. Depending upon your particular niche and business intentions, some will apply to you. Some won't. Tailor your choice of monetization models according to your time constraints and priorities...

http://build.sitesell.com/tips/infopublishing.html

http://build.sitesell.com/tips/yellow-pages.html

http://build.sitesell.com/tips/networkmarketing.html

http://build.sitesell.com/tips/local-business.html

http://build.sitesell.com/tips/hardgoods-selling.html

http://build.sitesell.com/tips/sales-rentals.html

http://build.sitesell.com/tips/egoods.html

http://build.sitesell.com/tips/affiliate-marketing.html

http://build.sitesell.com/tips/finders-fee.html

http://build.sitesell.com/tips/ecom-site.html

http://build.sitesell.com/tips/net-auction-sellers.html

http://build.sitesell.com/tips/webmasters.html

Please note... Tips 'N Techniques HQ (http://build.sitesell.com/tips/) is located in **Site Central** (mission control of server-side **SBI!**). You will have direct access to **Site Central after** you build the home page of your site.

OK, the **"how"** part was easy. Now for the more challenging aspect of monetization... the **"when."**

Before you can effectively monetize your site, you need to have a solid traffic base. **No traffic = No income.**

You may be thinking... "Hey, I don't want to miss out on any potential income. I want to build a commercial site right from the start!"

Do not be in a rush to monetize your site. And do not over-commercialize it. Keep these two important points in mind...

1) Quality and benefit-focused content is what attracts more visitors and keeps traffic coming back again and again. Quality content is what creates warm, willing-to-buy/hire visitors who trust you and your business.

In other words, by providing great content, you PREsell your reader, increasing your click through to your income source and your **Conversion Rate**. That is not going to happen if your site is just one big pile of links. Both the Search Engines and surfers will ignore you.

2) You can get into the **LookSmart Directory** for free, if your site is listed by **Zeal.com**. And this accomplishment alone is a great traffic-booster. The catch is that your site must be **non-commercial** when you apply. The perfect time to do this is when you are first building your traffic base.

It can take anywhere from 4-8 weeks for the Search Engines to pick up, list, and start driving traffic to your site. So by adding a couple of quality pages to your site per day, it will only take 2-3 weeks to generate enough content to qualify for a free listing at Zeal, and to be considered by other directories. For more details, go to **http://build.sitesell.com/tips/looksmart-free.html**

A non-commercial site also has a much better chance of getting listed at the **Open Directory Project (OPD) (http://www.dmoz.org/).** Apply when you have at

least 30 pages of excellent content. This advice also applies for **Yahoo!,** and quality niche directories.

So, as always, everything begins with **content.** Quality content gets the attention and approval of your visitors and the Search Engines, which in turn builds traffic, which in turn PREsells effectively, which in turn increases **Conversion Rates,** which in turn makes you money...

CONTENT → TRAFFIC → PREsell → MONETIZE

So start planning your potential options **now** so that you can choose a domain name that will accommodate your exciting vision of the future. The "niche concept site" is a flexible strategy that **anyone** can do. Bend it and twist it -- add your own ideas!

Affiliate programs as a monetization option are very popular and can be a very profitable, if you do your homework. Let's see how to get it right...

If affiliate programs are not on your radar screen, skip ahead to Chapter 4.2.

4.1.1. Choose The Best Potential Partners

Representing a 3rd party merchant-partner is a great monetization option to consider. You can use the affiliate model to supplement your primary monetization plan (ex., sell your service). Or you can make it your primary business (in combination with Google AdSense).

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.)

As a result, it is easy to start and build an affiliate business. If you would like to hear about other people's experiences in this field, check out Allan Gardyne's newsletter. Every now and then, Allan Gardyne, a highly-respected guru of affiliates, focuses on successful affiliates.

You can review his back issues for the success stories at...

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

Even though as an affiliate, you do not have millions at stake, you do have one **big** risk... if merchants, backend providers, or affiliate intermediary go out of business, they take **you** with it. So do your homework carefully...

STEP #1 Grow a list of **good** merchants with affiliate programs who have product lines that **fit.**

STEP #2 Choose only the best ones. (Google ads should replace all except the best.)

STEP #3 Group them according to **high-profitability** keywords.

In other words, you are going to expand your list of POSSIBLE PARTNERS that you started in **DAY 3.** There are lots of great places on the Net to do this, as long as you know where to look.

The Backgrounder (Chapter 11) has the affiliate "homework" file, "**Grow, Prune and Group Best Potential Partners." Click here to get started.**

4.2. Move Ahead or Loop Back?

Does your Site Concept provide profitable monetization opportunities? At this point, can you confidently move forward or should you reconsider your choice?

You are now at a critical...

... **loop point.** Take a good hard look at your Site Concept. Does the whole project turn you on? Remember, passion converts work into play.

Is your Site Concept too broad (i.e., too diffuse to really give your site a sharp focus)?

Is your Site Concept too narrow (i.e., sharp focus, but not enough people interested)?

Do you have a good number of high-profitability keywords? If not, **loop back to DAY 3** and keep adding more **high-profitability** keywords.

Still having trouble with finding enough profitable keywords and with good monetization opportunities? **The Backgrounder** (Chapter 12) offers one last trick to try, **click here to review "Broaden Your Concept."**

If you are selling a service, is your Site Concept the right approach?

Critical questions... critical answers.

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** itself is not panning out, **loop back to DAY 2** and start over again with another choice. After all, any good CEO will tell you... "Don't throw good money after bad."

On the other hand, if you get a good feeling now that you have completed preparations for your new site, then it's on to **DAY 5**. Do not feel that you must have your entire business worked out "to the nth degree" by working on **DAYS 3** and **4** forever. After all, Rome.com was not built in a day!

With that perspective in mind, please allow me to remind you of a small business truism. The two biggest mistakes, that entrepreneurs make, are actually opposites of each other...

1) FIRE-READY-AIM -- the person who leaps before he looks. If this fits you, Ben Franklin said it best...

"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. For this person, follow Nike's advice...

Just Do It!

PREselling your primary source of revenue must always be your #1 priority. Get your theme "just right."

... And then keep moving forward!

5. Refine Site Concept And Register Domain Name

DAY 5

A rose by any other name will smell the same...
but not a domain name!
-- An **SBI!** E-update

Essential theory to absorb...

• Review your MASTER KEYWORD LIST, and refine ideas for a domain name. Visitors should know right away what your site is all about or from which angle you are presenting a solution and answering a wish.

• It's critical that you don't mix themes on your site. You'll dilute your site's Search Engine effectiveness and cloud the message to your visitors.

• Construct a domain name in such a way that it includes your **"Valuable PREselling Proposition."**

• A **VPP** explains, in very few words, the specific and high-value information your site delivers and your unique positioning for this delivery (i.e., your angle of approach).

• A **USP (Unique Selling Proposition)** explains your service or product's most powerful benefit, in combination with a strong, unique feature of your business. It answers the question... "Why should potential customers buy from or hire you?" It belongs on a sales page, not in your domain name.

• Generally, it's best to start narrow with your niche rather than too broad.

• Register a domain that reflects a topic that you know and love and that has excellent profitability.

• Register a Search-Engine-friendly and descriptive domain name, one that contains your concept keyword and **VPP.**

ACTION STEPS

1) Refine your Site Concept.

2) Develop your Valuable PREselling Proposition (and USP for product/services).

3) Be specific... with your niche and your Site Concept.

4) Refine your domain name.

5) Be confident before you continue.

6) Register your domain name.

5.1. Refine Your Site Concept

It's time to do some rigorous evaluating of the info in your MASTER KEYWORD LIST and to make any final adjustments to your Site Concept. Consider the following factors...

- **Broad or narrow-niche?** The single best recommendation...

As narrow as possible, yet...
still with lots of profit potential!

Yes, you do want to have your 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.

You know your prospective visitor best. Let that knowledge guide you...

- **Expandability** -- Choose a niche that you can broaden. Remember the future -- you will very likely want to broaden your concept after you fill your niche.

- **Knowledge and passion** -- You'll be much more effective if you stick to what you know and love.

- **Time availability** -- If time is a limiting factor, stay narrow.

- **Profitability** -- Review your SUPPLY and DEMAND data. Your niche Site Concept should have solid profit potential (i.e., has loads of high-profitability keywords associated with it).

- **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?

- **POSSIBLE PARTNERS** -- How many good, solid affiliate programs are an appropriate fit? Is Google's AdSense right for this?

• **Search Engine "Winnability**" -- Three points here...

1) It's hard to win a **Top 10** ranking in search results for broad-concept keywords.

2) 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.

3) Register a descriptive concept that is SE-friendly. It must contain your concept keyword.

• **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").

And a final consideration if you sell your own product or service...

• **PREselling effectiveness** -- Will broadening your niche dilute your ability to PREsell your product/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 secondary revenue streams? Generally, it's best if your Site Concept/theme has a clear connection to the products or services you provide.

5.2. Develop Your VPP

Ideally, your domain should reflect your **Valuable PREselling Proposition (VPP)**.

A **Valuable PREselling Proposition** answers, in very few words and hopefully with just a touch of character, two critical questions about your **Site Concept..**.

• What specific and high-value information does your site deliver?

• 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 so that she immediately understands what your site is all about. And the single best way to do that?...

Include your **VPP** in your domain name!

There's no room for "OVERcleverness" or subtlety here. Include your Concept Keyword 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).

Focus your efforts on developing a **VPP** that is **"not too narrow, not too broad"** -- it needs to be just right.

Need an example to help clarify things in your mind? Link over to **The Backgrounder (Chapter 13).** It has 3 examples of "works-in-progess" to share... nice and tight... to a bit too narrow... to a bit too broad. **Click here to review one or all three.**

SIDEBAR

If you are planning to sell a product (hard or digital goods) or service as your monetization model, clarify in your mind the difference between **VPP** and **USP.**

A **USP (Unique Selling Proposition)** is your service or product's **most powerful benefit,** in combination with a **strong, unique feature** of your business. It answers that critical question... "Why should potential customers buy from or hire you?"

Where does your **USP** belong?

Not in your domain name. **Not** on your home page.

Your **USP** belongs on your sales page. Why?

PREsell first, then sell.

Here's a simple exercise to help you develop your **USP...**

STEP 1) Write down what your business provides.

STEP 2) Outline the key benefit(s) to your client. What pain does it cure, what solution does it provide?

STEP 3) Identify your unique feature. 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.

STEP 4) Summarize all of 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 you can deliver.

As you start to work through these four steps, you may find this to be a lot harder than it looks. But don't give up! Your competition is only a click away. Use your **USP** to differentiate yourself!

There's a second benefit to this exercise... and this time it's for you! Developing a good **USP** will crystallize your own vision of what you do well!

OK. The best way to get your domain name “just right” is to...

5.3. Be Specific... The Nichier The Better

Your best traffic-building strategy on this congested Net is to target a profitable niche with a specific Site Concept keyword and **VPP** that tell people quickly and clearly what high-value information you are delivering. And then deliver in spades!

When you start with a wide-open concept, you have two basic choices...

Option 1) Narrow down to a Site Concept that excites you, is “do-able” and is profitable

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.)

The goal is to find the “right” blend of **specificity and profit potential** for your situation. And only you can decide this, since you know your target group best.

SIDEBAR

If you are concerned at this point, that your Site Concept is too broad and may not have the amount of profit potential hoped for, you have several options...

1) **Loop back to DAY 4** and review your monetization options.

2) **Loop back to DAY 3** and brainstorm more high-profit keywords, and fine-tune your Site Concept and monetization plans.

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.

One more “refining” step to “defining” your Web site and business!

5.4. Refine Your Domain Name

A good domain is...

- short and sharp
- meaningful -- conveys a clear message

- easy to spell
- easy to remember
- unique, descriptive, and “you”
- solid, classic, not hokey

A good domain name also ends in .com, .net or .org. The usage of .com/.net/.org is well-established, unlike some new entries -- .tv, for example. Think about your visitor’s mindset when you are developing your domain name... which one has the most credibility?

What about using a country ending like .ca or .com.au? Even if yours is a local business, you will sound more impressive with a .com/.net/.org ending. And your local business could easily add global income once your **SBI!** site is up and running.

We highly recommend “.com” as your first choice.

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.

For example, which is easier to read?...

pricing-on-the-net.com or... pricingonthenet.com

Dashes are less important 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 on this are coming).

Note: If your 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.

In general, if you follow the guidelines for creating your **VPP** **(Chapter 5.2),** 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, once again **The Backgrounder** (Chapter 5.4) is there for you. **Click here for some strategies.**

Just before you register...

• Think about “expandability” and “branding” for your business. However, the best way to begin is to stay narrow in scope and then expand your niche when all goes well.

• Keep in mind that mixing themes on your site will dilute your site’s Search Engine effectiveness and cloud the message to your visitors.

• If you have two domain names in mind, you can always register both. Eventually, you could link them together through a master site. As noted earlier, 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.

And one more piece of advice to share...

5.5. Be Confident Before You Continue

Take your time as you develop and refine your potential domain name and niche -- the choice you make here can literally make or break your results. It all boils down to this solid advice...

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...

When in doubt, err on the side of passion.

If you are still feeling confused, you're not ready to register a domain. **Be sure**... before you go forward on the **SBI!** pathway. You don't want to register something and then a couple of days later regret your decision.

So please go back and review the **SBI!** process up to this point. If you followed it carefully, you have no reason to hesitate.

Keep in mind that there is an **administrative fee of CAD$50 (USD$35) to change a domain name.**

OK. If you're ready to register, it's time to capture your domain name...

5.6. Register Your Domain Name

It's easy to register your domain name with **Site Build It!**... click-easy!

CLICK 1 -- In **Manager,** click on

in the MASTER KEYWORD LIST display. This sends you to the **Domain List** display, where you'll register your new domain.

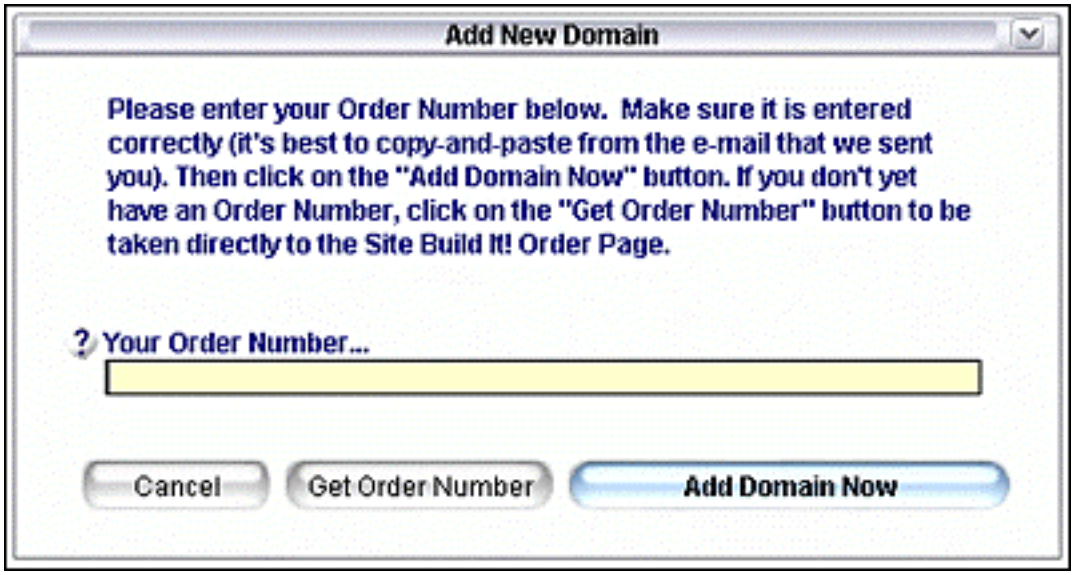
CLICK 2 -- Click on the

button. Just follow the onscreen instructions from there.

SIDEBAR

Even if you have registered (or completed a domain transfer), still do these steps. This process lists your domain name in the Manager's DOMAIN LIST, which is necessary in order 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 (it's in the **Get ready for Site Build It!** e-mail that you received right after you ordered **SBI!**) and then click on the **Add Domain Now** button...



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 smoothly. It's not worth the hassle... your hassle, that is.

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. All you and SiteSell can do is wait.

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. Agree to the hosting agreement, and click...

The system will register your new domain name on the Internet and with the server-side **SiteBuilder and TrafficCenter** system of tools. 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 -- 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! E-mail is Set Up" -- This one tells you all about **SBI!'s** e-mail system and 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 them within one hour, contact Customer Support (**via the form at http://support.sitesell.com).**

Now it's time to **start...**

... building!

Er-r-r-r...

... e-building!

---

6. Build a Site... That Gets The Click!

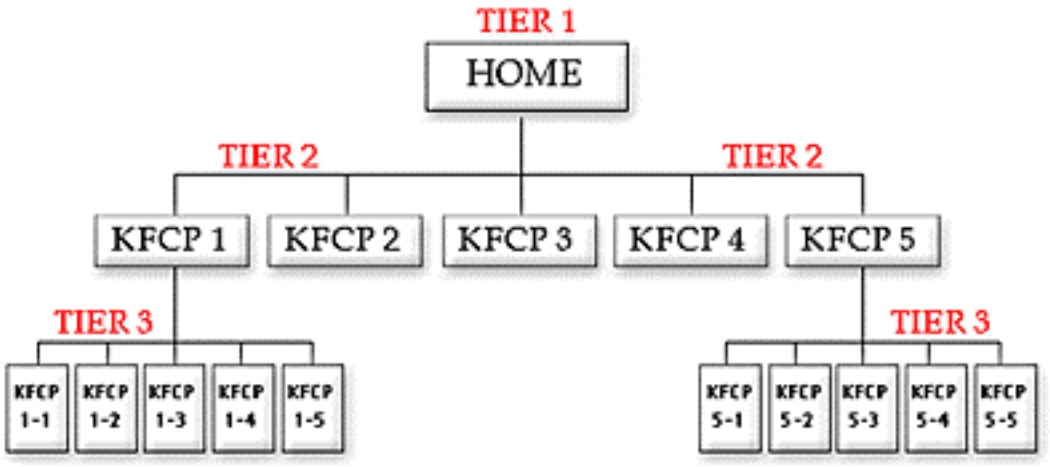
DAY 6

Rome.com was not built in a day!
-- An **SBI!** E-update

Essential theory to absorb...

• The essence of "building income through content" is to deliver valuable content to your readers... and tasty content to your spiders.

• Think of the structure and content of your Theme-Based Content Site as a pyramid...



The home page (TIER 1) focuses upon the fundamental Site Concept Keyword. It establishes your **Valuable PREselling Proposition (VPP)** 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, your most profitable Keyword Focused Content Pages.

Each TIER 2 page focuses on one Specific Keyword. Think of TIER 2 pages as **hubs** -- the home page links to them and each of the TIER 2 pages links with 5-15 related TIER 3 pages.

• Your visitors are looking for **high-value information** -- so keep your site presentation simple and clear, placing the emphasis on great content rather than graphic "bells and whistles."

• Your key goal is to provide the easiest, most effective navigation route for your visitors (both humans and spiders) throughout your site. You want them to move to the right page, in the right order.

• It's important to choose your **most profitable 5-10 TIER 2 pages for your NavBar.** Your visitor will be exposed to your NavBar much more often than to your Table of Contents.

• Lead your visitors to TIER 3 pages through **"in-context" text links** within the body of each TIER 2 page.

1) Follow the winning formula.

2) Think "pyramid" for your site.

a) The structure of your site as a pyramid

b) The content of your site as a pyramid

c) The big picture.

3) Know how to optimize your pages.

4) Select one of your best keywords for a TIER 2 page.

5) Start the building process.

6) Build a professional "Look and Feel."

a) Site Elements... the foundation

b) Logo... top reflection

c) NavBar... navigate to profit

7) Build your home page.

a) Edit your home page

8) Build a TIER 2 page.

a) Edit a TIER 2 page.

b) Priority Build It!

9) Build/edit a TIER 3 page.

10) (Re)Organize your site's navigation, if necessary

11) Use the libraries.

12) Keep growing your site concept

6.1. Follow The Winning Formula

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... in other words, to **build a site that works!**

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** proposition for three parties...

1) Your visitor

2) The Search Engines

3) YOU!

If you are an infopreneur (i.e., an information publisher) who primarily intends to earn income through AdSense and affiliate programming, there are actual 4 Wins...

4) Your merchant-partners

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. Remember... initially, your visitor is looking for beneficial information. She is not necessarily looking for your business.

Your job is to provide quality 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. If you don't do this, she simply clicks the BACK button to the Search Engine and says... "Who's next?!"

Win #2 -- Search Engines use computer programs called spiders to go out and bring your site back to its home (i.e., the Search Engine's database). Another

program (called an algorithm) 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 Google wants to deliver the most relevant salami sites on the Net. If someone else searches for “baloney,” then Google wants to give that searcher the most relevant sites for that word... even (or especially in this particular case!) if they’re full of baloney!

You must **honestly** convince each Search Engine that your page is the most relevant (at least in the Top 20, preferably in the Top 10) for each keyword that you target. If you trick the engine, your success won’t last long, and when it discovers the trick, it will ban you. Why?

Because the Search Engines are in business, too. Their product is the quality of their search results. Help them make their product better and they’ll love you. Tricks, though, hurt the Search Engine’s product. Think about it... what would you do if someone tried to sabotage the quality of **your** product?

So help the searcher, who is your potential visitor and customer (or a customer for your merchant-partner) 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.

Win #3 -- **YOU** must **win,** too, of course. How? Succeed at the **first two wins**...

Overdeliver to your visitor. This ensures repeat visits, confidence and ongoing sales. And the Search Engines will never ban you.

And finally, if you are an information publisher...

Win #4 -- Your advertisers and merchant-partners must win, too. By focusing each page clearly on **one** topic, Google will be able to deliver contextually relevant ads.

As for your merchant-partners? They want sales. The best way to deliver that is through outstanding content that gains your visitor’s confidence. Then use “in-context” text links to refer/recommend/direct those visitors to places that you believe will deliver great value.

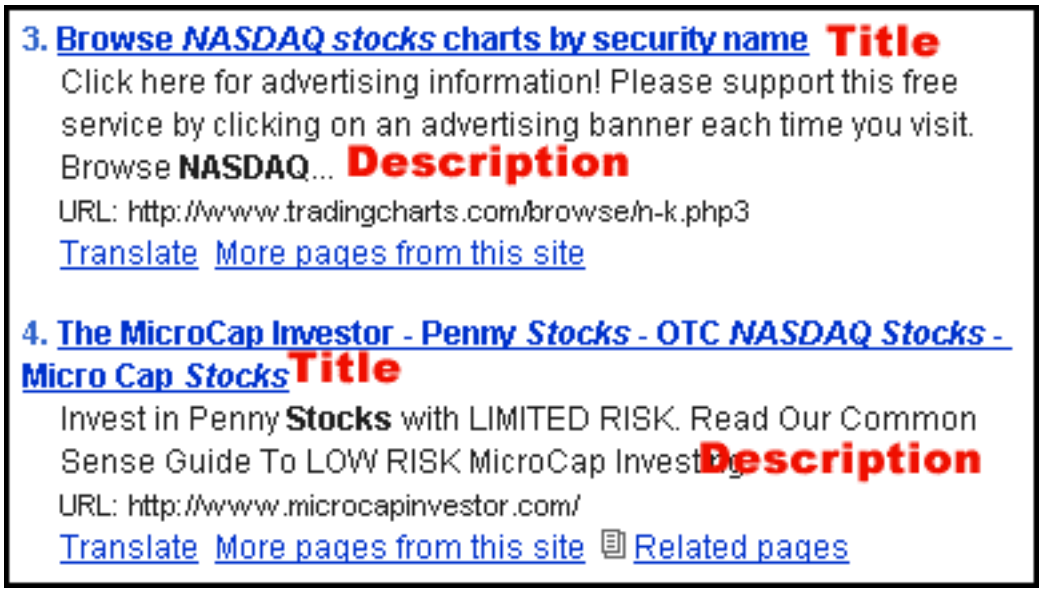
Well chosen affiliate programs and Google ads are great ways to monetize information sites.

The winning formula boils down to... **“Find-Click-Click-CLICK-kaCHING.”**

What is that? 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 (at the time of testing), which came back as the #3 and #4 sites for the search term "NASDAQ stocks" at a Search Engine...



More than likely, you will be more attracted to a guide on investing instead of an advertising banner!

Bottom line?

If your Title and Description are boring or tacky, your potential visitor will probably not click to your KFCP. "Who's next?!" Game over.

SIDEBAR

If you don't know how to make the Search Engines show the Title and Description, don't worry. **SiteBuilder** will help you to create exactly the Title and Description you want.

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 but more productively -- especially with the HTML Editor Compatibility module.

• **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. Game over.

• **CLICK-kaCHING...** Finally, your visitor arrives at your order page, online store, contact information page or your merchant-partner's site in a "feeling smart about myself" and open-to-buy mood, ready to click that Buy button! (Or your contact page, where your visitor can follow up with you about your professional service or Network Marketing products and business opportunity. For more monetization model details, visit the **TNT HQ** at **http://build.sitesell.com/tips/**).

Did I just hear a **cash register?...**

... kaCHING!

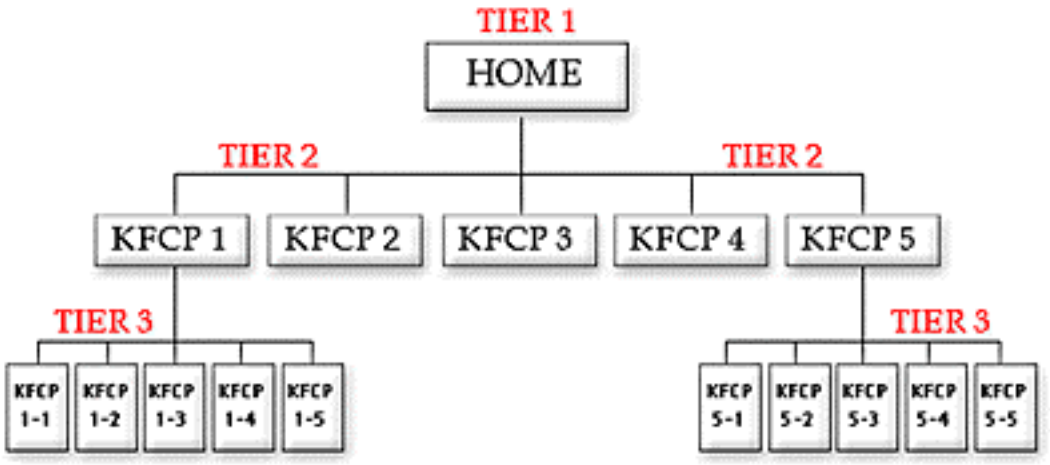
Ahhh... if you get the Find-Click-Click right, that last CLICK-kaCHING is almost in the bag! All you have to do is...

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...

6.2. Think "Pyramid" For Your Site

The easiest way to begin site construction is by first visualizing the end result. Think of your Theme-Based Content Site as a pyramid...



Now for the details...

6.2.1. The Structure of Your Site As A Pyramid

The **home page** crowns the pinnacle. It's a Keyword-Focused Content Page that focuses on your Site Concept keyword. Your home page should never link **out of your site** -- it's too early. (The only possible exception would be for Google ads.)

Instead its job is to link to 5-15 KFCPs that you expect to be most profitable. These are your **TIER 2 pages.** They are called TIER 2 pages because they are on a second TIER below the home page.

Each TIER 2 page should...

1) focus on a keyword that has a high PROFITABILITY score

2) fit with your best monetization 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 3 pages (which are related but more specific in nature, often a subset of the TIER 2 page).

TIER 2 links can link to four different destinations...

First choice -- they lead to a source of revenue (i.e., where you make money)

Second choice -- they lead to non-monetary sources. These destinations provide you extra credibility as a true content site in the eyes of editors from directories (like Yahoo!), reviewers from Google AdSense, 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 that you don't lose your visitor. Three or four **quality** outgoing links will do.

Third choice -- they offer the option of linking to related TIER 3 pages. Again, the more content you have, the more favorably you are viewed.

Fourth choice -- they provide a link back to the home page.

Why is it important for TIER 2 pages to be based on highly profitable keywords? Two key 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 sources of revenue while OVERdelivering great content. This is how you make your money, so you want to lead your visitors to your highest potential pages ASAP.

2) Your **spider-buddy** follows the links, so it brings back (to the Search Engine's database) your most important pages first, and most reliably. The deeper a spider has to go (i.e., the more TIERs), the more likely it is that he misses and fails to bring your bacon back to his database home. So structure your site so that the spider finds your highest-profitability pages **right away...**

... and brings that tasty content back home.

TIER 2 pages, because of their position in the "middle of the pyramid," 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 the pages in the TIER below.

This brings you to your final TIER...

TIER 3 pages are KFCPs, too. A TIER 3 page fits as a **sub-category,** or a sub-thought, of its connecting TIER 2 page. The topic of each should relate to the topic of the TIER 2 page that links to it.

These pages 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)**.** In other words, TIER 3 pages "make it up on volume."

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 Search Engine spiders.

And with that overview of the physical structure, it's on to...

6.2.2. The Content of Your Site As A Pyramid

Build the content of your site like a pyramid, too. Simply put...

Start with one page, your home page. It must introduce the "big picture," the **VPP,** of your theme/concept. From there, each of your TIER 2 pages must focus on a specific topic that is related to that theme/concept. And finally at the next level, each TIER 3 page must be a sub-category of its corresponding TIER 2 page.

So let's begin with the elements of a strong home page...

- Establish your **VPP** in your intro paragraphs while quickening the pulse of your readers.
- Keep it fun, bright, intriguing while maintaining your visitors' respect!
- 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."
```

Or here's another one...

```
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.
```

Try to get your home page, which is also a Keyword-Focused Content Page, to score in the **Top 10-20** for your Site Concept keyword. (The "how-to" on Search Engine Optimization for the different TIER pages will be covered in **Chapter 6.3**.)

OK, time to link to the lower TIERS...

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.

Humans may find-and-enter your site via any page... TIER 1, 2, or 3. Each page must meet the needs of a visitor who was searching for that keyword. OVERdeliver with **high-value content.** This will convince the reader to click through on your links. It's the links that create the TIER 1-2-3 structure.

Text links to your income-generating sources must flow naturally... as you **PREsell** rather than sell. If visitors find your home page (fairly common), they'll link to a TIER 2. From there, your first choice is to lead them to a monetization outcome (your order page/online store/merchant-partner/Google ad). Make these links an integral and important part of your editorial content. Don't relegate your income-producing links to a listing at the end of the page.

And most importantly... **PREsell not sell!**

TIER 3 pages are really the "end of the road." Far and away, your **Most Wanted Response** now is to get the click through to your source of revenue. Arrange your content accordingly. Use in-demand, related, general keywords so that your TIER 3 page fits well with the TIER 2 page that links to it.

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.

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!

Think of your links as providing a service to your readers. You offer your links (as recommendations or tips or "Top 3," etc.) 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.

One more point before this discussion is finished...

An ideal site does not go deeper than 3 TIERS -- it should just about cover any niche with that many TIERS. After that, your time will be more profitably spent by building another content site and expanding your theme.

And with that, it's review time...

6.2.3. The Big Picture

OK, let's summarize the "big picture" of site construction...

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. 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

At this point, you should pretty much own this little niche. And you'll have exhausted all profitable topics for your site's theme. Your time will be better spent and yield greater returns if you turn your attention to your **next** Theme-Based Content 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 may be one more TIER, above all the other ones. Let's call it **TIER ZERO...** This "super home page" links to related home pages of your other content sites -- thus creating your own mini-portal.

6.3. Know How To Optimize Your Pages

Search Engine Optimization is done much the same way for every TIER on your site. Don't worry -- it's far simpler than you think. The "guru-in-your-ear" online help and the **Analyze It!** button put Search Engine Optimization (SEO) easily within your reach (whether you are using **SBI! SiteBuilder** or your own HTML Editor).

So for now, let's cover a few important general concepts...

• As you deliver your **VPP** on your home page, use your Site Concept Keyword slightly more than your high school English teacher taught was "good English."

• Make it a point to use your Site Concept Keyword (or Specific Keyword if this is a TIER 2 or 3 page) more heavily in the opening paragraph or two (it must be in your opening sentence), and also in the closing paragraph (keyword prominence).

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.

• Then, like a good chef, sprinkle in synonyms and variations. Not too much, though, or you'll dilute your most important keyword. Work in General Keywords that would likely be associated with your keyword . 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!

This is especially true for businesses with a focus on local clients. If you are doing a site on landscaping design and want clients from the Dallas area, include "Dallas" in your copy. Folks looking for a landscaper in Dallas will do a local search for "landscaper Dallas."

• Use common sense, and avoid abuse (i.e., no tricks).

• Keep your content focused to a single theme per page. Do not, ever, get off-target. Keep each page focused on material related to your keyword. Never introduce a second theme to a page -- no mixed messages for your human visitors or the Search Engines.

• Create a page that is appropriate in length. 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. 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).

• 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 in the coming days. So your pages should reinforce the main theme. Otherwise, the more off-theme your content, the greater the risk that the engines will penalize you.

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.

Every Theme-Based Content Site competes against a whole different set of competitors. Don't be afraid to experiment until 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 are most effective for your particular theme, build upon that. Remember, the Net is in constant flux. Experiment to stay ahead of your competitors.

OK, it's...

... hard-hat construction time!

6.4. Select One Of Your Best Keywords For A TIER 2 Page

During **DAY 6,** you will...

- build a home page
- one TIER 2 page based upon the keyword that you choose now
- link your home page to the TIER 2 page.

Picking Specific Keywords for your TIER 2s is an important job. There is no single, perfect group of selections. Don't concentrate purely on the profitability score of each keyword.

Find the best blend of the following criteria...

1) has a high profitability score

2) fits with your primary monetization model and one or more secondary income-generating options, (for example, your best merchant-partner opportunities)

3) good "hub" (both from the home page, as well as to several TIER 3s).

Always keep your eyes open for TIER 2 keywords. 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.

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 good "monetization fits." So pick the ones that are highly profitable, and that also make the most sense to form the strongest site overall.

Back to the task at hand. Have you made your decision about which keyword will be the focus of your first TIER 2 page? Great! Let the building begin...

6.5. Start The Building Process

Open the confirmation e-mail that you received after you registered your domain. It has the subject line -- "Site Build It! is Ready for You!"

Use the username and password enclosed in the text to login...
(http://login.sitesell.com/).

SIDEBAR

If you are a 5 Pillar Affiliate for SiteSell.com, simply log in using your regular affiliate username and password. If you would like more information about SiteSell's **5 Pillar Affiliate Program, please click here.**

Clicking on this button...

... takes you to **Let's Get Started** page. Read its message carefully -- **this first-time login is the only time you'll ever see it!**

This is the point where you decide your site-building pathway...

- use **SBI!'s SiteBuilder**

or...

- use your **own HTML Editor** (and then upload content pages into the **SBI!** system)

Which way is best?

That's an easy answer... the one that fits your reality the best!

If you are skilled at HTML and prefer using your familiar WYSIWYG Editor (like FrontPage or DreamWeaver), continue to design your Web pages the way you always have. The HTML Editor Compatibility module interacts seamlessly with the rest of **SBI!'s** functionality. You get total design flexibility without sacrificing **SBI!** traffic-building results!

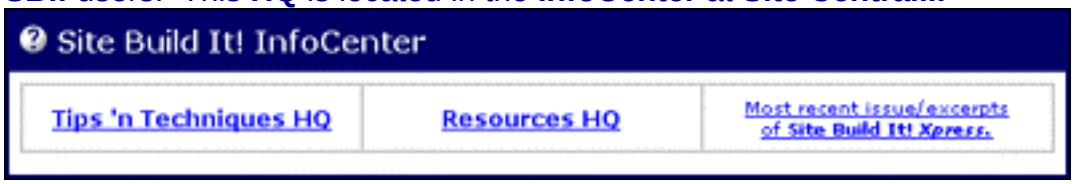
However, if you're not up-to-speed on the whole "HTML thing" (like many other people), choose the **SiteBuilder** route. All the technology is removed and the learning curve is very small, leaving you ample time to create great content for your pages. Your main focus then stays where it should be... on your business and maximizing profit.

Don't miss the site-building tips at the **Tips 'N Techniques HQ**…
http://build.sitesell.com/tips/

SIDEBAR

As you "do **SBI!,**" you will learn all about a process that really works, and you'll pick up some HTML along the way, too. At a certain point when your site is growing and traffic is building, you may be ready to upgrade your skills. You can then mix and match **SiteBuilder**-created pages with pages created by your new HTML editor.

No matter which site-building pathway you choose, **SBI!'s Resources HQ** may be of interest to you later on as your site and business develop. The **Resources HQ** offers an affordable range high-quality, complementary, third-party resources for **SBI!** users. This **HQ** is located in the **InfoCenter** at **Site Central...**



Please note: You get full access to **Site Central** once you build your home page.

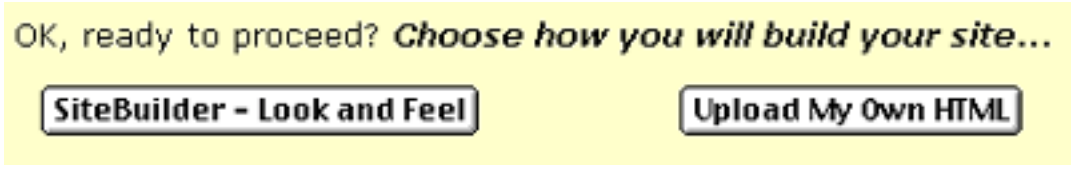
Two quick but crucial points to highlight....

1) Whether you are using **SBI!'s SiteBuilder** or uploading pages built by your own HTML editor...

Read and follow the onscreen instructions and online help.

This advice is critical from now on. The Action Guide will continue to provide you with valuable guidance for the remaining DAYs of the **SBI!** process but **specific "how-to" details** are all online. Get into the habit of clicking on the ? buttons (big or small) or blue-underlined labels found throughout each phase of the process **before** you start to do something.

2) Even if you choose the HTML editor pathway, it's still a good idea to follow along with the Guide for **DAY 6.** Understanding and applying the theory behind effective site-building will be beneficial as you develop your own pages. As well, by keeping on track with the Guide, you don't miss one of the stepping stones along the **SBI!** pathway to success!



Click on the appropriate button and you're off...

6.6. Build 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.

SIDEBAR

If you happen to be one of those folks who think that a Hollywood production is essential for Net success, take a look at these highly successful content sites...

http://www.associateprograms.com/

http://www.useit.com/

Oh, and here are two small sites that have been fairly successful with a 99% text interface -- you may even have heard about them...

http://www.yahoo.com/

http://www.ebay.com/

So don’t be awed by the huge budgets of big companies who put up incredibly splashy sites. It’s words that win (or lose!) the day, not graphics.

Do you know why graphics are not essential? Because people are not looking for graphics. They seek info. Never be awed by graphics. Just win with words.

Your Look & Feel needs to be consistent with the overall theme of your site. You **do** want to gain confidence by offering a crisp presentation. Stay away from 18 garish colors and whirling kabobbies.

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 (for example, 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** (the same as what you are trying to do).

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.

If you are selling your own product or services online (or perhaps you want to in the near future), you need to present an **individualized** "Look and Feel" (L&F) to your site. (**SBI!'s** customization tools make this task easy.) While a great "L&F" does not make a sale, it does set a positive mindset which sets the stage for an exchange. In other words, an effective L&F makes people more receptive to your sales message.

The real goal of your Web site is to **get the click...** whether that is to your order page, contact information page (for a follow-up phone call/e-mail), merchant-partner's site or on a Google ad. Your content and style should give readers a confident feeling that you are indeed an authority on the theme that your site has chosen.

Try not to make radical updates too frequently. Keep in mind the comfort zone that **familiarity** creates -- repeat 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!

If you are an HTML Editor user, skip ahead to the Site Elements section (Chapter 6.6.1).

If you are a **SiteBuilder** user, read on.

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 are certainly not lacking for options. **SBI!** provides 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!").

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 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** server-side graphic-building tools will get the job done for you.

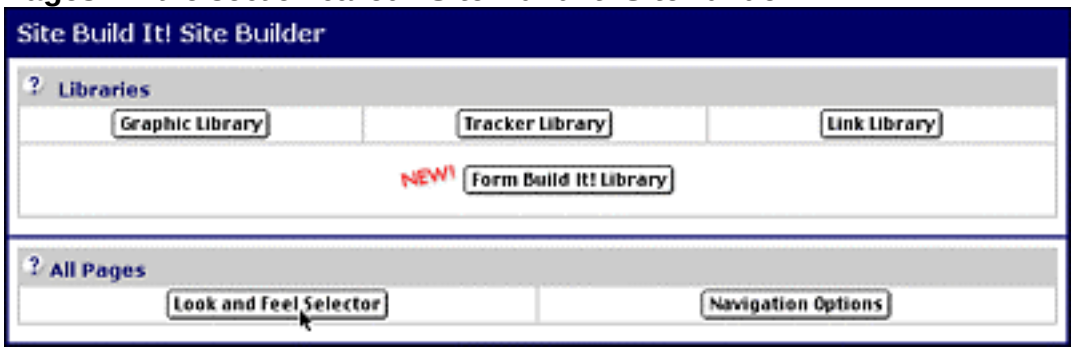
SIDEBAR

As a general rule, **SBI!** times out every 60 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.

Take a few minutes and review this important site-building tip at...
http://build.sitesell.com/tips/text-template.html

The L&F module is an exception. 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.

Ready? The fun begins with the **Look and Feel Selector** button under **"All Pages"** in the section called **"Site Build It! SiteBuilder"...**



Clicking on this button brings you to the spot where you decide on 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.

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). **SBI!** will automatically use your domain name to create your Logo. If you wish to use a pre-designed template, but prefer that your site be named something other than your domain name, you can also customize your Logo. With Option #1, all you will have to do is sit back and relax. **SBI!** is on the job!

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

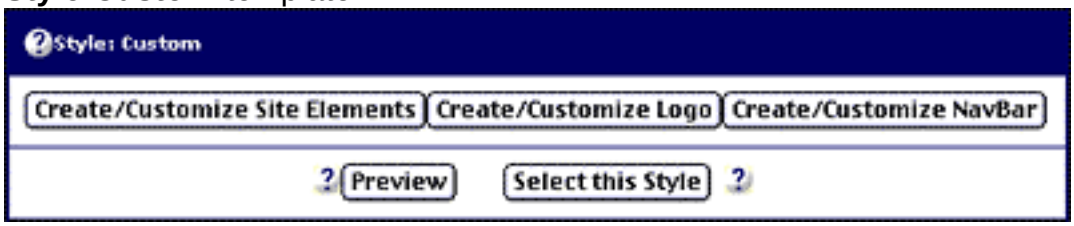
B) customize Logo

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. **If you don't, you will lose all your work.**

The click on the button 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 -- as this screenshot below illustrates...

Before you start "putting it all together," there is one important rule to remember...

Use it or lose it!

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, 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? Good news! (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...

6.6.1. 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 to follow...

1) Limit your color palette -- The use of too many color families is distracting to your visitor 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. It's OK to 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) limited in 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 script style 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 and Net marketing 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. The moral of the story is very simple... 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 -- It's the graphic at the top of each of your Web pages, that spans 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 -- It's 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 with a Left Hand Side Image, which you can customize, too. 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, make your graphic 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 -- It's 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. **SBI!'s** default style templates do not 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 with this type of presentation, 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.

If you are an **HTML Editor user, skip to the Logo section (Chapter 6.6.2).**

Before you begin, please note these three points...

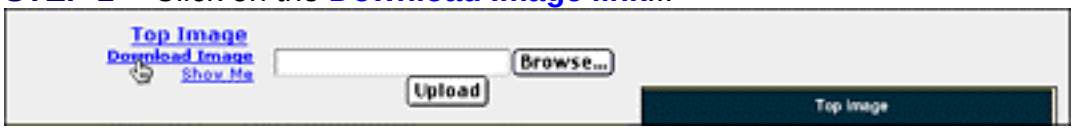
- Any changes you make are not live until you click the **Select this Style** button on the **Look and Feel Selector** page.

- Your customization is not set in stone.

- And, finally, you may choose only to modify one or two of the site elements... it’s up to you.

OK, first stop... the customization of the Top Image (if you are going free form, **click here**)...

STEP 1 -- Click on the **Download Image link**...

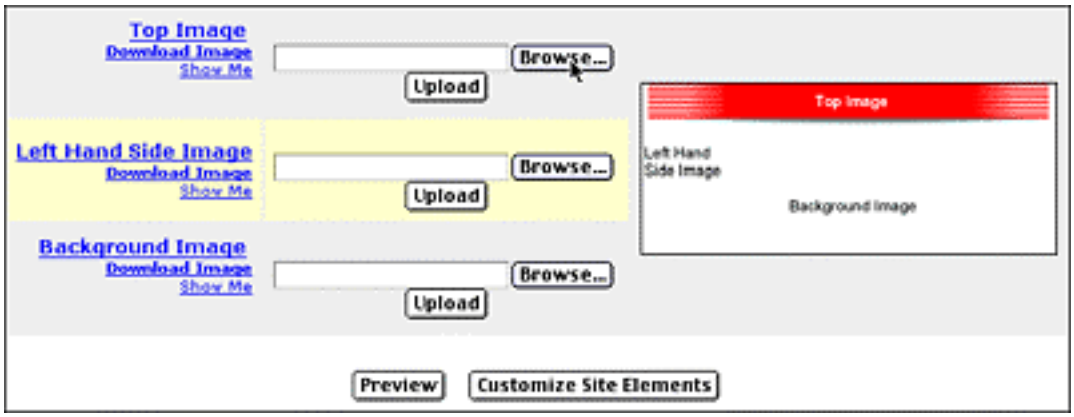


... to download the **Top Image** that you want to modify onto your computer’s desktop. Keep the same **name** of the file and remember the **location** where you are downloading it so that you can find it on your computer.

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). (Do not add your written logo to this... that is for your logo customization.)

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...

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.

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 -- 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 clean -- there are no images to start from so it really is "free-form" for the user. This custom style is very appealing if...

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…

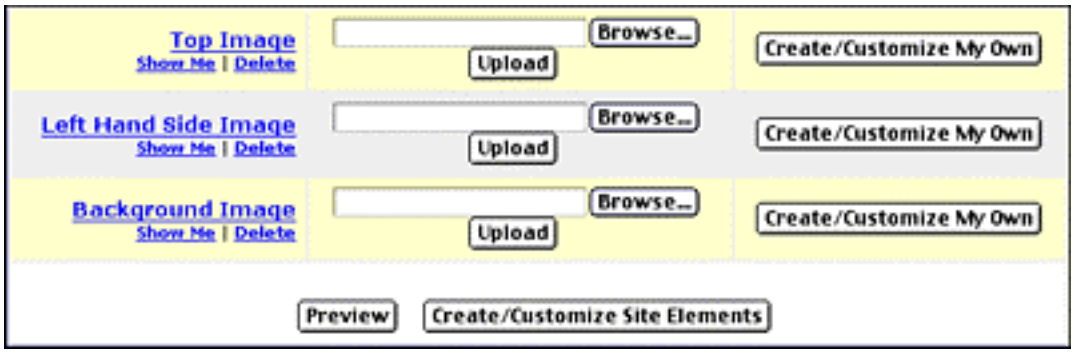
b) you have some great ideas but you don't have (or are not comfortable using) your own image editing program. Relax. Release the "artist-within." **SBI!'s** easy-to-use online image editing tools smoothly overcome this hurdle.

But 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 in Chapter 6.6**).

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...

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. (If you do not understand this jargon, you probably should not be doing design elements "from scratch.")

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 the elements "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 copy-and-paste them into their own files. Save each of them as individual pieces. Then upload them into your **SBI!** style.

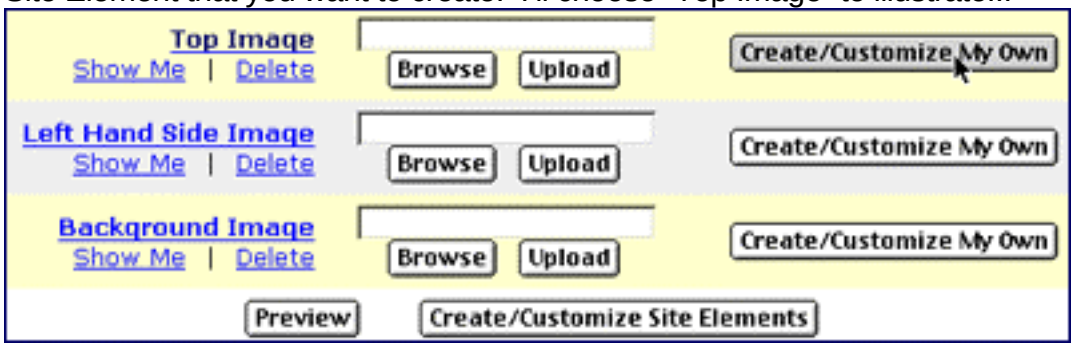
Make sure you do not make the graphics too big or too small. The Top Image must not be more than 725 pixels wide -- this is the exact width of your Web page. The default height for the **SBI!** Top Image is 80 pixels -- so set that as the benchmark for the height of your Top Image. The Left Hand Side 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.

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, as necessary, for the other two Site Elements.

b) Use **SBI!'s** online graphic tools to create each element...

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 so that you can set up your Logo**...**

6.6.2. Logo... Top Reflection

Your Logo symbolizes the **essence** of your site. More importantly, it will "color" 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.

The old offline mantra is more true than ever in today's online environment... "you never get a second chance to make a good first impression."

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 outlined earlier 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.

If you are an HTML Editor user, click ahead to the NavBar section (Chapter 6.6.3).

The **SiteBuilder** 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.

If you are satisfied with the default Logo of a pre-designed style, please feel free to **jump to the NavBar section.**

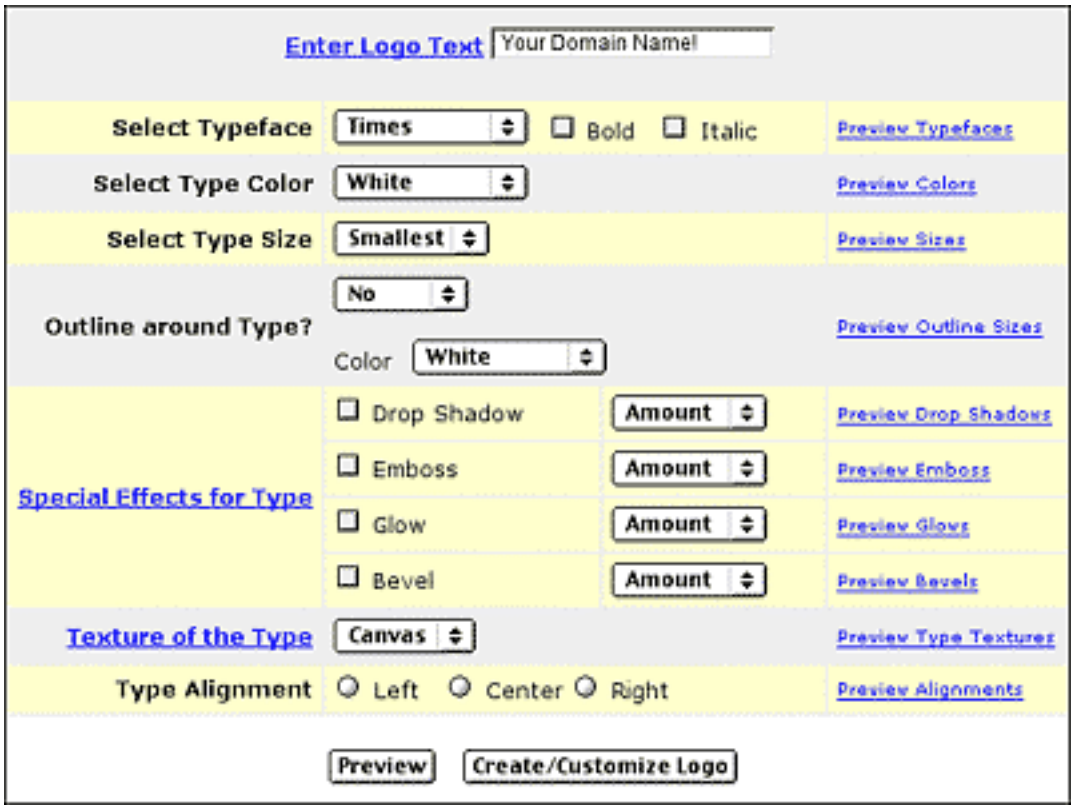
On the **Look and Feel Selector** page, select either...

1) the **Customize Logo** button, if you're modifying a pre-designed style.

or...

2) the **Create/Customize Logo** button, if you're creating your own style from scratch.

Then get ready to create or customize your new Logo, using the online assistance...



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.

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.**

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. 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 here, return to the **Look and Feel Selector** where you will now turn your attention to creating the best possible **NavBar**...

6.6.3. NavBar... Navigate To Profit

The actual creation and/or customization of your Look and Feel's NavBar is a very straightforward process. First, though, let's first look at how you set up navigation on your site (a bit more complex).

Picture the pyramid structure you are going to create for your site (**discussed back in Chapter 6.2**)...

1) 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.

2) 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.

3) 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.

It's a good idea to provide visitors with **more than one way** to advance through your site, especially if you are selling a product or service. You want to navigate your visitors to profit! So along with a TOC on your home page... **"buttonize"** your TIER 2 pages and include them in a left-hand margin NavBar!

Why "left-hand margin"? It's a natural starting point for those of us who read left to right. That's why the use of a left-hand margin NavBar has emerged as one of the few standards in Web site design.

Best of all, it keeps navigation simple -- there's no need to put a NavBar across the top of your page if you have one down the left margin. Besides, the left side gives you as much room as you need for a vertical column of buttons -- you can never run out of vertical space!

All of the above contribute to your site's **usability** and in turn, its **profitability.**

Lost and confused visitors miss valuable PREselling content. A highly-usable Web site builds confidence, fosters smooth, logical movement and is not distracting. Confident and focused visitors who feel in charge are much, much easier to convert into paying customers.

Take home lessons to keep in mind as you build your site?...

• Your NavBar should only include your TIER 2 pages -- your most profitable Keyword-Focused Content Pages. Keep in mind the 3-TIERED structure 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). So don't go overboard with the number of pages you include in your NavBar.

• Distracted visitors don't click through to your income-generating locations. Keep options to a focused minimum.

By default, all **SBI!** sites have their home pages link to TIER 2 pages with a Table Of Contents **and/or** 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, so it's a good choice.

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 **SBII's** default navigational settings, it all begins with a click on the **Navigation Options** button in **Site Build It! SiteBuilder...**

Then you simply select either **"Table of Contents"** or **"Graphical left-margin navbar"...**

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...

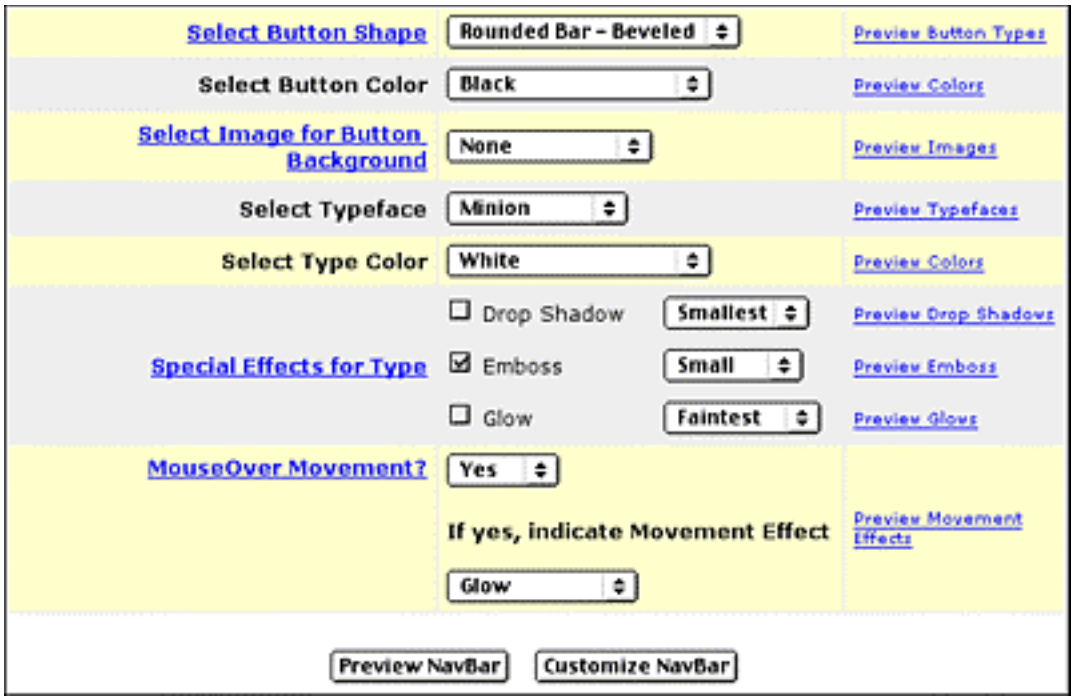
1) Build your site with the best navigation option the first time (it's a good idea to stick with the default).

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 (in other words, 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.

OK. This wraps up a quick overview on navigation. If you are using the default NavBar of your pre-designed template "as is" (i.e., no customization) or you are an **HTML Editor user**, then continue to the "activation" section **(Chapter 6.6.4)**

You will use **SBI!'s** state-of-the-Net graphic tools to either create or customize a left-margin NavBar. So if 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, go to...



As you can see from the screenshot, the NavBar-building process is clearly presented and self-explanatory.

When you are finished, click on the **Customize NavBar** button. From there, return to the **Look and Feel Selector** page.

Important note...

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, of course, is actually constructed on a **page-by-page basis as you build each page of your site.** The process will be outlined **as you build your TIER 2 pages (Chapter 6.8).**

Your "Look and Feel" is now ready for prime-time viewing..

6.6.4. All Set? L&F Goes "Live"

Click on the **Preview** button on the **Look and Feel Selector** page to do one final check. Everything is to your liking? Fantastic!

Once you click on the **Select this Style** button...

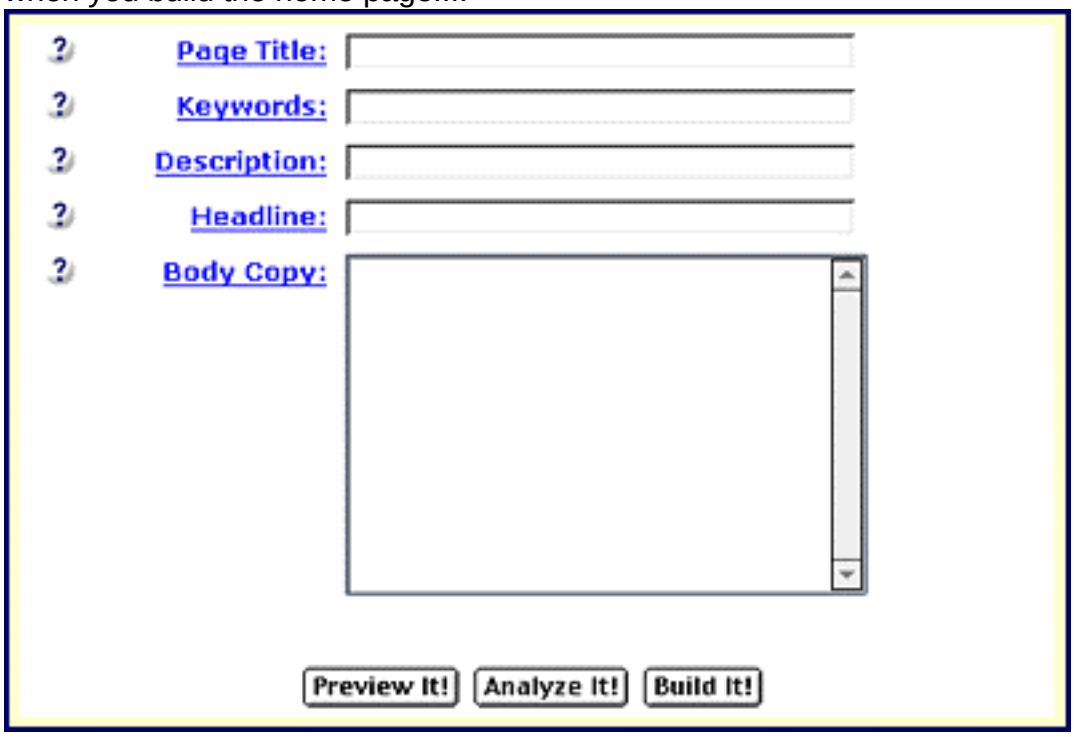
... **Site Build It!** will rebuild your entire site in this updated "Look and Feel."

And with the completion of your L&F, it's on to the home page...

6.7. Build Your Home Page

Clicking on the **Select this Style** button in the Look and Feel section takes you automatically to **Build Your SiteBuilder Home Page.**

You have a simple but inflexible form to complete. There are no "blocks" to add when you build the home page....



Just 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. There are a couple of reasons why...

1) For security reasons, the **SiteBuilder** "times out" after 60 minutes and asks you for your username and password again. Unfortunately, if you've just spent 45 minutes writing all your content into the boxes below... you'll lose all your work when you time out. So... write it all out ahead of time.

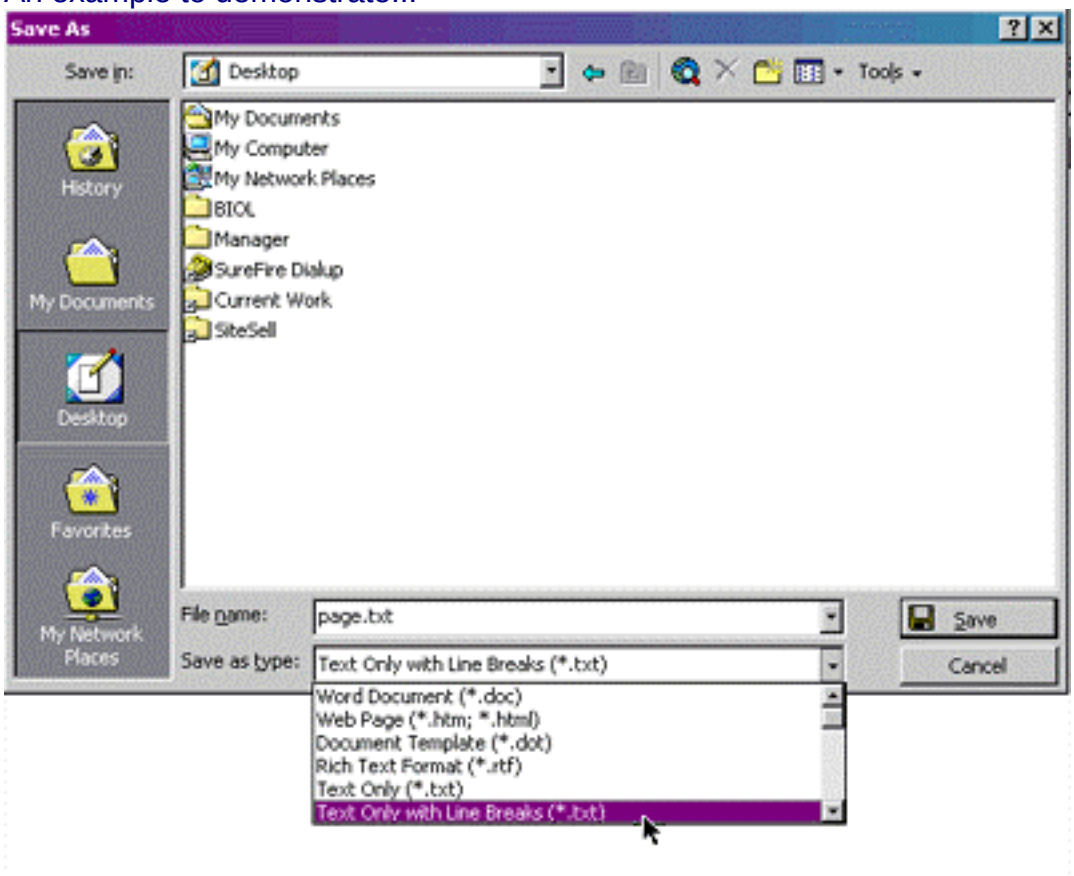
2) It's easier to work in a text editor than in those teeny boxes. Why a text editor? Because that's the formatting of HTML. If you use curly quotes or apostrophes or other word-processor (ex., Word, WordPerfect, etc.) fancy formatting, you'll get weird symbols.

So save your text entries as a straight ASCII text file -- you'll see this option when you "FILE > SAVE AS."

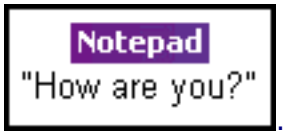
SIDEBAR

Use a dedicated text editor like Ultra Edit. If you use Word or some other word processor, make sure that you save your document as... **Text Only with Line Breaks (*.txt)**

An example to demonstrate...

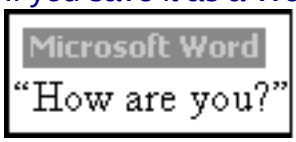


When you do that, you save your file as a text file (ex., Notepad)...



... see how the quotes are straight?

If you save it as a Word document...



... see how the quotes are curly? Formatting like this can cause problems in an HTML document. Use straight text like this for the **SiteBuilder** boxes and all will be fine.

It's critical that you follow all the online help available. 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. **SBI!** provides this kind of informative detail "on the spot" -- just before you actually enter the data into each of the boxes.

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.

Back to those boxes on the form! Here's a quick overview...

- **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." Compose a draft in a simple Notepad or text editor. Copy and paste your draft to the Body Copy field. Even if you feel your content isn't quite perfect... build your home page.

Keep moving forward -- you can edit it at any time later, as we'll see in a few seconds. Live with it for a while. 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.

SPECIAL NOTE: There are also some great page-building resources (and lots of other valuable information) in the **Tips 'N Techniques HQ** that may be of interest to you (ex., how to insert an image into your home page). **Click here to see the offerings (http://build.sitesell.com/tips/).**

Check this HQ frequently. It's constantly expanding and being updated -- always with the **SBI!** user's needs in mind!

Just before you finalize your page, always hit the **Analyze It!** button for a complete Search Engine Optimization (SEO) analysis of your page. It 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...

Make any required changes and then **Analyze It!** again. Don't be afraid to use your own brain, 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.

When you're ready, click on the **Build It!** button. If you don't, your page information will not be saved.

Once a page is built, the **SBI! automatically** submits the page to the Search Engines. Actually, it submits the page to **WorldSubmitter,** an intelligent **SBI!** 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 and it does this 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 **do** want it to be in a good shape for when that **indexing** spider comes knocking.

SIDEBAR

Actually, it's the scout spider that usually comes within a day or two. The scout just checks to make sure your page is up.

Each engine follows up with an indexing spider that does all the heavy lifting -- that can take weeks. Still, it's a good idea to "complete" the first version of your home page ASAP and keep moving forward by creating more and more high-value, Keyword-Focused Content Pages.

And, that's it! Your home page is built and submission to all the important Search Engines is done. From now on, you have full access to **SBI!'s Site Central.** Think of it as your "mission control" center as you build and grow your Web site and Web business.

SIDEBAR

Use its "QUICK JUMP" menu, if you want to change your username and password, or any other piece of identification information. And, if you are a 5 Pillar Affiliate, you can go anywhere in the 5 Pillar Club from here.

Site Central houses the following centers...

- **Site Build It! Site Builder**
- **Site Build It! BusinessCenter**
- **Site Build It! TrafficCenter**
- **Site Build It! InfoCenter**
- **Site Build It! Download Center**

From this **powerful hub page,** you can click to every **SBI!** server-side functionality and its extensive guru-style online help.

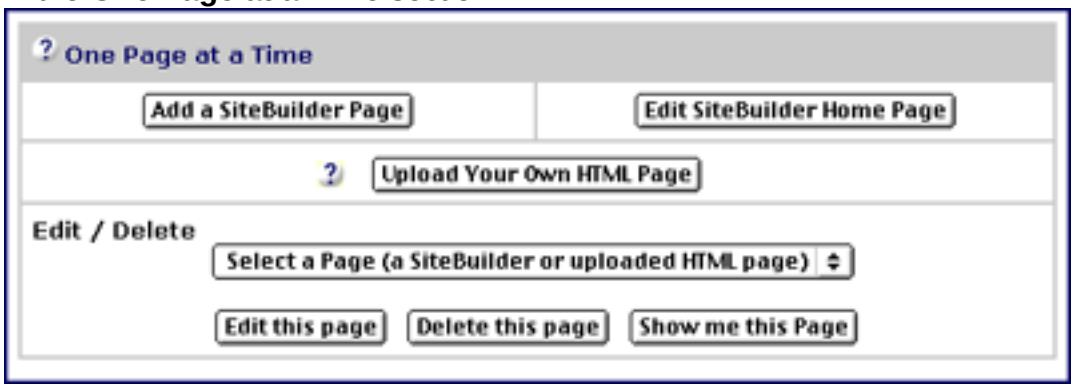
Take a few minutes to explore your **SBI! virtual work place.** There's no need to spend a huge amount of time doing this because, as you continue through the Guide and the 10 DAY process, you will be using each Center first-hand.

Please note... from now on, every time you log into **SBI!**, you will go directly to **Site Central.**

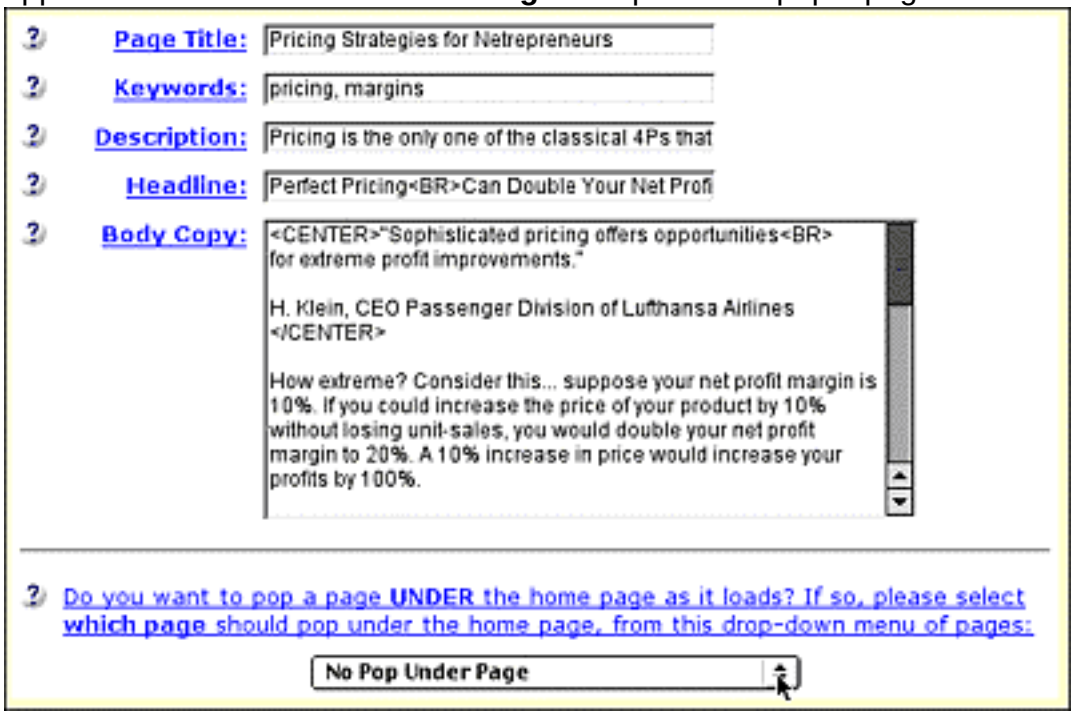
OK. You have your "home page." What if you want to edit it at some point?...

6.7.1. Edit Your Home Page

This is a super-simple task. Just click on the **Edit SiteBuilder Home Page** button in the **One Page at a Time** section...



That will take you to **Edit Your SiteBuilder Home** page, which is nearly identical in appearance to **Build Your Home Page** except for the "pop a page under" info...



SIDEBAR

SBI! also 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! If you are an HTML Editor user, keep this strategy in mind.

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. The pop-under page should only be used to solicit sign-ups to your opt-in e-zine (the "how-to" is explained **in DAY 9**). You'll only see this after you've built some pages. You can then select a page to pop-under the home page when you go back to **Edit the SiteBuilder 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). If you want to make changes to the longer ones (Description, Headline, Body Copy), it's best to cut-and-paste the current text into your text editor. Do the revisions in your editor, and then cut-and-paste the new text back into the original box.

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, it will re-submit accordingly.

Don't worry -- **SBI!** never oversubmits to the engines.

You are now ready to start the second part of your **DAY 6** assignment... build one TIER 2 Keyword-Focused Content Page...

6.8. Build a TIER 2 Page

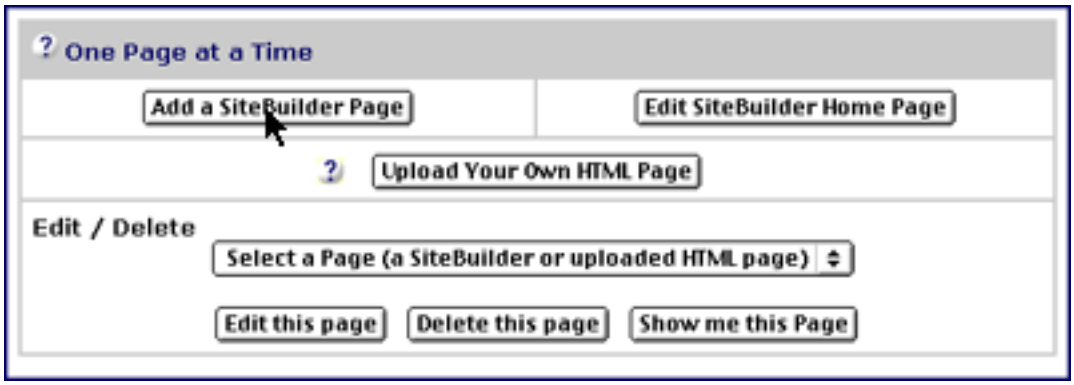
Are you ready with that highly profitable keyword for a TIER 2 page? The one that you chose back in **Chapter 6.4?**

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.

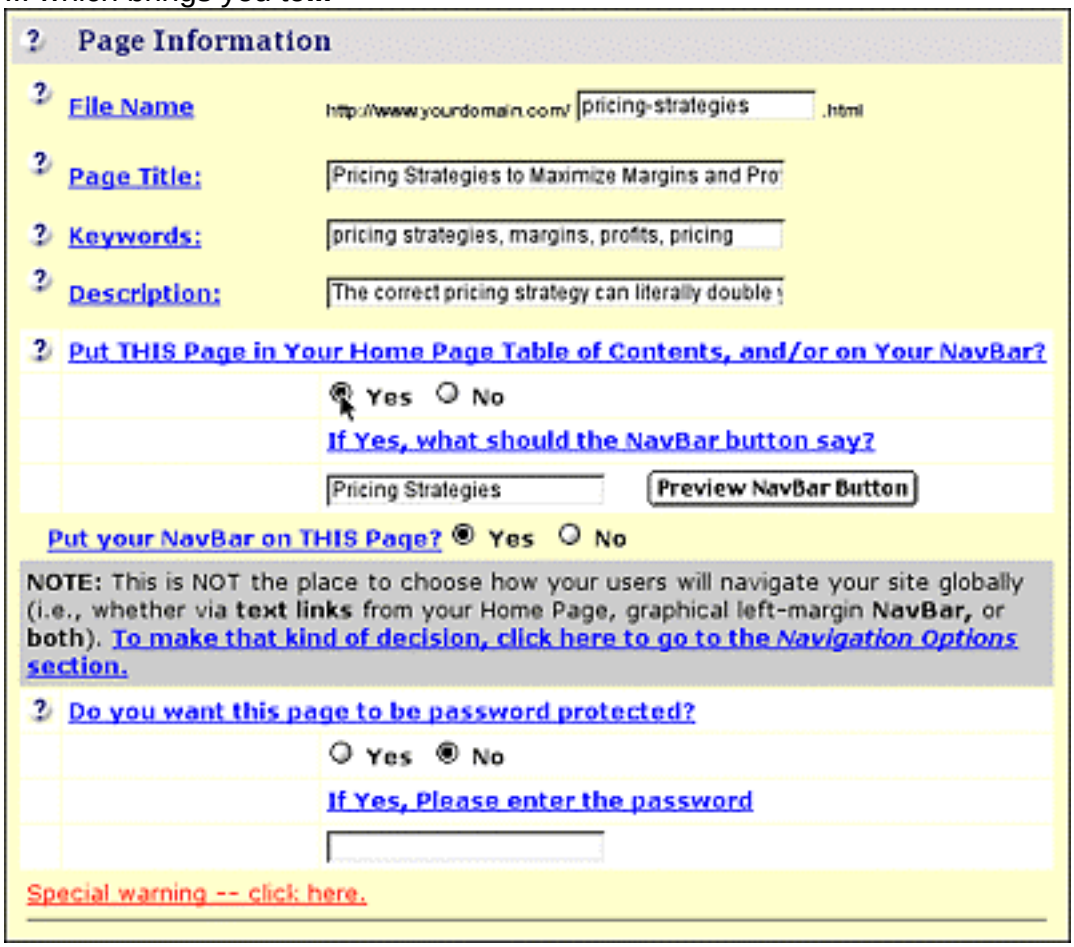
As explained previously, it's best to prepare the text for all boxes ahead of time, especially the text that you will enter into longer boxes like the Description. (Review the page-building tip at... **http://build.sitesell.com/tips/text-template.html**

And of course it goes without saying, **use the online help and strategies.**

First, click the **Add a SiteBuilder Page** button in the **"One Page at a Time"** section of **Site Build It! SiteBuilder...**



... which brings you to**...**



Under Page Information... 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 profitable keyword in each of these critical elements!

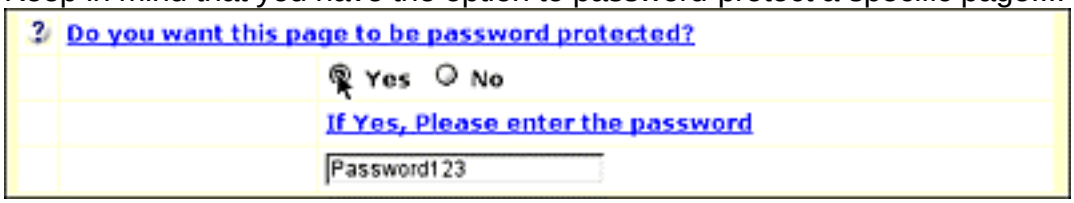
SIDEBAR

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 (dashes are best). In the example above, the file name is pricing-strategies.html. This is how **SBI!** keeps all the pages straight.

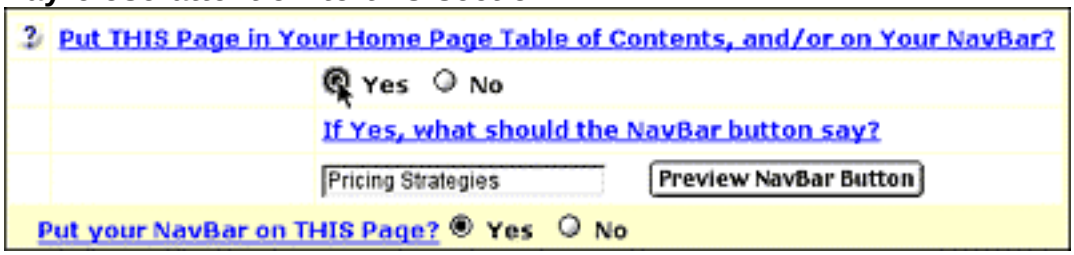
The home page doesn't have a spot to enter its file name because it is always called index.html -- it's an Internet tradition! You can't name it anything else.

Keep in mind that you have the option to password-protect a specific page....



This means that only visitors who have obtained a password from you will able to access the information contained on this page. The online help provides strategies for when and how to use password-protected pages.

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 (as discussed in **Chapter 6.6.3**), 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 you want it linked only via the TOC, do not name this button. You might do this if your page is a "tweener." This particular page is not important enough to be on the NavBar, but it's important enough that you do want the text link in the TOC so the spiders find it. (Use this strategy sparingly, however.)

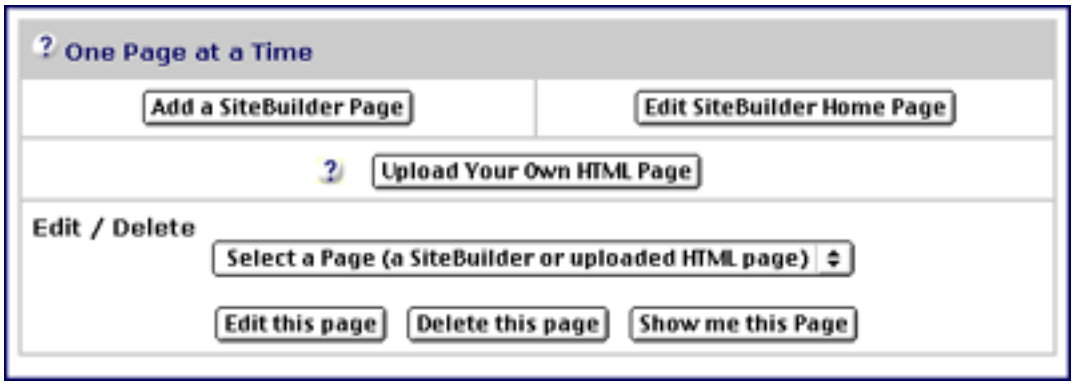
SIDEBAR

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

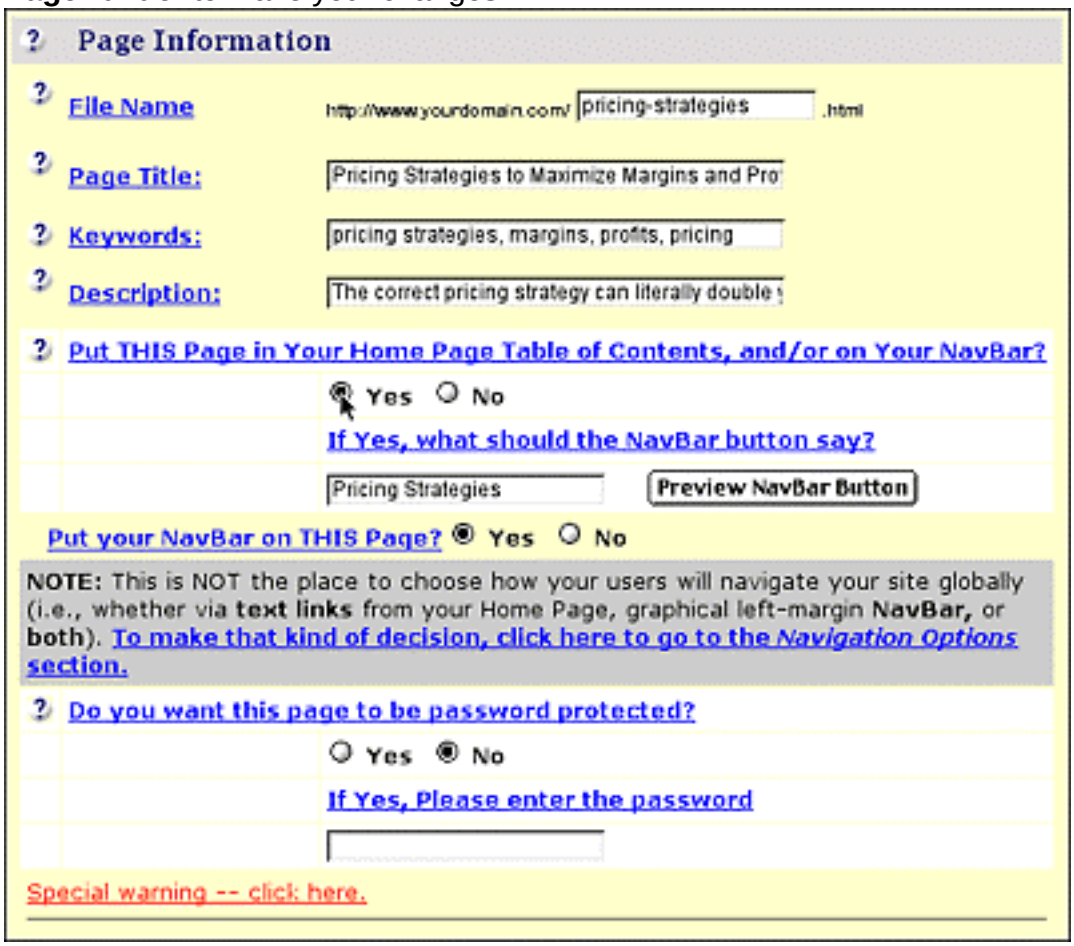
possible, yet compelling and descriptive enough to get the click. As always, be sure to use the **Preview NavBar Button** to check your results.

What if you decide that you want to change how this page fits into your navigation plan?

Use the **"Select a Page (a SiteBuilder or uploaded HTML page)"** drop-down menu under the **Edit/Delete** label**...**



Select the correct page and then click the **Edit this page** button... and you're back to **PageBuilder** to make your changes...



Need an example or two to illustrate the possible changes you might make? No problem...

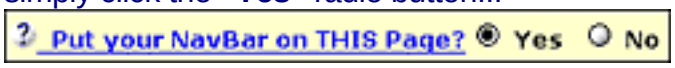
1) To remove this page from your NavBar (but not from the TOC), **delete** the button name (i.e., the info in the field under "If Yes, what should the NavBar button say?") and click the **Build It** button (nothing happens until you click this crucial button, remember?).

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.

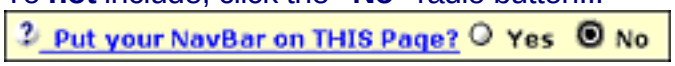
SIDEBAR

You may place a NavBar **on** any page you wish (including TIER 3 pages). When you build or edit any page, select the appropriate radio buttons...

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.

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? 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 income-generating source, 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 (through your in-context links in your content) which again gets them closer to where you make money.

Of course, it's a good idea to smoothly include a text link back to your home page in case they are not interested in "clicking through." You don't want to irritate your visitors.

Super! That's it for the basic page info. Now...

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!

Using **SBI!'s SiteBuilder** stack Headline Blocks, Text Blocks, Graphic Blocks and so on until your page is done. Then you'll build the page.

You're right... it's **definitely not...**

... Rocket Science!

But please do follow the instructions and online help carefully. The specific details are all there, right at the time that you need it, so you won't get lost.

The Backgrounder (Chapter 15) can take you by the hand through the "stacking" procedure. **Click here to see additional screenshots and receive extra guidance.**

As you build, keep in mind, the following...

• Use as few blocks as possible. If you go over **20** blocks to a page, the block-stacking page itself (i.e., the Web page that displays all the blocks) starts to become pretty big. If you go over **30** and your RAM is limited, you may have problems actually rendering and completing the block-stacking page. And if you don't have high-speed Net access, a page with many blocks starts slowing down.

Here are some tips for keeping it tight...

i) Don't use several Text Blocks in a row. You can enter all the text into one.

ii) Don't use multiple Line Break Blocks in a row. You can choose how many breaks you want within a single block.

iii) Plan the page ahead of time -- you'll find that most pages can be completed in **under 10** blocks and all can be done in **less than 20.** Of course, if you have the RAM and CPU speed and high-bandwidth to handle the bigger pages, you can go over 50 blocks if you like.

• **Site Build It!'s** programming jams all the blocks together, without any spaces or carriage returns. So you need a way to separate them. Use Line Break Blocks -- they create the "carriage returns" that you need to create vertical breathing space.

Make as much vertical space as you need by entering between 1-5 line breaks at a time, .

• 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.

• 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.

• Delete any block by clicking its **Delete this Block** button...

... in the upper right corner of that block.

That block will be deleted (without an alert warning), and the others will flow in to fill the gap. (Note that the blocks are numbered, just above the **Delete this Block** button, for your reference.)

• Visit the **Tips 'N Techniques HQ (http://build.sitesell.com/tips/)** for some helpful page-building ideas and easy HTML coding suggestions.

• Take advantage of the interesting collection of graphics, photos, tools, etc. available at the **Resources HQ** if you are want to add something "extra" to your page. Quality and convenience at your fingertips!

Just before you build your page, you should always hit the **Analyze It!** button to see how well your page is optimized for the Search Engines. **(Review this discussion in Chapter 6.3)**

And then finally click on the **Build It!** button (or the **Priority Build It!** button -- more info on it in **Chapter 6.8.2**). If you don't, your page information will not be saved.

Once a page is built, **SBI!** sends the page to **WorldSubmitter** for automatic submission to the Search Engines.

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 your page. Here's what to do...

6.8.1. Edit a TIER 2 Page

This tool is going to look very familiar to you. Click on the **Select a Page (a SiteBuilder or uploaded HTML page)** drop-down in the **One Page at a Time** section of **Site Central.**

Pick the page that you want to edit. Then click on the **Edit this page** button (not on the Edit Home Page button -- you've already been there, right?).

This will take you to **Edit this Page,** which except for its name is identical to **Add a SiteBuilder Page.** Just like when you edit your home page, the editing page restores the current state of your page -- with all the blocks present, the text boxes filled in and the settings done, just as it was when you last built the page.

Now all you have to do is make your changes. Use a Text editor to help. **(For a quick review, click here (Chapter 6.7.1).**

Once you are finished editing, click on **Preview It!,** then **Analyze It!,** and finally, **Build It!** or **Priority Build It!** (we'll discuss **Priority Build It!** in the next section).

And that's it! Rebuilding a page like this automatically sends the page to the **WorldSubmitter.** And if it's OK to resubmit, **WorldSubmitter** may resubmit the page to some or all of the engines.

When do you need to 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, update, etc., etc., etc.

Remember that **"Priority Build It!"** explanation that was coming? Well, here it is...

6.8.2. Priority Build It!

When you build a page, **SBI!** does not submit that page **directly** to the Search Engines. Normally, a newly built page goes somewhere into a queue (based on a complex set of rules).

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! An important page could be...

- your 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 on highly profitable keywords.

Use the regular **Build It!** button for most pages. Save the **Priority Build It!** only for those pages that warrant the special treatment... if you use it too frequently, there will be no distinction between "high priority" and "regular."

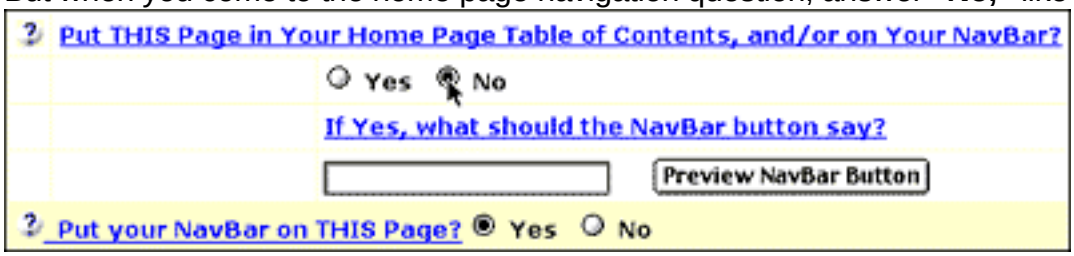
TIER 1, TIER 2... the last TIER to tackle -- TIER 3...

6.9. Build/Edit a TIER 3 Page

How do you build or edit a TIER 3 page? Exactly the same way that you build a TIER 2. TIER 3 pages, however, are not found in navigation links on your home page. Follow this advice, whether you are using **SiteBuilder or your own HTML Editor.**

Here is what happens when you build your TIER 3 page. You fill in the basic Page Information, as usual.

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.

The building process also has this interesting twist... a link to a TIER 3 page is **set on the higher TIER 2 page,** using the Link Block tool.

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 only has links to sources of revenue, then the Directories, Google AdSense and Overture could refuse you for just being a "collection of links" or a blatant sales site.

2) Nirvana -- If you have excellent content and a good number of internal links, a few non-commercial links to excellent, related (and non-competitive) outside sites, as well as links to your revenue sources, you'll be perceived as being what you truly are...

An OVERdelivering content site!

Almost done **DAY 6!** There is a bit more information to round out the site-creation picture...

6.10. (Re)Organize Your Site's Navigation

Your home page normally closes by leading into (in other words, introducing) a "Table of Contents" (TOC). This TOC 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 TIER 2 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 **and** for the spiders. You want them to move to the right pages, in the right order.

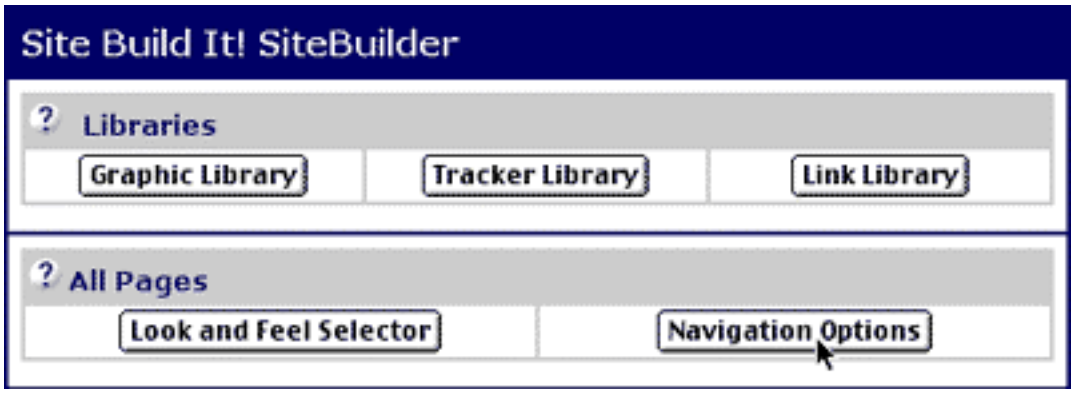
SIDEBAR

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.

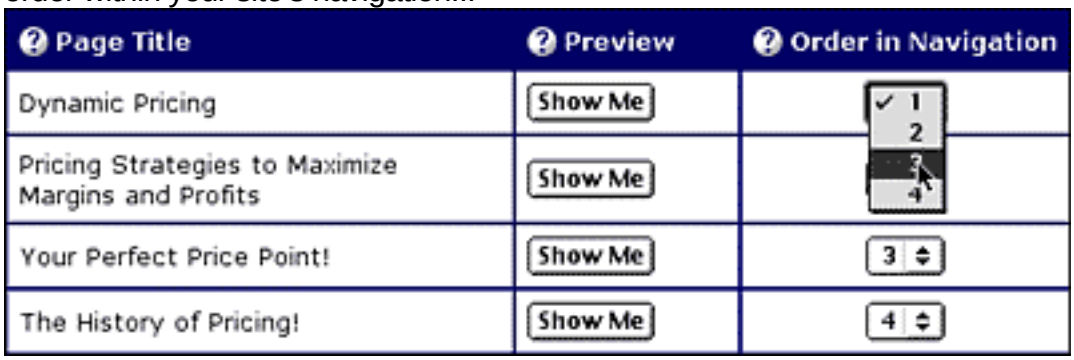
Of course, as your site evolves, certain pages will establish themselves as being the most important, the most profitable, and so on. For example, perhaps the pages you originally envisioned as belonging on the top of the navigational heap no longer warrant such heady status.

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.

To re-order the Table of Contents and/or Navbar, click the **Navigation Options** button in the **SiteBuilder** section...



... and scroll down to the table that displays each of your pages and their particular order within your site's navigation...



Proceed to organize your site the way you want it. Everything agreeable? Click on **Create New Navigation Order** button to finalize your work.

SIDEBAR

SBI! will organize or re-organize your site, depending on whether you opted to link via a Navbar, Table Of Contents, or "Both."

If you are using both, you can't order them independently of one another. Your most important page in the TOC is the most important page in your Navbar, the least important in the TOC is the least important in your Navbar and so on. If the ordering was out of synch between the two options, it would confuse your visitors.

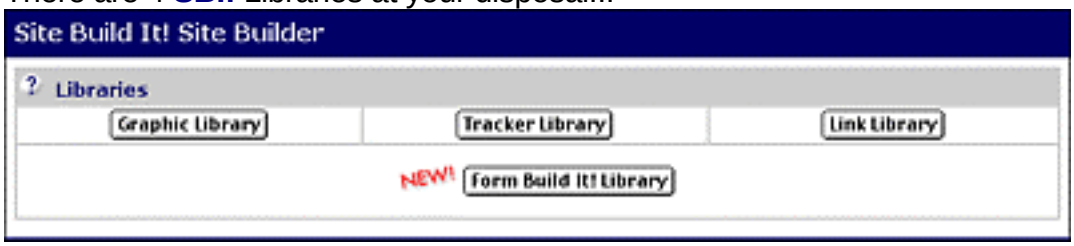
While the "Table of Contents" text links appear only on your home page, you can choose to place your NavBar **on any page of your site.**

So when you are ordering your navigation, keep in mind that your visitor will be exposed to your NavBar much more often than to your TOC -- which is another reason why it's important to choose your 5-10 most profitable TIER 2 pages for your NavBar.

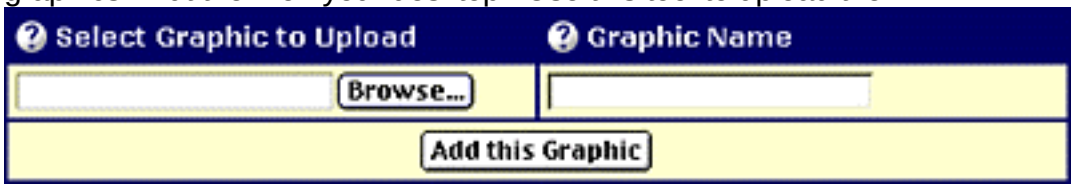
That's it for your Site Navigation. Now it's time to investigate the **SBI! Libraries...**

6.11. Use The Libraries

There are 4 **SBI!** Libraries at your disposal...



1) Graphic Library -- There is nothing complicated here. Create or buy your own graphics. Put them on your desktop. Use this tool to upload them...



Enter a name that will remind you what the graphic is all about. You can always modify it later.

Try to upload right away the graphics you'll need to get started. 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 -- Just copy-and-paste an URL. Once again, give the link a name that will help remind you what it's about...

Like the Graphic Library, the process is self-explanatory -- just follow the online help.

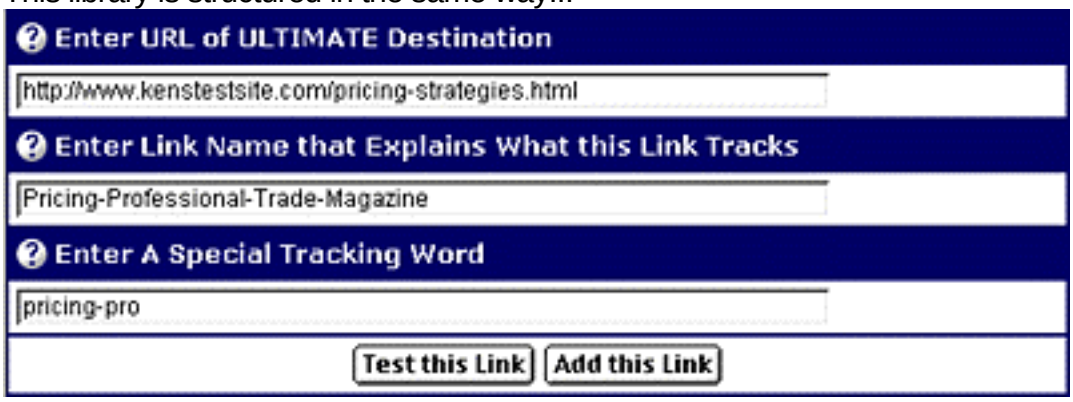
Enter all your income-generating links right away. Once you have them in your library, they'll be available to you when you use Link Blocks while building and editing pages. Yes, you can always add more later, and these will be added to your Link Library. But it's great to be able to immediately select the right link from the drop-down menu in your Link Block as you build.

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...

The Link Library enables us to track the performance of **outgoing** links, Click Throughs, (which generate income)... the Tracker Library lets us track **incoming** links, Click INs, (which cost you the expense of time and/or money). The Tracking Library

empowers you to build upon your successful promotional efforts, and to cancel the duds.

This library is structured in the same way...



... And the same advice applies -- give the link a "meaningful-to-you" name for easy identification and then follow the instructions... and of course, the online help.

Enter the Tracking Links only as you need them. Great ideas include...

i) Track each Pay-Per-Click... 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 one PPC, say Overture. 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.

ii) Track your return on buying ads in e-zines or Search Engines.

iii) Track your URL in free e-books.

iv) Offline tracking... newspaper ads, flyers, etc.

It's almost endless what you can track... even your sig file can be part of the mix!

4) Form Build It! Library -- **Form Build It!** is a convenient way to create forms so that a visitor can contact, register, or make a reservation with you.

The **Form Build It! Library** is where you create/edit/deactivate/delete a Form, as well as the rest of the process that follows the submission of that Form (for example, the Thank You Page). As always, use the online help.

Speaking of "endless," it's a perfect lead-in to the final part of this DAY...

6.12. Keep Growing Your Site Concept

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. Transfer 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.)

And odds are, as your site starts to reach its reasonable limit of 200 or so 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!

A big DAY but an even bigger accomplishment... you have created a solid theme-based content site that your visitors and the Search Engines will love! Congratulations!

So how do you let your target group know about it?...

... Let's see how...

7. Build Free Traffic

"Build it and they will come."
-- Field of Dreams (1989)

Essential theory to absorb...

• The **top 3** traffic-building strategies on the Net can be summarized/categorized in the following way...

1) Use available free (or near-free) resources (DAY 7)...

i) Word-of-mouth buzz creation-- Solid content seeds a buzz. Work your niche (writing articles, posting in forums, sig file, etc.)

ii) The free major Search Engines and Directories -- Submit your pages to get listed and ranked. List at **Zeal** and the **Open Directory Project,** as well, while your site is non-commercial.

Make the free strategies the cornerstone of your traffic-building efforts -- provide info-rich focused content on your site and the free resources will bring you ongoing targeted traffic.

2) Use available paid resources, when financially appropriate (DAY 8)...

i) Pay to get into directories, like Yahoo!, and niche-specific directories and pay-per inclusion programs

ii) Bid at the Pay-Per-Click Search Engines

In this case, the traffic stops when you stop paying for it. So factor in your **Return on Investment (ROI)** -- it must be high enough to warrant using paid resources.

3) Publish your own opt-in e-zine (DAY 9)...

An opt-in e-zine builds credible trusting relationships with your customers (present and potential) which, in turn, builds recurring targeted traffic.

• Building traffic via Search Engines is a constant **submit.. track.. tweak.. re-submit... track... tweak, etc. process.** Try to get half of your pages in the Top 10 for at least half of the engines. Once you achieve this, create new Keyword-Focused Content Pages rather than tweaking existing ones.

• Link popularity is worth building into your site, especially if you are close to the Top 10 for many of your keywords. The absolute best way to garner links is by building a site of such high quality that people want to link to it, in order to increase the value of their own visitors' experience. Use **SBI!'s Value Exchange** to accelerate the process.

• Both INcoming and OUTgoing links count. To strengthen the impact of those links on your ranking results, include your Specific Keywords both in the links **ou**t of your site, and in the links that come **into** you. Secure more incoming than outgoing links.

ACTION STEPS

1) Follow the "Big 3" traffic-building strategies (Free, Paid and E-zines).

2) Seed word of mouth buzz.

3) Work the free major Search Engines.

4) Improve your link popularity... build incoming links.

5) Develop an OUTgoing link program.

7.1. Follow The "Big 3" Strategies

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 your success?

Sorry to say... nope! Why not?

Because your site is just sitting there. **You need...**

... traffic and lots of it!

You need visitors who read your content, become PREsold, and then do something that earns you income (buy, complete a form, hire, click on ads or affiliate links, etc.). 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

• it must deliver traffic in an ongoing fashion, not just be a one-shot deal.

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.

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).

So what are the best strategies to build **sustained-high-yielding** traffic on the Net?

Answer -- the **Big 3** strategies which are...

1) Use free (or near-free) resources (DAY 7) -- word of mouth buzz creation (sig files, forums, etc.) and **most** importantly, the major Search Engines and directories.

2) Use paid resources (DAY 8) -- Pay-Per-Click Search Engines, paid directories and paid programs, when financially appropriate.

3) Publish your own opt-in e-zine (DAY 9).

Your best "large and sustained" traffic returns will come from these strategies, so conserve your time and **focus your efforts on the Big 3.**

SIDEBAR

Depending on your situation, some other secondary techniques will work very well for you. But start first with the **Big 3.** As you do...

- 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 related e-zine that reaches your target market, etc.)

It is at this point that you can then start using the secondary traffic-building strategies effectively.

Discussion of the **Big 3** is spread over three chapters. We'll cover the best **free resources** in this chapter **(DAY 7). Paid resources** will be covered in **Chapter 8 (DAY 8).** And an **opt-in e-zine** completes the picture in **Chapter 9 (DAY 9).**

Let the traffic begin...

7.2. Seed Word of Mouth Buzz = Work Your Niche

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 trust you? At this point, you are a stranger with no credibility.

SIDEBAR

"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 then everyone stopped reading the messages. It degenerated into a mess of spam and ignorance.

There's a simple but very effective way to get "word of mouth"...

Deliver great content. **Then** seed word of mouth buzz. We call this **"working your niche."**

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, especially if you are selling your own product or professional service...

- write articles for e-zines

- buy ad space (if the fit with the newsletter is great and the ad is sharp). **The Backgrounder offers some tips (Chapter 16).**

- make posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and situation, these can be fairly effective... or totally useless)

- link exchange (see the **Value Exchange HQ** in the **Site Build It! Traffic Center** section at **Site Central**)

- and, of course, through the use of a signature file in your daily e-mail correspondence.

- deliver an absolutely exemplary product or service. Nothing increases the buzz to a deafening roar faster than OVERdelivering on your promises. Customers love and appreciate it when they receive **more** than they expected.

• participate in referral marketing. Referral-generated clients are a cost-efficient, profitable, and loyal source of new business. They tend to contact you quicker for more details about your service, negotiate less, be repeat customers, and refer more business to you -- all because someone **they trust** told them that they could trust you and your information/solution. **The Backgrounder** (Chapter 17) provides extensive "how-to" information on referral marketing. **Click here to review it.**

In short, develop a high profile in your niche as a knowledgeable expert who overdelivers. **Work** your niche.

On the other hand, if your site's content is just so-so, these techniques (from above) 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, the better.

Circumstance 2) Your site should have over 50 pages. There must be substance.

Circumstance 3) Your content should be of outstanding value to targeted visitors.

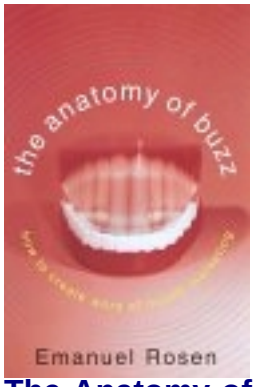
If all three circumstances are present, making a post or writing an article could be higher yield than a brief one-day spike. Here's the sequence of events that needs to happen... someone reads your post, visits your site, and then **your content...**

... blows them away!

As a result, they tell their friends, put a link on their site **to yours,** and return to the discussion forum to talk about your site. Talk about a home-run buzz! And how do you make that happen? Re-read the above three circumstances.

SIDEBAR

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

Now, for the major free Search Engines...

7.3. Work The Free Major Search Engines

Even though most SE's have adopted Pay-Per-Inclusion programs (more on this later on in the Guide), 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.

Why do Search Engines still offer free submissions? Why will sites always be admitted?

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.

Search results are the equivalent of "editorial" in a newspaper. But the ads pay the freight.

So take full advantage. The free major Search Engines are the most important free resources on the Net**.** Learn how to work the Engines properly and you, too, can reap the traffic rewards!

Building traffic via Search Engines is not complicated but it does require some patience and motivation on your part. Here's the boiled down version of the process...

1) Submit your pages. If you don't submit your pages, you won't get into a Search Engine's database at all. And, if you're not in a Search Engine's index, you're **invisible** on the Net. (Of course, as you already know, **SBI!** takes care of submitting and resubmitting for you -- more details in a minute.)

2) Tweak and experiment with your pages to improve their ranking. (This is an ongoing task, only to be started once you receive ranking results in your **Keyword Ranking Report.**)

This tweaking may sometimes require you to...

- 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...

The **Analyze It!** function will give you tons of ideas -- it's like having your own private tutor!

3) Resubmit and track. Then repeat as needed. The key is to track and note which pages are doing well, then reproduce those successes.

4) Tweak, re-submit, and track. Then repeat. Sooner or later, your efforts will pay off. 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. And that can only mean one thing -- **traffic!**

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), all integrated into one system.

Your goal to shoot for?...

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 Ten for all pages in all engines.

If you have a spot in the Top Ten 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

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.

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.

If by chance some of your pages are simply off the ranking radar (especially if they don't score well in any engines at all!), do address the situation and click the A button to **Analyze It!.**

Make sure that you are not making any gross errors. 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.

However, 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 Ten on any engine, experiment a couple of times to improve it. If you're still without results after that, you're better off creating new content.

OK, now let's see how **SBI!** integrated tools make the "submit-tweak-track-tweak-resubmit-track" process a snap...

Phase #1) Once you are finished building and optimizing a page (using **Analyze It!**), **SBI!'s WorldSubmitter** submits your page to major free Search Engines (and some regional engines).

Phase #2) 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." If a spider does not visit, **WorldSubmitter** re-submits (within tolerances).

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.

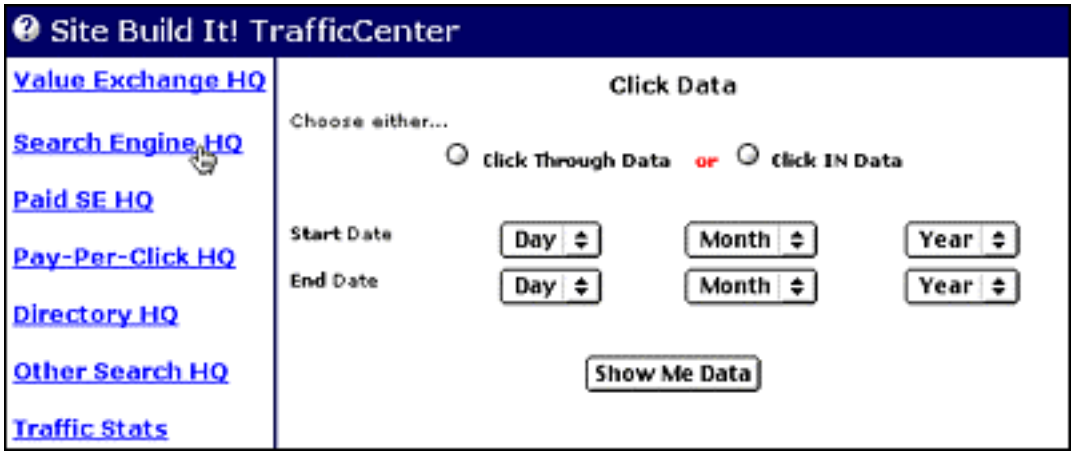
Phase #3) ListChecker watches for when each engine lists each of your pages (that have been spidered) -- or in the words of the pros, when you have been indexed (the dates are recorded in the **Submit-Spider-List Report.** At this point, the pages are officially in the database, but not yet ranked. If you do not become listed within a certain amount of time, or if an engine ever drops you from its listings, WorldSubmitter simply submits your page again... all according to each engine's acceptable limits.

Phase #4) After your page has been submitted, spidered, and listed, the **Keyword Ranking Report** tells you where your page ranks, at each major engine, for the specific keyword that the page focuses upon.

Phase #5) The **Keyword Searches Report** tells you the keyword search that found that page (and # of times), which Search Engine(s) found that page for that keyword (and # of times) and how you rank today for that keyword search.

You get the exact tools and data you need to win at the Search Engines!

These three important tracking reports are found in**Site Central's TrafficCenter.** Login **(http://login.sitesell.com/)** and go to the **Search Engine HQ...**



Click on the **Search Engine HQ** link. After that, follow the online help so that you get the most out of **SBI!'s** powerful traffic-building system.

After all, you possess the most complete set of reporting tools that anyone could ever need. Once you see how your pages fit in your particular "Web world," (i.e., other sites that are focusing on the same niche), you can start using your traffic-building tools to tweak your pages and build more and more traffic. And so the chain reaction continues... build-report-build-report-etc.

SIDEBAR

The current status and new developments in the Search Engine (or Directory) world are found in the appropriate HQ in **Site Central's TrafficCenter.** This includes emerging "search" trends (i.e., image search, local search, shopping search) which are noted in the **"Other Search HQ."**

Always keep in mind that every business situation is different.

Your theme has its own 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 someone else with a different theme.

That's why cookie cutter techniques just won't work on something as complex as the Web. You have to get the lay of the land (**your** land) and see where you stand in it, in order to move up from there.

Yes, it takes some time and effort. So in that case, major Search Engines are not really "free." They do cost you something. **Time, after all...**

... is money. (The great news is that with **SBI!,** it only takes you about 2% of the time it would normally take.)

To sum it up as simply as possible...

The point of submitting, and then resubmitting (if you don't get spidered and indexed within reasonable times) is to get your pages into each engine's database.

From that point onwards, you follow how you rank for your keywords. And tracking how you rank is how you get the lay of your e-land so that all your efforts contribute to the growth of your business. Which brings you back to **DAY 1's** guiding principle again... **maximize profits.**

There is something else that you can do to help your ranking score at the free Search Engines...

7.4. Improve Your Link Popularity... Build INcoming Links

One **traffic-building action** you **must** consider once you have added 20-30 content pages to your Web site is building your link popularity.

SIDEBAR

Your site must have 20-30 quality pages before you even worry about developing link popularity. Here's why...

1) Your site is unlikely to attract **quality** links from other Webmasters until it becomes a viable information resource. You won't be able to accomplish this without sufficient content material on your site.

2) Your site will be unable to obtain a **directory listing** unless the reviewing editor (remember -- your site will reviewed by a real human) decides your site can contribute something of merit to the directory. If your site is unfinished, or content is sparse and limited, it's unlikely that you will get a thumbs up from the reviewing editor.

3) Focusing solely on link popularity to drive traffic is counter-productive. High-value, benefit-focused content is what attracts targeted traffic and keeps them on your site. A link can bring visitors to your site but it's content that pulls them in and makes them want to learn more.

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 highly relevant for a concept? Let me give you a "pointed" hint...

Suppose your friend has a site that is all about porcupines. Furthermore, she has an excellent page in that site about the **mating habits of porcupines...**

... a prickly issue, I agree!

How would a Search Engine use linking to decide what's relevant? Good timing, because here comes someone who is typing "porcupine mating" into Google's search box!...

How about if you, the engine could see that more sites, all kinds of sites, link to the porcupine mating site? Everything else being equal that would probably give the edge to the porcupine mating page. After all, 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, for example.

What if those sites were about porcupines? Even better! Now you'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! Now that's the best.

And your friend's page about porcupine sex would score (geez, sorry about that!) especially well if many of those links came **INto** 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).

SIDEBAR

There is one very important Search Engine which places a much greater emphasis on link popularity than its brethren. In fact, without some link popularity to speak of, you'll find it difficult to get spidered and listed within the mighty Google.

Link popularity is an off-page criterion that the Search Engines are using more and more. Although inter-related, there are two main purposes for in-pointing links as far as the Search Engines are concerned...

1) To establish the credibility of the "linked" site. An in-pointing link from a quality, related site tells the Search Engines that another Webmaster thinks highly enough of your site to link to it. In other words, the link counts as a vote of

confidence. The more highly the Search Engines regard the site that provides the link, the more powerful that vote becomes. In our porcupine example above, the fact that the single most important site in the whole world about porcupines provided a link tells the SEs... wow, this is a great site!

Why is this is important?

Because until your site has established some link popularity (or some **votes** from other Webmasters) you may find yourself being dropped periodically from the various SEs databases. Sure, you'll get re-spidered and ranked, but the process is a frustrating one. Moreover, for those SEs you can't submit to, their crawlers must find and rank you independently. Unless they happen to find you by following a link from a site already on their radar, it may be a long time before you make it into their respective indices.

So quality links not only increase the chance of getting listed by SEs that do not offer a submission service, they ensure your site will stick in the databases of the ones that do.

SIDEBAR

Notice my emphasis here on quality links. The only links that matter to you are links from quality sites with themes related to your business. For example, having a link from the authority on porcupines is a good thing. However, having a link from an online gambling site is not.

In fact, garnering links from non-related Web sites may actually be **detrimental** to your site's performance. If you go back to thinking like an SE again, what would you think if you saw a link from an online gambling site to a site about porcupines?

Exactly! You'd assume that link was placed there as an artificial attempt to increase link popularity. After all, why would visitors to an online gambling site be interested in porcupines, and vice versa? There is simply no valid reason for that link to be there.

Best case scenario? The SE ignores the link altogether. Worst case scenario? The SE assigns both the porcupine site and the gambling site a ranking penalty.

Moral of the story? **Obtain quality links from quality sites with themes related to your business.**

2) As an off-page ranking criterion. Link popularity is an "off-page" ranking criterion that the Search Engines are using more and more. It is not the dominant weighting factor for rankings, of course -- the actual content on a page will always be important. In fact, although establishing link popularity for the sake of improving your rankings is still worth working on, you shouldn't lose any 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 reality mean to you? Two things...

1) 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 for your keywords (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.

SIDEBAR

Special Tip: Always remember to ask your link partners to include your most important keywords in the actual link text of your in-pointing link. This will give your site added relevancy for those keywords. For example, **SBI!** Product Manager, Paul Crane, asks Webmasters to link to his Ultimatefatburner.com Web site like this...

Reviews of Fat Burners, Diet Supplements, and Weight Loss Programs!

And not like this...

Ultimatefatburner.com

See the difference? The first link provides his site with additional relevancy for the keywords "fat burners," "diet supplements," and "weight loss programs". The second link provides no boost.

2) Improving link popularity is relatively more useful if **you are trying to win for tough, general words** like "e-commerce", "computers", "sports cars", and that sort of thing.

It's kind of like...

... the golf pros on the PGA Tour. They are all so good, that the difference between them is razor-blade thin. So every little edge is important.

Take-home lesson?

Working on building link popularity for the express purpose of improving your rankings is worthwhile, especially if you are...

- annoyingly close to the Top 10 for many of your keywords

- targeting more general, highly competitive keywords (which you really do not want to be doing if at all possible)

... but it's not the be-all-and-end-all, especially not for niche sites, which is what you are creating. And remember...

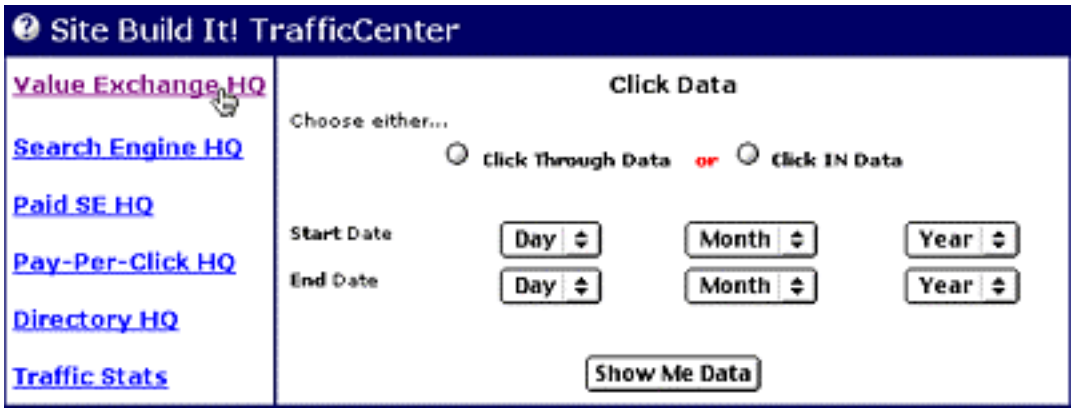
It's not a good idea to have so many links that they distract your visitor from your **Most Wanted Response!** Never lose sight of the ultimate goal of your site... **to build your business!**

Here's what to do to gain more popularity (and one not-to-do action as well)...

1) Register for **SiteSell's Value Exchange** -- The Value Exchange generates credible matches so that you only contact other sites (with similar themes) who have specifically expressed an interest in exchanging links with you. Result? Prequalified **valuable** link requests from quality, like-themed sites -- the real way.

Value Exchange's monitoring, managing and behind-the-scenes tools and reporting turn a tedious, time-consuming process into a breeze. Of course, when you set up your link exchanges, **do not** bury your partner's link on an over-populated **link page**. In order for a link exchange to be effective, you should link to your partner's site from a page that contains no more than 5 out-pointing links in total. Generally, the fewer out-pointing links a page contains, and the closer to your Home page it is, the more value the link provide's to your partners. So a link from a page containing 50 out-pointing links is next to worthless.

For more details, click on the **Value Exchange HQ** link at **Site Central...**



SIDEBAR

Important note: Many **SBIers** skip over this section and neglect to register for the Value Exchange. Please don't make the same mistake. Although your site may not be ready for entry into the Value Exchange immediately, please make a note to register as it nears completion. Value Exchange is an easy, no-brainer way to build your link popularity... the **right** way!

Best of all, Value Exchange draws its matches from a larger pool than just **SBI!** sites. While only **SBIers** have access to the full suite of Status and Accelerator tools that accompany the complete version of Value Exchange, non-**SBIers** can register for free and receive targeted link matches.

2) List with major directories like **Yahoo!, Open Directory, Zeal** (list in the Paid Directories only if it makes smart business sense to do so) and only after your site has reached 20-30 pages. Open Directory and Zeal are free, so start with them.

SIDEBAR

The free directories are certainly cost effective, but it can sometimes take 2-3 months before an editor gets around to reviewing your site. Those of you with businesses that generate a significant **ROI (Return On Investment)** may want to expedite the process of building link popularity by paying for a Yahoo! listing.

Although such a listing is expensive and unlikely to drive much traffic to your Web site, it is one of the fastest ways (your site will be reviewed within 7 days) to build link popularity. As such, it is a good investment for brand new sites that can justify such an expense. Of course, your site really has to be good -- **payment is not a guarantee of inclusion.** For more information on the merits of a Yahoo! listing, please check with the **Directory HQ** in **Site Central.**

3) List with directories that are specific to your area of interest. These are niche "hub" sites that offer listings for little or no money. You can find directories like this at **Google.** For example, if your theme is mining, enter this into Google's search box…

+mining +directory

If you draw a blank about your particular theme, 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." To continue with the same "theme" example...

+gold +list

+silver +listing

+mines +association

+ gold +"add url" (finds gold-related sites that accept submissions)

ii) Try different Search Engines or directories... Google, Yahoo!, MSN.

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.

4) If you have several domains on related topics, interlink them all!

5) What's a definite **not** to do? Do not do the **FFAs** (Free-For-All linking sites). You will have absolutely no credibility. Do not do link farms.

6) Build a super-high-quality niche site.

By far, the easiest, long term strategy for building link popularity is a passive one. The absolute best way to garner links is by building a site of such high 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!

Then let **Value Exchange** bring the opportunities to you... instead of you wasting all kinds of time on this.

If there's an "in" there is usually an "out" involved as well. It's the same for site traffic...

7.5. Develop An OUTgoing Link Program

Links go both ways, in and out. 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" go to an income-generating source for you, even better!

2) Links OUT count with the human editors of directories and your visitors, too. If directory editors see you provide bona fide links to other quality sites, your site is more credible, a more valuable resource for their directory. Visitors appreciate being presented with quality, credible links to related material that further enhances their surfing experience.

On the other hand, nothing is more damaging to you, your credibility and your ability to build your business than linking to an inferior Web site. By providing a link you are in essence placing your seal of approval on the linked Web site. Should that site be of low quality, visitors will question your judgement. So while you can't always control who links to your Web site, you must choose your out-pointing links wisely.

So don't make all OUTgoing links purely monetary links. You only need a few to establish that credibility.

SIDEBAR

Remember to set your Link Block in **SiteBuilder** 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.

To strengthen the impact of those links on your ranking results, include your Specific Keywords both in your links OUT as well.

Here's one OUTlinking strategy...

Create a links page that sends links **out** to terrific, non-competing, high-traffic (verify with **Alexa** for their ranking score) 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) which should be excellent

4) links to your other domains (if you have any) that cover related topics.

Both linking in and OUT counts with the Search Engines. 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. Naturally, have more incoming than outgoing.

Ongoing work from **DAY 7** for you to do in the coming weeks and months ahead?

Drop by the **Search Engine HQ in Site Central** and check your reports 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.

Continue with the proven process... Tweak, Link, Re-submit, Track. Then do it again. At a certain point... **stop tweaking.** But keep linking, as opportunities present themselves. Create more high-value content! And then start the cycle over again.

Your traffic is building. Now it’s time to look at how to...

... **increase that momentum...**

---

8. Build Paid Traffic

DAY 8

There's more than one way to skin...
that **TRAFFIC** cat!
-- An **SBI!** E-update

Essential theory to absorb...

• Use the Pay-Per-Click Search Engines as a **low-cost advertising method,** if the **ROI (Return On Investment)** justifies it. The best cost-effective strategy is to work the niches. Bid on hundreds of less popular keywords related to your theme/site concept. Supplement with Google AdWords.

• 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.

• If the **value of a lifetime customer for your business is relatively high,** you can afford to have a bigger bidding cap on your PPC campaign. If your profit margin is razor-thin, then you need to limit yourself to low-cost but related keywords.

• Keep ahead of your competition by sending in an updated mass-bidding-submission template every 2-4 weeks.

• Submit to the free and paid directories only after you have sufficient content for their editors to review (at least 15-20 pages). Submission to the paid directories must also make financial sense (a worthwhile **ROI**).

ACTION STEPS

1) Start your Pay-Per-Click campaign. Open accounts with all 8 Pay-Per-Clicks.

a) Check Pay-Per-Click HQ for free SE ranking results

b) Enter your bid for each keyword.

c) Create your Pay-Per-Click listings.

d) Submit your bids.

e) Track and repeat.

2) Submit to major Directories when financially appropriate.

3) Learn more about paid programs.

8.1. Start Your Pay-Per-Click Campaign... Open Accounts With Top 8 Engines

This brings us to the second strategy of the **Big 3** -- use the paid resources. Pay-Per-Click Search Engines (PPCs) are not like your free Search Engines. You actually have to pay to be found.

So think of PPCs as a **l**ow-cost advertising method. Use them wisely, and you'll turn your advertising dollars into handsome profits. If they lose you money, stop using them... it's the same strategy that you would use elsewhere in your business...

It's all about **"ROI" (Return on Investment).**

With a Pay-Per-Click SE campaign, you bid for **keyword positioning.** For example, if one of your pages focuses on the topic of "penny stocks," you can bid for the #1 placement (or any other # position) on the first page of search results... or lower -- but then what would be the point of being on page two?

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 (except at Overture which seems to be constantly increasing its minimum). You can bid for as many relevant keywords as you like.

This means no need for tweaking, submitting, spider-watching, listing-checking, rank-reporting, linking, resubmitting, and so on (and so on) to get a high ranking position at the PPC Engines.

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.

Don't be surprised to see bids as high as $5.00, or higher at Overture. To get top positions, you either need to have money or smarts.

Want to hold on to your hard-earned cash?

Here's the "smart" way to play the PPC campaign game...

Your best strategy is to work the niches. Bid on hundreds of less popular keywords related to your theme, especially the less-obvious ones which will be quite cheap to buy -- especially the less obvious ones that may be one step removed from what your theme is, but for whom your site would be relevant.

For example, suppose you sold software or services for home-based business people. Consider buying keywords for niches such as home networks, home office supplies, etc.

There are clever and cheap ways to get your ads in front of your target market. (Same applies to buying Google AdWords). This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

SIDEBAR

Although working the niches remains the best, most cost-efficient strategy, it's no longer one you can implement on Overture (although it still remains as effective as ever at the other PPC engines). Unfortunately, success has changed Overture's previous small-business-friendly attitude.

Overture rejects keywords based on the amount of search traffic. As a result, this policy restricts your bids to more competitive, more highly-priced terms. Bottom line when dealing with Overture?...

Make the decision that's best for your business.

For example... If you are selling a high-profit product or a service, you can generally afford to target more competitive keywords and pay a little more per click-through because of the potential earnings. However, if you are using **SBI!** to publish information to generate affiliate and AdSense income, you need to keep costs down -- top positions at Overture may prove to be too rich for your blood. It's your call!

OK. It's time to now open accounts with the 8 most important Pay-Per-Clicks currently. The most up to date registration process for each engine is found at the **Pay Per Click HQ** at **Site Central.**

Don't worry about all the other PPCs -- there is just not enough potential traffic to bother with them, even with automated tools.

SIDEBAR

Why isn't Google's **AdWords** program part of the group? Two reasons...

1) While you do "pay-per-click," bidding does not work in the same way.

2) You must do it manually.

For more information about AdWords, see...
http://buildit.sitesell.com/vault/google-adwords.html

All done? Time to hit the PPC campaign trail...

8.1.1. Check Pay-Per-Click HQ For Free SE Ranking Results

Before you implement a Pay-Per-Click campaign, drop by the **Pay-Per-Click HQ** at **Site Central.** Why? Three reasons...

1) Up-to-date info on the PPCs

2) Account-opening info, links and discounts

3) Keyword Ranking Report for the PPCs

The PPC HQ ranking report tracks listings that have generated a click-in to **Site Build It!.** These click-ins can be from...

- Paid listings (i.e., you opened a bidding account with the PPC in question)

- Bonus listings -- sometimes it is possible for your keywords to score at or near the top of a PPC's search results page, without bidding.

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?

This is why we include some PPCs in the free engines' **Keyword Ranking Report** as an indicator to **show you...**

... what you can still get for free at the PPCs.

SIDEBAR

Some PPCs display supplementary results from various 3rd party crawler-based services when a keyword search returns few (or no) bid-driven results in their own database. 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.

The **Keyword Ranking Report** reports on click-ins from your paid listings and it gives you important info about how well your "free efforts" are doing -- info that you may not have realized!

In short... it delivers a solid and comprehensive PPC report.

As well the **PPC HQ** is your best source for in-depth, up-to-date information, especially with Overture!

OK. With this perspective, you can begin your bidding...

8.1.2. Enter Your Bid For Each Keyword

Open the Manager. In the **MASTER KEYWORD LIST** of the **Manager...**

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.

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.

SIDEBAR

Don't skip this step. **Manager** needs this step to create your mass-submission bidding spreadsheet.

STEP 3) Click on the PAY-PER-CLICK LIST button. This will take you to a display of the logos of the top 8 pay-per-clicks. We'll use Overture as an example, so click on the Overture logo.

(The other seven work in exactly the same way.)

You should now be at the **BID-FOR-KEYWORD LIST** for Overture...

Now... open a Net connection. Click on the button.

Go ahead! What's the worst that could **happen...**

... beside that, of course?

The little magnet button will get you all the bidding data you need.

Go for a coffee. When you get back, it will be done. Or stick around and watch the data flow in... it's the opposite feeling of frustration, as you see how much time you save.

Once all your data is in, your **BID-FOR-KEYWORD LIST** will present your information like this...

BID FOR KEYWORD LIST overture

(temporary.com)

#	Keyword (160 in this list)	Price I Should Bid	Buys #	# of Bids	#1	#2	#3	#4
1	about cholesterol levels			13	0.22	0.16	0.15	0.13
2	angina			10	0.34	0.32	0.31	0.30
3	arteriosclerosis			7	0.16	0.15	0.07	0.06
4	bad cholesterol			8	0.24	0.23	0.18	0.17
5	calculator			40	0.88	0.87	0.61	0.51
6	cancer			40	2.35	2.33	2.32	1.93
7	cardiac			4	0.10	0.10	0.05	0.05
8	chiropractic			13	0.65	0.60	0.60	0.25
9	cholesterol			40	0.30	0.25	0.25	0.25
10	cholesterol charts			1	0.05	0.00	0.00	0.00
11	cholesterol control			17	0.50	0.48	0.44	0.33
12	cholesterol counter			2	0.10	0.05	0.00	0.00
13	cholesterol diets			9	0.24	0.14	0.13	0.13
14	cholesterol drugs			7	0.40	0.22	0.15	0.15
15	cholesterol foods			2	0.05	0.05	0.00	0.00
16	cholesterol free diets			2	0.06	0.05	0.00	0.00
17	cholesterol free foods			2	0.10	0.10	0.00	0.00
18	cholesterol free recipes			1	0.05	0.00	0.00	0.00
19	cholesterol guidelines			1	0.10	0.00	0.00	0.00
20	cholesterol hdl ldl ratios			1	0.10	0.00	0.00	0.00

SIDEBAR

This screenshot cuts out the other 100+ words related to the Site Concept of "cholesterol." It also doesn't show you bids to #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.

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.

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... and the click through drops off quickly as you go down the page.

Work through the process from a **profit-making** point of view... your **ROI**. The higher your profit margin, the higher you can afford to bid at the PPCs. (**The**

Backgrounder provides two ROI examples (an affiliate and a Service Seller) if you would like more details on this concept.)

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 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 now tend to cost much more than spots #4-10. And the portals often label these results prominently as "Sponsored ads." 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.

Best advice? Buy the Top 2 or 3 only if it makes strong financial/business sense for you. 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.

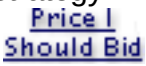
Of course, anywhere in the Top 40 puts you on Overture's first page of results. However, you'll get far less traffic if you appear further down.

As always, your bids must make financial sense. Figure out your **ROI** and then act accordingly.

There are a couple of other strategies for figuring out which keywords to bid upon. If you want to be really confident, **see The Backgrounder (Chapter 19).**

SIDEBAR

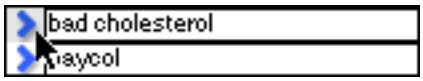
The Manager also provides another tool to help you with your bid strategy. The button is located (two buttons to the **left** of the Magnet button.) To learn how to use the in some really smart ways, click on the question mark that appears right under it.

Once you have decided what your strategy will be, simply enter how much you want to bid for **each** keyword in the 

column.

SIDEBAR

You can visit the actual PPC search results page by clicking on the small button just to the left of each word in the **BID-FOR-KEYWORD** display...



Read the description -- 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 low, no need to spend a lot of time thinking about it -- simply bid a penny above.

Whenever you enter a bid, **Manager** automatically tells you what spot it buys.

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 PPC 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 from your MASTER KEYWORD LIST.

Note: Overture now uses a "manual bot" system. And they only accept mass-submissions if you are paying thousands of dollars per month. In short, Overture is small-business-unfriendly. That's why FindWhat is now our #1 PPC recommendation.

As was mentioned earlier, the most up-to-date info and strategies for PPCs is at the **PPC HQ at Site Central.**

With your bids entered, it's on to the listing-creation phase...

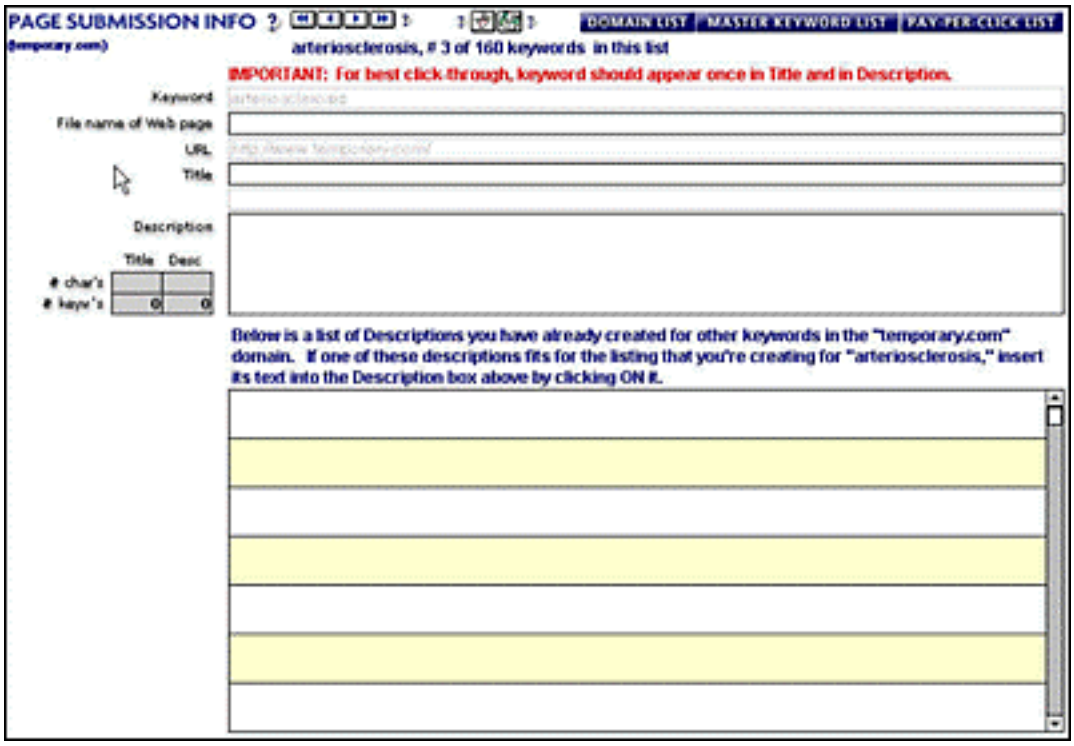
8.1.3. Create Your Pay-Per-Click Listings

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? It's like watching your **money...**

... fly away!

All set? Create your listing.

In the **PAGE SUBMISSION INFO** display, you only deal with **one** keyword at a time....



The navigational help... ... will move you through all the keywords that you want to bid upon. You'll create a listing for each one.

The **Manager** will enter the Keyword for you (that's why the box is gray). Of course, always use the most constant feature throughout the **Manage**r... **the online help!**

OK. Now 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 page that you created for this keyword. Enter the "**.html** part" of that Web page's URL only -- do not enter the domain part. The Manager will enter the URL automatically after you enter the file name.

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.

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. Be careful! Some engines push you to write a listing that gets a high click through. But **your** goal is to get a highly targeted low click through, so you only pay for truly interested visitors. Do what is best for your business!

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.

A quick example...

Let's say that you have bid ten cents for "commercial lawyers." You want to...

i) attract lawyers who want to sell their services through the Web.

ii) repel people who are looking for commercial lawyers. They're looking for a lawyer, not for ways to sell their legal services on the Web.

So your title (maximum of 40 characters) might be...

```
Commercial Lawyer? Sell Your Services!
```

And the Description could be...

```
Are you a commercial lawyer?  The Web is the perfect
way to build your business.  Special commercial niche?
Clientele global in nature?  Here's how to use the Net to
expand your business.
```

Of course, your **Site Build It!** site should have a "law theme." And the destination page should be about commercial law.

After this, 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.

If your listing meets the needs of your ON-targeted prospective visitor, she clicks on your title and visits the URL that you specified. As a result, you get only ON-target visitors.

Now you are ready for the final step...

8.1.4. Submit Your Bids

Click on the

button to return to the BID FOR KEYWORD LIST.

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...

That's the job of the **Create File** button

Click on it. The button creates a "Mass-Submission Tab-Separated Text File" for all the keywords that are listed on the list.

Copy-and-paste that text file into whatever Engine's template you are using -- just follow the simple online instructions until you've e-mailed the whole kit-and-kaboodle to that Search Engine.

A quick review of the process (following the creation of your listings) that you will repeat for each PPC engine...

1) Click to the **BID FOR KEYWORD LIST** for the next engine.

2) Click on the button.

3) Set your bids for each keyword.

4) Click on . The button creates a "Mass-Submission Tab-Separated Text File" for all the keywords that are listed on your list. Just follow the online instructions from there.

5) Mail it in.

Fast, fast, fast. And cheap. And good! Who says you can't have it "fast, cheap and good"??

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!

8.1.5. Track and Repeat

All done? Have you built a comprehensive PPC campaign? Terrific! Now you can get an even bigger edge on your competition!

Repeat the mass-submission bidding procedure every 2-4 weeks. It's easy and fast to do because the "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"? 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).

Or they spend as much as **SBI!** costs, just for the PPC-tracking software. You only need to spend a few minutes... at no extra cost.

Here's what you need 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.

(Be careful with Overture! Overture gives you maximum bid data, so this information can be a bit misleading. See the **PPC HQ** for more information about Overture.)

3) Click on and mail your bids in to each PPC.

This will keep you ahead of your **competition...**

... without breaking a sweat.

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.

It's on to the Paid Directories...

8.2. Submit To Major Directories When Financially Appropriate

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!).

For the most part, it costs cold, hard cash to submit to the major directories. But paying the fee does not guarantee that your site will be accepted. So use paid resources wisely.

The two most important pieces of advice that I can give you?...

1) Don't commercialize your site too soon. Patience pays.

Before you start adding revenue-generating links to your site, list with the **Open Directory Project and Zeal** -- both are free directories. As a pure content site with few or no commercial links, you'll be considered a hobby site.

The **Open Directory (OPD)** provides directory listings to many crawler-based Search Engines -- they use **OPD** to complement their crawler-based results. And...

Getting listed in **Zeal** gets you into the **LookSmart** database... and that means great **free** traffic from **LookSmart, MSN Search** and other sites that use **LookSmart**. However, you'll have to become an editor yourself before you can submit your own site. (For a further explanation, visit the **Directory HQ** at **Site Central**.)

2) Wait until you've built your site up to at least **15-20 pages** before you submit to the directories (free and paid). Anything less is likely to be rejected for reasons of insufficient content.

Here again, your **ROI** must be taken into consideration. If the value of a lifetime customer is relatively high, it makes sense for you to consider paying for a directory listing **sooner** rather than later. The profit potential of a single lifetime client makes a directory listing an acceptable risk. However, if you have razor-thin profit margin (as most affiliates do, for example), this situation makes a directory listing a rocky gamble.

The major directories change their policies frequently. The place to stay on top-of-it-all, including "just breaking" news, is the **Directory HQ** at **Site Central.** The **Directory HQ** has the "how-to" and strategic information that you need to maximize your returns from the directories.

Before you leave this "paying" field, a few final words on paid programs...

8.3. Learn More About Paid Programs

Submitting to any "Free Add URL" service does not guarantee your site will be indexed, or even when it will be indexed. Of course, **SBI!'s WorldSubmitter** does a great job of "getting you in." It's persistent.

However, there is no guarantee your site will stay in the index for any length of time. Again, **WorldSubmitter** re-submits if you do get dropped.

Paying for submission solves this problem. Is this something you should consider? 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 **ROI.**

b) ROI -- 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 -- If your keywords are profitable enough, paid inclusion programs can certainly deliver the goods, traffic-wise.

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.

Feeling confident about your **ROI?** The best strategy is to prioritize your pages that are not spidered, and submit your most important, best-performing (according

to SE ranking scores for the other engines), most highly optimized and top profit-generating pages to a paid submission service. Let **Site Build It!** handle the rest of your pages!

SIDEBAR

Google's **AdWords** program, depending on the keywords and the market you are targeting may be a viable alternative to Overture, especially if your ROI is high. In some ways, AdWords is better, and not so great in other ways. The positives and the negatives are covered in the **Paid SE HQ.**

The **Paid SE HQ** provides up-to-date info, and recommendations, on pay-for-inclusion (and other paid) programs of the major "free" Search Engines. It too is located at **Site Central,** in the **TrafficCenter.** Review the material and then make your most financially-sound decision.

To sum things up... yes, the free engines are still the Net's biggest bargain if you can figure them out -- some people will do better at it than others. But it's easy to figure out the PPCs. **Research, bid, submit -- guaranteed traffic!**

Same goes for the directories. 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. But do not submit before then!

Ongoing work from **DAY 8** for you to consider in the coming weeks and months ahead?

Broaden your bidding until you have placed bids for **100 keywords** at the 8 biggest Pay-Per-Clicks (if your **ROI** justifies this). Monitor results and cut the engines that don't deliver. As well...

Submit to the free **Open Directory** and **Zeal** when your site is non-commercial, and when it makes financial sense to do so, one or more paid directories.

OK, time to focus on the third major traffic-building strategy, publishing an opt-in quality e-zine.

Put on your editor's hat...

... and let's get started...

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

DAY 9

Big shots are only little shots who kept shooting.
-- Christopher Morley (1880-1957)

Essential theory to absorb...

• Only a small percentage of visitors will actually deliver your **Most Wanted Response** during a visit. Offer an e-zine as **Backup Response.** 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. It keeps you on your visitors' radar screen.

The key is to provide excellent content, but make it clear where the "best stuff" is -- always tie the content back to your **MWR**. In other words, **keep PREselling.**

• An e-zine that focuses on your visitors' needs, or wish list, builds their **trust** in you. High value content reinforces your expertise and credibility. This respect leads to an "open-to-buy/hire" attitude (i.e., a presold attitude) in your visitors' mindset which in turn leads to higher **Conversion Rates.**

In the case of a Service Seller, trust and credibility are essential criteria for achieving that all-important "first contact" of a potential client. So an e-zine is a "must" traffic-building strategy rather than an option.

• Readers like familiarity and predictability when it comes to e-zines. Use the same format consistently and publish on schedule. Monthly is ideal.

• The double opt-in subscription policy builds a quality list of subscribers and shows that you are serious about preventing Spam.

Action Steps

1) Provide a Backup Response.

2) Dedicate a page to selling your e-zine.

3) Prepare the framework.

4) Develop a format template... and stay with it!

5) Name your e-zine.

6) Set up your subscription.

7) Create your e-zine.

8) Familiarize yourself with the MailOut Manager.

9.1. Provide A Backup Response

Even though you build your whole site with your particular **Most Wanted Response (MWR)** constantly in mind, you have to be realistic that only a small percentage of visitors will actually deliver your **MWR** during a visit.

For most sites, the reality is that people don't come back over and over again. It's nothing personal. It's simply a big Web out there... and visitors figure that they 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.

So the question is... how do you reach them again and again, after they leave?

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 an ongoing opportunity to remind your customer about you and your product/service and/or the merchant-partners that you represent.

Sooner or later, a healthy percentage of those who trigger your Backup Response will deliver your **MWR** -- a sale or a contract, depending on your situation. Why? Because you're building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer.

A quality e-zine (i.e., an e-mailed newsletter) is the perfect **Backup Response.** An e-zine lets **you** revisit your visitors and it gives your visitors reasons to revisit you...

- "second-look" reminder (maybe now the time to buy or hire is right)
- 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).

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. And that’s exactly the goal of a newsletter. There’s just no better way to keep in touch with your customers (present and potential) on a regular basis.

And that’s why, if you are a Service Seller, an e-zine is a must. It’s an effective credibility-booster that keeps you ahead of the competition.

Your newsletter 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?

But what if you delivered a monthly e-zine, with great content about doing business in Anguilla? In this case, the e-zine would...

- build the habit of dealing with you. Every month, there you are, friendly as pie, helpful with great info... and obviously, an authority!

- make your prospect like and trust you -- they feel good about you, confident.

- 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.

Never forget the target... get the **MWR.** To *get* the **MWR**, you first 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. PREsell.

2) Provide excellent content, but make it clear where the “best stuff” is (in your **MWR,** in case you were wondering). This is a fine 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.

In other words, 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.**

SIDEBAR

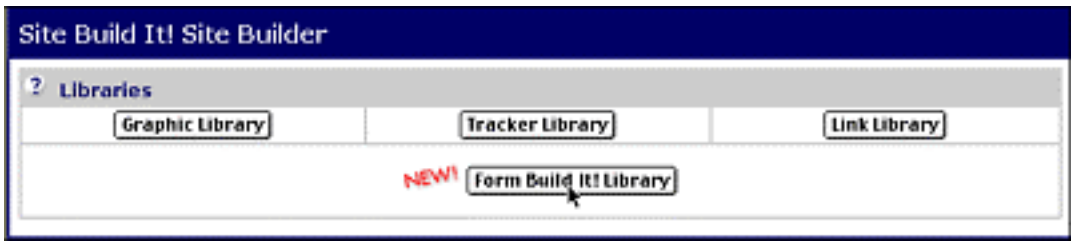
This Guide focuses on e-zines but they are not the only type of Backup Responses you can provide. An **"e-course"** is a great option to consider as well**.** Divide your course into a certain number of installments and send out one per day. Visitors receive repeated exposure to your valuable relevant information and this, in turn, warms them up to the idea of visiting your site. Think of the possibilities... 7 Secrets of Weight Loss, 5 Ways to Build Your Self Esteem, 7 Ways to Reduce Your Tax Bill, 4 Surefire Ways To Explode Your Online Profits, and so on.

Is the thought of developing a course too challenging? What about the occasional **"special report"?** One-time mailings are also effective PREsellers. Combine them with an e-zine and you're off to the races!

But don't stop there, get creative with your Backup Responses...

SBI!'s integrated **Form Build It!** functionality enables you to create unlimited single or sequential autoresponder messages, custom forms, surveys, polls, registration and reservation forms. And the tool is receipt enabled -- exactly what you need if you are using the finder-referrer monetization model.

Access the **Form Build It!** by clicking the **Form Build It! Library** button in **Site Central's SiteBuilder**...



Just follow the online help provided to create your forms and autoresponders.

So now you need to put your e-zine **Backup Response** in action...

9.2. Dedicate a Page to Selling Your E-zine

Just because you have an e-zine, and just because it's fine, it doesn't necessarily mean that your visitors will subscribe. **You need to sell them on the idea!**

So duplicate the same formula that you would use to make a sale...

- stress benefits
- design a sharp offer
- add a clear "call to action"
- finish with the subscription form.

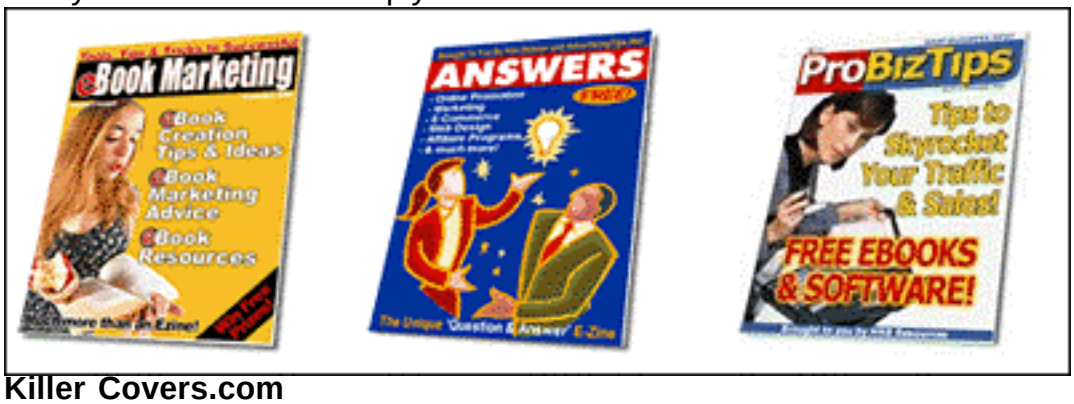
Do this while placing yourself inside your customer's mindset... **who** is your **Backup Response** for, what do they want and **what** are you trying to achieve?

Why should you work 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, if appropriate. 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...**

... And then... tell her, exactly, what to do. Subscribe!

SIDEBAR

As you'll see shortly, **SBI!** back-issues each issue of your e-zine and submits it to the Search Engines (once only). You can either include a link on your site to your back issues to show off the quality you deliver, or you can reserve back issues for your subscribers' viewing only... it's your call.

One more point... guarantee to your subscribers that you will not use their e-mail addresses for any other purpose.

Want an example of how to create a page specifically to sell your free zine? Here's one...

http://www.coolest-kid-birthday-parties.com/birthday.html

Take your time -- getting it right makes a big difference in the ultimate size of your subscriber base!

And what percentage of visitors can you realistically expect to turn into subscribers to your newsletter? The answer is...

9.2.1. Potential Subscriber Rate

Your potential subscriber rate is difficult to predict 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. (Pop-unders are best and **do** increase subscription rates.)

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. Quality publications generate interest, recognition, and best of all, **referrals.**

Focus on **quality**, and your list will build itself.

Behind every quality e-zine is a solid framework and that's what's up next...

9.3. Prepare Your Framework

Publishing an e-zine is an important part of building a long term, valuable list of future (and current) customers. The following steps will get you started in the right direction...

STEP 1 -- **Orientation** -- Before deciding upon **what** you'll write, decide **who** you will write for. 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?

Before developing the concept too far, check for competitors. Once you know what's out there, develop a **USP (Unique Selling Proposition)** that outlines the benefits of your e-zine. This shows potential readers why your e-zine is the **best/only** 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. The **MailOut** module will save 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.

Balance your mailouts carefully... 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. (If in doubt, go directly to the source. Just ask your subscribers about frequency!)

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!"). Offer the subscription two ways...

1) On every page, in your left hand margin, via a simple, stripped down "subscribe box." Or at the bottom of each page.

2) On a special page, dedicated to selling your visitor on the idea. Your **VPP** is so important here -- prove to your visitor that your e-zine is vital. You can also create a button for this page so that it appears on your NavBar.

The behind-the-scene **SBI! MailOut** programming that handles the Subscription Form adds the address (and first name, if the subscriber gives it) to your e-zine list. When you are ready to send an issue, the list is ready to receive it!

SIDEBAR

It's 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 an even 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

SBI! built the e-zine module to keep certain features as safe 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 marketers.

STEP 5 -- **Weave references** to your e-zine into your Keyword Focused Content Pages, and throughout your Web site -- This is an effective strategy to implement since it PREsells the **credibility** and **quality** of your newsletter. 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. And 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 page on your site...

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!

STEP 6 -- **Develop high-quality content** -- Good information is the trade-off that allows you to do a little gentle PREselling. Provide what your subscribers want to

hear, **not** what you want to talk about. Make them look forward to receiving the next issue!

STEP 7 -- **Deliver it on time** -- Regular, timely delivery establishes credibility.

STEP 8 -- **Publicize** -- Let people know about your outstanding publication. 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 (if appropriate). It's an effortless way to "sell" your e-zine and, as well, increase your ranking with the Search Engines (**SBI!** will submit them automatically). More traffic means more potential subscribers!

Please note... The Backgrounder (Chapter 20) offers additional guidance on e-zine publishing... from "Write Right... In Your Unique Voice" to "Attracting and Buying New Subscribers," and lots in-between. It's worth your time to read through the material.

You now have a solid framework around which you can build your e-zine so that means you are ready to...

9.4. Develop A Format Template... And Stay With It!

Readers like **familiarity and predictability**. 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. From top to bottom, here's a quick list of things to address in your format...

1) Subject, including Issue Number, Date

2) Small logo

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) **Valuable PREselling Proposition** -- stress the key benefical points of your e-zine.

ii) A promo pass-along -- add 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) Then the content!

9) Finally, you might want to add one more text block, before **SBI!** automatically adds the closing information (unsubscribe, etc. -- details a bit later) for your readers. This text block could include anything, for example...

```
Comments? Ideas? Feedback?
I’d love to hear from you.
Just reply to this zine and
tell me what you think!
```

Make sure to save that as a template for future zines (more on this below), so you don’t have to do it all over again.

9.5. Name Your E-zine

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, creates an E-mail Address List, gives your e-zine a name, and begins the publishing process.

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.

Make the name...

1) Short and catchy -- create something that will stick in your reader's mind. Most folks receive more e-mail than they want. 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. Nothing turns off readers faster than confusion and tangents. They subscribed for high-value, usable information. 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, **login to SBI! (http://login.sitesell.com/)** and go to the **Site Build It! BusinessCenter** at **Site Central.** Click on the **MailOut Manager** button.

Read the page as you scroll to the bottom. Enter the name of the e-zine and then click on the **Name Your E-zine** button.

SIDEBAR

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.

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.)

Now that you have a name for your e-zine, start collecting some readers! The most obvious way is to offer subscribers the opportunity to sign up for your e-zine directly from your **SBI!** site. And that task is next on the "to do" list...

9.6. Set Up Your Subscription

Once you name your e-zine, 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 **(as was discussed earlier in Chapter 9.2).**

2) have a pop-under off your home page that you created specifically to get the opt-in subscription.

3) work a reference about your e-zine and a "subscribe" form seamlessly into the body of a TIER 2 or TIER 3 content page.

4) provide a text link on every content page to take your visitor to the right place to sign up for your wonderful e-zine.

5) include an e-zine button on your NavBar to facilitate quick access to your subscription page.

The key 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.

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 your subscriber's specific e-mail software.)

Although adopting a **double opt-in** policy means you will grow your list slightly more slowly than a marketer using single opt-in approach, there are several reasons why it is smart to adopt such a strategy...

1) A double opt-in policy builds a truly qualified, high value list. Do not be concerned about losing a few subscribers. The confirmation step ensures that your subscribers are interested in you and your product or service.

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) As Spam continues to increase in volume, so does the average surfer's intolerance for it. A double opt-in policy lowers the risk of being reported to a spam policing server by an overzealous surfer.

4) SBI! also gives a visitor who 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 -- how-to instructions are included, too). This prevents the malicious from signing up someone over and over again, just to cause you trouble.

The value of a qualified subscriber's list? Priceless -- no MasterCard can buy that!

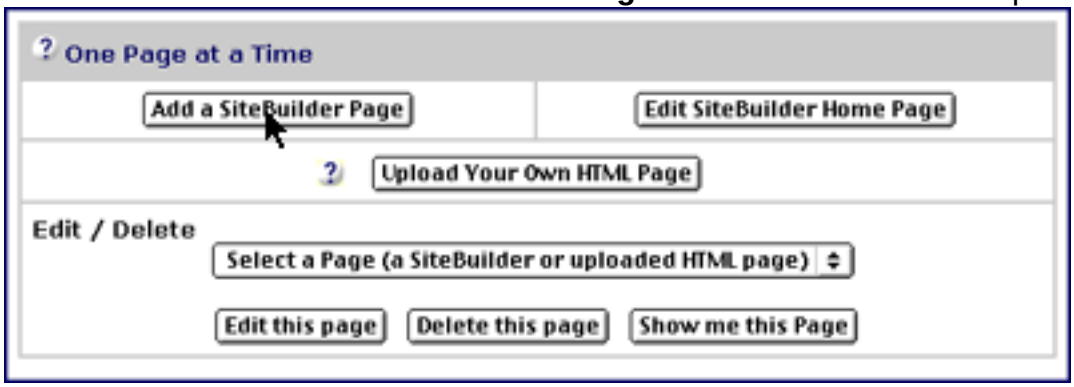
Ready to start taking subscriptions? It all happens with **SiteBuilder** in the **TrafficCenter** at **Site Central** **(http://login.sitesell.com/).** A dedicated e-zine subscription page is built via an **Opt-in E-zine Block** which you'll access from within the page-building process.

SIDEBAR

Are you using your own HTML Editor to build your site? Simply follow the online help for placing your subscription form. The following discussion is for those using **SiteBuilder.**

STEP 1 As usual, your first step is to compose the content for your subscription page in a **text editor** (NotePad -- Window users, or SimpleText -- Mac users).

STEP 2 Click on the **Add a SiteBuilder Page** on **SiteBuilder's** control panel...

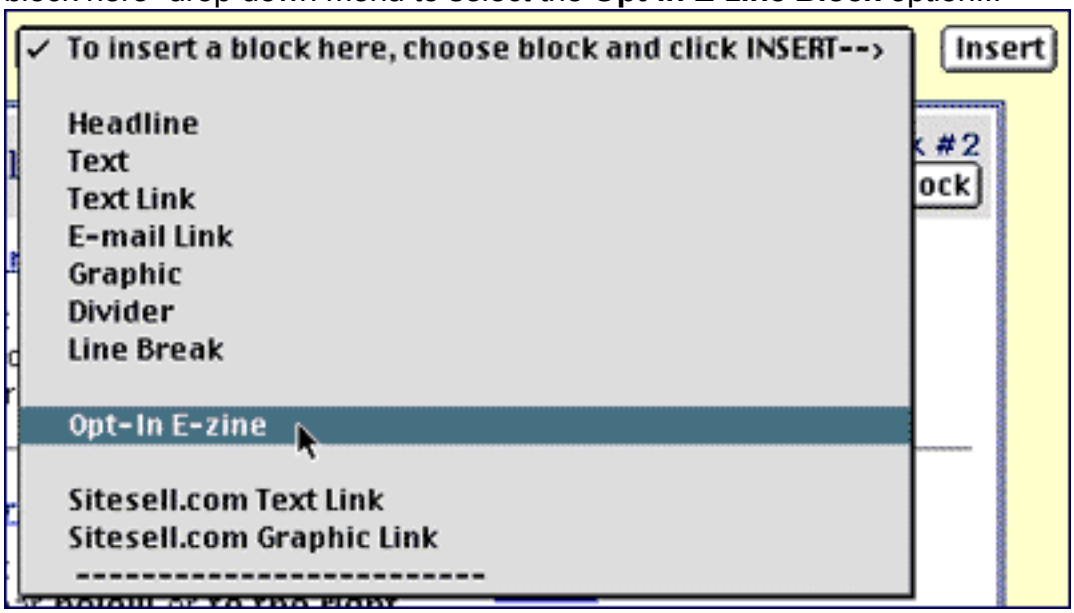


Follow the instructions and online help/strategies and build this page the same way that you did for other pages on your site -- pay special attention to the advice on

“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.

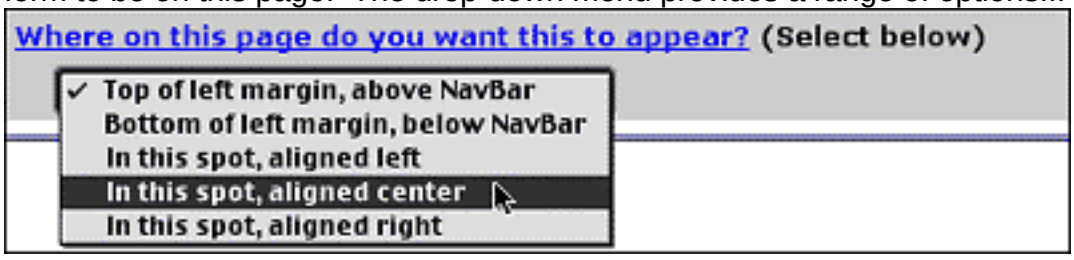
STEP 3 When you are ready to insert your subscription form, use the “To insert a block here” drop-down menu to select the **Opt-in E-zine Block** option...



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.** So those are the two fields you will include as you follow the online help.

There is one more decision to make at this point -- 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. If you're using a NavBar, consider including a subscription form above or below it. You could also blend a form naturally into the page text at some point.

SIDEBAR

If you don't have a NavBar on your site, your e-zine subscription form will be at the top of the left margin.

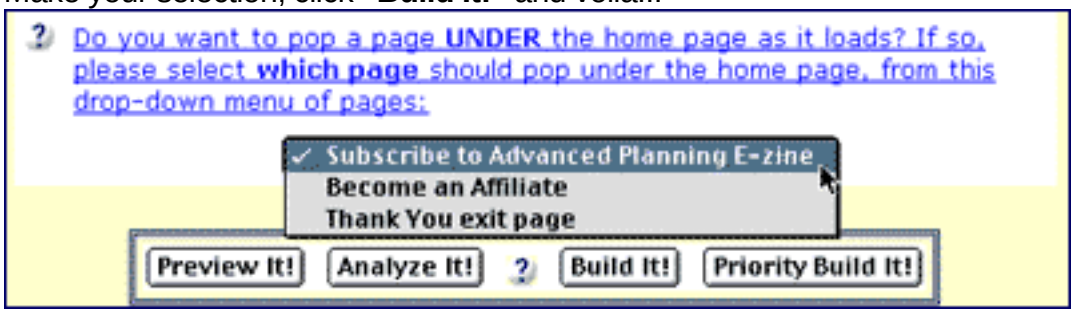
STEP 4 Click on the **Preview** button to see if you like the results.

STEP 5 Finish building your page, and if everything's a go (don't forget to **Review It!** and to **Analyze It!**), click on the **Build It!** button.

And, of course... Use the Opt-In E-zine Block to offer your newsletter on other pages of your site, if you like.

As for a pop-under window option...

Setting a pop-under page from your home page is very simple. In **Edit SiteBuilder Home Page** section of **SiteBuilder**, just select your already built subscription page from the drop-down menu found at the bottom of the page. Make your selection, click **"Build It!"** and voila...



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 SiteBuilder Home Page** section -- and then you'll receive the option to add a pop-under page!

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.

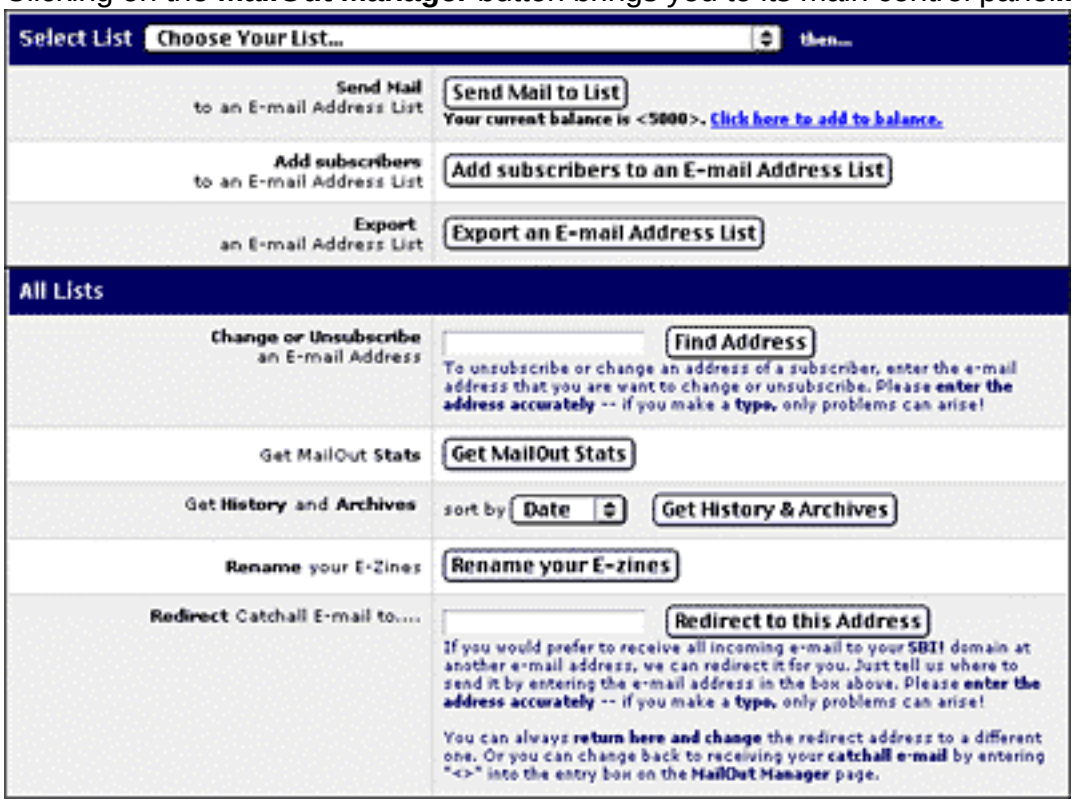
As a final note... Don't worry if your e-zine isn't written yet. Start building your database **now** while you are working on developing the format and content of your e-zine. Each visitor that subscribes will be a great motivation-booster for you to finish the job. One caveat though...

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!

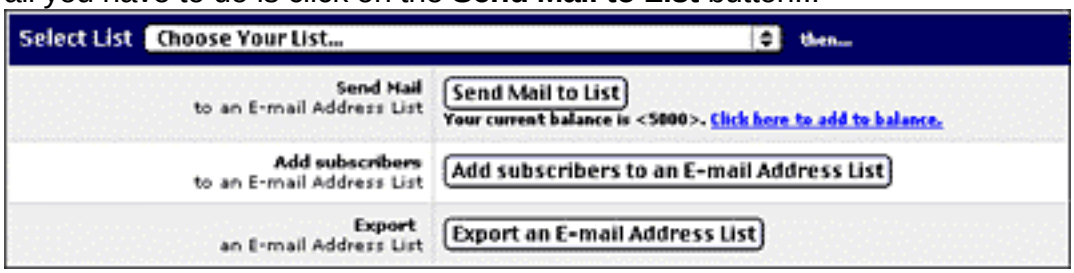
OK, it's back to the **MailOut Manager** button in the **BusinessCenter** at **Site Central.** You're on your way to **MailBuilder...**

9.7. Create Your E-zine

Clicking on the **MailOut Manager** button brings you to its main control panel**...**



As you can see your address list is already selected on the **MailOut Manager** so all you have to do is click on the **Send Mail to List** button...



... which will take you to the **MailBuilder** page. Here is where you create your HTML e-mail communication for your customers (text format translation is automatic).

The **MailBuilder** process is similar to building a content page with **SiteBuilder.** The key difference is that the building constraints inherent to a properly optimized, SE-friendly Keyword Focused Content Page are not there.

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 (in other words, you want to score with your readers!)

SIDEBAR

You will only be able to access the **MailBuilder** if you are within your allowable limit of e-mail sendouts. The **MailOut Manager** keeps track of your balance. You can obtain additional e-mails for a small fee.

Building an e-zine involves three stages of construction. Once again, please follow the detailed instructions and online help as you are building.

Here's a high level overview of the zine-building stages (follow the online help for details)...

STAGE 1) Set the Basics -- this is where you enter the basic "startup" data that **MailBuilder** needs to create a new page. It's a good idea to...

• save a template, following the format outlined in **Chapter 9.4.** Your standard format/information stays consistent and you only have to plug in new content for each issue -- a real time and energy saver!

• offer Back Issues. This is an effective subscription-boosting strategy. The **WorldSubmitter** will 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. But rework it sufficiently so that the engines don't think you are "page-spamming.")

(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.)

• match the "Look and Feel" of your e-mail to your Web site. This helps builds consistency and a sense of familiarity between your site and your publication. A simplified, toned-down version works best.

• follow the rules of a good Web page -- 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! For e-zines, this advice goes "double" -- super-simple, super-clean.

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!

STAGE 2) Check/Change Three Mail Settings -- this is where you set up your subject, reply-to address and salutation fields. Keep in mind...

• a good “Subject” identifies the e-zine and provides a short headline to coax your subscriber into opening and reading... instead of deleting.

• you must enter a **Reply To Address** 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, **SBI!** inserts the name of your e-zine will automatically. Let’s say you want subscribers to reply to a particular address -- for example, “info@gardenaffairs.com.” If you leave the field blank, “sprouting gardens” (the name of your e-zine) is added instead -- sproutinggardens@gardenaffairs.com.

• the **Salutation** field is optional. However, personalizing an e-mail helps your subscriber identify more strongly with your communication. S/he doesn’t feel like a nameless recipient in the crowd.

• **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 sentence structure and usage that will look foolish to those subscribers who have not provided a first name. Do include it in your subject -- your Open Rate will be higher.

It’s a good idea to send yourself a test e-mail to make sure it all reads well, just before you actually do your mailing.

STAGE 3) Build Main Body of E-zine -- this is the exciting part of being an e-publisher. You get to share ideas/suggestions/information with your subscribers and develop a ongoing relationship!

Here are a few important considerations to keep in mind...

• For the most part, your readers are scanners. Make easy readability a priority -- use headlines to grab attention, create short paragraphs, use 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).

SIDEBAR

There is no “HTML Editor version” of **MailBuilder.** E-zines should be short and simple. **MailBuilder** makes the whole process easy.

• 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.

• Forget attachments. Viruses just make them too dangerous.

• Compose your big blocks of text in a Text Editor and then copy and paste them directly into the **MailBuilder,** where appropriate.

• Be consistent and be yourself! The latter makes it easy to accomplish the former. Let your personality shine through. Become a welcome friend to your subscribers.

• 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.

• Provide high-value and interesting content that entices your reader to keep going... to discover the next golden nugget in your 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. **See The Backgrounder (Chapter 21)** for potential sources of content for your needs.

• Change and unsubscribe links are mandatory. It's basic e-zine etiquette, so we add these automatically.

• 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.

• "SpamCheck" your content. More and more people are using spam filters. SpamCheck helps your e-zine get to the inbox -- not the junk folder.

Once you press the **Send It!** button, **SBI!** will initiate a mailout of your e-zine. Congratulations! Your e-publication career is launched!

SIDEBAR

If you don't want to send this issue now, just scroll to the bottom of the page, and indicate to **MailBuilder** the date and time that you wish to schedule the mailout. Then click on the **Send Mail** button... **SBI!** will queue it for mailing as requested.

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.) in the **Stats and History** sections of the **MailOut Manager**.

And that brings us to back to the **MailOut Manager** control center...

9.8. Familiarize Yourself With The MailOut Manager

The **MailOut Manager** control center 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

Please note... Your MailOut package includes the ability to send **5,000 e-mails per month**.

As you can see from above... **what you need is what you get** -- all in one location. **Login to SBI! (http://login.sitesell.com/).** Click on the **MailOut Manager** button in the **BusinessCenter** at **Site Central.**

Take some time and explore the **MailOut Manager.** Each section is self-explanatory (use the online help).

Keep in mind that each time you click on any button, when you are working in this module, your 60 minute time allowance is renewed. However, please be sure not to stop in the midst of the process for a long time or **SBI!** will time-out.

The **MailOut Manager** makes publishing and administering an e-zine a snap!

OK, now it's time...

... **to analyze all that traffic you are creating...**

10. Know Your Visitors

Knowledge is power...
Power to boost income.
-- An **SBI!** E-update

Essential theory to absorb...

- 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 time and money to generate your INcoming traffic. Your OUTgoing traffic generates income for you. Use Click IN Analysis to study "incoming" and Click Through Analysis for "outgoing."

- Spend time and money only on the traffic-building techniques that bear fruit. Gear your content more and more towards those areas that deliver your **MWR** -- that's what builds your income.

Content comes before **traffic** which comes before **monetization.**

Tailor your content to the high-yielding areas.

1) Analyze your "big picture" Traffic Stats.

2) Explore Click IN Analysis.

3) Explore Click Through Analysis.

10.1. Analyze Your "Big Picture" Traffic Stats

You have traffic coming **into** your site (from all your traffic-building efforts). And you have traffic going **out** of your content site (links to your income-generating sources -- your order page, contact form for a follow-up phone call, merchant-partners' sites, ads, your own store, etc.).

It costs you expenses (in both time and money) to generate your incoming traffic whereas your outgoing traffic generates income for you.

And here's the bottom line...

Income - Expenses = Profits.

However, if you 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.

The key to effective traffic analysis is simplicity, while knowing what you need to know. Basically, you need information on your**.**...

1) Traffic

2) Links in

3) Links out

Fortunately, **SBI!'s TrafficCenter** will provide you with exactly that kind of information, starting with your traffic stats. The monthly high-level stats cover three "big picture" categories...

- **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.

SIDEBAR

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!

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!

Login to SBI! (http://login.sitesell.com/). Go to the **TrafficCenter** in **Site Central** and click on **Traffic Stats.** From there, follow the links and online help. You'll get the monthly big picture data in the **Summary by Month** report...

Summary by Month						
Month	Daily Avg			Monthly Totals		
	Visits	Visitors	Pages	Visits	Visitors	Pages
Apr 2004	158	125	212	3015	2382	4035
Mar 2004	219	164	298	6789	5110	9259
Feb 2004	208	158	280	6058	4607	8123

By comparing your monthly "big picture" data, you should be able to see steady growth in your site's overall traffic. If not, the "patient" needs a good dose of traffic-building medicine (luckily, that medicine is nearby... just above, actually!). **Ongoing traffic-building** is a good idea even if traffic is building nicely -- you can never have too much!

Now that you have the big picture, it's time to delve inside. If you click on the monthly links (**Apr 2004** in the above example), you will get the following helpful information...

• **Daily statistics** -- visits, visitors and page views on a day-by-day basis, in both absolute terms and as a percentage of the total (ex., percent of total visitors). If you do a special traffic promotion on a certain day (ex., run an ad in an e-zine), this is an easy way to gauge the response.

• **Most popular pages** (ex., **Top 20 of 20 Total Pages**) -- delivers page view stats on a per-page basis, with the page generating the most page views reported first (ex., **Top 20 of 20 Total Pages**). By understanding which pages are most popular, you understand better the needs of your visitors. Correlate this with your link-tracking data (more on this below) to make sure that your **most popular pages...**

... get the click to your income-generating programs. Also, use this data to get a better feel for what your market wants... and, just as important, what it does **not** want.

• **Most popular entry pages** (ex., **Top 20 of 20 Total Entry Pages**) -- tells you which pages are the most popular "entry" pages. A page counts as an entry page when it starts a visit. Correlate this with how people find you (referrers and

keywords, discussed just below), and you have a wealth of insight into how your site is being discovered... and what people want.

Use this info 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 and what words they used to find you at the Search Engines.

But you need more...

10.2. Explore Click IN Analysis

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 you get this information? Through two forms of analysis that are specialized for your Theme-Based Content Site...

• **Click IN Analysis**

• Click Through Analysis

Before the discussion goes any further, let's talk about two different kinds of links...

1) OFF-SITE links -- these 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 even 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 more promotional time and money! And where to stop! You build upon your successes and fix your weaknesses.

2) ON-SITE links -- these 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 why do we track these two kinds of links?...

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...

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. 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.

Earlier, we talked about how to use the **Tracker Library** to set up special tracking links **(Chapter 6.11)**. **Click here for a refresher.**

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, this type of analysis reports how well each promotional effort is working...

So whether your effort is focusing on...

- bidding for keywords on Pay-Per-Click engines

- using Google AdWords
- buying ads in e-zines
- posting an ad on the bulletin board of your local grocery store
- no matter how you promote!

Or…

The destination is...

- your content site
- merchant-partner's site... (yes, you can use this to track special links that do not even go to your site).
- free trial download
- online store
- or any other income-generation locations

... You need to know this data!

Use **Click IN Analysis** to your best advantage...

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 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.

SIDEBAR

Some e-zines can rotate 2 ads in the same issue, so that half get “Ad A” and half get “Ad B.” Called an A-B split, it’s the best way to test.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners. Extremely useful knowledge. **See The Backgrounder (Chapter 22) for details about tracking links within your e-zine.**

3) Test Web-based advertising -- Use your special tracking links to track the performance of banners, Pay-Per-Click Search Engines (not all permit redirects, though), even posts to forums and discussion groups.

So far, we’ve talked about tracking the various possible **origins** of the tracking links (i.e., the **OFF-site places** where potential visitors **see** and click on your tracking link... e-zines, Pay-Per-Clicks, etc.). And we’ve assumed that the ultimate **destination** of those links is to your Theme-Based Content Site. But you have **several** options for the ultimate destination of your off-site tracking links...

i) Your Theme-Based Content Site -- Let’s say that you have a terrific page about a special kind of flower. That page has several in-context **text** links... links to books, growers, ClubMom, as well as to your Order Page, 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 (at your own order page or at your merchant-partner’s).

ii) Straight to a merchant-partner -- On the other hand, suppose you write a comprehensive 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 (especially if you do not sell anything directly related to that flower)... 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? Of course, include your own URL in your sig file at the end of the article.

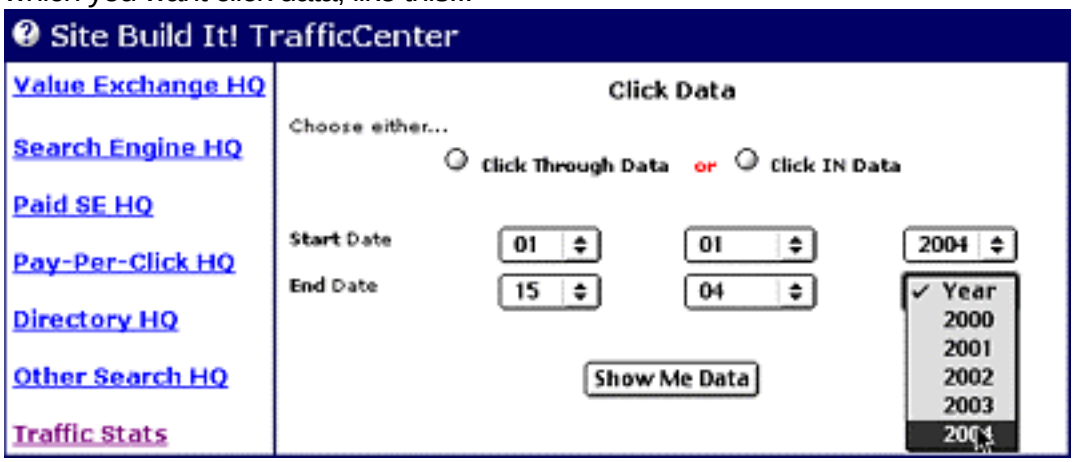
iii) A free trial download -- Even a download URL can be the **destination.** Offering a free e-book on that special kind of flower? Take an ad in an e-zine, offering the link **straight to the download** (i.e., straight to the .zip, or .exe). Naturally, the e-book will have links to your Theme-Based Content Site and your various merchant-partners,. **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!

iv) Your online store -- same idea. If you have an online store that needs traffic, and if the situation dictates that you're better off by sending visitors "directly" to your store (after passing through the tracking script, of course), then do that. Same goes if you have a site that sells single products or your services. If an ad costs you $100, and if your Click IN Analysis shows that it generated 500 visitors, and if you know that 2% of your visitors buy... it's easy to figure out whether your ad is profitable!

Maximizing profit... from **DAY 1** to **DAY 10**... it's the name of the game. In fact, it's the only game for your Web business.

Here's how to get your **Click IN Analysis...**

In the **Click Data** part of the **TrafficCenter,** select the **Click IN Data** radio button. Then 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

Outgoing links are next on the agenda...

10.3. Explore 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!

Click throughs earn you income. Your visitors could be going to...

- your affiliate programs -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)
- your sales or order page for your product (you are your own best affiliate!)
- your sales/contact page for your service
- your own online store
- or any other monetization option

Click Through Analysis yields the following...

- total click throughs for **all** your **ON-site** links, as well as number of click throughs for **each ON-site** link (i.e., on a link-by-link basis)
- "first-time vs. repeat" click throughs, for the total of all click throughs on **all** your **on-site** links, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?
- and, of course, the click throughs divided by the page views, which gives you your "Click Through Rate" for all your links as a group, and also on a link-by-link basis.

Click Through Analysis also gives you...

- **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)
- **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).
- Gives you **all** this data for any time span that you request!

It goes without saying...

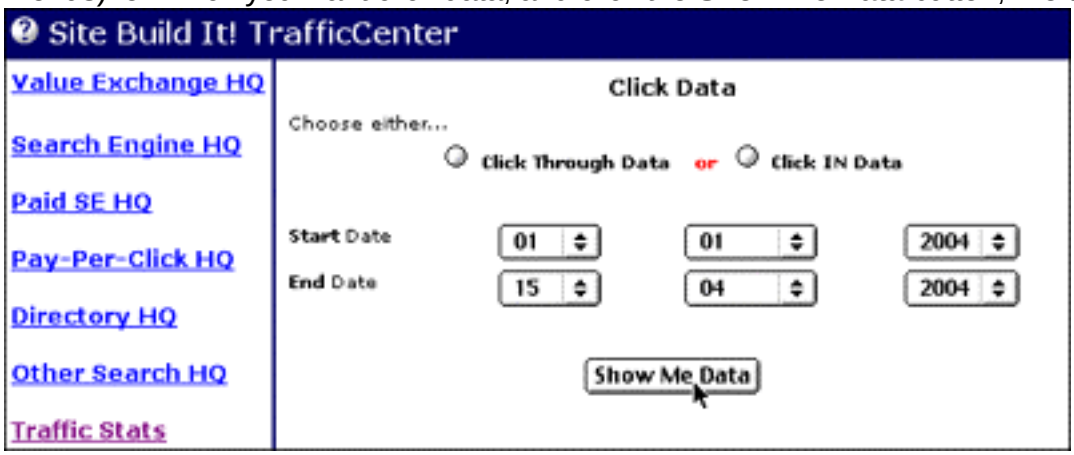
You must maximize click throughs. Sounds like **DAY 1** again!

Maximize your **Click Through Rate** by creating 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!

With **Click Through Analysis,** you have an exact success rate of every single **on-site** link. 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.**

Here's how to get your **Click Through Analysis...**

In the **Click Data** part of the **TrafficCenter,** select the **Click Through Data** radio button. Then 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, the ever familiar advice... follow closely the online help and links.

Bottom line for **DAY 10?...**

Traffic...

... is your lifeblood.

"Know" your visitors by following **Traffic Stats, Click IN Analysis** and **Click Through Analysis** regularly Watch for trends.

Beyond that, tracking links in and through is the key to maximizing income while getting the most return from all your traffic-building expenses. Either drop or improve what is not profitable and build upon what is.

Ongoing work from **DAY 10** for you to consider in the coming weeks and months ahead?

Short and sweet... Create one off-site promotion with at least one special tracking link, per week.

Review **Traffic Stats**, and both **Click IN Analysis** and **Click Through Analysis** regularly. Watch for trends. Build on your successes, and drop the losers.

Guess what? You are almost finished your 10-DAY journey. There is just one more important principle to cover.

... It's off to the finish line!

---

11. Keep On Keepin' On...

"How to succeed? Try hard enough."
-- Malcolm Forbes (1919-1990)

Well, that's it. You now know enough to...

- look deep within yourself and find your passion/knowledge/expertise (if starting a new business) or relate a theme-based content site to an existing business)
- create a site based upon that knowledge, full of **high-profitability** topics
- 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
- monetize your traffic -- make every visitor count and build a diverse, stable, profitable, online business

In other words...

You know how to build and market a Web site that WORKS!

And that's exactly what you are doing now and will continue to do over the coming months and years with this site... and your second, third, fourth ones!

SIDEBAR

Speaking of additional sites, it's not necessary to download a second **Manager** when you order another **SBI!.** Your present **Manager** will do the job for all future sites. Just follow the **same process** as the first time you developed and registered a domain name.

All you need to do is follow the **SBI!** process, step by step.

(If you want to do a "one-stop" review of all the Action Steps involved in the 10 DAY process, **click over to The Backgrounder (Chapter 23).**

At this point in time, you stand at the start of a trend that will grow geometrically over the coming years... **building income through content**.

More and more small business owners are beginning to realize...

No matter which monetization option you choose (for your primary and/or secondary income-generating source), you must first have targeted traffic and lots of it. And to attract that traffic, you must first build high-value focused content.

High-value, Search-Engine-optimized content is the critical lynchpin for building a viable, profitable, vibrant Web business.

You are leading the trend! And what a trend it is! For some inspiring role models, see...

http://case-studies.sitesell.com/

http://results.sitesell.com/

Now it's in your hands. Visit the different **HQs** at **Site Central** often (**Tips 'N Techniques HQ** and the **Resources HQ,** as well as the **traffic-building HQs**).

Read the regular issues of **Site Build It! Xpress** -- its articles are totally geared to **your** needs as an **SBI!** user. They are not to be missed.

Stay informed. Stay current. **Stay smart!**

And if at any point on the 10 DAY journey, you would "just like to run a few things by someone," book some time with an **SBI! Expert Advisor.** For a very reasonable fee, you can talk to someone **"live"** about your **SBI!** site. For more details, visit...
http://consultants.sitesell.com/

For full **SBI!**-certified Webmastering services, go to...
http://directory.sitesell.com/

Ultimately, it all comes down to what one of my favorite entrepreneurs once said. I'll repeat it here because **perseverance is the single most common "must-have"** on the road to success...

"How to succeed? **Try hard enough**."
-- Malcolm Forbes (1919-1990)

There's nothing else. **Go get 'em. And...**

... Send us a post card every now and then.

If you would like to become a valued partner-in-sales, please investigate our **5 Pillar Affiliate Program (5PP).** No program offers the unique tools, quality e-zine training support, and generous lifetime **and** 2-tier commissions that the **5P Program** does.

The **5 Pillar Program** also offers the **Getting Started Action Guide** to get you up and running with proven, powerful PREselling strategies, online and offline**.**

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 as well...

- 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.** For details on how to become a **5 Pillar Affiliate,** please see...

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

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