

The Service Sellers Masters Course

Attract new clients from around the world...
Or from around the block

1. Introduction

The Service Sellers Masters Course, written by **Ken Evoy**, **President of SiteSell.com**, is an intensive 10-DAY course on building a Web site that attracts potential new clients from around the world (ex., copywriter)... or around the block (ex., fitness trainer). How?

By building income through content... content that inspires **TRUST** and that leads to that all important first **CONTACT...** and **CONTRACT!**

The Service Sellers Masters Course is written by **Ken Evoy**. Ken is president of **SiteSell.com**, a leader in Net marketing products. Their flagship product, **Site Build It!**, is considered a “quantum leap” product that puts the power of the Net into the average, non-tech-savvy small business person who may not “know tech”... but knows his/her business.

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

I guarantee that you'll refer to this course over and over again as you **build (or rebuild)** a Web site that builds your service business. There is no faster, more cost-effective way to multiply a client list.

Please feel free to promote it to family, friends or colleagues – anyone you know who wants to sell a service on the Net. **The Service Sellers Masters Course** is for **EVERYONE**. Whether you have **minimal or extensive online experience**, you will **profit** from the information provided.

There are a couple of small housekeeping details to highlight before you **scroll** to the next chapter. **First** on the list...

Print out the course, pour yourself a beverage of choice, bring along a pen to jot down some ideas, and take it all to your favorite sofa. Learning a serious subject is so much more **successful** when you're comfortable.

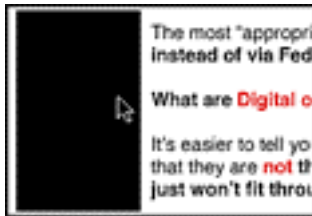
Here's a super little printing utility that will allow you to print 2 or 4 pages to a single 8.5" x 11" piece of paper. It saves you paper, space, and money...

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

Second and final item... take advantage of these two neat **navigational** features to enhance your online reading experience...

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

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



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



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

If you are using...

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

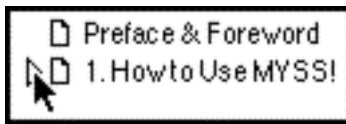
Or... [click here to show bookmarks.](#)

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

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



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



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



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



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

OK. The path ahead is clean and clear. With these tips in mind, it's time to begin...

Welcome to **The Service Sellers Masters Course**, a comprehensive, DO-able 10-DAY program of **building income through content...** content that attracts

targeted potential new clients, firmly establishes your credibility, inspires trust and gets that all important first phone call or e-mail from a prospective client who wants to learn more about **your** service and to hire **you** for the job.

You will emerge from this **10-DAY** program with a radically stronger information base and skill set -- well on your way towards building a substantial service business, either totally from scratch or by increasing your current client list.

Each of the **10 DAYS** has a specific **“Goal-of-the-DAY,”** a clear, **do-able**, target. Complete this goal before moving ahead to the next **DAY**. By the time you finish **DAY 10’s Goal-of-the-DAY**, you will have a **Theme-Based Content Site** up and running and generating traffic and income.

Each **DAY** also sets an **“Ongoing Goal.”** Why? **Because a Web site is never “finished.”** The **Ongoing Goal** is what you should be achieving on a regular basis. The **Ongoing Goals** provide the pathway for building **maximal income** through content over the following weeks and months.

Bottom line?...

Upon completion of the course, an income-generating process will be clearly established. **Call it your 10-DAY program to building income through content!**

[SIDEBAR]

The Service Sellers Masters Course is a **“work-at-your-own-pace”** course. Some of you will be able to devote **large blocks of time** to it. So you’ll complete a **“DAY”** in one (or even less) of **your** days.

Others may only have 15-30 minutes per day to spend on it. So it could take you a week or more to complete a **“DAY”** of the course.

Either way, it does **not** matter how **long** it takes you to complete the course. Set aside a certain amount of time per day to attend this course and to do your homework. You’ll find it was time well, no **best**, spent.

The Service Sellers Masters Course is designed and written for **all** service sellers, including those who are...

- new to the Net -- You may already have an established offline service business and now want to complement this base with an online presence. Or you may be

just starting a new service and want to use the Net's powerful reach and quick access to your best advantage.

- experienced -- You want to build a second theme-based site that will reinforce your credibility and attract more targeted traffic to your main Web site.
- in the “just-thinking-about-starting-a-business” stage of development -- You have this idea about a possible service business and you are looking for the information and tools to bring it to fruition in an uncomplicated but effective way.

It doesn't matter who you are or what you do...

Everyone shares the same goal... **to maximize profits**. Be forewarned about the **Service Sellers Masters**, though...

The material that we will be covering will be extensive in scope. It will require **effort and commitment** on your part, as does anything important that yields rewards.

Most folks have to train or go to university for years to prepare to earn a substantial income stream. Your mini-university course will accomplish this by the end of this e-book.



Don't let me scare you, though...

All of it is manageable. Take your time to digest the information properly before you start to work on the prescribed action steps towards your goals. Use the **Goals-of-the-DAY** and **Ongoing Goals** -- make them your **guide-posts**, your beacons of light.

Understanding the concepts will boost your confidence level in applying them. Even as adults, we never lose our need to know “why” things work the way they do.

It's critical that you finish each **DAY** of this course before you begin the next. The **DAYS** build on each other. You are following a **step-by-step process**.

As I said, though, please don't feel that you have to rush -- **work at your own pace**, as time allows. Set your own work schedule... and stick to it. Take as much time as you need to complete the **10-DAY** program. Set a **realistic** schedule that will allow you to do your best.

Do you only have 30 minutes daily to work on the course? No problem. Your **Service Sellers Master's "DAY"** is done when it's done, even if it takes you a week! **This is not a race.**

Final piece of advice... Use your printer to make a **hard copy** (your own textbook!). There is just too much information in the **Service Sellers Masters Course** to learn by reading off a monitor screen.

Underline the important parts. Add your own notes and ideas. I promise you... you'll get lots and lots of great inspiration as you go along.

Please... work with a printed version of this course. If you are at all serious about following this course to build a serious income stream, **please start right... print it.**

And now, just as for any college course you might take, here's your **syllabus/outline** for your **Service Sellers Masters Course**. As you can see, it's the **total package** for building income through content...

Service Sellers Masters Section One

- Business Basics
 - Six Key Guidelines
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

Service Sellers Masters Section Two

- Brainstorming to position your service
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
 - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
 - The **CUSTOMER END** vs. the **KEYWORD END**
 - How to pick the **HIGHEST-PROFITABILITY** topics
 - Analyzing (and using!) the competition

Service Sellers Masters Section Three

- Finding **Affiliate Programs** for Your Concept
- How to Reduce Risk by Diversifying
- Picking the Best, Safest Programs

- Refining Your Concept to Just the Right Scope...
- The **“Unique Selling Proposition”**
- Creating and Protecting the **Perfect Domain Name**
- Preparing for Your Own **Mini-Vertical-Portal**

Service Sellers Masters Section Four

- Building Your Site... **Two** Kinds of Visitors
- OVERdelivering **High-value Content** to Readers
Who Deliver **HIGH-PROFITABILITY** to You
- How to **Please** the Search Engines
- The WIN-WIN-WIN-WIN
- “FIND-CLICK-CLICK-CLICK-kaCHING”
- The **Structure** of Your Site
- The **Content** of Your Site
- Traffic-building for Content sites
 - Word of Mouth
 - Other traffic-building techniques

Service Sellers Masters Section Five

- Traffic-building for Content sites (cont.)
 - The **Free** Major Search Engines
 - **Pay-Per-Click** Search Engines
 - The Major **Directories**
 - E-zines -- Build relationships
- Traffic Analysis... What’s Important
- **Click IN** Analysis
- **Click Through** Analysis
- Your Road to Success... **Action Steps**

Ready to begin?

Sound the bell. Class is in session...

2. DAY 1 -- Intro to Business Basics

Being a great service seller is NOT about selling... It's about **PREselling**.

Goal-of-the-DAY... This is the only **DAY** where you have nothing to **do** except read the material. Actually, that's wrong... Your **Goal-of-the-DAY** is to understand, **understand deeply**, the concepts outlined here, culminating with the concept of **PREselling to maximize Conversion Rates**. It's the foundation of **building income through content**.

Ongoing Goal... Deepen and focus your understanding of this material. **Re-read** it once per week for the next eight weeks, monthly after that. As you progress through **DAYS 2** through **10**, it's going to be easy to lose sight of the "**big picture**" presented today. And there's another reason to re-read regularly... it will mean more and more to you as you gain **each DAY's new perspective**.

With these goals in mind...

2.1. PART ONE Business Basics... The Pathway to Profit!

Do you know what is the single largest sector of the business world?

SERVICES!

Care to guess what the single most overlooked business opportunity on the Net happens to be?

SERVICES!

Selling your services online is a fantastic way to "leverage" your income-building potential -- all at a minimum cost.

By services, I don't necessarily mean Net-related services like programming or Web design (although they can and should be included here). You could be...

- a landscape designer
- a cartoon artist
- an import/export specialist for Germany

- an investment specialist in Brazilian bonds
- an expert in Japanese netsuke
- an accountant with special knowledge of tax havens
- a copywriter
- a trainer (of just about anything!)
- an editor for medical articles
- someone who creates indexes for books
- a pharmaceutical expert
- a translator (do you know two languages?)
- etc., etc... the possibilities are endless

And your clients could be “local” or “global” in nature. The narrowness of your “niche” service will determine whether your target group lives in the neighborhood or much further afield -- on another continent, even!

The diversity of this world, and the people in it, is amazing. Just about everyone has an expertise in something that they could sell. Heck, odds are they are already selling it as their primary income source... but have never thought seriously about generating customers by using the Web’s full potential.

Dubious? Don’t think this happens? Well, consider this...

I found our current FileMaker Database Programmer on the Web, but have never met him in person. He happens to live in Australia. This “service seller” has made over \$80,000 of additional income from SiteSell in the last 18 months!

———— [SIDEBAR] ————

This brings up the concept of the high lifetime value of every new client... one of the reasons that the Web has such a high Return on Investment (ROI). But more on this a bit below, I’m getting ahead of myself!

Back to our Filemaker programmer...

How much of that \$80,000 would he have earned if I hadn’t found him through the Internet?

That’s correct -- ZERO.

OK, now for a “local” example... in my own community of Hudson, Quebec... Last spring, our Royal Canadian Legion Curling Club hosted a huge bonspiel for the top Legion teams (men’s) from across Canada. They wanted a bag-piper for the opening ceremony but none of the members knew anyone who played the instrument. So someone tried looking on the Net.

Bingo!

But here's the best part. This bag-piper lived in the neighboring community -- just 10 miles (15 kms.) down the road! This is a perfect example of a local service seller using the reach of the Web to generate more income. As you'll see, it's every bit as easy, perhaps easier, for potential new clients to find and hire **you** through the Web than for global-type services such as copywriters, programmers, etc.

Global or local, here's a certainty...

Building a Theme-based Content Site that is related to your service is a smart and timely business move, especially now that more and more people are using the Net as their preferred source of information. And that is exactly what the Service Sellers Masters Course will help you build...

... a site that your **visitors** will love due to its valuable info

AND...

... a site that **Search Engines** will love to spider, list and rank!



What do most service sellers do **online** to add new clients to their roster and build a successful online business?

Either they...

- do the minimum by constructing a one-page resume-style Web site that simply outlines their credentials ("I'm here... call me if you are interested" passive approach that does nothing to answer the important "what's in it for me?" question for visitors)

Or...

- put up a "circa 1997" brochure site that no one visits (no submission of properly optimized Web pages to the Search Engines = no presence on Web searchers' radar screens)

Or...

- post their services on any number of online spots, such as Guru.com (a faceless name lost in a crowd of competitors).

These strategies simply do **not** get the job done effectively.

Instead, follow this pathway to profit...

Start by thinking about how a prospective client goes about hiring a **new** service seller. It's critical to get inside her mindset so that you can set up your strategies accordingly...

#1 She has to FIND you.

Use effective marketing efforts online and offline to raise your profile. Achieve a good ranking in Search Engine search results (i.e., try to obtain a top 20 position on a search results page) which makes it easy for people to find and visit your site. By what you write, say, and do, encourage word-of-mouth referral -- create a buzz!

[SIDEBAR]

Don't worry about the details right now. We're talking "big picture" and business basics today. We'll get into the nitty-gritty, the exact how-to, in the coming DAYS.

#2 She needs get to know you and TRUST you.

Build credibility by providing high-value content on your Web site. Show prospects that you have **their** best interests at heart and that you can adapt or customize your service to meet their individual needs. Foster an ongoing relationship through a free e-zine/newsletter that steadily increases their trust levels and cements a view that you are an "authority" in your field.

Yes, you will also start your own theme-related e-zine. Delivering great content to subscribers is so important, especially if you want to **sell** your services online...

- It builds trust.
- It credentializes you.
- It develops a sense of "owing" in your subscribers.

#3 She sees YOU and YOUR SERVICE fulfilling a wish or fixing a problem.

Show your potential clients through the content on your Web site and in your e-zine that you can provide the solution that they are seeking. **Your service** will solve their problems, answer a dream, enrich their lives, and/or improve their businesses. **You** are the dependable expert that they want and need!

Once you achieve this essential foundation of **trust**, the remainder of the pathway is open and positive...

Your prospect picks up the phone to call you or sends you an e-mail. After a satisfactory exchange where you “**close the deal**,” she hires you over other competitors.

The content on your Web site has helped to **convert** her from being a prospect to being a **client** by developing the **trust** she needed to contact you! A profitable WIN-WIN situation for both of you!

From there, the key to long term success is a simple matter of **overdelivering** your services. Do not just “please” your client -- absolutely “delight” her. Turn her into a raving fan and a **valuable lifetime customer**. A solid base of repeat clients means a solid base of recurring income and no acquisition costs -- the ideal business outcome!

[SIDEBAR]

Each new customer has a potential worth hundreds or even thousands of dollars over the lifetime of a business relationship with you, depending upon the nature of your service (even tens of thousands, as you saw earlier with our Filemaker programmer).

It's important to recognize this lifetime value when you are deciding on your marketing strategies to attract new clients. You can allocate more resources, knowing that your potential **Return on Investment (ROI)** is high.

What's **ROI**? Well, to get a bit ahead of ourselves, if you are paying \$0.15 for the #3 listing at Overture.com's Pay-Per-Click Search Engine, and if you “land” a measly 1 in 1000 visitors as new clients, your “acquisition cost” is \$150 per new customer. But if your lifetime value per customer is \$5,000, that's not a bad **Return on Investment (ROI)**, wouldn't you say?

OK. That's the “30-thousand foot-view” of the pathway to online profit. Now it's time to examine each stepping stone along that pathway... starting with

“Business Basics.” I will only briefly highlight the essential points here because they will all be covered in context and with more depth throughout **DAYS 2-10** of the **Masters Course**.

[SIDEBAR]

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

Some of the most successful companies such as Apple Computers and Hewlett-Packard were started in a garage and built on a shoe-string budget. This is encouraging proof that a lot of money is not necessary to make a successful business.

Generating **profit** is a straightforward and very do-able process...

A) Identify a great niche service and its target group.

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

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

[SIDEBAR]

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

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

ACTION STEPS

1) Create a thumbnail sketch of...

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

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

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

- Baby boomer? Senior citizen? Teens?
- Family? Single? Partners?
- Money concerns? Stressed for time?
- Trend-setter? Conservative? Do-It-Yourselfer?
- City-dweller? Rural home-owner?
- Neighborhood? Region? Nation? Continent?
- Etc., etc.

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

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

The snapshot will also help you narrow your niche, if needed. Use it to discover more profitable angles to your service. The ideal is to offer a service that is relatively high in demand with few suppliers (i.e., your competition). Try to adapt or change your present service to meet that goal as closely as feasible.



B) Be passionate about what you do.

ACTION STEP

Love what you are doing. Your enthusiasm and determination will be reflected in your business at all levels of operation.

It won't feel like you are working!

C) Offer superior quality service to your clients.

ACTION STEP

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

Quality and high satisfaction guarantee repeat customers. And they generate word-of-mouth referrals... the most targeted and least expensive way to develop leads, produce contracts, and increase profits.

I can't overemphasize this point enough. When I encounter someone who OVERdelivers (ex., our Australian Filemaker programmer), I'm “his” forever! However, on the flip side, start charging me too much for too little... and I start shopping for a better service.

[SIDEBAR]

“Low pricing” could, but does not have to, mean “inexpensive” – that's part of how you plan to position yourself. Actually, our Filemaker programmer has a high \$-per-hour rate. But he turns out an amazing amount of great code for that rate. So I am happy, because I get great VALUE. No matter **how** you plan to position your pricing, the **value** has to be there. Has to.

Otherwise, you're just a scam artist... or selling art in a gallery on Rodeo Drive!

D) Make every moment and dollar count!

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

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

[SIDEBAR]

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

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

ACTION STEPS

1) Fine tune your time-management skills.

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

- Touch it once and move to the next step.
- Make lists, but stick to "The 6 Most Important Things."
- Plan how long each task will take.
- Assign time slots for accomplishing each task.
- Focus on the difficult/important projects first.
- Throw stuff away that clutters your computer/office

[SIDEBAR]

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

DO

DUMP

DELEGATE

DELAY

2) Manage your business and money effectively.

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

3) Market the smart way.

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

- Build your own Theme-Based Content Site... This is the highest **ROI** technique for any service seller, yet most don't dream of doing it. This course will put **you** five steps ahead of your competition.

A Theme-Based Content Site is a site that is loaded with high info-value Keyword-Focused Content Pages. These pages rank well with the Search Engines and will pull in more targeted traffic **and** get more prospects to contact you for further details about your service and/or hire you for the job (i.e., increase your **Conversion Rate**). Your **profits** grow geometrically when you concentrate on maximizing **both** traffic and **Conversion Rates**. And the **Service Sellers Masters Course** will show you exactly how to do it all!

- Develop a powerful **“Unique Selling Proposition” (USP)**. Create an eye-catching short statement that sums up in a few words what sets you apart from the competition. For example, Mike's Pizza restaurant has this **USP**... “Delivery in 30 minutes or it's free.” The message is simple, clear and “hot.” Weave your **USP** into the fabric of your business.

- Match marketing strategies to your target group and your business. Remember our earlier example about the two tax accountants, one local and one global in nature?

The local bean counter should place ads (which includes his Web site's URL) on local community bulletin boards, in the local newspaper, etc. -- great locations for the general tax accountant to market his services.

The other more specialized accountant would be better served placing his ads (with URL) in well-known financial investment e-zines or magazines that have a broad circulation base, and through Pay-Per-Click Search Engines. The two, however, benefit from some common techniques, too -- all covered in the coming **DAYS**.

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

A service seller's “sale” cycle (**introduction --> trust foundation --> contact --> contract**) is generally longer than a Netpreneur who is selling his own product.

And the **Conversion Rate** (the % of visitors who become clients) will be lower than if you were just selling a \$20 e-book. But as we saw earlier, the “**Return on Investment**” is much higher when you consider the value of a lifetime client. So you can “afford” to budget more for marketing costs.

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

[SIDEBAR]

“PREselling” is such a critically important concept that it deserves its own special spotlight. It will be the focus of the second part of **DAY 1**.

- Guarantee your work. There is nothing more powerful than a simple statement or stamp that says “All Work Guaranteed.” Live up to your promise.
- Provide verifiable testimonials that include full names, cities and e-mail addresses. An effective testimonial outlines a specific benefit, something that is relevant to your target group. It is “believable” – you can clean up gross typos/spelling mistakes but don’t turn a testimonial into a polished piece. It is proof that someone else has used your service and you more than lived up to her expectations.
- Be super accessible. Place your contact information (toll-free phone number, e-mail address, fax number, mailing address -- whichever way you want people to contact you) -- in highly visible locations.

On your site, for example, place contact info at the bottom of every content page and, if you like, build a special bio page as well (i.e., some interesting background details about you, including a photo or two). Include a link to your e-mail address in your newsletter. Add your phone number and e-mail address to your sig file. As you can see...

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

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

Some visitors who land on your site may be overly cautious, or they may just be doing some preliminary research, or they may be a little short on funds at this

time, or... etc. There are many legitimate reasons why not all visitors follow-through and contact you about your service.

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

ACTION STEP

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

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

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

ACTION STEP

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

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

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

Time for a **philosophical perspective...**

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

In the movie, “The Renaissance Man,” Danny De Vito’s character makes a profound statement...

“The choices we make dictate the lives we lead.”

To paraphrase...

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

When he said that, I remember thinking, “You know, he’s right. Except in rare cases of extraordinarily good or bad luck, everyone basically ends up where they are as a result of **choices** they make and **courses of action** they take.”

People tend to blame a lack of success in life on “bad luck” or “poor timing” or other people. And yes, at times, that can be accurate. A heck of a lot of factors beyond our control **can** blindside us. In the long run, however, as long as we **persist** in our efforts, these factors tend to even out and De Vito’s statement remains valid.



Now, here’s the good news...

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

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

... and you will succeed.

Yes, it’s that **fundamental**. And that leads me to...

The #1 E-commerce Reality

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

So...

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

How?

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

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

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

This brings us to our second philosophical premise and the end of Part One...

The #1 Service Sellers Reality...

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

1) HOW YOU REACH your visitor, and

2) WHAT YOU SAY to her, and

3) HOW ACCESSIBLE YOU ARE

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

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

"Nothing in this world can take the place of persistence.

Talent will not; nothing is more common than unsuccessful people with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of
educated derelicts.

Persistence and determination alone
are omnipotent.

The slogan "press on" has solved and
always will solve the problems of the
human race."

Of course, the goal of this **10-DAY Service Sellers Masters Course** is to reduce
the amount of trial-and-error persistence that will be required before you find your
own successful formula!



Why is **The #1 Service Sellers Reality** true?...

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

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

And that is what "**HIGH-CR**" service sellers have known all along.

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

So... write **The #1 Service Sellers Reality** onto a yellow Post-It Note and stick it
onto your monitor...

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

1) HOW YOU REACH your visitor, and

2) WHAT YOU SAY to her, and

3) HOW ACCESSIBLE YOU ARE

OK. Take a quick stretch and then we'll continue.

.....

.....

.....

Back already? Let's go...

2.2 PART TWO PREselling... To Get the Phone Call or E-mail

This section deals with how to PREsell effectively. ([Later in the course](#) we will cover traffic-building in more detail.)

Let's look at examples of how you can create negative mindsets in your visitors by making HOW-YOU-REACH, WHAT-YOU-SAY, or HOW-ACCESSIBLE-YOU ARE boo-boos...

1) HOW to Reach Your Visitor...

Free-For-All Sites (FFAs) are a great example of how not to reach people. For the most part, they have become so seamy and useless, that no matter what you say, you're doomed from the start. You have no credibility.

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

2) WHAT You Say to Your Visitor...

Don't write a site purely devoted to "hard-selling" yourself and your service. Imagine a visitor who hits your site and reads an immediate sales pitch. That person will **resist** because she does not know you.

Develop related content that PREsells your expertise, knowledge base and professionalism.

3) HOW Accessible You Are...

Scrolling to the final page of your site to find out how to contact you creates unnecessary frustration and shows a lack of respect/interest in your visitor.

Ready access to your phone number and/or e-mail address means instant gratification when she wants to talk to you **now**.

Now for a critical **ACTION STEP...**

Review your site or whatever other means you are using to **reach and talk to** prospective clients. Put yourself in your customer's **brain**. What will she think, how will she feel, at each of the 3 major **steps** above?

Consider how much higher your **Conversion Rate (CR)** would be if a visitor found you in a bona fide manner (ex., as a result of doing a search on a Search Engine), then became your "friend" (or your trusting admirer if you do a truly awesome job!) because you provided excellent content, and finally was able to communicate with you... pronto!

The bottom line?

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

PREselling is really all about selling **yourself and your service** to your customer, every step of the way. You reach the right folks in a proper fashion, deliver valuable, appropriate editorial content that inspires their trust, and provide easy access to yourself so that when they are ready to reach out, you are there.

Your **CR** will soar.



It's a **two-step** process that builds to a job contract...

STEP 1 You PREsell to get an **open-to-hire phone call or e-mail...** that first contact. Once you have that...

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

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

... an open-to-hire contact call or e-mail.

If your visitors basically perceive a straight sales effort on your site, you're selling, not PREselling. That means that the **two-step** process is now SELL-SELL...

Redundancy = Turned OFF visitor = LOW CR.

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

Trust = Turned ON customer = HIGH CR.

In other words, don't **push** your visitor to that first **contact**, make her **want** to reach you. It makes all the difference if your visitor feels that it's her idea to deliver your **MWR**.

Question? Geez, I was about to grab a coffee. Fire away!

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

You want "concrete"? OK, concrete you get. Here's a real concrete, non-Web-based, service example that **will** succeed...

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

You love concrete. Yes, cement! It's been your livelihood for years. "Concrete Solutions" is the name of your company and your **USP (Unique Selling Proposition)** is "Service as Solid as the Rock of Gibraltar!" It's also been your hobby, your passion...

Concrete statues. Concrete painting. Decorative concrete. Concrete in the garden. Repairing concrete. Concrete molds. The various types of concrete. Hand trowels.

[SIDEBAR]

For this example, I had to brainstorm topics for concrete. But I know nothing about it. I chose it because it was the first thing to enter my head. But I could develop topics about concrete forever. More about and developing high-profitability topics tomorrow.

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

And it includes references to your services which range from consultations to customization to repair to custom molds/sculptures and everything in-between...

and references as well to your finely-honed skills developed through years of experience and accumulated knowledge.

You also, of course, create **high-value** content-jammed Keyword-Focused Content Pages. For example, your page about concrete statues explains all about how to make striking statues for the home and garden. You could even expand it into an entire “Statue Section,” with a page on the history of concrete statues and another one about how to market and sell the statues that the visitor makes. Your contact info is presented on the bottom of all of these pages.

By creating truly excellent, high-value content you deliver exactly what your visitor sought at the engines **and** this content strongly reinforces your expertise in the world of concrete -- which in turn earns her trust and respect.

(When you write about a niche that you know and love, creating content is easy. I'll show you how to also write it to score well for the engines later in the course.)

By providing great content, you PREsell yourself and your services to your visitor. She sees you as a “Concrete Authority” and phones you, thus increasing your site's **Conversion Rate**.

In addition, you develop multiple streams of income by representing related and excellent merchants on your site (earning affiliate income from these non-competing sites). You weave **relevant, “in-context” text links** right in the content, as appropriate. Links to...

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

She trusts you, so she also trusts your recommendations.

This is the way to go!

[SIDEBAR]

If you have a site like this, and would like to add a new income stream... I'd love to have just a small piece of your attention on a site like this... perhaps a button link “Powered by SiteSell.com” or perhaps a page about this course that was so helpful for you. If you can figure out a way to make it fit on your site, I'd love to be with you. For more information about our affiliate program...

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

OK, we can summarize today's session into a **key lesson** to take home. I am giving it this title...

"The Road to Becoming a Master Service Seller"

What's the key? PREselling. Not selling. You must, must, **must** know...

How to PREsell!

Basically, the **Service Sellers Masters Course** delivers the single most productive approach to income-generation. It will show you how to PREsell your way to high **CRs**.

And...

At the same time, **maximize** traffic to your Web site.

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

If you're building terrific traffic to your site... **and** if your site is getting potential clients to phone you or send an e-mail for more info on your service... **and** if you are closing the deal with a high percentage of them and getting job contracts...

Isn't that the roadmap for using the Net to build your service-selling business?

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

Who would you respond to...

... A **stranger** with a sales pitch?

OR...

... A **knowledgeable person** offering great information, who establishes true expertise and friendliness?

Before proceeding to **DAY 2**, please complete your **DAY 1 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... This is the only **DAY** where you have nothing to **do** except read the material. Actually, that's wrong... Your **Goal-of-the-DAY** is to understand, **understand deeply**, the concepts outlined here, culminating with the concept of **PREselling to maximize Conversion Rates**. It's the foundation of **building income through content**.

Ongoing Goal... Deepen and focus your understanding of this material. **Re-read** it once per week for the next eight weeks, monthly after that. As you progress through **DAYS 2** through **10**, it's going to be easy to lose sight of the **"big picture"** presented today. And there's another reason to re-read regularly... it will mean more and more to you as you gain **each DAY's new perspective**.

Tomorrow, we'll start the hands-on material... you'll start by identifying and developing your own Site Concept and high-profitability Keyword-Focused topics.

Getting off to the right start makes everything else flow so well.

3. Prepare for Success

Is it Better to PREpare... or REpair?
Easy... Prepare to Win!

You have just arrived at the most important part of your entire effort in using the Web to grow your service-selling business. Some of you may not have started one yet. And some of you may have a service business that you are looking to jump-start to higher sales. In any case, you really want to get going! And yes...

Your start **will** be delayed if you prepare everything **before** you begin. But once you have completed preparations, you'll roar ahead. There'll be nothing to repair or repeat once you launch. The few hours or so that you spend here, in preparation, will determine exactly how big your success will be.

Most people fail in any business because they don't plan adequately. That's three times as true for an Internet business and five times as true for what **you** are about to do. If you don't take the time to position your service properly on the Net, nobody will **find** you... and you'll be missing out on some fantastic opportunities.

What's the best online approach for your service business? Simple. Follow this 3 step process...

- 1) **Position** your service for success.
- 2) **Identify** hundreds of HIGH-PROFITABILITY service-related keywords.
- 3) **Identify** non-competing merchant partners to leverage an additional income stream.

Do these three steps and I guarantee you'll find golden opportunities you didn't even know existed!

If you position your service wrongly, if you develop the wrong theme to "tie-in" with your service, if you target the wrong keywords and if you attempt to leverage your service business with the wrong complementary affiliate programs...

You'll get...

Wrong results... that is, no results.

This section of the **Service Sellers Masters Course** focuses on setting the groundwork. It guides you past the barriers and hazards and sets you on the road that is right for you. **Your** road to success.

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

What you are about to read is likely a radical departure from what you have been doing. Take your time and read carefully... receive the key to becoming a Service Selling Master.

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



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

STEP 1 Understand PREselling and its effect on Conversion Rates: Business Basics (DAY 1)

This step is the foundation for all future actions.

There are three more prep steps to tackle as well...

STEP 2 Position your service for success! (DAY 2)

Brainstorm several service-themed concepts, different angles that you can present your service. Discover the best “theme” that correlates **with your service**. Then narrow it down as tightly as possible so that it correlates to the service you offer, presents the richest keyword opportunities, and shows potential for secondary income streams.

Remember...

It takes just as much time to build a low-potential business as a high-potential one. So invest the time **now** to maximize your returns **later**.

STEP 3 Develop HIGH PROFITABILITY service theme related Keywords (DAY 3)

Develop hundreds of possible service theme related keywords for your site concept, then narrow them down to the ones with the most profitability. In other words, cast a Net (ahem!), over the Web to “catch” as many visitors as you can who will be interested in your service! Relax, it’s a snap once I introduce you to a few Net tools.

STEP 4 Identify non-competing merchant partners to leverage an additional income stream. (DAY 4)

Sure, **your #1 priority is to PREsell your service** on your Web site and to get that initial **contact** with a targeted prospective client. However, you must expect that a certain percentage of your site’s visitors will not be interested in acquiring your services.

Maybe they have different needs... maybe they are window shopping... maybe they can’t afford you. Whatever the case may be, why let these visitors just “up and leave?” After all, you’ve worked so hard to get them here, right?

So...

Develop partnerships with several reputable, non-competing merchant partners to help convert those who are not interested in your service **at this time** into another revenue stream.



And, there’s another wonderful bonus to this strategy...

Partnering with non-competing merchants actually increases the **value** of your site -- as you provide even more solutions for your visitors!

A WIN-WIN result. “WIN” for your visitors. “WIN” for you.

If you decide to leverage profit through a secondary source of income, **DAY 4** is great fun. On that **DAY**, you will identify and select affiliate programs that excite you, fit your service theme, and leverage your income earning ability!

Don’t rush through the prep **DAYS**. They are easy -- so it’s tempting to zoom. Don’t. Even though they are not difficult, they do require thoughtful consideration.

I hate to be a nag, but please remember what I said yesterday...

It’s a **process**.

Take as much time as necessary to do each **DAY** properly. There is no stop-watch ticking.

Some careful planning and fine-tuning will pay you big dividends down the road...

... down your road.

Now's the time to nod, say "Yes dear," and move ahead...

4. DAY 2 -- Position Your Service For Success!

“Do What You Love...
The Money Will Follow”

Goal-of-the-DAY... Determine the most **profitable** way to present your service in an online marketplace, whether your potential client is around the block or around the world.

Brainstorm and discover if possible, three “themes” that relate **to your service**. Then narrow each one as tightly as possible, noting keyword opportunities, and a potential secondary income stream.

Ongoing Goal... Revisit this only if you want to build an entirely new and different Theme-Based Content Site.

With these goals in mind...

If you're going to promote your service and expand your customer base using the Net, potential clients have to be able to **find** you quickly and easily and be able to trust you.

But simply finding you is not enough...

They have to find you in a confidence-boosting manner. An **endorsement** from a valued friend or colleague, or a **top ranking position for a keyword search** on a Search Engine, or a **referral from a strategic partner** are the types of “leads” that boost your credibility.

[SIDEBAR]

Contrast that with people who hear about your business via spam, FFA pages, exit pop-ups, and numerous other means. They have much less confidence in the quality of your service.

These visitors arrive with their collective guard up, wondering... “If this service is so great, would they really have to resort to such means to promote it?”

Result? A terrible **Conversion Rate**.

Once a visitor finds you, the content on your site must cement that confidence by providing high-value, benefit-focused info -- exactly what your prospective client is looking for, wants and needs.

Bottom line?

A visitor must find you in a credible fashion. And then you and your service must be perceived as being **trust-worthy** before she will be confident enough to contact or hire you.

In today's session we will do the ground work for building a site that is "easy-to-find" on the Net -- a **Theme-Based Content site** that works **with** the Search Engines so that you can achieve a "Top Ten" position in their search results. (Most surfers don't have the patience to research past that point. It's a big Web out there, with lots of sites to explore!)

Your first action step is to discover the best "theme" that correlates with our service. Then narrow it down as tightly as possible so that you attract only the people who would be interested in your service (and, if you choose to do so, the products you are representing as an affiliate).

[SIDEBAR]

Not sure how you "**represent someone**" as an affiliate? Let me explain...

In 1997, Amazon.com launched the concept of "affiliate programs" into prominence so let's use their online book-retailing company to illustrate this lucrative source of income.

An affiliate provides links from his site to certain books on the Amazon site, books that are related to the affiliate's site content. Amazon uses special software that tracks who sends each visitor. If and when the visitor buys, Amazon pays the affiliate a commission.

The affiliate never has to... write a book, process an order, ship a book, or answer customer support e-mails. And the same applies to any product that is sold in this way.

OK. Back to positioning yourself on the Net...

Suppose, for instance, you are an personal trainer. Offline, you could simply promote your service as “Kyle Brown, Personal Trainer” and use ads in the local newspaper, business cards and friends’ recommendations to create a buzz about your service.

Unfortunately, in an online environment, words like “exercise” for your site’s theme and “personal trainer” for your service are much too general to make any impact in the Search Engine world. There are thousands of different kinds of exercise and thousands of different trainers... where do you fit in? If you are not able to be more specific, you might as well take a number and join the long line to nowhere.

These two keywords, however, would probably be sufficient if you are only creating a site for visitors who **already** know or have heard about you (i.e., your existing clients or people in your region who have seen your offline promotions). But...

If you’re hoping to use an online presence to expand your client base in **and** beyond your immediate locale (and create a second income stream), the people who don’t know you have to **find** you first... and the majority will come to you via **keyword searches** at the Search Engines (SEs).

[SIDEBAR]

Realistically, a certain number of visitors to your site are **not** ever going to become clients. However, there’s no need to waste this traffic!

Join affiliate programs of non-competing (but related to your service) merchants and recommend their products. PREsell effectively and earn a commission on every sale your merchants make as a result of your referrals. A satisfactory outcome for your visitor and for you!

The key to attracting **targeted** visitors to your site is to take your **general** service theme and narrow it down to a tight niche which SEs like. Using that focus, you can pinpoint theme-related keywords that will interest a particular group of visitors and pull them to your site. This interest qualifies these surfers as potential customers for your service (i.e., your target group).

[SIDEBAR]

Before I forget, there is a quick way to make a general keyword more specific. For example, you could use “personal trainer” + “the name of the city or communities you serve.” That way, if someone searches for...

“personal trainer” + “Chicago”

Your site will come up. And that's good, because only qualified people in Chicago will perform this search -- prospective clients in **your area**.

Does all this sound a little complicated? Don't panic. Creating a Theme-Based Content site is very **do**-able, no matter what level of Net experience you have.

Let's begin at ground level -- identifying your theme. You have three ways to approach this...

OPTION #1 -- Narrow the theme to reflect the true nature of your business.

(To illustrate this, you will be an advertising consultant.)

How?...

- a) Identify your main clientele (budget-minded small businesses)... and your main service (low cost, highly effective advertising solutions).
- b) Pinpoint the major solution your service provides or the problem it solves (provides clients with high-exposure for reasonable cost).
- c) Condense this information into a single sentence...

"Low cost advertising solutions for budget-minded small businesses!"

[SIDEBAR]

This type of exercise will be useful when you create your **USP (Unique Selling Proposition)**. A **USP** is a short statement that highlights and makes you stand out from the crowd (in your area of expertise). We'll examine this concept more closely later on in the course.

Another example on how to identify your service theme? Sure. This time you are a personal trainer but the steps remain the same...

- i) Identify your main clientele (pregnant women who want to remain fit throughout pregnancy) and your main service (individualized nutrition plan and a gentle stretching exercise program that is customized to how the woman is carrying the baby throughout her pregnancy).
- ii) Pinpoint the major solution your service provides or the problem it solves (keeps women fit, flexible and well-rested through the third trimester of pregnancy).

iii) Condense this information into a single sentence... “Keeping pregnant woman fit and flexible though the third trimester of pregnancy!”

See how this theme is much more focused than “fitness trainer?”



OPTION #2 -- Narrow the theme to effectively target a particular segment of your market.

We’re back to the advertising example. Even if your advertising consulting business does provide a wide range of services to a wide range of customers, you’ll still need to narrow your theme if you intend to attain success within the framework of the Net. Remember, Search Engines like tightly focused sites and show their pleasure by giving these types of sites higher positions/ranking on the search results pages.

With this in mind, you decide to focus on providing solutions to budget-minded small businesses. Watch the evolution of this theme as it tightens...

Service: Advertising Consultant

General Theme: Advertising

General Focus: Advertising consultants

Slight Focus: Small business advertising consultants

Tighter Focus: Small business budget advertising consultants

Of course, there is such a thing as tightening your service's theme **too** much...

Too Much Focus: Small business budget advertising consultants for left-handed Norwegians

OK, OK, I’m kidding. But you see what I mean? You have to be careful not to restrict your market too much, or your niche becomes too small. You won’t have the numbers to create or increase income.

This is exactly why your theme has to be niched (to quote Goldilocks)...

Just Right!

[SIDEBAR]

Don't feel you have to narrow your general theme down to one specific niche at this point. Pick a few, and let the keyword research you'll perform in **DAY 3** help you finalize your decision.

OPTION # 3 -- Narrow your theme to take advantage of the profitable keyword opportunities you discover (as highlighted by keyword SUPPLY-DEMAND-PROFITABILITY research that you will perform in **DAY 3**).

Basically, this means narrowing your theme and building your site according to the interest displayed on the Net. Of course, this can only be accomplished if your service is somewhat "flexible" and can be smoothly "tied into" these keyword opportunities.

You will choose keywords for your theme that...

- 1) Lead to a natural cross-sell of your service.
- 2) Show great opportunity for PROFITABILITY -- plenty of DEMAND (# of searches performed by surfers) with relatively little SUPPLY (few results returned by the SEs for those same keywords).
- 3) Permit a smooth referral to a merchant partner for commissionable sales.

Of course, you have to balance niche-tightening with common sense and your own personal experience.

If you are a personal trainer, you can't suddenly switch over to being a gymnastic coach just because there is a lot of interest or DEMAND for that service.

And here's an example where personal experience comes into play...

As an advertising consultant, your keyword research indicates that there is a bigger online interest in budget-related consulting. However, it's been your experience that big businesses are much more likely to hire you as an advertising consultant and, in general, tend to spend **10 times** as much on your services as medium-sized businesses do. So you decide to stick with your current direction.

Bottom line? As a service seller, your criteria for establishing the theme of your service site depends on three factors. The “best” theme must...

1) be highly profitable -- there is a strong DEMAND. This means that lots of people are willing to pay for your service. They will be actively searching for a site like yours which is why your theme must be as narrow as possible. If it's too general, your visitors won't find you in the crowd.

[SIDEBAR]

Of course, there's always the chance that your service's theme can't be tightened down, or for practical business reasons you just don't want to narrow it any further. That's fine -- only you know what's best for **your** business.

2) display plenty of opportunities for niche-related keyword targeting -- these keywords provide you with different angles by which you can approach your theme. You want to find the angle with the highest DEMAND and the **lowest** supply. This will make it easy to attract **targeted** traffic (i.e., interested potential clients) to your site because competition is limited.

c) excite you -- passion is key to your online longevity. It's difficult to stay committed to something you don't like.

[SIDEBAR]

A Theme-Based Content Site is definitely the way to go -- especially if you're operating on a shoestring budget and are interested in attracting **free** qualified traffic from the Search Engines.

This type of site is ideal for generating traffic, contacts, and contracts whether you provide a local or global service. It will help PREsell and convert your visitors – no matter how close or far away they are!

The awesome **Site Build It!** system of tools is the most effective and efficient way to build a Theme-Based Content Site. It removes all the technology and complexity associated with constructing and marketing your Web site. **SBI!** lets you focus solely on growing your business -- the best use of your time!

SBI!'s all-in-one Web hosting system of tools ensures that **anyone** (from savvy pro to complete newbie) can build a professional-looking, popular, and profitable Web site. For more details, please visit...

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

Time for a quick recap. In order to position your service on the Net, you need to narrow your theme. You can accomplish this by...

1) reflecting on the true nature of your business

OR...

2) effectively targeting a particular segment of your market

Or...

3) according to demand on the Net (the best option for working **with** the Search Engines).

If you followed the first two guidelines, you probably have narrowed your theme choices down to a handful of possibilities. At this point, you need to know how profitable each one is before you can make your final selection for your theme. If you chose the third guideline, you are anxiously waiting to narrow your theme according to demand... to actually start your theme-identification process!

Regardless of which option you chose, your next step is... **keyword research**. And that's where we're going next!...

Before proceeding to **DAY 3**, please complete your **DAY 2 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Determine the most **profitable** way to present your service in an online marketplace, whether your potential client is around the block or around the world.

Brainstorm and discover if possible, three "themes" that relate **to your service**. Then narrow each one as tightly as possible, noting keyword opportunities, and a potential secondary income stream.

Ongoing Goal... Revisit this only if you want to build an entirely new and different Theme-Based Content Site.

Now that you have identified some potential themes for your service selling site, let's find out where the PROFITABILITY lies...

5. DAY 3 -- Develop HIGH-PROFITABILITY Keywords

“Why do you rob banks?” the officer asked
infamous bank-robber Willy Sutton, moments
after being arrested...

“I go where the money is.”

Goal-of-the-DAY... Use the SUPPLY and DEMAND window to build a MASTER KEYWORD LIST, fully researched, of 5 HIGH-PROFITABILITY KEYWORDS for each service theme you developed.

Ongoing Goal... Use the SUPPLY, DEMAND and especially the BREAKOUT window, to grow your MASTER KEYWORD LIST ever bigger, ever more PROFITABLE. This yields the raw material for new Keyword-Focused Content Pages.

With these goals in mind...

First, let's set the scene. You are personal trainer who lives, breathes, eats and sleeps fitness. You head straight to that part of any bookstore. Your friends beg you to talk about something else “for a change!” And now, you want to take your expertise onto the Net -- to acquire new customers from your local marketplace, as well as to generate additional income from a global market as an affiliate.

In **DAY 2**, you narrowed your service theme for your site and you have three encouraging possibilities. You are now ready to **brainstorm theme-related topics** or keywords (for each of these 3) that will **attract** a large number of interested **targeted** visitors to your site and **prune** out those that won't. With this overall perspective, you can then easily identify keywords with the **highest profitability** for each potential theme.

All set? Remember you are a “personal trainer” in this trial run so don't take off your running shoes just yet.

Power up your very own **Keyword Tool Center**. There are three “Windows” of information here...

1) DEMAND

2) SUPPLY

3) BREAKOUT



Open your Internet browser and start with...

Window #1 The DEMAND Window

Time to **brainstorm** some Keyword-Focused topics. Use...

Overture's Suggestion Tool...

<http://inventory.overture.com/d/searchinventory/suggestion/>

... and/or

7Search "Related Keywords" Tool...

http://www.7search.com/scripts/advertiser/sample_get.asp

[SIDEBAR]

Overture announced that they may make their Suggestion Tool available only to those who have opened accounts to bid on Overture keywords. But at the present time, there has been no further action.



To open an account with **Overture...**

<http://www.overture.com/d/about/advertisers/>

Or you can use the **7Search "Related Keywords" Tool**, which does the same thing, even better in some ways...

http://www.7search.com/scripts/advertiser/sample_get.asp

Best idea = **Use both as a cross-check.**

Got your DEMAND Window ready? Overture's Suggestion Tool loaded?
Great!...

You have decided that you will niche your service strictly according to surfers' demand (Option 3 in **DAY 2**). Smart move!

So what's the first action?...

Enter "exercise" and hit the "Find It!" button. Overture presents the most common keywords that Web surfers use to search that word...

251758 exercise equipment
106230 exercise
17446 abdominal exercise
15664 exercise video
15070 ab exercise
13149 exercise program
12734 exercise bike
9288 exercise ball
6862 exercise routine
6471 pilates exercise
6370 stomach exercise
6368 team building exercise
6042 back exercise
5499 stretching exercise
5387 facial exercise
4338 water exercise
4176 exercise machine
3634 diet and exercise
3544 thigh exercise
3500 aerobic exercise
3494 leg exercise
3446 the firm exercise video
3429 weight lifting exercise
3359 chest exercise
3319 butt exercise
3287 the firm exercise
3205 yoga exercise
3162 american council on exercise
3137 arm exercise
2979 exercise tip
2977 exercise plan
2895 exercise mat
2770 home exercise equipment
2612 fitness exercise
2359 shoulder exercise
2298 lower back exercise
2229 used exercise equipment
2204 eye exercise
2044 weight loss exercise

2032	exercise physiology
1968	body building exercise
1928	exercise band
1842	pregnancy exercise
1824	abs exercise
1792	tricep exercise
1789	inner thigh exercise
1783	breathing exercise
1767	knee exercise
1723	swimming exercise
1715	neck exercise
1699	isometric exercise
1667	benefit of exercise
1570	hip exercise
1565	exercise bicycle
1545	exercise music
1542	fat burning exercise
1523	exercise tape
1521	lower abdominal exercise
1506	face exercise
1464	lower ab exercise
1430	weight training exercise
1417	weider exercise equipment
1397	cardiovascular exercise
1364	rotator cuff exercise
1356	toning exercise
1351	aquatic exercise
1280	recumbent exercise bike
1279	discount exercise equipment
1266	golf exercise
1263	dumbell exercise
1233	water aerobic exercise
1141	walking exercise
1107	man exercise
1074	home exercise
1062	bicep exercise
1019	free weight exercise
<snipped at 1,000>	

The number in the left column is the number of times that each keyword was searched in the preceding month at Overture. In a sense, it's an indication of the DEMAND (by **your** potential visitors) for each keyword that contains the keyword "exercise."

[SIDEBAR]

In this course, the term “keywords” includes **both** single words **and** multi-word phrases.

When building a keyword list, never limit yourself to single words. Many more people search using multiple-word keywords composed of two, or even three, words. As well... if you are following along with this example by actually **doing** it, you may find that the numbers are different. The Net is not static. It is changing constantly.

You may need to perform a few keyword searches to find the best grouping of specific keywords that relate to your site. For instance, you already tried doing a search for the keyword “fitness.” This returned a ton of listings but 98% of them were too general or too difficult to “tie-in” to your personal training service in a natural way.

The keyword “exercise” is much better! It came up with new keywords that are more in line with what you are hoping to achieve online – there’s a natural “tie-in” (or relationship) to your service and expertise, as well as the opportunity for additional income.

For example, you could target the keyword phrase “abdominal exercise” (the 3rd most popular keyword on the list) and write a great article about the relationship between strong abdominal muscles and a pain-free healthy back, important injury-prevention knowledge to have as people age.

As a **certified** personal trainer, your credibility is already established. Your well-written, well-researched article cements that credibility. Your visitors will be interested to see what else you do or offer. And when you recommend a book, video, or exercise machine, your visitor is more likely to heed your advice and make a purchase...

CLICK-Ka-CHING!

SPECIAL NOTE: Every visitor receives a “in-context” PREsell of your service on your Web page but **only** those within a one hour driving radius of you (or within your region) will **convert** from visitor to client status.

However, **all** visitors can potentially earn you income, no matter where they live, if you are an affiliate of related, non-competing merchants. And that’s the best

part. You can expand your base **far** beyond those select visitors who are searching for “personal trainer” close by to their home.

[SIDEBAR]

A quick tip... In Overture, you can click on any of these words to get a further breakdown by searches. For example, if I click on abdominal exercise, I get this breakdown...

17446 abdominal exercise
1521 lower abdominal exercise
684 abdominal exercise equipment
480 abdominal exercise machine
449 best abdominal exercise
236 abdominal muscle exercise
219 free abdominal exercise
<snipped at 200>

If I click on “back exercise,” I get this info...

6042 back exercise
2298 lower back exercise
845 back pain exercise
596 lower back pain exercise
501 back strengthening exercise
494 exercise for back pain
402 low back exercise
<snipped at 400>

Use this drill-down mechanism to further gauge demand for your related keywords.

As I mentioned earlier, using “exercise” as the overall starting theme is fine, but it’s far too general to be anything more than a guide. It’s such a massive and all-encompassing theme that there’s no way you’d be able to build a site that covered it all.

You need to narrow your theme in a **profitable** direction. So let’s stay with “abdominal exercise.”

[SIDEBAR]

You may have noticed that all words are singular. Overture does not differentiate between the plural and singular forms of things. If you do a query for “abdominal exercises” or “abdominal exercise” at the Suggestion Tool, you get the same results...

17446 abdominal exercise (That “17446” is a combination of all the searches that were done for “abdominal exercise” and “abdominal exercises” at Overture during the previous month.

Only one problem... what if 16,000 of those 16,932 searches were for “abdominal exercise”? There would **not** be much point in making a wonderful Web page about “abdominal exercises” (plural), would there? After all, no one would be searching for “abdominal exercises,” if that were the case.

Usually, your instincts will tell you which version is the most popular. In other words, you should be able to see that **far** more people will search for “abdominal exercise” than for “abdominal exercises.” Not sure?...

Check it by using the **7Search “Related Keywords” Tool...**

http://www.7search.com/scripts/advertiser/sample_get.asp

abdominal exercise 442 vs. abdominal exercises 58

Bingo! Confirmation of your hunch!

Why is this important?

Because, as you’ll see later on, you’ll create Web pages with topics that focus upon your **HIGHEST PROFITABILITY** keywords. And profitability is partly determined by the **DEMAND** for your keywords (i.e., how many times people search for them).

So you’ll create a content page about “abdominal exercise,” in this case, but not about “abdominal exercises.”

OK, you have a good idea of what your potential visitors **want**. You have the **DEMAND** for a variety of keywords related to your potential theme (some of which will become your **HIGH-PROFITABILITY** Keyword-Focused topics for your content pages on your site). And you have decided to continue researching with the keyword “abdominal exercise.” Now it’s time for...

Window #2 The SUPPLY Window

Ready to **prune** out the LOW-PROFITABILITY topics?

Before we can start pruning, we need to check out the SUPPLY of your relevant “exercise” keywords. In other words, you need to know how many sites already provide content for the keywords that we found in your DEMAND Window (i.e., Window #1 above).

In your SUPPLY Window, load up AltaVista or Google...

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

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

(Keep in mind that AltaVista has been a bit slower indexing lately.)

———— [SIDEBAR] ————

When you search for your “abdominal exercise-themed” keywords...

Surround phrases in quotation marks – this makes the engine look for the “abdominal exercise” phrase and not “abdominal” or “exercise” as single words. Depending on each engine (and the phase of the moon, it would seem sometimes!), it may or may not make a difference (i.e., it may look for the phrase **only**, even if you don’t “quote it”) -- so it’s better to play it safe and use quotes.

I recommend Google for your SE research because they are consistently...

1) comprehensive -- contain a large chunk of the Web

2) fresh -- spider sites at least once per month

and...

3) fairly quick indexers of sites submitted to them.

Both AltaVista and Google will tell you how many sites matched your search query. That’s essential for determining competitive SUPPLY.

Presently, AltaVista reports like this...

“14,997 pages found.”

And Google reports like this...

“Google results 1-10 of about 11,100,000 for exercise.”

This may change, of course. So if you don't see the above, look closely to see if they are reporting this data in another way. If one of the above two no longer seems to report this statistic, use the other.

NOTE: Once you start researching with one Search Engine, stick with it all the way through. This keeps the data consistent. There is no need to use **both** engines, nor should you.

This research has **nothing** to do with which engines you'll submit your site to. It does not mean that you'll submit your new site to only AV and Google. You'll submit to all major engines, and you'll track how you're doing at them all. But when you're researching competitors, you only need to use one engine... either AltaVista or Google.

SUPPLY research time. Once we do this, we'll be ready to start pruning...

Use AltaVista or Google in your SUPPLY Window (Window #2) to search for each of keywords that you found in your DEMAND Window (we will do the “niche” keywords related to “abdominal exercise”). Yes, do a search for each keyword. It **is** a bit tedious, but the research will pay off in spades.

First, though, let's create a MASTER KEYWORD LIST. Do this either in a simple text file, or via a database or spreadsheet program.

———— [SIDEBAR] ————

The best choice is a database like Filemaker Pro...

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

Next best choice is a spreadsheet. Both a database and spreadsheet will speed things up and provide you with extra functionality.

If you don't know anything about databases or spreadsheets, a fast way to get up and running is with Filemaker Pro. It's a friendly, easy-to-learn database program. Your particular needs are simple, so it won't take long for you to create a MASTER KEYWORD LIST that can be sorted and searched, and that can warn you of duplicate keywords.

If the idea of a database or spreadsheet scares you, simply stick with a text list.

It's a bit inefficient so it will take you a little longer, but it will do the job just fine.

Whatever you decide, please, please, please...

Do use a MASTER KEYWORD LIST. It will evolve into the **Master Blueprint** for your entire site. If you follow these instructions, the site will almost build itself!

OK, here's what to do with your MASTER KEYWORD LIST. Create four columns and label them KEYWORD, DEMAND, SUPPLY, and SUPPLY SITE INFO. For each "exercise"-containing keyword in your DEMAND Window...

- Enter the keyword itself into the column labeled KEYWORD -- copy-and-paste to avoid typos.
 - Enter how many times it is searched (info that you found in the DEMAND Window) into the DEMAND column.
 - Enter how many sites Google or AV finds (in your SUPPLY Window) in your column labeled SUPPLY.
 - Read the listings for the Top 20 sites that Google or AltaVista returns for each keyword. Make brief notes in the fourth column, SUPPLY SITE INFO -- no need to visit the sites yet (perhaps just a quick click to the home page if you need a bit more info). Just get a flavor for the kinds of sites that each KEYWORD search delivers.
-

I've started your MASTER KEYWORD LIST for you...

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
exercise	106,230	11,100,100	* See below

* As I said earlier, "exercise" is too general. Don't bother researching this word. The real opportunities lie in the niches, in topic keywords that have more specificity.

abdominal exercise	17,446	12,300	Decent content-related material, abdominal/back health and education, plus sales of electronic sales of electronic ab gadgets. Most top scoring sites seem to be there by chance, rather than by design -- not well optimized.
lower abdominal exercise	1,521	1,580	Hodge-podge ab gadgets, some content relatively unoptimized, well-crafted pages should attain high ranks easily
ab exercise	15,070	10,600	Ab-exercise belts, the Ab-Doer, "As Seen On TV" products. Lots of sales material, relatively little content.

And, of course, it's always a good idea to check the SUPPLY and DEMAND of other "non-abdominal" exercise-related keywords on your list...

fat burning exercises	1,521	406	Decent content-related material, some merchant listings.
inner thigh exercises	1,789	121	personal trainer offering advice, exercise videos and books from Amazon for sale.
lower back exercise	2,298	1,420	**Plenty of opportunity for optimized pages.

*Add as many notes as you like for SUPPLY SITE INFO. I've kept it very brief here, since it is only an example.

[SIDEBAR]

Once you see a pattern emerge -- plenty of demand and reasonably little supply (or supply sites that are not well optimized), sit up and take notice -- this may very well be the perfect theme for your service site!

Finally, make two more columns, one labeled POSSIBLE PARTNERS and the other called IDEAS FOR CONTENT (use this window to jot down content-related tie-ins to your service). This will set us up for in-depth "SUPPLY WINDOW" research.

One way to review the results that AltaVista returns is through its "editorial" section. To find editor-reviewed sites (as opposed to spider-generated results), you can either do a direct search by typing in a keyword or you can go through a particular category to find directory listings.

Google will send you to their version of a directory. On the home page, click on the link "Google Web Directory."

You could also use directories if you want. **Google uses Open Directory** and **AltaVista uses LookSmart** to power their directory results. **Yahoo!** rounds out the "Big 3 Directories"...

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

Below the directory results, you get the top search results from the Search Engine itself, ranked in order of relevance to the search term (these are the results that you skimmed for SUPPLY SITE INFO). The rankings here are determined purely by computer algorithms that analyze gigantic spider-generated databases of Web pages.

Review as many of these sites as you like. I'd suggest at least the first 10-20 sites. But you may find merchants in need of traffic help (i.e., you!) deeper down.

As you get into this in-depth research, you'll notice three types of sites...

- **irrelevant** -- for whatever reason (off-topic, geographic, lousy site, etc.), they just don't fit. Skip these.
- **merchant** -- in POSSIBLE PARTNERS, enter what kind of merchandise they sell. If they have an affiliate program that fits your service-themed concept, enter

the URL of the “join page” for the affiliate program of that merchant. These are indeed “POSSIBLE PARTNERS.” Even better, you’re automatically organizing the POSSIBLE PARTNERS according to each keyword -- so you are already pre-planning each Keyword-Focused Content Page’s “in-context” **text** links!

- **content** -- these sites are your direct **competitors**. They make money through services and affiliate programs, too. And good news!... They’ll speed up your learning curve by **giving** you a lot of information. Why? Because they’ve already done a ton of work for you! Here’s what to do...

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

ii) Browse the site, drilling down into the content. Click on the banner ads and text links, following these links out to their destinations, to see what kind of merchants that **they** have chosen as affiliate-partners. Or perhaps it’s a straight advertising deal -- make a note of these merchants as potential advertisers, too. If a given merchant fits your concept and has an affiliate program, enter the kind of merchandise it sells, and the “join page” URL, as you did just above.

QUICK TIP: It can be a tedious pain to look for a link to a merchant’s affiliate program. Some home pages are quite crowded. Here’s how to find it quickly...

a) See if you can find reference to it with a quick scan of the top, left and bottom navbars (graphic or text links). If not...

b) Do a quick find on the home page. Press on the control+f keys on your keyboard (command+f if you are using a Mac). Then enter “affil” (the first few letters is fine and reduces chances of a typo) into the box the window that pops up. Try also for “assoc” (short for “associate”) and “refer” (short for “referral” or “referrer” program).

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

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

You will tend to find merchant sites via the engine’s “directory listings” and content sites by reviewing the top 20+ search results.

Continue on for the remaining keywords, until you have completed all six columns for all of your HIGH-PROFITABILITY “exercise”-containing keywords.

Expected results?...

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

Please note...

I can't over-emphasize the importance of your MASTER KEYWORD LIST. Your entire site, including its most profitable directions, lies in this blueprint. Please... do this.

[SIDEBAR]

If you find creating your own list (with a database or spreadsheet program) to be too daunting, and if a text list is too awkward, consider **Site Build It! Manager** software, which is included in **Site Build It!**...

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

A powerful automator, work-organizer and time-saver, it makes the entire MASTER KEYWORD LIST child's play. How?

It does the DEMAND, SUPPLY and BREAKOUT windows (we talk about BREAKOUT below) for you automatically, turning hours of work into minutes, as it builds and researches an entire MASTER KEYWORD LIST for you. It even calculates the **profitability** of every keyword automatically. Its **Find and Sort** functions turn it into a powerful, high-yield tool.

To get an “insider's view” of **Site Build It!**, and to see screenshots of the awesome Manager in action, download the free pdf-formatted **SBI! Action Guide** (the actual Guide that comes with the system of tools)...

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

Want to accumulate more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Use **Overture...**

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

Overture is a good indicator of competitive SUPPLY. It is a Pay-Per-Click Search Engine, so the companies you find through its search results are serious companies who do keyword research and are willing to pay for listings. They also tend to be a bit more marketing-savvy. So you'll get useful info here.

There are a lot of other Pay-Per-Clicks, of course. But since Overture has been around the longest, bid prices have had more time to rise closer to "true market value."

Try this now...

Search for "abdominal exercise" at Overture. At the time of this writing, the winning bid to have the top spot on this particular search results page is \$0.28. (See where it says "Cost to advertiser" at the end of the description for each site? If you don't see a price, then the "regular" Search Engine algorithms have simply returned that site for free -- which means you can have that spot by bidding a nickel!)

On the other hand, "inner thigh exercise" costs \$0.13 to be #1 in the search results. This makes sense, since our Google research above showed that there were many more sites about "abdominal exercise" than "inner thigh exercise" (i.e., greater competition).

Want another benchmark for competitive SUPPLY? Note how many sites bid for each keyword. For example, 9 sites bid at least a nickel for "inner thigh exercise." And 20 sites bid for "abdominal exercise." You can expect some big price gaps and plenty of sites in the bidding for terms like "exercise equipment," which has a much higher #1 bid.

———— [SIDEBAR] ————

Generally, people searching "inner thigh exercise," "abdominal exercise" and so on are looking for information. This works in your favor in several ways...

The PPCs have relevancy standards that prevent merchants from bidding on misleading keywords. So if your searcher types in a content-related keyword phrase, only pages addressing that content may appear in the listings. With the big merchants effectively out of the way (since they don't provide content, only products), that means top bids for content related keywords are fairly cheap.

You are going to swoop in under the radar of the big merchants, scoop up qualified traffic for pennies, and OVERdeliver the information the searcher is expressly looking for – **it's all about PREselling through content!**

Better yet, once you have established yourself as being credible, and provided your visitor with the solution she needs to attain the results she is looking for, you are also going to refer her to your merchants that you represent. You have two chances to increase your income -- through your service and through your affiliation.

So by by-passing all the extremely competitive keywords (cost for #1 position of “exercise equipment” on Overture? \$2.99!), you're beating the pros at their own game. Heck, you **are** pro!

Now remember, companies who pay for keywords **are** serious about their businesses. They are either merchants or content sites determined to build traffic. Visit the Top 10 sites (do 20 if you're feeling ambitious!).

If it's a **merchant site**, it's more likely to have an affiliate program than usual, since it's already savvy enough to “pay per click.” If it does have an affiliate program that fits your service site concept, enter what kind of merchandise they sell and enter the URL of the “join page” into POSSIBLE PARTNERS for that keyword (as explained above).

If it's a **content** site, review its content and follow the **links out** in the same way as outlined above -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns. Some of the content sites will be **serious** affiliate sites, so pay careful attention to what they are doing.

Repeat the process for all of your HIGH-PROFITABILITY “exercise”-containing keywords.

-- Optional Action --

While you're doing Overture research, create a second list. Let's call it your Overture BID-FOR-KEYWORD LIST.

Let's label the first column “KEYWORD” again. Now add 23 more columns to the right of KEYWORD (yes 23, this DOES get a bit tedious -- but it's **powerful**, and as you'll see in a minute or two, there's a way to turn this work into a “snap”... a

“click,” actually). Here’s what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column “Price I Should Bid” and “Buys #” -- leave them empty for now...

In the next column, enter the number of sites that have bid at least a nickel for each keyword (ex., let’s say that you do a search for “abdominal exercise” and you find that 20 sites bid at least a nickel for “abdominal exercise” -- enter “20”).

[SIDEBAR]

Occasionally, you’ll still find bids at a penny. When Overture raised their minimum bid to a nickel, they “grandfathered” all existing bids.

Now, in the next 20 columns, enter the price for the “Top 20” search results spots (searchers are unlikely to scan any result past #20 -- so bidding for a spot beyond #20 is a waste of time). In our example, “abdominal exercise”, we have 20 bidders, so fill in all 20 fields with the bid amounts.

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in “Price I Should Bid”. And in the next column (“Buys #”), enter what spot in the search results that bid will yield (**Site Build It! Manager** calculates this spot automatically).

If this seems like a lot of work, yes... It does take time and perseverance. But, as we’ll see, it **does** yield results, in the form of new clients, big-time!

[SIDEBAR]

Pressed for time? **Site Build It!** makes Pay-Per-Click Search Engine researching quick and easy! Here’s how...

Site Build It!’s Manager tool features powerful pay-per-click functionality. The **Manager** contains a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine to make your task as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major Pay-Per-Clicks, too. Now it only takes minutes to do what previously took days. (We’ll cover more info on bidding for keywords at the Pay-Per-Click Search Engines on **DAY 9** of the course.)

For more information about **Site Build It!** including the **Site Build It! Manager** tool...

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

As we'll see later on, the Pay-Per-Clicks are an extremely effective way to build traffic. We'll cover some simple strategies for bidding that will enable you to get the most "bang for your buck" (or pennies!). You can delay this step until then, if you prefer -- just thought I'd mention it if you decide to use Overture for further SUPPLY research.

If your search on a keyword returns sites that seem inappropriate (in AltaVista or Google or Overture), it's likely that your keyword does not reach the people you thought.

For example, let's say that you're a pricing consultant who wants to write a page about how to price products. This page is meant to show e-commerce merchants how to price new products. You select "price" as a good keyword...

Do a search with the Overture Suggestion Tool for the word "price"...

<http://inventory.overture.com/d/searchinventory/suggestion/>

The results are interesting...

It seems like a lot of people search for car prices and airline ticket prices on the Net. Remember, though, your target market is **not** looking for a great car deal or a cut-rate price on trip to Europe... they are trying to figure out how to **set** a price on their products.

Double-check this hunch by doing a search for "price" right on the Overture engine...

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

At the time of this writing, it costs 35 cents for the number one position. And note that the top listings are all aimed at 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... price is not a good word to focus on. Nor is any word that turns up irrelevant results on the Overture Suggestion Tool and Search Engine.

Now repeat this procedure for the keyword “pricin”...

Bingo! This is the right word.

--End of Optional Action --



OK, where were we? Oh yes...

Overture’s Suggestion Tool and/or 7Search’s “Related Keywords” tools in your DEMAND Window generated many “exercise-containing” keywords, along with the DEMAND for each keyword.

And your SUPPLY Window’s AltaVista-or-Google-and/or-Overture revealed the number of sites (i.e., the SUPPLY of sites) that provide information about each keyword, as well as a lot of leads to possible merchant-partners and even some ideas for content.

Now it’s time to pick the keywords with the best PROFITABILITY. These will be the keywords with high DEMAND (i.e., tons of searches according to the Overture Suggestion Tool) and low SUPPLY (not too many sites found at AltaVista or Google)...

Eliminate any words that appear too competitive (i.e., SUPPLY is too high in Window #2 or bidding competition at Overture is too intense), especially if they are not searched upon very often (i.e., DEMAND is low in Window #1). And **especially** if there does not seem to be many POSSIBLE PARTNERS for it!

In other words, if Overture only shows a keyword being searched upon a couple of hundred times in the previous month, and your AltaVista search returns 20,000 sites, you can be pretty sure that’s not a profitable combination!

Your best words would have **HIGH DEMAND** (i.e., high Overture numbers)...

AND...

LOW SUPPLY (i.e., LOW SUPPLY of competing sites turn up in your AltaVista or Google search, or the bidding competition at Overture is low).

This is a rough protocol, so don’t become a slave to it. Follow these two general guidelines...

- 1) Only eliminate the **worst combinations** of HIGH SUPPLY and LOW DEMAND and low number of POSSIBLE PARTNERS.
- 2) When you're ready to write your site, start with the keywords that have the **best combination** of HIGH DEMAND and LOW SUPPLY (especially the ones that you really enjoy and know!) and a good number of POSSIBLE PARTNERS.
- 3) As you start to see patterns for the kind of sites that appear in your SUPPLY SITES and POSSIBLE PARTNERS and IDEAS FOR CONTENT notes, you'll refine your service site concept so that it best matches your service, and your potential opportunities.

Ultimately, you'll create Keyword-Focused Content Pages that...

- fit with your **service site concept theme**

And...

- have a good SUPPLY/DEMAND ratio

And...

- have a good number of POTENTIAL PARTNERS

And...

- that you enjoy writing about.

[SIDEBAR]

Site Build It! Manager automatically runs a complicated mathematical formula that calculates the PROFITABILITY of each keyword. It also enables you to sort your KEYWORDS according to PROFITABILITY, quickly allowing you to focus on the most **profitable** words immediately.

Actually, it does much, much more than that. It uses all the techniques outlined in this **DAY 3 to build and research** your entire MASTER KEYWORD LIST. Days become minutes. For more information about **Site Build It!**, which includes the **Site Build It! Manager** tool...

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

Two windows down and one to go...

BREAKOUT Window

By now, you should have identified a nice tight service-related theme/topic for your site. And you very likely have enough profitable keywords to keep you busy building pages for a while. But...

What if you need more HIGH-PROFITABILITY keyword topics? What if you have not identified a true “winning” theme to build your service site around? What if there does not appear to be sufficient keyword opportunities within your service’s theme? Well, you could broaden the scope your site somewhat, however...

As a service seller, your service site concept must be **tied tightly to your service** if you hope to PREsell it with any degree of efficiency in the online environment.

For that reason, it’s important not to stray too far from your concept --i.e., stay tied to your basic Concept Keyword... which is “exercise” in our ongoing example.

The big money (i.e., **your** income) comes from selling your service. As a means to that end, develop a wide variety of profitable keywords, and then build Keyword-Focused Content Pages (KFCPs) around them. Deliver HIGH-VALUE information to attract and PREsell visitors effectively.

Your **ROI (Return on Investment)** means that you can also go beyond keyword opportunities. Affiliate marketers, for instance, operate on the narrowest of profit margins and need to focus on keyword opportunities in order to drive low cost traffic from the SEs. You, on the other hand, may gain hundreds, thousands and even tens of thousands of dollars from a single new customer, so you can justify building your business with some advertising expenses as well.

So the best strategy is to stay within your theme, but do some research with other theme/concept related words. In our example, we started researching with a basic “Concept Keyword” like “exercise.” All the **brainstorming and pruning** revolved around that word.

Now let’s BREAKOUT a bit. Put on your creative thinking hat and come up with keywords that are related to “exercise” (“fitness” would work as well if you can come up with related terms) but don’t actually contain the word “exercise.”

For exercise, I came up with these possibilities...

training
weight training
strength training
aerobic training
cardio
anaerobic activities
athletics
callisthenics
work out
boxercise
powerlifting

Use these words in two ways...

1) Use the ones that **fit** your site concept “as is” to create more Keyword-Focused Content Pages, (ex., a Web page about “aerobic training”). Add these to your MASTER KEYWORD LIST and complete the DEMAND, SUPPLY, SUPPLY SITES, POSSIBLE PARTNERS, and IDEAS for CONTENT columns for each one.

Or a **bigger** idea...

2) Extract “General Keywords,” like “weight training.” Feed these exercise-related “concept-level” words back into your DEMAND (#1) and SUPPLY (#2) Windows **to brainstorm and prune** a whole new series of HIGH-PROFITABILITY keywords that may help shape your site’s theme.

Add these to your MASTER KEYWORD LIST, too. (Or start a new MASTER KEYWORD LIST for any “concept-level” keyword that is different-**and**-strong enough to stand as a separate site.)

For example, “weight training” generates...

38419 weight training
4542 weight training program
2355 weight training routine
1524 weight training equipment
1430 weight training exercise
1323 weight training for woman
617 weight training tip
488 weight training workouts
478 weight training schedule

459 free weight training program
<snipped at 450>

So “weight training” related keywords would be excellent to investigate and possibly target, especially since they fit nicely with your “exercise” theme, and allow you to provide the credibility-building content that PREsells your service. In other words...

If you discover enough keyword opportunities within the “weight training” theme, then maybe it will make the perfect “niched” theme site for your personal training service.

You can “BREAKOUT” of every possible theme if you use your imagination.

[SIDEBAR]

Or “outsource” the creative work to...

Site Build It!. The Manager is at your beck and call for all brainstorming needs!

Yes, it’s so smart that it knows how to breakout... and bring back the profitable new-but-related themed keywords for you.

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

Think hard! There are always “interest” opportunities related to your service that you can use to both PREsell your own service and your merchant partners.

Here’s another quick example. You are selling your book-indexing service online. Prospective customers are likely to be interested in...

self publishing
publishing companies
publishing online
online publishing strategies
converting text to digital format
publishing in PDF
digital delivery of egoods
low cost publishing options
publishing houses
promotional firms
self-promotional options
fulfillment companies

press releases
publicists
etc.

See how the process evolves? All it takes is some creativity.

You can keep right on **breaking out** in Window #3, then **brainstorming** in Window #1 (DEMAND) and **pruning** after doing research in Window #2 (SUPPLY). You will really come up with original, non-obvious keywords and affiliate programs that are right for your **target market** and that are part of major new directions related to exercise. It's worth noting that these keywords may not necessarily contain the word "exercise."

———— [SIDEBAR] ————

Here's another way to BREAKOUT. Use this really interesting Search Engine...

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

On Ixquick, a site gets one star for every major Search Engine (ex., AltaVista, HotBot, Google, etc.) that scores it in their Top 10 (i.e., on Page #1 of search results). So it's a fast way to check **all** the major engines at the same time.

Any site on the first page of Ixquick search results that has three stars or more is doing well. These sites know what they're doing and are **not** there by accident. Two stars is good. One star could just be a fluke.

Ready? Search for "weight training program" at Ixquick.

At the time of this writing, Boozy.com scored tops with four stars. Click to their site. Then go to the menu of your browser...

VIEW > SOURCE

This shows the HTML source code for this page. Look for the "META keywords tag" within this page's HTML...

<META name="online personal trainer,personalfitness program, quick weight loss diet, how to gain weight, mens workout, women's workout, men's workout, stomach exercises,total gym, fast weight loss programs, abs workout, ab exercises, ab workout, abdominal workout, online personal trainer, weight training routines, workout routines, weight loss, lose weight fast, weight training for women, nutrition, weight training, weight lifting, exercise, personalized women's and mens health, weight training and fitness program, nutrition and

quick weight loss diet- Boojy online personal trainer">

By the way, this site makes a common mistake of listing tons of different keywords. But that's OK... they've done a lot of brainstorming for you!

Then repeat the process for the next site on the first page of Ixquick search results. Add the next set of META keywords to your existing list. Repeat until you're getting mostly duplicate words – that's the sign that you've exhausted this BREAKOUT technique.

Once you're done, you can use these words in the same two ways as outlined above...

1) Use them "as is" to create more Keyword-Focused Content Pages. Add these words to your MASTER KEYWORD LIST.

2) Extract "General Keywords" and feed them back into your DEMAND and SUPPLY Windows to **brainstorm** and **prune** a whole new series of HIGH-PROFITABILITY keywords. Add these words to your MASTER KEYWORD LIST, too.

Another great use for Ixquick...

As I said, sites with two stars or more know what they are doing (the more stars, the better they are). They are either merchants or content sites determined to build traffic. Visit the Top 10 sites that **also** have at least two stars.

If it's a "merchant site," and if it has an affiliate program that fits your service site concept, enter what kind of merchandise they sell and enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). If it's a "content site," review its content and follow the "links out" in the same way as outlined above -- add to your POSSIBLE PARTNERS and IDEAS FOR CONTENT columns.

Repeat the process for all of your HIGH-PROFITABILITY "exercise"-containing keywords.

OK, let's get out of these windows for a moment. They have focused on the "KEYWORD END" of brainstorming...

KEYWORD END **CUSTOMER END**
(BRAINSTORM & PRUNE) -- KFCPS -- (BRAINSTORM & PRUNE)

Now let's look at the CUSTOMER END. Get into your visitor's shoes. Answer these questions...

Question... Who are they?

Question... What are they trying to do?

Question... What other stuff do they look for?

For this discussion, we'll use our pricing consultant example that we explored briefly above. Why not "exercise"?

Because I know nothing about exercise. Up to now, you've learned techniques that anyone can use for any topic. But, for this part, you do need to **know** your customer and your concept.

So I'm using an example that I know.

In this example, my idea is to create a site that both PREsells my pricing consulting service, as well as provide lots of great free pricing information to my visitors. I'm already an affiliate of SiteSell.com because their **Make Your Price Sell! (MYPSP!)** is a perfect fit for my service.

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

I'll also provide affiliate links to a good fulfillment company pricing and an online bookstore (details on how to choose affiliate programs appear in **DAY 4**).

Let's assume that I've "three-windowed" my concept keyword, pricing, to death. Now I want to approach things from the CUSTOMER END. This empowers me to come up with keywords that go way beyond the KEYWORD END. And that's where the money is.

First, let's answer the "visitor questions" that we posed earlier...

Question... Who are they?

Answer... Writers, software companies, manufacturers in any industry you can imagine. I'll come up with a lot more answers and then figure out how to reach them. I'll be specific and break them down into niche segments. What do they

do? What kind of things would they search for at a Search Engine that is related to their occupations?

Question... What are they trying to do?

Answer... They are looking to sell their products or information and have no idea of what they should charge for their product. As a pricing consultant, I know that I can help them. If these visitors are looking for a lower-priced option, I'll send them to SiteSell.com and **MYPSI**.

So, yes, I've worked on obvious words like "pricing" and "pricing software" and "pricing" together with their industry, and so forth. And I've figured out every way that they could possibly search for that information (ex., "setting a price," "how to price") and I've even run those through Windows #1 and #2!

But now for the million dollar question (just call me Regis!)...

Question... What other stuff, besides pricing, do they look for?

Answer... They'll look for anything that is related to their business. Figure out what problem your target market is trying to solve when they do a search.

Just trace their steps as they develop their product, write their sites, build traffic, take orders and ship product. Intercept them with your message. What words would they look for? Your site must solve that problem.

An example... what's a common issue for people selling products on the Net? "Fulfillment," just to name one. "Taking orders," "shipping," "product development," "market research," "feasibility studies," "writing sales copy" "credit card processing," "shipping," to name just a few others.

There are so many starting points that the head spins. Anyone looking up terms like the ones above will also have a need to price products more effectively. They qualify themselves as serious business people with serious needs. Exactly the right kind of people for **MYPSI**.

So I'll intercept them when they search for, let's say, fulfillment-related topics, provide them with great content about fulfillment, and then also introduce them to the concept of pricing. I've added a whole new major direction, and income stream, to my site simply by thinking about my target's **other** needs.

To show you how this can grow quickly, let's continue my "new direction for pricing" example. I used JimTools.com's Google keyword tool...

<http://www.jimtools.com/keywords/indexgoo.html>

and entered "fulfillment".

Here's what I got (unedited)...

american fulfillment
call center
call center management
call center operations
call monitoring
cash back programs
catalog fulfillment
catalog call center
catalog customer service
catalog fulfillment
catalog fulfillment operations
catalog management systems
catalog operations
catalog order
catalog warehouse
consumer promotion
consumer services
contract packaging
coupon processing
coupon redemption
credit card processing
credit cards
customer service
data entry
database management
database marketing
delivery services
direct mail
direct marketing
direct response
ecommerce fulfillment
electronic marketing
electronics data interchange
fulfillment foundation
fulfillment operations

global fulfillment services
incentive programs
information systems
interactive voice response
international shipping
internet business
internet fulfillment
internet marketing
internet promotions
internet sweepstakes
inventory management
lead management
mail order
mail order shipping
mail order fulfillment
marketing services
material handling
merchandise fulfillment
merchandise shipping
merchant accounts
online retail
online retailing
online shopping
operations management
order entry
order fulfillment
order management
order processing
pack & ship
payment processing
pick and pack
point of sale
premium fulfillment
product fulfillment
promotion fulfillment
rebate fulfillment
rebate processing
redemption programs
refund promotions
sales incentive
sales incentive programs
sales promotion
sampling programs
shipping equipment

small business
spiff programs
tear pads
telemarketing 800#
venture capital
warehouse management
warehouse operations
web fulfillment operations
web retailing
web sales
wholesale fulfillment

From here, I'll extract "General Keywords," like "catalog" and "fulfillment" and "sales" and "customer service" (just to pick a few). Then I'll feed these "concept-level" words back into Windows #1 (DEMAND) and #2 (SUPPLY) to brainstorm and prune a whole new series of HIGH-PROFIT- POTENTIAL keywords. Add these words to your MASTER KEYWORD LIST, too.

For example, if I feed "Customer service" into my DEMAND window, I'll get...

4609 customer service
1025 customer service training
239 customer service tip
206 customer service job
195 aol customer service
192 customer service week
180 live customer service
171 web customer service
160 customer service survey
157 customer service skill
151 ford customer service
135 customer service software
108 online customer service
104 at&t customer service

Please note that this new direction... this great group of profitable words... is not about pricing, but they are perfect... for **our target market** of serious business people with serious business needs.

Are you thinking...

"What does fulfillment or customer service or sales have to do with my pricing consulting business or **Make Your Price Sell!?**"

Absolutely... positively... everything.

Am I suggesting that you fool business people who are looking for information about these topics? No, not at all.

Here's why...

If someone is searching for "fulfillment" (in the non-Zen sense of the word!), she already has a product. A product that needs a **Perfect Price**.

Obviously, Keyword-Focused Content Pages about **pricing** are much more tightly targeted to both my service and SiteSell's **Make Your Price Sell! (MYPS!)** product. It's easy to write a good page that PREsells your service, or recommends a visit to the **MYPS!** sales site.

And of course, this is a "must do." It's easy and effective.

But let's say that someone just found my page about order fulfillment. It's a terrific **high-value page** that delivers just what she was searching for. But how do I get it to lead to a contact phone call or e-mail and/or the merchants that I represent?

Remember... **PREselling is really about selling yourself to your customer through great content**. So, once I have PRE-sold with great content about fulfillment issues on the Net, I lead into a few closing links.

The first one would go to my consulting company's "About Us" page where I would also include full contact info...

Contact our professional pricing consultants
for a special online quote. Let US look
after YOUR bottom line!

One link will go to a fulfillment company that I represent as an affiliate.

Click!

And I'll follow that with another affiliate link...

On a tight budget? **Make Your Price Sell!**
gives you affordable cutting-edge pricing
technology. I highly recommend it. See what
you think...

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

Click!

My target customer does not necessarily have to be looking for pricing info -- if I can **intercept** her in any of her daily needs, I can make her aware of my wonderful pricing service (or the products I represent) and how my service would be beneficial for her.

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

Wow! What a **DAY!**

Take three little windows (DEMAND, SUPPLY, and BREAKOUT).

Approach matters from two different directions (from the KEYWORD END and the CUSTOMER END)...

And you've isolated your service's theme down to a profitable little niche, and got a great list of profitable content that's almost ready to write itself!

Before proceeding to **DAY 4**, please complete your **DAY 3 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Use the SUPPLY and DEMAND window to build a MASTER KEYWORD LIST, fully researched, of 5 HIGH-PROFITABILITY KEYWORDS for each service theme you developed.

Ongoing Goal... Use the SUPPLY, DEMAND and especially the BREAKOUT window, to grow your MASTER KEYWORD LIST ever bigger, ever more PROFITABLE. This yields the raw material for new Keyword-Focused Content Pages.

Consider getting **Site Build It! Manager** to do it ALL for you. It can build and research and even analyze an endless stream of HIGH-PROFITABILITY keywords for you. It's all part of the **Site Build It!** package...

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

Phew! That was a long and complicated section, I know. Here's the good news... You're over the hump. It all gets easier from here on in. Please, please, please note...

It's important to take your time and work through the strategies and examples until you "get it" and "do it." **DAY 2** (Position Your Site for Success) and **DAY 3** (Develop HIGH-PROFITABILITY Topics) literally build the engine of your business. So take your time and stay with it. Your business, and you, deserve this effort. Time to re-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."

Stick with it. **This works... if you work it.**



6. DAY 4 -- Identify The Best Non-Competing Merchant Partners

What do you ask from prospective merchant partners?...

“SHOW ME THE MONEY!” Jerry Maguire (1996)

Goal-of-the-DAY... Choose no more than 3 affiliate programs that fit with your theme and/or 5 HIGH-PROFITABILITY KEYWORDS that you developed in **DAYS 2** and **3**. You must rate these merchants as **excellent**, and you must **feel good** about representing them. Remember, your recommendations reflect upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (ie., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of fit and excellence.

With these goals in mind...

As a service seller, your #1 goal has to be the “sale” of your service -- getting that first contact phone call or e-mail from your prospect. Perfectly understandable. Even so, don’t discount the idea of a affiliate marketing and its potential secondary income.

Consider this...

Out of every 100 visitors to your site, it’s likely that only a small percentage will follow through and contact/hire you for your professional service. The others? Well, maybe they have slightly different needs. Perhaps they are looking for a lower-cost option or they are “just looking, thanks.” There are any number of possibilities why a visitor may not be an ideal candidate for your service.

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

But there’s another bonus...

By offering links to non-competitive sites that provide solutions for your visitors, your site becomes an even more valuable resource. This is doubly true if your service is locally-based and unlikely to be of interest to anyone outside of an hour's drive of your office.

[SIDEBAR]

If, for some reason, the nature of your service precludes this second income stream, or this concept does not fit what you are trying to accomplish on the Net, take a break! [Skip ahead to DAY 5!](#)

Here's today's mission (should you choose to accept it)...

Grow a list of good merchants with affiliate programs who have product lines that fit your service. Then we'll choose the best ones and group them according to HIGH-PROFITABILITY keywords.

Yes, you **already** started this process on **DAY 3** by using AltaVista, Google, Overture, JimTools and/or Ixquick to build groups of POSSIBLE PARTNERS for each keyword in your MASTER KEYWORD LIST. However, **DAY 3** was more focused upon getting good ideas for content and a feel for your market space (DEMAND, SUPPLY, SUPPLY SITE INFO).

It's time to grow your list further...

#1 -- Grow possible partners through Search Engines

Do a search for one of your keywords, plus the word "affiliate." Like this...

+exercise +affiliate

Or...

+fitness +affiliate

(The "+" sign means that both words must appear on the Web page returned by the search.)

Or if that turns up a blank, like this...

fitness affiliate

Do this at **AltaVista, Google, Overture, and/or Ixquick**. This will yield either fitness merchants **with** affiliate programs or content sites that **are** affiliates. Visit the Top 10 sites (do 20 if you're feeling ambitious!).

If it's a "**merchant site**," and if it has an affiliate program that fits your concept, first enter what kind of merchandise they sell and then enter the URL of the "join Page" into POSSIBLE PARTNERS for that keyword. If it's a "**content site**," review its content and follow the "links out" in the same way as outlined above -- add to your columns of POSSIBLE PARTNERS and IDEAS FOR CONTENT.

Repeat the process for each keyword in your MASTER KEYWORD LIST (i.e., replace "fitness" with another keyword like "exercise equipment" or "exercise videos", so that you search for this...

+ "exercise equipment" + affiliate



#2 – Grow possible partners through AltaVista tool

Let's backtrack for a second... While searching for a exercise-related keyword at one of the above engines earlier today, let's say that you discovered a great **content site**, Ultimatefatburner.com. By following links out of Ultimatefatburner.com (as outlined earlier), you found a sports supplement shop with an affiliate program, called MuscleMaster.com.

MuscleMaster.com fits with an idea that you had added to the IDEAS FOR CONTENT column. So you enter MuscleMaster.com into your list of POSSIBLE PARTNERS for the keyword "fat burning exercises." (See how you can use the MASTER KEYWORD LIST to group programs according to keywords?)

We'll use MuscleMaster.com as our example of how to grow your list of POSSIBLE PARTNERS for "fat burning exercises"...

Start by checking what other affiliates link to MuscleMaster.com! How? Simple. Go to...

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

... and enter "link:musclemaster.com"

At the time of this writing, 427 pages linked to good old MuscleMaster.com. Many of these sites will be content sites that also link to **other** fitness-related merchants as affiliates (you can often tell by the linking URLs). So most likely...

These “linked-to” merchants already have affiliate programs -- all you have to do is check them out and see if they fit! Add the ones that fit to your list of POSSIBLE PARTNERS for each keyword.

And you can use this AltaVista link-finder technique for all of your POSSIBLE PARTNERS for all of your keywords!

#3 -- Grow and prune possible partners through specialized affiliate directories

Now let's investigate your POSSIBLE PARTNERS and add some new merchants, too. How? Easy...

There are some terrific folks out there who have already compiled exhaustive lists of merchants with affiliate programs. They've even organized them all for you into categories...

I have listed the ten most important directories in approximate order of popularity on the Net.

[SIDEBAR]

To determine popularity, I use traffic stats, as reported by Alexa.com. If you run an affiliate directory and if I've missed you, please e-mail me at this address...

directories@sitesell.com

If your directory belongs in the Top 10, please let me know -- please note that the **focus** of your site must be on affiliate programs. Include your traffic as reported by Alexa.com.

And now, without further delay...

The top 10 most popular Affiliate Directories on the Net are...

(“Alexa-based ranking statistics” appear in brackets after directory name. The lower the number, the higher the ranking = greater traffic.)

AssociatePrograms.com (6,111)

Allan Gardyne has one of the best directories going -- it screens out the riffraff. Active forum, too. Not to be missed.

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

Revenews (16,745)

Useful forum, top-notch articles.

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

Refer-It (17,173)

One of the grand-daddies, has a comprehensive directory and an excellent "Webmasters Lounge."

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

AffiliateMatch.com (28,645)

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

CashPile.com (33,269)

Extensive directory, good tools.

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

AffiliatesDirectory.com (34,841)

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

2-Tier Affiliate Program Directory (39,501)

<http://www.2-tier.com/>

ClickQuick (39,682)

Useful, in-depth program reviews.

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

Associate-It.com (49,373)

Excellent overall resource.

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

AffiliateWorld.com (69,975)

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



Here's how to use the directories...

1) Drill-down through the relevant major categories of the directory until you find "good fit" sub-categories. You'll find one or more merchants in each sub-category that should fit into your Site Concept well. Enter what kind of merchandise they sell. Also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.

2) Use their search tool. Do keyword searches at three levels of specificity. Let's start with the most specific and then get progressively more general.

a) Find matches for Specific HIGH-PROFITABILITY Keywords from your MASTER KEYWORD LIST. Enter the keywords, one by one, into the directory's search tool. (Put each keyword that is a phrase inside quotes.)

b) Find matches for your General Concept Keywords (ex., "fitness" and other "concept-level" keywords that you develop, such as "exercise," etc.).

c) Find matches for "cross-concept companies." These are companies selling products that fit with your concept or service. For example, whether your service is about evaluating Renaissance art or product pricing or fashion consulting, you'll find **books** about it. So always include a book store in your group of affiliate programs.

You can either drill-down to these categories or use the appropriate word to search for them (ex., "book"). Look for the following cross-concept categories (not all of them will fit your bill)...

Art-photo
Auction
Books
Catalogs
Clip art
Coupons
Courses/education
Games
Gifts
Magazines
Malls/storebuilders
News
Search
Software
Video/DVD

When you find programs that fit, read the reviews and look at the ratings.

3) Also use their search tool to find the POSSIBLE PARTNERS that you have already identified as candidates (just enter the domain name into the search tool). Does the report seem positive?

Other things to do at the directories...

1) Use the forums. Review them for comments about programs that interest you. And ask questions if you don't find the answers you seek.

Most of the above directories have a forum where you can ask questions. So don't be shy -- ask whether Company ABC really is about to close its program!

I don't recommend that you e-mail the owners of the above directories. They are swamped with work. However, if you post to the forums of some of the smaller ones, there's a good chance that the owner himself will answer you.

2) Check out their "Top 10" reports. A directory may have different kinds of Top 10 lists...

- Most profitable
- Most popular
- Personal opinion

Give special weighting to the most profitable -- the most popular ones often just reflect the results of major promotional pushes, and not necessarily profits. These are the ones that are "getting the job done" and making money for affiliates. Read the "personal opinion" Top 10, too.

One drawback of any of the Top 10's. They likely will not cover programs that fit your concept. Don't pick a Top 10 unless you can figure out how it fits into your concept.

[SIDEBAR]

Our own affiliate program, the **5 Pillar Program**, is consistently the #1 top-earning program of AssociatePrograms.com (the #1 affiliate directory). Anyone who visits your site is bound to be curious how she found you, and how you did such a wonderful job. Since we are all about Net marketing and sales, our program fits **anyone's site**.

For more information about our affiliate program...

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

3) Subscribe to their e-zines to stay up-to-date. There's some excellent material in them.

4) Read the articles. But don't get sidetracked -- you can get that famous golfing disease...

.... "paralysis by analysis." Keep moving forward.

#4 -- Grow possible partners through Affiliate Backend Providers and Networks

There are several companies that provide the tools, technology and services that online businesses need to register, track, report and pay affiliates. In other words, merchants don't have to "do it themselves" because these companies provide all the backend functionality necessary to run an affiliate program.

The "backend providers" prefer to call themselves "affiliate networks." Why?

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of hundreds of thousands of affiliates, the merchant's program gets instant exposure to potentially interested affiliates.

And affiliates get exposure to a wide variety of merchants. So...

Join each of these backend providers. You will likely come across many of the same merchants that you found in the affiliate directories. But you will also find new ones. So it is worth checking to see whether they feature any programs that fit with you....

Commission Junction

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

BeFree

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

LinkShare

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

ClickTrade

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

QuinStreet

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

If you don't find merchants with products that fit, enter what kind of merchandise they sell, and also enter the URL of the "join page" to the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant.

#5 – Grow possible partners through miscellaneous Affiliate Intermediaries

If you can figure out how to make Vstore fit into your service site, make notes in the POSSIBLE PARTNERS column in your MASTER KEYWORD LIST, for each keyword that is relevant...

Vstore

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

Create your own online storefront to sell products that you love... sports, music, whatever. It truly **is** easy to set up. Only one problem... you have to drive traffic to your store if you want to make any sales -- unlike the "Field of Dreams" movie, "they will not come" just because you have built it. Most Vstore-owners simply can't overcome this challenge. (Perhaps this explains why Nexchange and ePod did not flourish.)

Why include Vstore in this course? Because you don't actually make a sale or ship a product. You make a commission. But you only make a commission if you drive traffic to your store and if those visitors buy. So the difference between this model and the "pure affiliate" concept is moot.

And one more important reason to include it...

When you complete this course, you'll have a Theme-Based Content Site that builds targeted traffic and that PREsells its visitors. Why not build a store that "fits" your theme and refer visitors (at your Theme-Based site) to your own store (which literally takes less than 30 minutes to build)?

Consider Vstore as an interface between you (i.e., the affiliates) and the merchants. One way or the other, it collects a small piece of each pie that is sold, not from you but from the merchant. Kind of like a **super**-affiliate.

Nothing wrong with that, of course. Vstore provides true value for that fee. But be careful... a high-profile company called Affinia.com had a similar model. They had an excellent product that empowered you to turn your site into a store.

In September, 2000, Affinia went bankrupt. Those affiliates who had spent a lot of time developing business and income through Affinia lost out. Can the other affiliate intermediaries make enough money to thrive?

For that matter, what about the affiliate backend providers? And for that matter, what about any individual merchant?



That brings us to the topic of **reducing your risk...**

#6 – Reduce risk by diversifying

One of the major attractions of becoming an affiliate is the small amount of risk involved. Affiliates have little or no...

- product development expenses
- advertising costs
- inventory to maintain
- overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake. But even as a service seller using affiliate programs as a second income stream, you do have one big risk...

If a merchant, backend provider, or affiliate intermediary go out of business, they take you with it. Let's talk briefly about how to minimize this risk...

After you review the affiliate directories, backend providers, and affiliate intermediaries, you should have a good selection of programs. How many programs should you choose? How do you know which ones are solid?

I love it when the second question answers the first!...

Question... "How do you know which ones are solid?"

You don't, really. Yes, you can weed out the dogs by doing basic research. But most of us just don't have the ability or time to thoroughly analyze a company, its financials, and its business model. And then predict success or failure.

So your best bet is to diversify among as many programs as possible that fit with your service concept. But there are the some important qualifiers to this policy...

1) If you represent 15 programs, don't put them all on the same Keyword-Focused Content Page. Only work in the **few** that are tightly relevant to the content of each page.

2) Pick the best-of-breed from each category of merchant. For example, if you plan on representing a Net marketing company, SiteSell.com would be the obvious choice (ahem!).

If you plan unusually heavy support for a given category of product, you might want to represent the best **two** merchants. For example, suppose you foresee hundreds of book links on your site. It might be a good idea to choose the best 2 online bookstores -- if Bookstore A and Bookstore B fit with your concept and both seem to be stable companies, then use these two. Not more, though...

3) Don't OVERdiversify. Tracking each program takes time, so 10-15 programs is probably a good balance. If any one of them dies, you don't lose too much.

4) Your best results will come from focusing on a smaller group of quality programs (from within your longer list). Their products must...

- be excellent
- be complementary with, even enhance, each other
- fit your service concept

And...

- be from a rock-solid company. Since you will give these companies more attention than the others, you must feel very comfortable with their business prospects.

Also, don't pick merchants that belong **only** to **BeFree** or only to **CJ** or only to **Linkshare**. What happens to your business if one of these backend providers folds? Same policy goes, too, for the affiliate intermediaries.

Here's the bottom line...

Don't give too much emphasis to any single program, unless you have some special reason to feel unusually comfortable with it.

Things happen. So protect your second income stream by diversifying

Of course, you can also reduce your risk by weeding out the dogs through some basic research which brings us to...

#7 – Prune possible partners by eliminating high-risk programs

Find the good programs and eliminate the dogs by considering the following **+** signs, **x** signs, and **red flags (*)**. Let's start with the plus signs to look for, in the approximate order of importance...

- +** High quality product or service -- remember, it's your **reputation** that is on the line (and online!). Don't recommend products that UNDERdeliver.
- +** Merchant has a good site that sells effectively.
- +** Merchant has a well-regarded, highly visible online brand and invokes confidence.
- +** Ability for affiliate to link straight to individual products, rather than just to the home page. (If the visitor has to **find** the product that you recommend, your **Conversion Rate** plummets.)
- +** Type of payment model... Pay-per-sale and pay-per-lead are good. This is true "performance marketing." If your referred visitor delivers the desired response, you get paid. What about "pay-per-click?" See red flags below.
- +** Affiliate Support
 - Accurate, reliable real-time online accounting, preferably with some kind of ability to "audi" by spot-checking
 - Detailed traffic and linking stats...
 - Notification by e-mail when a sale is made
 - Useful marketing assistance, traffic building and sales-getting tools
 - High-quality newsletter that educates, trains, and accounts for earnings
 - Professional marketing materials available
 - Affiliates receive discount on products

[SIDEBAR]

Great affiliate support is important for a “between the lines” reason, too. It indicates a high degree of commitment to the program and its affiliates.

- + Pays good commission -- hard goods have lower margins than digital ones. So their commissions will be lower. Still, you should make at least 10% (hard good) or 20% (digital good) on any product that you recommend. Don't be scared off by low-priced products if they offer a good % commission -- the lower dollar value per sale is offset by the higher sales volume.
- + Must be free (no charge) to join, no need to buy the product.
- + Lifetime commission -- if the program pays a commission on future sales of other products to customers that you refer, this is a huge plus.
- + Two-tier commission -- if the program pays a commission on affiliates who join because of you, this is also great.
- + Lifetime cookie -- Do you receive a commission if the person you referred returns and buys within one month? Three months? The cookie that tracks this should not expire.
- + Restriction on number of affiliates -- you won't find many of these. But if you do, grab it.
- + Monthly payment, with reasonable minimum.

Do all those **plus signs** have to be present? No. But the more, the merrier.

Minus signs are definite detractors. Red flags are warning signs. Watch out for these **crosses (x) and red flags (*)**...

x The dark side of affiliate programs. Is the program really just a way to legally bribe folks to recommend overpriced, “un”-delivering products in order to collect excessive commissions?

[SIDEBAR]

There is a commission that is “just right” for each product. If the commission is too low, it is not interesting enough to represent. If it is too high, it's a consumer rip-off.

(Excessive commissions also push the price of the product up to levels that cannot survive for long in the competitive Net marketplace.)

Carefully consider your role as an affiliate. Deliver high-value content that gains the confidence and trust of your reader. As well as PREselling your own service, you include recommendations and referrals to your new associates as part of your content. Recommending anything less than sterling products is simply sophisticated, subtle fraud.

If you find products that fit your theme but don't deliver quality, sell them advertising (more on selling advertising to come). This way, you don't compromise your ethics... your reputation. Because the customer recognizes advertising for what it is... a promotion. Nothing wrong with that at all, because their "guard is up."

Bottom line...

Don't allow yourself to be bribed into recommending such products -- in the long run, your reputation will be ruined. And so will your business. As a service seller on the Net, **trust** is critical.

On the other hand, when your visitors are rewarded repeatedly by your rich recommendations, their increasing like and respect of your judgment will keep them coming back!

x The absence of any plus sign = a minus sign.

* "Pay-per-click" method of payment. In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary. Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. It's virtually unstoppable. And merchants end up paying for nothing. So merchants cancel or change the program. Microsoft's **Clicktrade** (see above) used to offer pay-per-click backend programming for merchants. They dropped it due to the level of fraudulent activity that hurt merchants.

[SIDEBAR]

I'm a fan of Pay-Per-Click Search Engines and pay-per-click advertising. And, in theory, pay-per-click affiliate programs are a good idea, too. Unfortunately, they attract "scam artist affiliates." Sooner or later, merchants seem to throw in the towel against the onslaught.

So be wary -- these tend to dissolve or mutate into a different model.

* Multi-tier commission -- this is MLM, which is perfectly legal, of course. Unlike 2-tier, the incentive switches from selling products to signing up people in your downline. Also, as MLMs, the companies are subject to numerous regulations. Not all online companies are complying (or even know about this!). Watch out for a big shakeout with many of these companies going belly-up. If multi-tier interests you, I would recommend that you check out established offline MLMs that are now online. Or... investigate all others extremely carefully before you decide to invest a lot of time in these.

x Slow and/or poor support.

x Unethical conduct of any kind.

x Reports of late (or lack of) payments.

* Poor or little info about affiliate program available. What kind of priority could it have?

* Dead links on merchant site.

* No clear anti-spamming policy visible on site.

x Allow spam, or seem to spam themselves.

* Site that promotes “get-rich-quick” gimmicks.

x Defective joining process. Hey, if they can't get this right...

x Clauses in the agreement that you find unacceptable (ex., if lifetime customers are important to you, then a clause that allows unilateral termination or modification of the agreement at any time by the company, without just cause, effectively makes the lifetime commitment of no value.) (ex., no exclusivity -- i.e., you should be allowed to represent more than one book vendor).

* Financially unstable. You can lose a lot of momentum if a company goes under, especially if you were banking on lifetime customer/2-tier promises.

[SIDEBAR]

Don't worry about identifying all of the above criteria before you join. Some can

only be found after joining. Others only become clear over the weeks that follow. But keep them all in mind. Don't get hurt. Spend your time on smart, stable, ethical companies with great products.

Now for one final pruning action...

#8 – Add “Category Choices” and prune possible partners through Alexa.com

Alexa serves as a wonderful final check in two ways...

- it gives some indication of the success of the program
- it yields good competitors in the same category as the program you are considering.

———— [SIDEBAR] ————

If you don't use the Alexa toolbar during your surfing, go to [Alexa.com](http://www.alexa.com) right now. You need it. For more info...

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

Or, you can also research sites of interest directly from Alexa's “research station”...

<http://info.alexa.com/>

Using Alexa, we see that a possible partner for our “exercise”-themed sites might very well be...

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

Let's use Alexa to see how this site measures up. According to info.alexa.com (where it says, “Other sites that link to this site:”)...

BodyTrends only has 726 links coming in (compared to AltaVista which shows 6,832 – “link:bodytrends.com”). So its affiliate program is certainly not a mind-boggling success. But here's the question... does that mean danger or does that mean opportunity?

- It gets decent traffic (an Alexa ranking of 12,733). Good.

Now let's use Alexa again to visit BodyTrends.com's Related Sites (listed automatically by Alexa!). You just might find a better partner! Doing this, you find...

- Global-Fitness.com receives a credible Alexa ranking of 20,280, and has an affiliate program of their own, but they do not sell fitness equipment. Instead they sell fitness, nutrition, and diet consulting via the Net. They are direct competitors, but there may be opportunities for partnerships. Make note of this.
- Big-Fitness.com receives an Alexa ranking 73,387, and doesn't appear to have an affiliate program.

Bottom line?

Alexa is a great starting point for finding even more merchants in any given category, and giving you some additional basis for choosing those with least risk.

———— [SIDEBAR] ————

Many sites use ad networks to run their banners. In this case, Alexa shows you the traffic stats for the network, instead of the site. You'll know because you'll see the name of the network (ex., DoubleClick or 24/7) rather than the name of the site. To get around this enter a totally weird URL, like...

<http://www.THECOMPANY.COM/abdefeddee.html>

(where THECOMPANY.com is the site you are investigating)

You'll get a 404 error. Since most companies don't put a banner on their 404 page, wait for a few seconds until Alexa updates with the **real** stats for that site!

To loop, or not to loop? That is the question...

Almost done! You've checked the programs out at the directories. You've eliminated the high-risk dogs who don't deserve your time by considering the plus signs, the "x" signs, and the red flags. And you've run Alexa on each POSSIBLE PARTNER for each of your keywords.

Finalize your selection of affiliate programs. If you don't find enough good programs, you have to choose between broadening your concept and diluting your theme somewhat to identify more...

Or...

... simply focus on PREselling/selling your service!

Do not, I repeat **do not**, feel that you must have your **entire** business worked out “to the nth degree” by working on **DAYS 3** and **4** forever. I don’t need to remind you that Rome was not built in a day, do I?

With that perspective in mind, please allow me to remind you of a small business truism...

The two biggest mistakes any entrepreneur makes are actually **opposites** of each other...

1) Fire-Ready-Aim -- the person who leaps before he looks. If this fits you, I can only repeat Ben Franklin’s quote...

“By failing to prepare, you are preparing to fail.”

In other words... ignore the preparation work at your peril.

2) Ready-Aim-Ready-Aim-Ready-Aim -- the person who researches, then researches some more, then some more...

For this person, I can only offer this profound wisdom...

“Fish or cut bait.”

Or, as Nike would say...

“JUST DO IT.”

In other words... Don’t get stuck “perfecting” **DAYS 3** and **4**.

So...

If you have isolated a good theme for your service, picked your HIGHEST-PROFITABILITY topics, and selected excellent merchant-partners who you are proud to represent, then you are ready to roar ahead.

Time for me to hop off the old podium and remind you that...

Before proceeding to **DAY 5**, please complete your **DAY 4 Goal-of-the-DAY**, and take note of your **Ongoing Goal**...

Goal-of-the-DAY... Choose no more than 3 affiliate programs that fit with your theme and/or 5 HIGH-PROFITABILITY KEYWORDS that you developed in **DAYS 2 and 3**. You must rate these merchants as **excellent**, and you must **feel good** about representing them. Remember, your recommendations reflect upon who you are.

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (ie., Search Engines, Affiliate Directories, etc.). Continue to choose on the basis of fit and excellence.



Let's keep going! Are you ready?

Geez, what a question!

After all that preparation, you're super-ready!...



7. DAY 5 -- Refine Final Concept and Register Domain Name

A rose by any other name
Would smell the same...

But **not** a domain!

Goal-of-the-DAY... Narrow or broaden your service's theme/concept until it is, to quote Goldilocks, "just right." Narrow to the point that it still offers plenty of opportunities for profit (narrow your niche too much and your market will disappear), but not too broad as to dilute your **USP (Unique Selling Proposition)**... what sets you apart from your competition.

Before you register your domain, check out **Site Build It!**...

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

It eliminates the tedious and the complicated parts of this Masters course. And **SBI!** will register your domain name with the click of a button.

Ongoing Goal... Keep abreast of recent developments in your field. Check on what your competitors are writing about, and watch for new trends. This will keep your Theme-Based Content Site current, razor-sharp and **unique**. By keeping your eyes open, you will be able to grab an angle or niche that hasn't been well covered yet on the Net... either to add to **this** site, if it fits, **or** for your next site!

With these goals in mind...

Your "title" as a service seller (for example, personal trainer) provided a starting point for the development of your site's theme. However, as you worked your way through **DAYS 2, 3, and 4**, you built your MASTER KEYWORD LIST for a "fitness and exercise" Site Concept. This list is **literally** your site blueprint -- for **each of your keywords**, it...

- shows you SUPPLY and DEMAND data -- best idea is to start writing pages about words with the best numbers for PROFITABILITY
- contains SUPPLY SITE INFO... information about sites that rank well

- suggests POSSIBLE PARTNERS, merchants with affiliate programs that you would be proud to represent
- gives you IDEAS FOR CONTENT -- possible topics for you to write about.

Now, is that a blueprint, or what?

Let's use the info in your MASTER KEYWORD LIST to refine your concept. Here are the factors to consider before finalizing your Site Concept...

1) Broad or narrow-niche? Perhaps “exercise” is just too broad, too open-ended. After all, can a single person ever “fill” a site about “exercise”?

2) If you choose to go narrow, which niche do you select? Don't paint yourself into a corner -- choose a niche that you can broaden. Remember the future -- you can always broaden your concept if you “fill” your niche.

3) Stick close to your service -- your passion and knowledge. You'll be much more effective if you stick to what you know and love.

4) The amount of time you are prepared to spend -- If time is a limiting factor, stay narrow.

5) Profitability -- Review your SUPPLY and DEMAND data. Although you have to stick close to your site's concept, focus on the most profitable options.

6) SUPPLY SITE INFO and IDEAS FOR CONTENT -- Read what others are writing about, and any ideas that you have had. Do you want to cover similar topics (nothing wrong with that, especially if you do it better!), or do you see a niche or approach that has not yet been done?

7) POSSIBLE PARTNERS -- How many solid affiliate programs are a good fit?

8) Search Engine “Winnability.” Two points here...

- It's hard to win a “Top 10” ranking in search results for broad-concept keywords like “exercise”.

- As we'll see later, the Search Engines will be concentrating more and more on the **theme** of the overall site. So if you choose to develop a broad concept like exercise, with several major sub-themes (aerobics, weight lifting, etc.), it will be harder to win the war for the sub-themes than if you dedicated a single site to a sub-theme. In other words... **the “nichier,” the better.**

9) The amount of content and keywords -- If you used all three WINDOWS (SUPPLY, DEMAND, and BREAKOUT) to their full potential, you should have no shortage of HIGH-PROFITABILITY keywords. But if your topic is just too narrow, you may need to broaden the concept somewhat if you intend to leverage that second income stream.

10) Will broadening your niche attract people who, for the most part, will not be interested in your service? If that is the probable outcome, can you convert this traffic into an additional revenue stream by PREselling a merchant partner's products or your own e-good? If that's not feasible, then stay narrow.

[SIDEBAR]

And consider one more factor... can parts of your theme be turned into e-goods (ex., e-books, collections of e-photos, etc.), for you to sell directly from your site... a 3rd income stream!

Your own e-good? Why not? Simply match your product with your service...

- corporate/tax expert in Anguilla -- provide e-books as well as your high-end services (sold after several exposures to you via your e-zine).
- plastic surgery consultant -- sort out the good from the bad. Provide independent analysis.
- home schooling expertise -- sell some e-books **and** your services to those seeking help here.
- time management skills for moms of newborns (think that's too tight of a niche? Ha!)
- foreign students in Canada – an “insider's” e-pamphlet and your services are just what a lot of young people seek.

Infoproducts, tutorials, fiction, poetry, photo collections, music -- if you can digitalize it you will be able to sell it with **Site Build It! E-goods!**

Site Build It! E-Goods (SBI!-E) will include all the functionality of **SBI! Basic...**

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

plus...

- **your own** credit card merchant account (in USD, CAD, pounds, or EUROS)

- ability to clear credit cards in real-time, as well as enter orders manually (for off-line orders)
- sophisticated fraud screening (pre-order, during, and post-order), plus state-of-the-art transaction processing
- find your product's perfect price -- yes, your very own pricing survey will make sure you don't leave any money on the table! (Pure **MYPs!** power!)
- secure digital e-good delivery
- fast efficient payment -- **SBI!-E** EFTs your funds directly into your bank account (EFT = Electronic Fund Transfer)
- a 2-tier, customizable affiliate program -- recruit a commission-driven sales force to sell **your own** digital product.
- a sleek MailOut Module -- **SBI!-E** offers enhanced e-zine capability, including the ability to maintain ongoing contact with multiple mailing lists... "opt-in" subscribers (from **SBI!**), plus the ability to mail to existing customers and affiliate program members.
- extensive "reporting and managing" back-end tools

All current owners of **SBI!** will receive **SBI!-E** free (for the remainder of their subscription or for 3 months, whichever lasts longer). The launch is set for the Fall of 2002.

Start building your site today, while you create your e-book, software, collection of photos, MP3s, or whatever else you plan to sell digitally. By the time you have a site up and your product ready to download, we'll be set to launch your business to the next level, **free**...

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

But start now, because the E-goods modules will have an additional charge (approx. US\$200) once it launches.

And remember, too, that being an "author" gives you great credibility in the eyes of potential clients -- yet one more way to convert a visitor into a client.

So... “How broad should my **Site Concept** be?” The single best recommendation...

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

Yes, I do want to have my cake and eat it, too.

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 (as determined by considering the above factors) and **then** grow the concept.

Let's start with one of our earlier examples (a pricing consultant) to illustrate how to finalize a Site Concept. We'll also develop your domain name at the same time, since the two go hand-in-hand.

“Pricing” is a nice, tight concept to sell our pricing consultant service. You can use your SUPPLY and DEMAND windows to brainstorm many HIGH-PROFITABILITY keywords that are directly related to pricing. And, as we saw, you can also BREAKOUT into other areas too... areas that would be of interest to serious business people (ex., “fulfillment” or “copywriting” or “product development”).

Here's the problem, though... if you developed many Keyword-Focused Content Pages about fulfillment within your pricing-concept site, you'd dilute that site's Search Engine effectiveness for pricing issues. Plus, it will be more difficult to PREsell your service as a pricing consultant. So “concept-level” keywords like “fulfillment” really deserve their own sites.

The more you keep your theme “pure,” the better you will do. **And...** a site dedicated to pricing is also much more credible to your readers, too!

We saw before that business people who are interested in fulfillment will also be interested in pricing, and in turn, your consulting service. Well, the reverse is true, also. Your pricing pages can also refer people to a good fulfillment company... not to mention a company with a good solution for “Customer Support”!

Since “pricing” is wide enough to be profitable and narrow enough to be winnable, make “pricing” your **Concept Keyword** for your new Theme-Based Content Service Site.

Now let’s develop your service, and your Concept Keyword into a **USP (Unique Selling Proposition)**.

What’s your **USP**?

Your **Unique Selling Proposition (USP)** is your service’s most powerful benefit, in combination with a strong, unique feature of your business. It answers that most difficult question...

Why should potential customers hire your service company?



Here’s how to develop your **USP...**

- 1) What service are you selling? Write down what your service provides.
- 2) What is the key benefit(s) to your customer? What pain does it cure, what solution does it provide?
- 3) What is unique about your service?... About you? What makes you stand out from the competition? Keep working on this until you can clearly separate yourself from the field. There **must** be a convincing reason for doing business with you, instead of your competitor.
- 4) Summarize the above into one tight, powerful, motivating phrase that will persuade your customer to do business with **you...** to trade their money for the benefits delivered by **your** service.

As you start to work through the above four steps, you may find this to be a lot harder than it looks. Don’t blow it off and give up! You must have a **USP**. If it was easy, everyone would have a great **USP!** Come up with a tight, sharp **USP** that **sells** your service to your customer.

There’s a second benefit to this exercise... and it’s another one for you! It will crystallize your own vision of what you do! Write your **USP** down. Keep it firmly fixed in your mind.

Here’s a nice little technique that may help you. Ask yourself this question...

“If I had unlimited, god-like powers... and could grant my prospective customer the biggest benefit I can possibly imagine she would ideally want from my product... what would that be?”

Write down your answer. Sharpen this into your **USP**.

A good **USP** transmits your uniqueness loud and clear to your visitor in a **very** few words. Why does this need to be stated in “very few words”? One big reason...

The **K-I-S-S** (Keep-It-Simple-Stupid) principle.

When a reader hits your site, she must easily/immediately be able to understand what your site is all about. And the single best way to do that?...

Include your **USP** in your domain name! Yes, your **USP** should be your domain name!

There’s no room for “cleverness” or subtlety here. Leave that to the money-losing dotcoms. If at all possible, include your service's Concept Keyword in your **USP** and add a “marketing angle/theme” to it. That way, your concept is 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).



Now let’s look at a few possibilities for our service Concept Keyword example, “pricing”...

i) pricingadvisor.com, or THEpricingadvisor.com

USP = “pricing advisor.” It indicates that you are delivering pricing information (as well as the offer of your pricing consulting service). And the “advisor” part establishes you as the expert -- it tells your visitor that you’ll be delivering some great pricing advice!

———— [SIDEBAR] ————

Your Concept Keyword should be included in your domain. But, if your offline consulting business is known as “Smith Smith And Johns Consultants,” I can understand why you'd want that as your domain name.

However, unless you have a nationally-known brand, or no shortage of cash to promote your service online, a **USP**-focused domain name will serve you better. Observe...

THEpricingadvisor.com

Or...

smith-smith-johns.com

What portrays the nature of your business best? Especially to a visitor who sees your domain name on the listings page of a SE?

Exactly!

ii) pricing-on-the-net.com

USP = “pricing on the Net.” Again, it’s clear that you are delivering pricing info. The “on the Net” part says that you are specializing in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for “netpricing.com” and “cyberpricing.com.”

[SIDEBAR]

When do you use dashes in your domain name? If both versions of a 3-or-more-word domain are available, I like using the dashes because they make the word breaks more obvious to the eye. Also, the engines usually treat dashes as a space. So it may be more likely to “see” the entire string as separate words.

Others feel, however, that the engines don’t seem to care one way or the other. So use dashes if it helps readability. For example, which is easier to read...

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

Generally, do not use dashes if your domain name has only two words in it. See how “netpricing.com” and “cyberpricing.com” don’t really need the help of a dash?

Do use dashes (even if the domain only has two words) if the non-dash version is already being used by someone else. But be sure that you are not violating anyone's trademark (details re trademark searching are below).

NOTE: As a service seller with an offline presence, there are other issues to consider -- telling people how to spell your domain, people forgetting to put the dash after reading your print ad, etc. So keep it as simple as possible.

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.

iii) perfectpricing.com

USP = "perfect pricing." Again, it's clear that you are delivering pricing info. This time, though, the **USP** implies that you show people how to price optimally -- also something that people would definitely want!

Bottom line? Same service (pricing consulting). Same Concept Keyword. But three different **USPs** that outline three different Site Concepts.

Which of the above approaches is best? Ahhh... my work is done. You know your prospective visitor best. Which approach do **you** think works best with your pricing consultant service?

Have you already identified your **Site Concept**, know what your **USP** is and are pressed for time?

I'll show you how to brainstorm and register your domain name before we go through a couple more examples.

A good domain name is...

- short and sharp
- meaningful -- conveys a clear message
- easy to spell
- easy to remember

- unique, descriptive, and "you"
- solid, classic, not hokey

In general, if you follow the above guideline for creating your **USP**, you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, try these sites...

Good brainstormers...

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

<http://creator.homepagenames.com/>

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

<http://www.bestnames.net/cgi-bin/search.cgi>

<http://www.networksolutions.com/purchasing/nameGen.jhtml>

<http://www.e-gineer.com/domainator/>

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

NOTE: Don't register your domain at any of these services until you've seen your **very best bet** below.



And here's a site that searches domains that have recently expired...

<http://www.whois.net/searchD.cgi2>

If you already have an idea for a great name and just want to check to see if it's been taken...

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

Got a great, and available, name? Super! Now use one of these sites to check trademarks...

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

<http://www.nameprotect.com/cgi-bin/FREESearch/search.cgi>

<http://wsj.nameprotect.com>

<http://trademarks.uspto.gov/access/search-mark.html>



Other countries...

UK

<http://www.patent.gov.uk/dbservices/tm.html>

Canada

http://strategis.ic.gc.ca/cgi-bin/sc_consue/trade-marks/search_e.pl

Australia

<http://www.ipaustralia.gov.au/trademarks/Tsrch.htm>

NOTE: It's **not** necessary to trademark your domain. But **do** make sure that you don't violate someone else's mark before you register your domain. It would be a shame to build up a great business, and then have someone who owned a trademark (before you registered your domain) force you to take it down.



Just before you register, think about "expandability" and "brand." Generally, you should start narrow-niche and then expand when all goes well. And, as I said earlier, when the time does come to grow beyond "pricing," you should **not** add "fulfillment" or "customer support" to your "pricing" site. You'll dilute its Search Engine effectiveness, not to mention cloud your PREselling message about your service to your visitors.

So give some thought to expansion **now**. Suppose that you decide upon "THEpricingadvisor.com." Why not register "THEfulfillmentadvisor.com" and "THESupportadvisor.com," etc., now? Eventually, you'll link them together through a master site called "THEmarketingadvisor.com."

Registering domains is cheap. Why not lock them all in right now? That way, your expansion path won't have potholes when the time comes for you to grow.

[SIDEBAR]

Soon you will be able to register multiple domains with **Site Build It!** without purchasing full site-building capabilities. Just park them with SiteSell until you're ready to use them.

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

Next... **registration.**

To register your domain name, you need the services of a registrar. There are zillions of them. If you are using one that makes you happy, stick with it. Otherwise, check out...

A low cost/high quality domain registrar...

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

A site that evaluates registrars...

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

A comprehensive list of registrars...

<http://www.icann.org/registrars/accredited-list.html>

By the way...

Site Build It! automatically takes care of registration for you. The cost is included in the annual fee. So your **very best bet** is simply to let us take care of it at the time you start “building income through content” **with Site Build It!**.

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

You may have discovered during the course of your research that there doesn't appear to be enough HIGH-PROFIT KEYWORDS and related POTENTIAL PARTNERS to make partnerships worthwhile or sufficiently profitable.

That's OK, of course -- you are, after all, directing your main focus of your site to selling your service. Affiliate programs are only supposed to represent an auxillary income stream. Rest assured, the success of your service business is not solely reliant on a large number of available partners.

What to do? You have three options...

OPTION 1) Expand the concept -- make it more general. But remember... you don't have to start huge. Build it over time. And try **not** to compromise the selling of your service over this.

[SIDEBAR]

Be wary of broadening the theme of your site too much. Try not to dilute your service's targeted niche simply to expand your base of merchant partners. Remember, focus on your selling your service. That's where the "meat and potatoes" of your business will come from. Everything else? Well, it's just gravy!

OPTION 2) Loop back to **DAY 2** and try the next concept on your **DAY 2** "short list" of Site Concepts.

OPTION 3) Recognize the benefits of an online presence for your service business (credibility, trust, accessibility), in and of itself. The return generated by a single new customer is substantial, and even more so if she becomes a lifetime supporter. Lots of great keyword opportunities and lots of excellent merchant partners are fantastic bonuses but not essential.

OPTIONS 2 and 3 are fairly straightforward so let's begin examining **OPTION 1**. First, though, put on your "personal trainer's" hat and think "healthy" ...

Use the BREAKOUT window to expand your Site Concept, or even to find a new, better direction. The expansion route may seem perfectly obvious to you, even without doing the BREAKOUT brainstorming.

Think about it and ask yourself more expansive questions each time...

Do I stop at abdominal exercises?

Or do I grow my idea to include abdominal exercises and lower back exercises?...

Or do I grow it into a comprehensive exercise portal?...

Which level should my starting Service Site Concept reflect?

Keep doing **DAYS 2** and **3** on progressively broader concepts until you find enough profit potential to proceed. How broad should you go?

Remember the single best recommendation...

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

In other words, work your way up from exercise, to “abdominal exercise,” to “abdominal exercise and lower back exercise,” to “everything exercise.” Stop as soon as you find a level that has solid profit potential. Keep your niche as narrow as possible, so that you can build a site “to fill that glass,” yet still make good profits.

Nowadays, I would not start exercise.com as a global exercise portal. First of all, I'd go nuts trying to fill this wonderful site with so much info. And it would look rather amateurish with just a little content.

More importantly, though, is that each section would dilute the other. For example, since Search Engines will increasingly evaluate the overall theme of an entire site, my abdominal exercise section will dilute my aerobic activities section (etc., etc.). And anyone who puts up a site which focuses purely on the theme of “abdominal exercise” will have an edge over that section of my mega-site.

[SIDEBAR]

Profit potential... it all boils down to monetizing your traffic.

Site Build It! (and its upcoming E-goods modules) will singlehandedly provide the ability for anyone to generate multiple streams of income...

- service-selling income

And...

- e-good income

And...

- affiliate income.

It's easy to do... just build upon personal expertise/experience/passion to offer your **skills** through services and your **knowledge** through a series of mini-books.

Two potential income streams are well within reach!

Add a third stream by linking to non-competing merchants for affiliate income.

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

Speaking of additional income streams...

Once your Theme-Based Content Service Site has built enough traffic, **add even more** income through banner advertising. While I'm not a great believer in the value of banners for the advertiser, there are certainly thousands of companies willing and able to pay for banner advertising. So don't be shy about taking their money.

It's really only appropriate, though, **after** you start to build substantial income. So continue to keep notes about potential advertisers in the POSSIBLE PARTNERS section of your MASTER KEYWORD LIST -- store this income-generating stream for later...

For excellent info about ad selling strategies, read this article...

<http://www.wilsonweb.com/wmta/adrev-8steps.htm>

You can either "sell and serve" ads yourself, or you can do it through a network (less hassle but you have to share the income)...

Serving your own ads...

<http://www.wilsonweb.com/wmta/adrev-serving.htm>

Serving through networks...

<http://www.wilsonweb.com/wmta/adrev-networks.htm>

List of ad networks...

http://www.adbility.com/show.asp?cat_id=168

As you do **DAYS 3** and **4**, you'll find many merchants who do **not** have affiliate programs. They are potential buyers of your advertising!

It **all** starts, first, by establishing yourself through your Theme-Based Content Service Site.

SPECIAL NOTE... Use **Site Build It!** to build your site. It will be a snap to set up your own pay-per-click advertising business. Pay-per-click will be easier for you to sell, and in my opinion is a much fairer model for advertising.

Site Build It! gives you full click-through data on all links. So you'll be able to bill your clients appropriately -- professional-level tools at no extra cost!

No HTML knowledge is necessary, nor are ftp, META tags, or any other tech knowledge. **Site Build It!** lets you focus on what's important... building income through content.

A picture is worth a thousand words. Check out the screenshots of the **SBI!** tools in the free **SBI! Action Guide...**

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

Or just start immediately by taking advantage of our "No Risk Take-It-Home-For-A-Test-Drive" Trial.

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



OK, back to your exercise-themed site.

You could go with one of the following **USP**-within-a-domain names...

"The-abdominal-trainer.com"

Or...

"Personal-ab-trainer.com"

Or...

"Abdominal-personal-trainer.com"

These are all smart, but not too clever (i.e., so subtle that many visitors would miss the point). They tell the visitor immediately and clearly what you do and what your site is about -- your Site Concept.

The second and third highlight your service -- "personal trainer", as well as your specific exercise-related niche "abdominals" and "abs".

Bottom line?

Visitors know right off what to expect. And that's the name of the game.

The only strategy on this over-congested Net is to target a specific niche with a specific Site Concept and a strong **USP** that tells people quickly what specific and high-value information you are delivering.

So...

When you start with a wide-open concept like “exercise,” you have two basic choices...

- 1) Narrow down to a “exercise-containing” Site Concept that fits hand-in-hand with your service.
- 2) Change course somewhat, if necessary, based on your BREAKOUT research in Window 3.

(In fact, while you'll start with one or the other, you will quickly end up using **both** choices).

Here's another quick example. Remember some of our HIGH-PROFITABILITY “exercise”-containing keywords?...

- inner thigh exercise
- lower ab exercise
- lower back exercise

You narrow your choice to “lower back exercise” and do some BREAKOUT research for that word. You decide that this is your Site Concept. With your mind made up, you register your domain name as...

the-lower-back-exercise-trainer.com

As you can see the domain name contains your **USP**. Yes, I agree. The name is not particularly clever. But this domain name gives you a better edge with the Search Engines, for two reasons...

- 1) There's a slight advantage to having your keyword within the domain name. But more importantly...
- 2) You'll be using your name over and over in your copy. This also increases the chances you'll be found for your main keyword phrase, as well as emphasizing the legitimacy of your theme with the SEs.

Add a byline like...

"The Lower Back Exercise Trainer...
Personal Training for Your Lower Back!"

... and include it on every page, and under your logo.

You're off and running with a great concept like this. Just one more thought...

Let's say that the-lower-back-exercise-trainer.com succeeds really well... Hey, it should! You're doing everything right. But...

It will be too late to register related domains later. Do it now, with an eye to expanding your concept in a few months or so...

- The-abdominal-trainer.com
- abdominal-exercise-products.com (your future store?)
- the-inner-thigh-trainer.com
- And, of course, tie it up all together with a **master domain**, personal-exercise-trainer.com or THE-personal-exercise-trainer.com. This **master site** will be launched once your other sites are all up and running!

Let's discuss **Choice #2** (from above) when dealing with a wide-open General Keyword like "exercise"...

"2) Change course somewhat, if necessary, based on your BREAKOUT research in Window 3."

Earlier, we brainstormed other "exercise-related" words (some that did not contain the word exercise) that may turn up a far better DEMAND-SUPPLY ratio (searches compared to competitors) than what we've unearthed so far.

Site Build It! Manager tool uses a complex calculation that is beyond simple SUPPLY-DEMAND ratios and which does a much better job of showing each word's exact PROFITABILITY. It shows "best abdominal exercises" to have far greater profitability than any other keyword that we have looked at!

The **Site Build It! Manager** is just one part of an innovative system of tools. For more information about **Site Build It!...**

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

Research like this may even point you towards changing your concept **away** from the “concept-level” keyword of “exercise,” perhaps aiming more toward more specific terms “weight training,” “stress management exercise” and so on. Run these two keywords through the Overture Suggestion Tool, and then see how many competitors those words have.

Of course, you also have to consider...

- whether this different direction excites you as much, and “fits” as nicely with your service.

and...

- the nature of the kind of customer who will search for your keywords. Make sure that you aren't marketing to a personality type that is hard to convert, no matter what you do... ex., the “freebie-seeking tire-kicker” or the “marketing-phobic tech-type.”

You want to attract a personality that is open-to-hire. In other words, you want people who will either hire you, or buy something from your merchant partners after reading your excellent content.



Here's the whole point of **DAY 5...**

Take your time on the domain name and the concept – the choice you make here will literally make or break your online success results (remember what Danny De Vito said in “The Renaissance Man”...

“The choices we make dictate the lives we lead.”

Your service... topics you know and love... combine to present _ _ _ !

If I had to summarize the entire **Service Sellers Masters Course** into just two lines, it would be the two you just read...

Your service... topics you know and love... combine to present you with excellent profitability!

A simple but powerful ending to **DAY 5.**

Before proceeding to **DAY 6**, please complete your **DAY 5 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Narrow or broaden your service's theme/concept until it is, to quote Goldilocks, "just right." Narrow to the point that it still offers plenty of opportunities for profit (narrow your niche too much and your market will disappear), but not too broad as to dilute your **USP (Unique Selling Proposition)**... what sets you apart from your competition.

Before you register your domain, check out **Site Build It!**...

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

It eliminates the tedious and the complicated parts of this Masters course. And **SBI!** will register your domain name with the click of a button.

Ongoing Goal... Keep abreast of recent developments in your field. Check on what your competitors are writing about, and watch for new trends. This will keep your Theme-Based Content Site current, razor-sharp and **unique**. By keeping your eyes open, you will be able to grab an angle or niche that hasn't been well covered yet on the Net... either to add to **this** site, if it fits, **or** for your next site!

All the necessary prep work for developing a secondary income from your service business is finished. You finalized and registered your domain. The foundation is now secure.

8. DAY 6 -- Build a Site That Gets the CLICK!

Rome.com was
NOT built in a day!

Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create one Keyword-Focused Content Page per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. Create 50-70 maximum. Then start a new Theme-Based Content Site.

(If your time is limited, reduce the goal to a page every 2 or 3 days. Even then, you'll have a traffic-building, income-earning site in three months. Consistency and discipline are the keys, not speed. It's OK to be the tortoise, as long as you stay the course... **this** course, that is.)

Whether you know HTML or NOT, it's just not necessary to fiddle around with coding, ftp'ing, etc. Focus on creating content that OVERdelivers to both your readers and the spiders by using **Site Build It!**'s through-the-browser site-building tools...

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

With these goals in mind...

Show time!

Like any great show, whether it's baseball, or the theatre, or the Olympics... success is all about preparation. And boy, have you prepared!

And all that preparation has convinced you that the best way to present your service will be under the moniker of...

... "the-abdominal-trainer.com"

Yes! What started out as "exercise" themed site designed to sell your Personal Training service has turned into a site all about abdominal exercise. And you have the body – a rock-solid flat belly -- to prove your expertise, too!

[SIDEBAR]

While you **love** the idea, money talked, too. **Site Build It! Manager** calculated a terrific PROFITABILITY for the “abdominal exercise” theme. And the cost for bidding on these sites was ridiculously low. Your methodical research has uncovered a **high-potential** approach to building your business!

Now it's time to build income through content...i.e., to build a site that attracts **targeted** potential new clients, firmly establishes your credibility, inspires trust and gets that all important first phone call or e-mail from a prospective client who wants to learn more about **your** service and to hire **you** for the job.

Since I'm still in “2-line-summary mode,” let's boil down the essence of “building income through content”...

Deliver valuable content to your readers...

... and tasty content to your spiders.

Your site must be a WIN-WIN-WIN-WIN proposition for four parties...

- 1) your visitor
- 2) the Search Engines
- 3) your merchants
- 4) you and your service!

Let's look at each WIN...

1) Your visitor must get what she is looking for -- outstanding information. OVERdeliver with original, high-value info. Cement your credibility and build **trust** in you and your service. If you don't do this, she won't contact you for further info and will simply click the **back button** to the Search Engine and say... “Next!”

2) The Search Engines are in business. Their product is the quality of their search results. Help them make their product better, and they'll love you. How?

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). Then when someone looks up, say, "lower ab exercise," another program decides whether your site, or another, is more relevant.

You must **honestly** convince each Search Engine that you are the most relevant (at least in the Top 20, preferably in the Top 10) for the KEYWORDS 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 tricks hurt the Search Engine's product rather than help.

Help the searcher (i.e., your potential visitor and/or your merchant's potential customer), solve her problem or her quest. Satisfy the whole reason **why** she is doing the search. If you do this, you **add value** to the Search Engine's product.

———— [SIDEBAR] ————

If you do this properly, you never have to worry about the Search Engines, because they and you become partners in an effort to deliver **quality** content to searchers...

- No tricks in comment tags or invisible links or anything else that is not natural for a true content site.
- No hoping that the SEs don't change their attitude towards your "tactics."
- No worrying about just the right number of times to repeat a keyword in the META Keyword tag.
- No time-wasting, constantly "staying on the cutting edge" ahead of the engines
- No 8 versions of the same site, one for each major engine. Focus on creating one "best fit" site that scores well with most of the engines for most of your words most of the time. Then spend your time creating more and more content, and then another site. No games.
- No off-target keywords to suck in untargeted customers. ("Hey, this site's not about 'Britney Spears'! What gives?")
- No fretting about whether competitors will complain about your tricky methods.
- No multiple domains, hidden inter-linking, etc. -- since every page is for the customer first and foremost, and since you are simply writing to **also** satisfy the Search Engine, none of this is necessary.

There's simply nothing to worry about. Sleep well and enjoy solid, stable results by doing it **all** right the first time.

OK, on to the **third win** of WIN-WIN-WIN-WIN...

3) If you have decided to add a secondary stream of (affiliate-based) income, your **merchants** want sales. The best way to deliver that is through outstanding content that gains your visitor's confidence, then using "in-context" text links to refer/recommend/direct those visitors to places that you believe will deliver great value.

4) You must **win**, too, of course. How?

Ah, that's the easiest part. If you get the first three wins right, **you will succeed**. Think about it...

OVERdelivery to your visitor builds trust, confidence and loyalty. This leads to repeat contact and contracts for your service as a personal trainer. Plus, the Search Engines will never ban you. And, as you become a SUPER-affiliate, your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

I call the road to your win...

"FIND-CLICK-CLICK-CLICK-kaCHING"

Why? Because here'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 client 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**. If your Title and Description are boring or tacky, your potential visitor will probably not click to your KFCP (Keyword-Focused Content Page).

Game over.

- **CLICK**

Your visitor finds **high-value content**, learns to trust you as someone honest who delivers, and as a result follows your recommendations... either to hire you, or to buy a related product from a partner. **Click** again! If your page delivers poor, low-value info (or even worse, a sales pitch), you still get the click... on the **Back Button** to the Search Engine's results page. "Who's next?"

Game over.

- **CLICK-kaCHING**

Finally, your visitor arrives either at your "Contact Us" page, or wherever your contact information is, or at your merchant's site in a "feeling smart about myself" mood. Yup, they're now ready to pick up the phone and inquire more about your services. Or, they're ready to **click that buy button** on a product that you represent!

Did I just hear a cash register?... kaCHING!

Ahhh... if you get the FIND-CLICK-CLICK right, that last CLICK-kaCHING is almost in the bag!

FIND-CLICK-CLICK-CLICK-kaCHING...

To accomplish that, all you have to do is...

Get the first three wins right. The fourth win, your win, must follow automatically. And all you have to do to nail down those first three wins is...

Deliver valuable content to your readers...

... and tasty content to your spiders.

[SIDEBAR]

We're about to discuss building your site. I'll try to keep it as non-technical as possible. And I'll refer you to some outstanding techie sites below, for those of you who are so inclined.

Whether you are a tech-expert or a newbie, however, **Site Build It!** is a product that makes all the technical issues invisible to you. This lets you focus upon

what's really important -- getting your knowledge out of your brain and into your site. All you need to know is... **what you know!**

Here is what you **do not need to know...**

- no HTML required
- no ftp or any knowledge of how Web hosting works -- this works purely through the browser!
- no Search Engine skills -- **Site Build It!** will take you by the hand as you create SE-effective pages. You don't even need to know what a META tag is -- **Site Build It!** creates all these, and structures each Web page, and your site, optimally for the Search Engines.
- No techie stuff at all.

Site Build It! is all about building SE-attractive sites that simultaneously PREsell through great content. Use it to create a Theme-Focused Content Site that ranks highly with Search Engines (SEs), and that gets your visitors to hire your service, or click through to your affiliate programs. Its invisible-to-you technology delivers...

- a powerful PREselling, "get the call/e-mail/click" Theme-Based Content Site
- an ethical, effective way to attract targeted customers to your site
- satisfied visitors who find what they seek and who click to your service offer, or merchants' sites
- happy SEs who deliver what they promise... accurate searches. They score your site highly, and love doing so.

Since the site is all yours, you can build pages around a central theme (lower abdominal exercise, or pricing, or Leprechaun-hunting, or whatever you fancy that works **with** your service theme). So you'll rank highly at the engines.

Since it's a full site in every respect and not a free site (engines score freebies **negatively** for many reasons, even if you have your own domain), you will score much higher at the engines than with any free site.

Everything you read in this **Service Sellers Masters Course** is included in **Site Build It!**.

The tedious, long, hard parts have been reduced to button clicks. All you'll have to do is...

Build your site, following the online help if you ever need it. The online help takes you through every step of building a Theme-Based Content Site that will score well at the major Search Engines. And it goes well beyond that... helping you build traffic in other ways. It even includes the all-important ability for you to "visit" your visitors repeatedly via your own opt-in e-zine!

If you want to see how uncomplicated **SBI!** can make site-and-traffic-building, follow along in the **SBI!** Action Guide (yes, the actual guide that **SBI!** owners use so successfully). It shows you exactly how the **SBI!** system simplifies the process...

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

Or just start immediately by taking advantage of our "No Risk Take-It-Home-For-A-Test-Drive" Trial.

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

Still ready to build? Let's start with the physical layout of your new site...

7.1. The Structure of Your Site

Your Theme-Based Content Site is made of a home page that gives the "what's in it for me" about your site. It elaborates on the **USP** ("**U**nique **S**elling **P**roposition") and delivers the major benefit statements (more on content-building in the next section).

Think of your site as a **pyramid**, with the home page crowning the pinnacle. Your home page should link to **seven** other pages. These seven Keyword-Focused Content Pages will contain content that is about your **most profitable** keywords **and** that fit with the **whole Site Concept and USP**.

Review your MASTER KEYWORD LIST and select your seven best keywords (select on the basis of profitability **and** fit). You will link your home page to these seven, both within the body copy, as you outline what the site is all about, and from within a text or graphic navigation bar (navbar).

Your home page should not link to any of your merchant partners, although it should contain mention of your service. But don't PREsell yet – it's too early. Its job instead is to deliver your **USP** and to link to your highest-profitability pages. It must **get the click** to at least one of these seven pages. This is important for three reasons...

1) Your visitor hits a “money page” -- your highest-profitability Keyword-Focused Content Pages where along with your **contact** info (phone number, e-mail address, fax number, street address, etc.) on how to reach you for more info or for hiring your service, you weave “**in-context**” **text links** to your merchant partners. These pages are where you generate income, so we want to lead your visitors to your highest-potential pages ASAP.

2) Your spider-buddy follows the links and indexes (i.e., brings back to the Search Engine's database) your most important pages first, and most reliably -- the deeper a spider has to go, the more likely it is that he misses and **fails** to bring **your** bacon back to his database home. So we want to structure our site so that the **highest-profitability** pages have the best chance of being dragged back to all those spiders' homes.

3) Your content pages are the pages that establish your credibility and build **trust** in you and in turn, your service. Your visitor will have to be convinced of your qualifications before she hires you. So quality articles are the first step in the effective PREselling of your service.

We'll call your **seven highest-profitability pages** “TIER 2” pages, since they are on a second TIER below the home page. Each of these pages can themselves link to 5-10 pages (“TIER3” pages).

[SIDEBAR]

You likely won't pick the absolute 7 highest potential keywords. Some will be too close in meaning. Others may not easily lead to a TIER 3, as we'll see in a second. So you pick the 7 that make the most sense and help to form the strongest site overall.

TIER 3 pages should relate to the TIER 2 page that links to it. For example, let's say that “best abdominal exercises” is one of the most **profitable** keywords that your research has found. What do you do?

Create a TIER 2 Page (“best-abdominal-exercises.html”) called...

“The Best Abdominal Exercises To Build Strength and Flexibility”

This page links to TIER 3 pages...

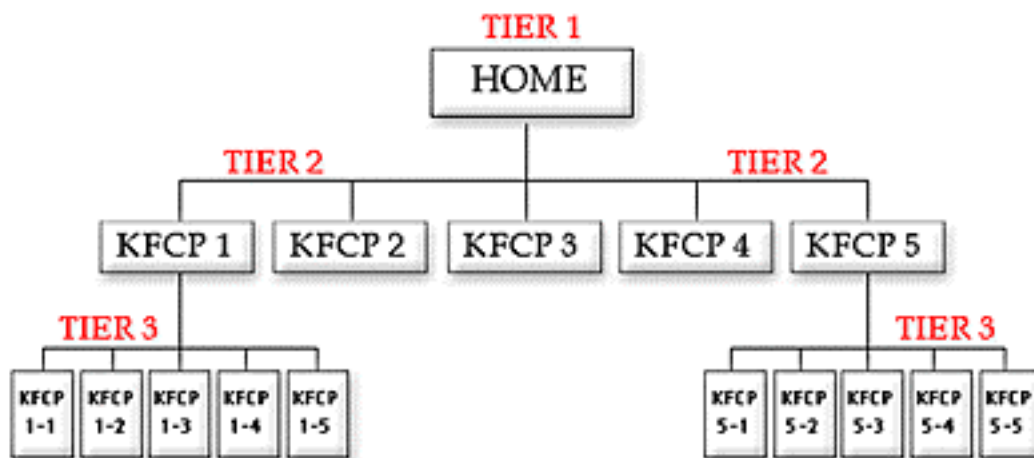
- a page that discusses the merit of the exercise ball (also called the Swiss ball) for abdominal conditioning.
- another page that rates the top abdominal exercise machines according to price
- another page that lists the best places online to buy abdominal exercise equipment

Here's a key point about TIER 3... your main keyword for a TIER 3 page might be not so profitable. There is not as much DEMAND for "abdominal exercise equipment." But add up the effect of all of these TIER 3s and the traffic adds up -- plus, the content itself acts favorably on your visitor's overall attitude. Yes, find and use stronger, more in DEMAND, related keywords -- but remember, too, that the overall effect of the sum of all the TIER 3s is great.

The formula is the same... OVERdeliver great content. Then PREsell your service, or get the click to your merchant partners.

FIND-CLICK-CLICK-CLICK-kaCHING!

So, your TIER 1 home page links to 7 TIER 2 pages (not more, because your navbar starts looking pretty congested). And your TIER 2 pages each link to 5-10 TIER 3 pages. Something like this...



This clean, 3-TIER approach yields an easy, navigable site... for both your visitor and your spiders. Spiders always come in through the front door (as long as you

submit the home page to them... more on this later). From there, you've left them a nice trail to follow. So they can easily index the rest of your pages. Humans, however...

Humans may find any page, TIER 1, 2, or 3, via the engines. So each TIER 3 page should provide a link back to its related TIER 2 and to your Home Page). And the same for TIER 2 to TIER 1. Otherwise, keep internal linking only to what's really necessary and relevant. Remember, your **real** goal is for your visitor to hire you, or to click to your merchants!

[SIDEBAR]

SBI! makes site navigation easy. With the click of a few buttons you can make sure your visitors go to the right pages (i.e., profitable) in the right order on your site.

You can even customize the "look and feel" of your graphic navbar with a Photoshop-like tool that works through your browser. Phew!

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

After 3 TIERS and 50-70 pages, it gets tougher to get pages indexed. Yes, sure... do add more and more content, if there are still related, profitable keywords available. By this time, however, you should pretty much own this little niche. And your time will yield greater returns if you set up your **next** niche site. For example...

... "the-lower-back-trainer.com"

[SIDEBAR]

Remember, each niche stands on its own...

- the-lower-back-trainer.com
- the-abdominal-trainer.com
- the-weight-trainer.com

But once you have three niches established, there's one more TIER, above all the other ones. Let's call it TIER ZERO...

- the-personal-exercise-trainer.com

This “super home page” links to all the other home pages and again, delivers the **USP** and major benefits of your mini-portal.

By now, you are likely offering pay-per-click banner advertising as well and even linking to your own store. Yup, you’ve got a thriving business!

But that’s a bit down the road...

As the spiders gather up your TIER 1, 2, and 3 pages, the computer programs that analyze them are getting smarter and smarter... and theme-focused. What does that mean to you?...

1) They’ll analyze all your pages in their databases and decide upon the overall theme of your site. So none of your pages should be off-theme, or you’ll confuse it. If you have a great idea for a highly profitable Keyword-Focused Content Page that is off-theme, save it for your **next** niche.

2) Have you already created a bunch of “gateway pages” by simply duplicating one of your pages and then replacing one keyword with a different one? These “almost identical” gateways were successful through the late nineties. But they are losing effectiveness rapidly and will soon be compressed out of existence by these smart programs that look across all the pages in your site... even across **different** sites (those companies that offer replicated sites are quickly finding this out)!

Uh-oh. Time to make a change.

So much for the structure of your site. Now let’s fill that structure with content that accomplishes our critical two goals...

Deliver valuable content to your readers...

... and tasty content to your spiders.

7.2. The Content of Your Site

Let’s start this section the same way as we did for “The Structure of Your Site”... with the home page...

Your Theme-Based Content Site is made of a home page that gives the “what’s in it for me” about your site. It elaborates on your **USP (“Unique Selling Proposition”)** -- your service’s most powerful benefit, combined with a strong, unique feature of your business. The content answers that most difficult question...

Why should potential customers hire your service company?

The home page's content accomplishes this while focusing on your Concept Keyword. What do I mean? Well, like I said above, you have **two audiences...** your visitor and your spider.

Your home page delivers the above content to your visitor. The other pages of your site, your Keyword-Focused Content Pages, deliver content (related to your service) concerning high-profitability topics.

As you write each Web page, you focus upon using a single keyword slightly more than your high school English teacher taught you was “good English.” This is the keyword that you want the Search Engines to rank highly. We’ll call this word the “Specific Keyword” from now on.

[SIDEBAR]

Choose your “Specific Keywords” from the MASTER KEYWORD LIST of high-profitability keywords that you developed during **DAY 3** (and continue to develop). Each of your Web pages will focus upon a Specific Keyword to do double duty...

- as the PREselling topic for the page

and...

- to rank highly with the engines.

The term “General Keywords” refers to more generic words that are **associated** with your Specific Keywords. You’ll never win the Search Engine war for General Keywords by themselves -- you don’t really want such non-specific traffic anyway.

But many people use “WORD COMBOS” to search. They’ll enter a Specific Keyword and also a General one. For example, a searcher might enter...

“exercise and weight loss”

or...

“+exercise +weight loss”

or...

“weight loss exercises.”

As I said, you’ll never win at the engines for the General Keyword “exercise” – there is just too much competition. In any event, even if you win, the traffic is just too non-targeted to likely be interested in your specific niche.

But if you include the General Keyword “exercise” in some of the major parts of your Web page (outlined below), you’ll do well when searchers use **word combos**. And these are excellent, highly targeted visitors!

So...

Blend some General Keywords with your Specific ones. You only need to include them once or twice – you’re not trying to win the war for General Keywords, just for the word combos. So no need to use them nearly as many times as your Specific Keyword for that page.

This is definitely worth doing. Why? Let me repeat...

Word combos bring excellent, highly targeted visitors.

OK, back to our home page. For your home page, the Specific Keyword is your Concept Keyword... “abdominal exercises” in our example.

Just before the SIDEBAR, I mentioned that your home page establishes your Unique Selling Proposition. In other words, it answers what **specific** and **high-value** information you deliver, and it develops your unique positioning, your unique angle of approach. That does not mean that you should start like this...

“Welcome to the-abdominal-trainer.com,
your home for information about abdominal
exercises. I am an A.C.E. certified
personal trainer who has spent a lot of
time searching for information and I will
be giving you all the best of my research
right here.”

No-o-o-o-o-o...

Keep it fun, bright, intriguing! Bring out the appropriate emotions for whatever your topic happens to be. For example...

"Drenched with sweat, your grit your teeth in determination as you force out 3... 2... 1 last reps!

Your eyes burn, but your abs are like **fire**!

Passionate about abdominals? Looking to build an awesome six-pack, strengthen your lower back, lose a few pounds, or just build up some core strength?

You need one-on-one abdominal exercise training!

Are you ready for...

- the same abdominal exercises I teach my clients to attain exceptional results?
- the best ab exercise machines I recommend on the highway to the ultimate 6-pack?
- the most effective ab exercise equipment ever constructed, plus tons of relevant articles dedicated to building a slimmer, trimmer, and sexier YOU?!

Nirvana, right? Even better... Abdominal Nirvana!

Is this you? If so, welcome! You may be reading this at home, but you're on the road... a cyber-road to "Abdominal Heaven."

Yes, you **can** write like that. Really, it's a snap since you have lived this stuff. First, just feel the emotions that **you** feel. What are they? How do you feel? When do you feel them? You **know** this, right?

Now... put yourself into the skin of your reader. Put those emotions into your visitor.

The few intro paragraphs above establish your **USP** while quickening the pulse of your reader. From here on in, you'll deliver the benefits of your site... you'll

answer the “what's in it for me” question that every visitor asks when arriving at a site.

As you do this, you continue to work your Specific Keywords (and, to a lesser degree, your General Keywords) in everywhere and often... but not **too** often. Where, exactly?...

- 1) TITLE tag
- 2) META keyword tag
- 3) META description tag
- 4) H1 and other header tags
- 5) Body copy
- 6) Link tags
- 7) File name/domain name
- 8) Image ALT tag and name of image



Let's look at each quickly...

1) TITLE tag =

[The Abdominal Trainer.com](#)
[Personalized Abdominal Exercise Programs](#)

- Must contain your Specific Keyword at least once, no more than twice, and with some kind of variation or synonym. Try to include your most important General Keyword, too.
- Up to 70, even 80 characters. Get your most important message in, right at the beginning. If the engine cuts your title off at 60 characters in its listing, you've still fired your “big gun.” Meanwhile, some engines will show up to 90 or so characters.
- Remember, the title appears as the link in Search Engine listings. It must “get the click” -- so make sure it's attractive, without being misleading. Getting your Title right for both your reader and engine is the single most important thing you can do.



2) META keyword tag =

`<META name="KEYWORDS" content="abdominal exercise">`

- Simple. The page is about “abdominal exercise.” Don’t dilute your META tag with a million synonyms.
- You could add a few General Keywords that people might add when they search (ex., “equipment”).
- And consider adding a common synonym that has a near-exact meaning (ex., “stomach crunches”).
- If you do put more than one keyword in this META tag (separated by commas), always put your most important one, the one that this page focuses upon, **first**. Here’s an example of an expanded META keyword tag...

```
<META name="KEYWORDS"content="abdominal exercise, equipment, crunches, stomach, videos, 6 pack, personal trainer">
```



3) META description tag =

```
<META name="DESCRIPTION" content="Passionate about abdominals? Looking to build an awesome six-pack, strengthen your lower back, lose a few pounds, or just build up some core strength? You need one-on-one abdominal exercise training!">
```

- The META description is the other half of what searchers see in the Search Engine’s listings. So, like the Title tag, make sure it’s attractive, without being misleading. A gentle, good-natured tease, like the above, will do well.
- 150-200 characters. Some engines cut off the title listing at as little as 140 characters. So again, make sure you get your “#1 benefit statement” up front. Remember, a “benefit statement” does not have to be “in your face” -- read the META tag above.
- Should contain your Specific Keyword at least once (try twice if it fits and see how it ranks). Include one or two of your most important General Keywords. Also, use common synonyms 2-3 times more (ex., “abdominals,” “training”).

(Synonyms will work better and better as engines become more and more sophisticated. But your first priority is to place sufficient focus on your Specific Keyword.)

- Remember, do not repeat the TITLE in this tag. The reader will just see the same phrase twice in the Search Engine's listing, once in the title and once in the description. That's wasting valuable "word real estate."



4) H1 and other header tags =

[The Ultimate Abdominal Exercise and Fitness Program!](#)

The headlines are more important than your regular body copy. That's true for both "human readers" and for the engines.

And remember this... some engines don't use the META description tag to form the second part of their listings (i.e., after the Title) in their search results. In those cases, they will usually use the first words on the page, which are...

- Your H1 tag (first headline), and...
- The first words in the body copy after that.

Here are the key "musts" for your H1 tag...

- Contains your Specific Keyword at least once. Try to include an important General Keyword, too (different from the one you used in your Title). I would add the term "fitness program," so the page has an improved chance of coming up for any combination of "abdominal" and "fitness program".
- No longer than 80 characters, 40 is better. Long headlines feel rather "hypey."
- Helps to "get the click" -- so make sure it's attractive, without being misleading
- Does not contain your Title. Otherwise, if the engine uses your H1 tag, your listing and H1 tag will both say the same thing... needless repetition. One strategy to try... take your META description tag and chop it into two pieces... Part for the headline. And part for the opening paragraph of your body copy.



5) Body copy

We started the body copy at the beginning of this day **(DAY 6)**. Let's see what our search result listing would look like for those engines that don't use the META description tag...

First... the Title appears as a link...

[The Abdominal Trainer.com](#)
[Personalized Abdominal Exercise Programs](#)

This is followed by the H1 tag...

[The Ultimate Abdominal Exercise and Fitness Program!](#)

... and the beginning of the body copy...

"Passionate about abdominals? Looking to build an awesome six-pack, strengthen your lower back, lose a few pounds, or just build up some core strength?"

Yup, that would pull me through to your page! So you see how important it is to start your body copy **strongly**, as we did above. Now don't blow it! OVERdeliver great content in your body copy.

Your intro paragraphs establish your **USP** while quickening the pulse of your reader. After that, you'll deliver the benefits of your site... you'll answer the "what's in it for me" question that every visitor asks when arriving at a site.

And you'll do it while blending in your keyword. You should not only work "abdominal exercise" into your copy, but common synonyms (if there any) and variations like "best abdominal exercise" and "lower ab exercise" and "abdominal exercise equipment" and abdominal "exercise machine."

And also work in General Keywords that would likely be associated with your keyword (ex., program, routine, training videos, etc.). If someone searches with part or all of your Specific Keyword **and** one of these General Keywords, you'll have a good shot at being found. And you'll have a high-quality, interested and motivated visitor!



Remember though, that synonyms and variations should not reduce your main keyword ("abdominal exercise") to near invisibility. Establish your main keyword and then sprinkle in the synonyms and variations.

How long should a page be? As long as it needs to be, but no longer! Don't worry about what the Search Engines think about length – that's only important to your reader.

[SIDEBAR]

One technical consideration. For technical reasons, don't make your page **too too long**. To try and explain "vector-based analysis" and "its compressions algorithms" would take too long. Just keep pages to a reasonable length and you'll be fine.

It makes no sense for an engine to score a short page any better than a long one. If length is of any importance, it's minor (except, perhaps, at the extremes). As I said before, do use your Specific Keyword more than your high school teacher would have liked -- this "keyword density" is of some importance.

And so is "keyword prominence" -- make it a point to use your Specific Keyword more heavily in the opening two paragraphs (it **must** be in your **opening sentence**), and also in the closing paragraph. And then, like a good chef, sprinkle throughout!

[SIDEBAR]

In general, it's a good idea to position your Specific Keyword near the beginning of every "piece" of your HTML... Title, META description, headline, body copy, etc.

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.

Change your approach somewhat from page to page...

Experiment with different numbers, frequencies and patterns of keywords until you find what works best. Use common sense, and avoid abuse. Keep your content focused to a single theme per page. **Focus on one Specific Keyword.** Blend in 2, maybe 3, General Keywords (that are related to your Specific Keyword for that page) to cover "multi-word searches" (as mentioned when we discussed META keywords). And blend in common synonyms for your keyword... Not too much, though, or you'll dilute your most important keyword.

Do not, ever, get off-target. Keep each page focused on material related to your keyword. Never, never, never introduce a second theme to a page -- no mixed messages. Each page focuses purely on its "keyword topic."

And that goes for your site. The more you laser-beam on a single theme, the better you'll do with the Search Engines.

Now here's the hard part... the body copy has to do double duty as a Search-Engine-optimizer and click-through-generator. While emphasizing your keywords, you must build original, valuable information. Meet the needs of a visitor who was searching for that keyword. This will convince the reader that you are responsible and a good candidate for hiring. Don't make the page read badly, or all your efforts to get your potential visitor this far will have been...

... for nothing.

6) Link tags

We discussed the structure of your site above. Links create the TIER 1-2-3 structure. And they belong in the flow of the copy. Text links must flow naturally, and beautifully, with the content.

Think of your links as providing a **service** to your readers. You offer your links as recommendations or tips or "Top 3" as a service-within-a-service for your readers to see and use. So don't just save them for the end, where you impassively list them.

And it's not just your readers who see the links.

Yup, the engines do, too. So include your Specific Keyword, and variations/synonyms thereof, in visible, blue-underlined text in your links to your "Contact Us" page, your dedicated subscription sign-up page and to your merchants. What about your links to the next tier down?...

Don't just say "Click here." Say "Click here for the best abdominal exercises as rated by top personal trainers." The word "best abdominal exercises" in the link to your "best-abdominal-exercises.html" page (see next section) reinforces "best-abdominal-exercises.html" for its Specific Keyword.

For that matter, even try to get your Specific Keywords included in the text of INcoming links. For example, if you are link-exchanging (more on this tomorrow), specify that you would like "best abdominal exercises" (or whatever the keyword of your "receiving page" is) to be contained in the text of the link.

Every little bit helps you get the edge on your competition.

7) File name/domain name

Include your Specific Keyword in the filename of your HTML page. It just might add a relevancy point or two with the engines. So if your Keyword-Focused Content Page is that TIER 2 page about “best abdominal exercises” that we discussed earlier (“The best abdominal exercises as rated by top personal trainers”), let’s name the file...

“best-abdominal-exercises.html”

The full URL, therefore, would be...

<http://www.the-abdominal-trainer.com/best-abdominal-exercises.html>

The only exception to this, of course, would be your home page. The home page must be named “index.html” -- but that’s OK. We already have its Specific Keyword included in the domain name, because it is your Concept Keyword!



8) Image ALT tag and name of image

This is probably the least important, but what the heck. Name one or two of the graphics on each page after that page’s keyword focus. For example...

[Ab-exercise-machine.gif](#). And make its ALT tag “Ab exercise machine,” too.

Ask a techie, if this is a bit complicated.



OK, that’s basically how to put together a **high-value content page** that hits both key points...

Deliver valuable content to your readers...

... and tasty content to your spiders.

We concentrated on the home page, but the approach is the same for the TIER 2 and TIER 3 Keyword-Focused Content Pages. While the home page, of course, focuses upon the fundamental Service Concept Keyword, the other pages each focus upon one of the high-profitability keywords that your MASTER KEYWORD LIST has identified.

Ultimately, you create Keyword-Focused Content Pages that...

- fit with your **Site Concept** and **USP**

and...

- have a good SUPPLY/DEMAND ratio

and...

- that you enjoy writing about.

Each page wraps a high-value topic around each Specific Keyword, following the guidelines outlined above.



Whoops! What's that? Some hands are up. Questions?...

Question... "How is this different from gateways or doorway pages?"

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

Some use better content, so do better. Still, they use tricks like "invisible links" to lead the spiders through a site. I know. I used to do it quite successfully. Tricks, though, die a painful death. And they usually have poor side effects (like visitor disdain and engine bans). And then you have to start all over.

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

Actually, there's no way that I would call your abdominal exercise site a "gateway" site. You're building a true content-driven site. And you're simply writing it to maximize your chances of being ranked highly by Search Engines. You're selecting content on the basis of its profitability.

This goes far beyond the use of even Phase III sites that I discussed in the original **Make Your Site Sell!** (now in its 2nd edition)...

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

... and in the **5 Pillar Affiliate Manual**, the affiliate-marketing manual that you get for free when you register for our **5 Pillar Affiliate Program...**

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

There's a fundamental attitude shift...

Important Note: Gateways simply try to pull the engines. Put a page in front of the visitor. Most have little or no value content. Even if they have content, they don't tie all together into a theme. They are built backwards, basically, thinking about how to fool the engines.

The **Site Build It!** approach is 100% different. Your first goal is to find a theme that you know and love, ties-in with your service well **and** that will be profitable. From there, you create a site with great content, and along the way...

... you simply make sure that you conduct your writing in such a way that you'll rank highly at the engines.

You are creating real content, not spider bait!

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



Another question...

Question... "What is the future for Search Engines?"

Answer... In **Make Your Site Sell!** (first edition), I "slammed" my own Phase II Gateway Sites since their pages were really nothing more than billboards.

Yes, they provided a bit of content. And no, they did not fool anyone. So they were ethically OK. But still, the content was low "copy-and-paste" quality for many of the pages. And the SEs were bound to object to "being stuffed."

And, in fact, these kinds of gateways are losing their effectiveness.

I also talked about how Phase III Keyword-Focused Content Pages were the way to go. Each page was individually written for a certain keyword, much like above.

But the pages did not necessarily all tie together into a theme. As we'll see in a moment, this is a powerful step forward.

Meanwhile, though, while Phase III gateways are effective, it is not so easy to...

- create the site and write the pages optimally
- submit the site to the right Search Engines and according to their policies
- track the rankings at the Search Engines
- make changes as necessary
- follow traffic and click through rates
- etc., etc.

And that's where the idea for **Site Build It!** was born. To create a technology that makes all techie stuff disappear and that allows people to focus purely on content. And to tie all that content into the wave of the future... themes.

How do I know themes are the wave of the future?

Instinctively, deep in my gut, it makes sense. If you work **with** the engines, and construct your site and pages in such a way that they score you well, how could it **not** do well?



But don't believe my gut! Some serious SE experts have weighed into the scene. These guys are on the cutting edge of Search Engine analysis. Let's take a look...

Ralph Tegtmeier, from fantomaster.com, puts out a newsletter, fantomNews, that is as brilliant as it is long. I mean, it's chock-full of challenging, cutting edge info about SEs, spiders, etc., etc.

Here's what he said in a past issue...

However, this basically linear approach is gradually changing now: as mathematical linguistics and automatic content recognition technology progresses, the major search engines are shifting their focus towards "them" biased algorithms that do not rely on

analysis of individual web pages anymore but, rather, will evaluate whole web sites to determine their topical focus or "theme" and its relevance in relation to users' search requests.

Ralph Tegtmeier

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

OK, OK, so he's not the most "accessible" read. But it all boils down to... theme-based sites.

Ammon Johns, "The Dark Knight," wrote a flat-out brilliant article on theming. Don't miss this...

http://www.aim-pro.com/helpfiles/dynamic_frame.html?themes.html

Note this paragraph...

What themes should do is make sites with more content about a subject rank higher than any single page site can do, no matter how well optimized.

Vertical Theme analysis should greatly reduce irrelevant results, and will virtually eliminate those doorways where a few irrelevant keywords are thrown into the mix just because they are popular words.

For those of us who want to attract qualified leads for sales, themes are generally a good thing.

Ammon Johns

<http://www.aim-pro.com/>

Bingo!...

Theme-based sites will be the perfect service-selling and affiliate tool!

And finally, **Michael Campbell** is less academic than the above two -- he concentrates on practical applications of the theory to build sites that pull traffic. Yes, I can actually understand what the heck he says at times!

Even then, though, in an issue of his “Vault Update,” he took me as far down the “theory road” as I would care to go. Like the other experts, he talks about how the SEs will become very theme-focused.

He goes on to discuss concepts like “term vector databases” and “page vectors” until my head hurt. Major technological changes are coming over the next 3-6 months. Those with old-fashioned gateways will be swept aside as the irrelevant billboards that they are.

But those with theme-focused content sites will be singing.

I'll skip the tech stuff, because all this is built into “layman-understandable” online help in **Site Build It!**. But here are some of Michael's important ideas and conclusions...

i) Name your web site purpose in two words.
Can you do it? What is your web site theme?
Two words, three max. Themes are the new big
winner in long-term search engine
positioning.

ii) What's a theme? It's all about narrowing
the focus of your site, and the links to, and
from your site, down to one keyword phrase,
and alterations of that one phrase. You want
to leave NO DOUBT, to the search engine, what
your web site is about, in two or at the
most, three or four key words.

iii) ... if you have an entertainment
section on your web site and a business
section on your web site, you should in
theory, split the topics into separate web
sites. Otherwise your site may not to get
listed at all if you are not closer to any
one category than another.

iv) What's really scary is the next wave of
compression. It will be set up to eliminate
redundancy “across” vectors. Translated this
means, the removal of nearly identical pages
for slightly different keyword phrases. The
days of copying and pasting keywords in and
out of an HTML template, for similar keyword
phrases, may soon be over.

v) Terms (keywords) are collected and

weighted within the document and corpus (collection) of documents. This means that keyword density will continue to be important not only on each page, but across your entire site.

vi) Bottom line... Pick one topic and stick with it. If you need to focus on another topic, put it on another web site.

vii) How much time do we have? Well, based on the history of things like link popularity, click counting and PageRank, new stuff gets implemented fairly quickly. Usually within 3 to 6 months. And some these new technologies are already in place on a couple of search engines.

Michael Campbell
<http://www.1-internet-marketing.com/>

The experts have spoken. And I'm delighted on two points...

1) Site Build It! is perfectly timed. Don't worry if all the above seems very complex. Part of **Site Build It!'s** job is to make all that invisible to you. The big point is... theme-based sites will the way for service sellers and affiliates to succeed over the next 3 years, starting right now!

2) All those spammy, self-replicating, duplicated gateways will be "compressed" into nothingness. In a preview of things to come, a couple of major Net marketing companies (supposed experts in exactly this area) have seen their sites dropped from AltaVista for this very reason.

I've always had a deep philosophical objection to this approach...

Ultimately, people with passion who produce themed sites with their own, original content, produced from their own brains, will win. And that's the way it should be.

[SIDEBAR]

Mastering the Search Engines is getting more and more complicated. But if you love a good technical challenge, here are a few more resources that I would recommend...

Planet Ocean

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

WebPosition Gold

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

As I said, if you enjoy a tough challenge, these are excellent resources, as are the ones quoted further above.

But if you just want to write great content that meets the needs of searchers **and** engines, with all the technology working behind the scenes, hidden from you so that you can focus only on building your business...

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

You know, there are many single-focus companies that handle a single aspect of creating a successful Web site well. If you put them all together, tied them all into a single system that works, and provided some step-by-step, guru-in-your help as you need it, you'd (almost) have **Site Build It!**...

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

Why "almost"? Because **SBI!** still does things that no one else does. For details...

<https://secure.sitesell.com/build/order.html>

What's that, you have a question about what Michael wrote above? Sure...

Question... "What does Michael mean when he says this?..."

iii) ... if you have an entertainment section on your web site and a business section on your web site, you should in theory, split the topics into separate web sites. Otherwise your site may not get listed at all if you are not closer to any one category than another.

Answer... Good pick-up! That's a critical paragraph. Engines will focus on themes more and more. If your site is about "abdominal exercises," it's fine to use all the variations and synonyms that we discuss above. It all reinforces the main theme. But...

If you add a section that starts talking about the benefits of the Olympic-style deadlift, you start to water down your site. The more off-theme your content, the greater the risk.

Focus on your theme and stick to it. That's why an ideal site is 50-70 pages, no more. That should just about cover any niche. After that, your time will be more profitably spent by building the next content site on your "mini-portal list."

I was just about to call for a quick break, but one more question...

Question... "What about design? How important is it?"

Answer... Not as important as most folks think. Sure it's important not to use 18 garish colors and whirling kabobbies. But take a look at these highly successful content sites, in terms of how simple your site can be...

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

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

And you may have heard about these tiny little sites...

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

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

... hardly on the cutting edge of mind-blowing design, right?

A clean and welcoming look and feel is a good start. A half-decent logo is a nice plus. Make it fast and easy to navigate. Then get out of your own way and **let your words do the talking**. That's what every successful site does, from MEGA-corporation to the proverbial one-(wo)man-band!

[SIDEBAR]

Site Build It! includes server side (i.e., it works through your browser!) PhotoShop- quality graphic tools that allow you to build a Web site with a professional "Look and Feel" (high-quality logo, and sharp, graphic NavBar) without the two-year PhotoShop learning curve.

Perfect!

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

Geez, I've really have to get through this installment. My wife is conceiving a baby tonight, and I wanted to be there. (Actually I stole that from a guy who got off a speeding ticket with that line!).

Question...Can I follow this approach on a free Web hosting service?

Answer... Absolutely. But remember, success is much more than just putting up a site. Free sites have two huge strikes against them... they're treated with disdain by both the visitor and the engines.

Let's talk about humans first...

When I notice that a site's URL is at a free hosting service, I don't bother clicking to visit. If I have a special reason, I might go -- but I arrive at a free site with doubts. Most folks harbor the same kind of bias.

And what about the engines?...

Free sites don't get treated with much respect by the Search Engine spiders, and **below zero** respect by the directories like Yahoo!.

Here's what Danny Sullivan, the most well-known Search Engine guru on the Net, had to say about free hosts, in a past issue of **The Search Engine Update**

... get your own site, under your own domain,
rather than doing it within Tripod.com or any
place offering "free" home pages. Sites
offering free home pages are often looked
upon with suspicion by search engines,
because search engine spammers also make use
of them. It's like sharing a house with bad
roommates. Move out, get your own house, and
you'll probably do better with search engines.

Even on the Net, there's no such thing as "truly free." Think about it... a company has to make money to survive. One way or another, hidden or not, it costs you. But the low credibility of free sites costs you way, way too much...

Your time. If engines don't spider you, or if customers don't respect it, or if advertising lures your customers away and hurts the sales-effectiveness of your site...

You're wasting your time. And that's way more valuable than \$20 per month to host your own site. You must, must, must put a value on your time if you want to succeed. All successful people will tell you that time is their most precious commodity.



So...

A non-free site with your own domain is a prerequisite to build credibility with your readers and with the Search Engines. So find a good Web hosting service and put up a real site. For the \$20 or so per month, it's worth it.

Even better, I feel, is **Site Build It!** Why? Because it delivers a solid, simple approach.... one that removes all the complexity and technology away from view.

Site Build It!'s through-the-browser **SiteBuilder** makes it so easy to build a site. It removes all the technical difficulties. You end up with a site that is a powerful traffic-builder and customer-converter.

Low cost, but since it's a totally normal site, it has all the full credibility of a "regular" Web-hosted site. Create as many pages as you like, no HTML or ftp or programming or designer necessary! **SBI!** does it all for you – it is Web hosting with all those single-focus products that help you succeed, built in! Let's just talk about one of those functions... the **SiteBuilder**.

The **SiteBuilder** includes...

- Page Creation and Editing -- flexible, yet easy to use
- Look and Feel Selector (including LogoCreator and NavBar Maker) -- choose from a wide variety of styles, or customize your own logo or... go total-free-form and create your own!
- Link Library -- store any link to any affiliate program, and use it at "the drop of a pull-down"
- Graphic Library -- upload your own images for use on your Web pages

- Tracker Library -- create and store special tracking links for your off-site promotions (more on this in **DAY 10**), so critical for knowing what works, and what does not
- Site Navigation Options, complete with a customizable navbar -- navigate visitors through your site in the most efficient and profitable way possible
- Online help -- shows you exactly, step by step, **how** to build a site that delivers great content **and** that ranks high with the Search Engines!



But **Site Build It!** goes way beyond the call of duty. Its **InfoCenter** provides...

- Traffic Stats -- automated and easy-to-interpret “need to know” data about your visitors
- Click IN Tracker -- with breakdown stats that allow you to track the effectiveness of special promotions
- Click Through Tracker -- with breakdown stats that allow you to track all your outgoing links (Click analysis service alone costs over \$19 per month elsewhere.)
- Automatic Search Engine Submission -- happens whenever you build or edit a page, or if the Search Engines have not visited within a reasonable time. Submissions are done exactly as if they were done by your own hand. They are performed exactly the way each engine likes to receive them... not too often, not too many, etc. (Some submission services cost \$10-20 per month.)
- Search Engine & Keyword Reports -- when your pages were last submitted, spidered, listed, and even how each page ranks with each major engine for each Keyword. (Reports like this can cost you \$20 per month elsewhere.)
- Directory HQ -- all you need for getting listed in the major directories.
- Pay-per-click HQ -- all you need for winning the pay-per-click wars.

And of course, the **Site Build It! Manager** tool makes the MASTER KEYWORD LIST child's play. It even does the DEMAND, SUPPLY and BREAKOUT windows for you automatically, turning hours of work into minutes, as it builds and researches your MASTER KEYWORD LIST. (This service would cost you \$18 per month, significantly more for extra domains, elsewhere, for less functionality.)

And soon you will be able to upgrade to **SBI! E-Goods** where you can sell and fulfill your digital products (ex., e-books, MP3s, collections of digital photos, etc.)! Yes, a third income stream -- and extra credibility, since you must “know your stuff” if you’ve written a book, right? Many people will buy your book before hiring you for a project -- the book will close the deal on hiring you.

For more information about **Site Build It!**...

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

Before proceeding to our discussion on traffic-building, please complete your **DAY 6 Goal-of-the-DAY**, and take note of your **Ongoing Goal**...

Goal-of-the-DAY... Build a home page, and one TIER 2 Keyword-Focused Content Page.

Ongoing Goal... Create one Keyword-Focused Content Page per day. Start with the TIER 2 pages. Then keep adding TIER 3 pages, 1 per day. Create 50-70 maximum. Then start a new Theme-Based Content Site.

(If your time is limited, reduce the goal to a page every 2 or 3 days. Even then, you’ll have a traffic-building, income-earning site in three months. Consistency and discipline are the keys, not speed. It’s OK to be the tortoise, as long as you stay the course... **this** course, that is.)

Whether you know HTML or not, it’s just not necessary to fiddle around with coding, ftp’ing, etc. Focus on creating content that OVERdelivers to both your readers and the spiders by using **Site Build It!’s** through-the-browser site-building tools...

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

8. Preamble for Traffic-Building

“Build it and they will come.”
Field of Dreams (1989)

Phew! Task finished. You have started a well-constructed site of your own.

Great work!

But if you just simply build it, your site might as well be a corn field in Iowa, visited only by ghosts! Talk about a “field of dreams!”

Yes, it's true. This course **has** shown you how to develop a strong Theme-Based Content site, completely loaded with high-profitability Keyword-Focused Content Pages. These pages **OVER**deliver to your human readers, and at the same time, satisfy the Search Engines.

So you're way ahead of 99% of e-business people on the Net. You have created a diamond, shining with terrific content. Does that guarantee you success?

Sorry to say... nope! Why not? Because it's just sitting there, buried in the middle of that huge corn field... that field of dreams.

What's missing in your quest to build income through content... to turn that field of dreams into reality?

Traffic. Visitors who read your content, contact you, click on your links, and then **do** something (hire, buy, pick up the phone and call you, etc.).

So far in this course, we have focused more on content. Now we can focus on building **traffic** to your content.

We'll be exploring **online** ways to build traffic in the next **2 DAYS** of this course, starting tomorrow. But for today, I want to give you the **big picture** and also discuss a powerful **offline** method of building traffic.

Let's start with the secret to building traffic. It's really the secret of traffic-building experts, and it's amazingly uncomplicated...

Do something. See how it works.

Do something else. See how that works. And then...

Yup... try something else. And see how that works.

That means you need traffic-building tools to keep “doing things” to build traffic. And then you need the traffic-tracking tools to tell you what’s working.

A feedback loop from **building to tracking** 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 **tracking** (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 traffic-tracking feedback), you’re not even shooting!

Two more important principles to add... the best traffic-building techniques are **high-yielding and sustained**. In other words, you must get a **big** traffic-return for your time-and/or-money, and it must deliver traffic in an ongoing fashion, not just be a one-shot deal.

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... if you’ve done **everything** correctly.

[SIDEBAR]

Don’t worry – that’s not such a big if. After all -- if you have followed this course properly, you have indeed done everything right.

Compare that with making a post in an e-mail mailing list, even a high-profile one. It takes some time to prepare a good post, with great content... great enough to **wow** people into visiting your site. Consider what happens within two days of that post -- your traffic falls back to where it was.

So... what are the best “sustained-high-yielding” traffic-building opportunities on the Net?...

#1) The Free Major Search Engines

#2) Pay-Per-Click Search Engines

#3) The Major Directories

#4) Word of Mouth

#5) Your Own Opt-in E-zine

Yes, of course, there are other ways to build traffic...

- buying ads in, and writing articles for, e-zines
- making posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and other circumstances, these can be fairly effective... or totally useless)
- link exchanging
- and, not to be missed, your signature file! (it's like having a two-second sound bite about your business in every e-mail you send out...

Veronica Miller
Landscape Designer
"An oasis of beauty in every backyard"
[[contact](#) [info](#)]

These lesser techniques, however, don't deliver both big and sustained results. Sure, using a sig file is something you should do. 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.

Buying ads or writing articles 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. Same reality goes with posts in forums, etc. Some Web-based forums remain on the Net and could be spidered, thereby counting that page as a link to your site. But we're talking "thin" here. So...

Your best "large and sustained" traffic returns will come from the **Big 5** above. Since your time is limited, don't try to "do it all." Begin directly with the **Big 5**.

[SIDEBAR]

I am not saying that you should not use the lesser traffic-building techniques. Depending on your situation, some will work very well for you. But...

Start **first** with the **Big 5**. As you do, three things will happen...

- you'll establish a strong, sustained traffic base
- you'll start to feel comfortable with what you're doing, and will view the whole concept of building traffic as a very **do-able** project
- you'll come across "perfect fits" for the above, lesser traffic-building techniques (ex., a perfect vehicle for a link exchange, or an excellent e-zine that reaches your target market, etc.)

It is at this point that you can then start using the secondary techniques effectively.

OK. Back to the Big 5. Let's open the discussion with a look at the Big Technique that is largely **offline** (we'll cover the online methods later)...

Big Technique #4 Word of Mouth

In the service industry, word of mouth "buzz" is one the aspect of marketing that draws new clients like no other means. Of course, you can't buy word of mouth buzz, you can only encourage it.

[SIDEBAR]

In the offline world, how do you hire a new (new to you, anyway) service seller? You really have only two options...

- 1) Open the Yellow Pages, close your eyes, and pick blindly from the presented ads.
- 2) Phone a trusted friend and ask who they recommend.

We all know Option 2 is by far the best, and most widely-used, method!

So how do you get word-of-mouth? First piece of advice, don't bother with those "recommend-a-friend" scripts. Less than one visitor in a thousand fills them in. There's a far simpler way to get "word of mouth"...

OVERdeliver with your service, your Web site's content, and with your referrals to partners.

That's it.

Want an example? Let's say you're a horticulturalist with a passion for cacti. You develop a wonderful theme-based site about succulent plants (i.e., cactus, euphorbia, etc.), that focuses on...

- PREselling your service (horticulturalist)
- Delivering great content (You have terrific pages about all the tricks you have developed for propagating them, tips for keeping them healthy and happy, and instructions on how to integrate them into a garden setting).
- Providing additional value to visitors by linking to the appropriate books on the subject, as well as quality green houses, etc., etc.

Other aficionados find that page at the engines. Do you think they won't tell friends, or forums, or cactus associations about this terrific info?

Sure they will.

And do you think one of these visitors will pick up the phone and inquire about your service? Of course she will!

Just one more **huge** benefit of OVERdelivering!



But “buzz marketing” is at its best **offline**, where people refer their friends/colleagues/customers/etc. to you by direct, offline, word-of-mouth (of course, they can now send them to your Web site to “check you out” first).

If you want to leverage your profits, as well as reduce the frustration of money and time wasted on not-so-profitable marketing techniques (such as cold calling or banner ads), then referral marketing is worth your consideration as a “buzz” strategy. Referral marketing sets in motion a...

“this-is-the-person-you-should-get-to-do-the-job-visit-his-site” type of buzz...

... that creates a steady stream of prospects and clients to your Web doorstep.

Referral-generated visitors tend to readily follow “leads” or recommendations made by people they know and trust. In their minds, a good chunk of the “screening” process has already been done for them. If their relatives, friends,

neighbors, colleagues or anyone else that they highly respect like you then you must be suitable and trust-worthy. As a result, most will arrive at your site less guarded, sporting a more “open-to-hire” attitude than a visitor who finds you by her own means.

Generating referrals does not, however, mean walking up to personal contacts, present clients or other non-competing service sellers and asking...

“Do you have anyone to recommend to me?”

Or...

“Know someone that could use my service?”

These types of questions are not effective. Some people may consider them impolite/intrusive. As well, the questions are too general in nature. They give no indication of your ideal target group -- those potential clients who need or want your service.



Instead, you must “set the stage” for referrals...

- Be passionate -- Show your excitement about what you do
- Provide an excellent service
- Build a Web site that PREsells effectively -- one that is benefit-focused and inspires trust
- Position your business as being different from your competitors -- remember our earlier discussion on creating and using a **USP?**
- Become “people”-oriented. If you show an interest in them, people will respond with an interest in you.

And now on to more specific details about your relationship with these “buzz-creators” (i.e., those people who will actively refer or recruit people for your service)...

- Educate -- Highlight clearly, and in relevant terms, the benefits of your service. Answer the “what’s-in-it-for-me” question in your listener’s mind. Show it by your words and actions that she owes it to her family, friends and associates to refer

them to you instead of your competition because you offer a better and more valuable service.

- **Promise** -- Promise that you will be professional and treat all referrals with respect. She can trust you not to tarnish her reputation. Assure her that even if her referrals do not hire you, you will add value anyway by educating them on what they should be looking for, and what to avoid, in a particular service.
- **Offer a gift of appreciation** -- Say “thank you” with freebies, discounts, gift certificates, etc. to people who introduce you to others.
- **Keep the connection** -- Check in every once in awhile to see how your supporters are doing. Develop a genuine relationship that is based on mutual interest. Send them articles, tips, and information that they can use for their business and/or hobbies.
- **Report** -- Report to the person who provided the referrals, and give them a progress report. They’ll want to know what happened. They may also help “seal the deal” for you behind-the-scene.



Bottom line?

Be assertive and proactive. Once you build a trust relationship with someone, don’t be shy. Ask for referrals. Try to use creative “outside the box” techniques like these two service sellers below...

Example #1 -- Once a month, Jack Smith who owns a landscaping company mails out monthly bills to his 300 clients. Each envelope includes a business reply card with a few short survey questions written on it. The survey asks various customer satisfaction questions and it provides a space to write down a friend, family member, or neighbor who needs a reliable and conscientious landscaping service.

Result? For the minimal extra cost of printing business reply cards, Jack receives 1 or 2 leads per month. Most of the leads convert into new clients, each one worth more than \$3000 in extra revenue per year. **A great ROI (Return on Investment)** for Jack just for printing up some cards, wouldn’t you agree?

Example #2 -- Jennifer Hunt, an esthetician, decided to leave the “employee ranks” and become the boss of her own business. She placed ads in her local newspaper that said...”Free Facials, Limited Number.” The ad brought in a

large number of women (and some men) into her new shop who couldn't resist getting a free facial. A sizable percentage of these "freebie seekers" bought the "Create a Memorable Face" Program which included 6 facials at a 33% reduced price.

Four referral cards offering the "FreeFacial" gift were included with each program package that was sold. The name of the client was written on the back of each referral card and she (or he) was encouraged to give them away to their friends and family. When someone redeemed their free facial offer **and** then purchased the special 6-facial program, the person who referred the person received a credit for a free facial. A great incentive to get the word out about Jennifer!

Results? 50% of the people who responded to the newspaper ad bought at least \$100 worth of skin care products and services. Referral marketing quickly "jump started" Jennifer's business by creating a buzz about her service.



Let's look at referral marketing from the perspective of local service sellers using the Net in conjunction with offline partners. Consider this scenario...

As a general contractor, you refer all your clients who require electrical work to XYZ Electrical Contractors. Likewise, any clients of XYZ Electrical Contractors that require general contracting work are referred back to you. You can accomplish the same exchange on the Net -- add a simple link to your partner's site and/or include a personal recommendation on your Web site.

This relationship, as you can well imagine, can expand significantly -- to include partnerships with bricklayers, plumbers, back-hoe services, roofers, landscapers and so on.

Global service sellers can do the same thing, too...

As an advertising consultant, you refer all graphic design work required for any advertising campaigns developed through your service to XYZ Graphic Design Inc. Likewise, any clients of XYZ Graphic Design Inc. that require advertising work are referred to your firm.

Incidentally, the partnership doesn't need to end there. XYZ Graphic Design Inc. recommends ABC Printing, which in turn reciprocates and recommends your advertising consulting business.

With a little creativity, offline strategic partnerships can be cultivated and nourished online.

[SIDEBAR]

It's beyond the scope of this course to discuss offline marketing methods for your service-selling business. But it goes without saying that you simply **must** include your RR URL in all offline marketing materials... business cards, stationery, radio ads, newspapers, local bulletin boards at your community hall... whatever and wherever!

OK, now for a different option, a bit of an **SBI!** preview for you to think about. How do local and global service sellers build a referral marketing campaign with Net-based partners with whom they have had no previous relationships?

Hey -- great question! Go to the head of the class! And yes, you can have a gold star!

The most common method of referral marketing online is affiliate marketing. Here the merchant pays a commission for any sales resulting from a recommendation from his partner's sites.

This method of referral marketing is exceptionally powerful, but it is not well-suited for most service sellers (i.e., where you are the merchant, not the affiliate). Why? A couple of reasons...

1) the nature and cost of most **services** predispose clients to make personal contact with the service seller first – in order get more details and then, if everything checks out, to order your service. Unless you're offering a low cost service that does not require much risk on the part of the client, they will not order your service via an online form.

As a result, it's virtually impossible to construct a fool-proof tracking system that ensures all affiliates are paid fairly for their efforts.

2) Because it can take a certain amount of time before a visitor trusts and respects the credibility of an unknown service seller enough to hire him or her, it's likely most affiliates will lose patience and promote products with short turn-around periods instead.

So using an affiliate program to sell your **service** isn't very **do-able**. But there is a feasible alternative...

Write your own **e-book**, and build up a stable of partners to promote it! Let's say you are, once again, an advertising consultant (gee, you are a multi-faceted individual!) and you set up an affiliate program to PREsell your e-book, titled "Effective Small Business Advertising."

What are the benefits of developing an affiliate program where you pay a commission for every book sale generated by your "PREsellers"? Your own affiliate program...

- emphasizes your credibility, and further establishes you as **the** small business advertising authority.
- effectively PREsells your much more intensive (and expensive) consulting service.
- gets others on the Net spreading the word about your e-book (and consequently your service and your Web site) because it is a relatively simple matter to track and pay commissions for e-book sales.

Last, but certainly not least, it provides you with yet another potentially significant income stream.

[SIDEBAR]

SBI!-E (Site Build It! E-Goods) is the ultimate e-commerce value bundle. Call it **Site Build It! on steroids!** **SBI!-E** gives you all the tools to sell e-goods...

Obtain a merchant account, clear credit cards, sell and digitally fulfill e-books, set up and manage your own 2-Tier affiliate program, communicate with multiple client lists...

Need I say more?

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

OK, this big picture (as well as a fascinating preview) on traffic-building sets the stage well for the next **2 DAYS**. Let's keep on going. Then... we'll turn you loose on the world, armed with all the knowledge and tools that you need to become a **Service Selling Master!**

9. DAY 7 -- Submit... Build Free Search Engine Traffic

It's the TWEAKY wheel
that gets the traffic!

Goal-of-the-DAY... Get familiar with the four-step process of...

- 1) submitting
- 2) spider-tracking
- 3) list-watching
- 4) keyword-ranking.

Then, if you are using **SBI!** (so important for easy tracking), become comfortable with the Search Engine HQ and its three reports...

- A) Submit-Spider-List Report
- B) Keyword Ranking Report
- C) Keyword Searches Report.

Start working on link popularity. Here's how to begin...

When your site has reached 15-20 pages, list with Open Directory (only free directory of the major directories) and with one minor directory that is a theme hub related to your Site Concept. Remember, links go both ways (in and out).

Track how your pages are ranking on a weekly basis. Improve your standings where necessary.

Ongoing Goal... As your site becomes more substantial (say 10-20 high-quality pages), publish your own e-zine and seed word of mouth buzz.

Keep building your popularity program. Add other links (both ways) with major directories and theme hubs. Trade links with related, non-competing sites as you discover them. Remember, links go both ways (in and out).

As your pages start to rank at the engines...

Tweak, Link Re-submit, Track.

Then do it again. When a page hits the Top 10 for an engine... **stop tweaking** (but keep linking, as opportunities present themselves).

Track which Keyword-Focused Content pages are doing well and reproduce those successes in your less successful pages.

Return to **DAY 6** and create more and more high-value content and then...

Yup... Tweak, Link, Re-submit, Track the new pages.

Consider doing this with **Site Build It!**. It makes the whole process so simple, rather than a tedious burden...

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

With these goals in mind...

Submit, Spider-Watch, List & Rank...

Geez, sounds like a recipe of some kind, doesn't it? Actually, it is...

First, submit your site to the engines. Then wait.

Second, keep an eye on the spiders. Wait some more.

Third, you get "indexed" (listed). Yup, a bit more thumb twiddling...

Fourth, you get ranked. Yay! People can find you. Now to improve your rankings (in **DAY 8**).

Let's start at the beginning...

STEP 1) Submit Your URLs...

Submitting your site to the engines is a tedious affair, because each engine likes to receive submissions in different ways...

- they each have their own submission pages.
- some only want to receive your home page. Some let you submit every page of your site.
- some allow you to submit many pages in a day... others only one.

And, to make it all nastier... they change policies from time to time!

Still, it's a necessary task. Yes, there **are** submission services and software. But, unless I **really** know someone, I trust important stuff like this only to myself. I'd suggest the same for you.

Luckily, a mere seven major free Search Engines account, either directly (through their own search services) or indirectly (through partner sites), for about 95% of your traffic. Let's stay on the right side of the 80-20 Rule (actually 95-5 here!) and only submit to them.

Go to the submit URLs of the following engines and research their current submission policies. Then start submitting...

AltaVista

<http://addurl.altavista.com/sites/addurl/newurl>

Google

<http://www.google.com/addurl.html>

HotBot

<http://www.hotbot.com/addurl.asp>

Lycos

<http://www.lycos.com/addasite.html>

Fast

http://www.alltheweb.com/add_url.php

There is no need to submit to any other engines, not even...

AOL Search -- as of summer 2002, AOL listings are provided by Google (previously by Inktomi). Google's Adwords program will replace Overture in the advertising space.

MSN Search -- you are listed automatically in MSN's Search Engine when you submit to Inktomi. (You submit to the Inktomi index through HotBot or through the paid inclusion program available at PositionTech.com). MSN Search also draws results from LookSmart.

Netscape Search -- you are listed automatically in Netscape's database when you submit to Google. Sponsored links are provided by Overture.

[SIDEBAR]

What happened to **Excite**?

Excite no longer provides its own proprietary crawler-based results. Directory listings are provided by the Open Directory, and the bulk of search listings come from Overture and FindWhat.

So if your site is listed in any of the above 3 resources, it will appear on Excite.

While I am personally more comfortable with manual submissions, many people speak well of **DumpTRUCK!**. This is shareware (US\$15) that batch submits URLs for you...

<http://www.trafficstudio.com/dumptruck/about.htm>

You can set it up to submit to the above engines. You can also check to make sure that the submissions were made.

[SIDEBAR]

You can no longer batch-submit URLs to AltaVista. It has come up with a creative way to force a human to actually go the submission page in order to submit... you have to enter the 8 characters from a displayed graphic into a Submission Code box, then enter your URL and then press the Submit button.

Check it out yourself...

<http://add-url.altavista.com/cgi-bin/newurl?>

But **SBI!** has even developed a unique way to make submitting to AltaVista a snap!

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

The big problem with all submission software? They don't tell you the policies of each engine (i.e., how many pages are OK to submit, how often, etc.). And, of course, they don't tell you whether you've been spidered, etc. So it's easy to happily batch submit your URLs until you run afoul of the engines by violating their policies.

Is that a hand up over there?

Question... “What would happen if I didn’t submit?”

Good question!...

Well, the engines’ spiders would get around to visiting your site sooner or... well, after you-know-what freezes over!

STEP 2) Track Engines’ Spiders...

Even after you **do** submit, some of the engines take weeks, even months, to send their spiders over to your site to “bring back the goodies.”

So the pros don't wait around. They submit. Then they check their site's log files, looking to see which of the major engine's spiders have visited, and which pages they “took back to their mother ships.”

If they don't see an engine's spider within a certain amount of time after submitting (varies for each engine), they'll resubmit, according to each engine's acceptable limits.

Yes, tracking spiders is rather complicated, and far more tedious than submitting. Here are several resources to get you started...

<http://searchenginewatch.com/webmasters/spiderchart.html>

<http://fantomaster.com/fasvsspy01.html>

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

http://www.searchengineworld.com/spiders/spider_ips.htm

STEP 3) Track Your Listings...

OK, you've been spidered! That means you're in, right? Uhhhh... no. Not really. It just means that the engine knows about you.

Now you have to watch for when each engine lists each of your pages (that have been spidered). The pros call this “being indexed.” They track each engine to see when their pages get indexed (i.e., the pages are officially in the database, but not yet ranked).

For example, at AltaVista, enter your URL (Host:YOURDOMAIN.com) into the search box. It will show you every page from that domain that it has indexed. Yes, there is a way to check this at each engine. Unfortunately...

Every engine has a different protocol. For more info on how to track which pages have been indexed at each engine...

<http://searchenginewatch.com/webmasters/checkurl.html>

———— [SIDEBAR] ————

The **SBI! ListChecker** and **WorldSubmitter** will resubmit automatically if any Search Engine doesn't index within a reasonable amount of time after a spider visit... or if an engine ever drops you from the index.

The **ListChecker** watches for when each engine lists each of your pages (that have been spidered or indexed). When it finds your URL in the index of an engine, it reports this date in the Submit-Spider-List Report.

The **SBI! Action Guide** will give you a neat "behind the curtain" view. Download it for free at..

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

STEP 4) Track Your Rankings...

Great! You're indexed. That means people are finding you, right? Geez, I hate to be a party-pooper, but... no.

Once you're indexed, there's a lag before your pages actually show up in search results. And even then, some of your pages will score better than others.

So **now** what do the professionals do? They track their ranking for all their keywords, at each engine.

There are several ways to track how your pages rank. Here's a nice resource, organized to help you do it manually...

<http://www.mike-levin.com/>

Even so, tracking your rankings manually takes time... too much time. To make things worse, as you'll see later on, you have to do it over and over again (each time you make a change to a Web page... re-submit, spider, index, rank, for each page, for each engine).

Luckily there are services or software that will do it for you. Here's the best of a not-quite-perfect bunch (I've left out several abysmal services)...

1) Position Agent -- At \$20 per month, it's pricey...

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

Take the free trial at the bottom of the page. You'll see that not all the engines are covered. And, if you check, the results are not correct for all the engines (at least not at the time I tested it).

2) Top-10 -- don't be put off by the long form that you must fill out to get the free report. It's a good report, mostly accurate (only missed one engine by a few spots), and is almost complete (only missing Google)...

<http://www.top-10.com/freevisrprt.html>

3) AgentWebRanking Suite -- as opposed to the above two, this is client-side software (i.e., it runs on **your** computer instead of on the Internet). It's free. And many people speak well of it. Download and try it for yourself...

<http://www.aadsoft.com/agentwebranking/ranks.htm>

4) WebPositionGold -- probably the Cadillac for ranking. Also client-side software. But it's expensive, and very complicated to use. This kind of tool is best in the hands of consultants who want to build traffic for businesses.

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

[SIDEBAR]

Site Build It! has some awesome reporting tools...

After a page has been submitted, spidered and indexed, **SBI!'s** Search Engine HQ will start to report on how that page ranks for its keyword.

The **Keyword Ranking Report** will tell you how each page ranks during a search for its Specific Keyword. If the ranking is beyond the top 30 for many of

the engines, you can click on the “**Analyze It!**” button. This function will give you suggestions on how to optimize your page.

The **Keyword Searches Report** will tell you which keywords people are using to find you, will show you how many times you were found with each of these keywords, and will provide a direct search-link so that you can see how you rank at a particular engine for a particular keyword.

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

In fact, the **Analyze It!** module has worked so well, our **SBI!** Product Manager, Paul Crane put his **SBI!**-generated rankings up against “traditional” site optimized with Webposition Gold. The results were astounding. Paul wrote an article about his experience in SiteSell’s “Sales from the EDGE” e-zine...

<http://www.sitesell.com/edge/backissues-028.html>

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

Yes, it’s a quagmire. Tracking how all your pages rank is definitely tedious stuff.

So why do all the pros do it? Because it’s so important to know where you stand. Every situation is different. You have to get the lay of the land (**your** land) and see where you stand in it.

For example... You might be writing about succulent plants -- there is a entire world of related Web sites, directory listings, links flying around all over the place... and this set of circumstances is different than the one for “exercise.”

Suppose you wrote two near-identical pages. The only difference is that you replaced the word “exercise” with “cactus” (you should **never** create such “search-and-replace” pages, of course -- this is an example to make a point). Your exercise page ranks Page 1, #1 for every Search Engine. Does that mean that your cactus page will also be Page 1, #1?

Nope. Because the “Web world” for exercise is totally different than that for cactus. The point of tracking how you rank is to get the lay of **your** land.

Once you see how your pages fit in your particular “Web world” (and it likely won’t be great at first), you start tweaking. We’re getting a bit ahead of ourselves, but...

As we'll see in the next **DAY** of this course, the key to building traffic through the free major Search Engines, is to try different things until you "get the feel" for what ranks highly for your particular theme.

That's why I recommended that you experiment with different lengths of text, different numbers of Specific Keywords, as well as General Keywords and common synonyms in titles, headlines, etc., etc. If you have many differently constructed pages, you'll notice which pages rank high and which don't. And that gives you the basis to improve the ones that don't.

Yes, it takes some time and effort. That's why the major Search Engines are not really "free." They do cost you something... Time, after all, **is** money.

The payoff, however, is terrific... substantial, nearly free (once you work out what succeeds for you), sustained, and targeted traffic.

———— [**SIDEBAR**] ————

When you're dealing with 50 or 100 pages, tracking all this really takes time. And imagine when you have four sites up and running!

Site Build It!, however, does all of this automatically. Yes... submitting, spider-spotting, index-checking, and rank-tracking. All of it.

Whenever you build or modify a page, **Site Build It!** automatically submits it to all the major engines, according to the way, and the frequency, that they want it, and exactly the way a human would submit it by hand.

The **Submit-Spider-List Report** tells you when each page was submitted...

- when it was spidered (i.e., when each engine's "scooping robot" came to your site and brought each page back to its database home)
- when it was indexed (officially available in each engine's database), and even...
- where your page ranks, at each major engine, for the Specific Keyword that the page focuses upon!

What does this mean for you?...

- You don't lose sleep about submitting, or whether you should re-submit. **SBI!** submits by "e-hand" for you.

- You don't have to worry about whether the Search Engines "got the message." **Site Build It!** can tell when the engines send their little "robots" to spider through your newly built pages. (NOTE: If the spider does not come, **Site Build It!** re-submits until those lazy little critters do come... all according to each engine's acceptable limits.)
- You don't have to check constantly at the engines to see when your pages become available in their listings. **Site Build It!** does that for you.
- You don't have to manually track how your page ranks for your keywords. **Site Build It!** reports on this.

If time is money, **Site Build It!** is time... time saved!

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

Previously, we talked about how important it is to have a feedback loop from **building to tracking**. Now that you have feedback from tracking, it's time to take **traffic-building action**, which brings us to...

9.1. Big Technique #1 The Free Major Search Engines

This is still the best way to build traffic on the Net... if you know what you're doing. And you soon will!

Web site traffic is not like the weather! You can do much more than just watch and talk about it. Now that you know how your pages rank for your keywords, and since you've experimented (in **DAY 6**) with a variety of "formulas" while sticking to basic "Search-Engine-sexy" principles, you can start to tweak your pages.

Add an extra keyword to the title. Or increase the amount of content. Or decrease it. The key is to note which pages are doing well and start to reproduce those successes.

So tweak, re-submit, and track. Then repeat. Sooner or later, you'll start to rank well for more and more pages. Soon after that, you'll start ranking well for **many** of your pages at **many** of the engines.

Bottom line... Try to get **half** of your pages in the Top 10 in at least **half** of the engines. At that point... **stop tweaking!** Don't try to get into the Top 10 for **all**

pages in **all** engines. You'll only drive yourself crazy, wasting time. And if you have a spot in the Top 10 for any page, **never** try to make that page better... you'll go backwards more often than not.

Question.... "Why be happy with half and half?"

Hey, who asked that? Great question!

I don't mean to imply that you should be delighted. If some pages are simply off the ranking radar (especially if they don't score well in any engines at all!), review them to make sure that you are not making any gross errors (see **DAY 6's** information about how to write a high-ranking page). If you've done a good job, and if you've tried a couple of times to improve it without results, you're better off creating more **new** content.

Question... "Why?"

Another super question!...

Here's what happens when you write 100 good, solid "one-size-fits-all-engines" pages. The engines shuffle their ranking formulas every now and then. So 20 pages may drop down in Google, for example. But 15 others move up! And two weeks later, pages that were #100 in AltaVista suddenly start scoring on Page 1!

Question... "Why does this happen?"

Whoever is asking these questions, move to the front!

When engines tweak their ranking algorithms, they can't just suddenly say, "OK, the Title does not matter any more." The big picture has to remain the same. It's the details that they change. So... Don't sweat it -- it all evens out. From here on in, your time is best spent creating new pages, rather than tweaking. You can write a good new page far faster than the repeated tweaking cycles each page requires.

Questions... "Why one-size-fits-all? Why not create a different version of the same page for each engine?"

OK, now I know we have a “ringer” in the audience.

Yes, some people do go so far as to create a different version page for every engine. Don't bother. First, it's not a productive way to spend your time -- much better to write brand new pages. And second, if you do this, you are no longer writing for **both** humans and engines. You are just playing a game. And these kinds of tricks simply do not last for long. This can actually backfire, big-time.

You've heard of **K-I-S-S**, right? (Keep It Simple, Stupid)

Well.... **K-I-S-SE!** (Keep It Simple, Search Engines).

One **traffic-building action** you should consider at this stage is building your popularity. No, not you! Your site!

Let's get back to thinking like an engine. Pretend you're a Search Engine... what's another way for you to tell whether a site is relevant for a concept?

Let's say that you have a site that is all about porcupines. And further, that you have an excellent page in that site about the mating habits of porcupines (a prickly issue, I agree!... Sorry about the pun.)

Let's use that site to see how link popularity works...

How about if you, the engine, could see that lots of sites, all kinds of sites, link to you? Yes, that's a plus.

What about if many of those sites were from zoos? Better.

What if those sites were about porcupines? Even better!

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! No dispute – that's the best.

And your 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).

Popularity, an “off-page” criterion the engines are using more and more, is still not a dominant weighting factor presently.

Why? Because most sites don’t have many links to them at all. If all sites had hundreds of incoming links, link popularity would be a far stronger tool.

Scoring high for link popularity is relatively more useful if you are trying to win for tough words like “e-commerce.”

Why?...

Well, it’s kind of like the golf pros on the PGA Tour. They are all so good, that the difference is razor-blade thin. Zillions of sites are trying to rank #1 for e-commerce (a mistake, by the way... the concept is too untargeted -- luckily you know to work the niches, right?).

All those experts are working so hard for a #1 ranking. And even for such an in-demand keyword, link popularity is not the “be all and end all.” Try this...

Go to AltaVista and do a search for “e-commerce.” As I do this now, I see that “internet.com” is at #1. Now... Type this into AltaVista’s search box, **exactly** like this...

link:internet.com - host:internet.com

What does that mean? The search request is asking AltaVista for all the links that point to internet.com (“link:internet.com”) minus those that link to itself (“-host:internet.com”). You can also try it with just...

link:internet.com

Either way, check the link popularity for each of the Top 10 for “e-commerce.”

You’ll find that most of them have thousands of incoming links (internet.com had over 200,000!). But when I did this little experiment, there was one site in the Top 10 that only had a single link in... yes, just one! So clearly link popularity is not heavily weighted or it would have driven that site out of the Top 10.

Now repeat the linking research, but this time search for something much less in-demand. Check out the Top 10 for this search result. You'll see that the number of links to each of these sites is far less.

Also, if you check out, say, the 100th site in the search results, these deeper sites tend to have fewer links to them. But not by a heck of a lot.

Overall conclusion? Yes, link popularity is a factor. And it is worth building some into your site. But it's not the be-all-and-end-all, especially not for niche sites, which is what you are creating.

However, link popularity is expected to grow in importance. So it is worth adding a little popularity to your site. Here's what to do, and what **not** to do, to get more popular...

1) List with last free directory of note, **Open Directory**, and the paid directories like **LookSmart** and **Yahoo!** once your service seller site is up and running. Since their standards are high, the engines "figure" that your site must contain valuable content.

2) List with directories that are specific to your area of interest. These are niche "hub" sites that offer links for little or no money.

Another question? Fire away... "How do I find niche directories?"

Answer... Go to **AltaVista**. Enter this into the search box...

"+exercise +directory" (without the quotes)

Then do it for your own Concept Keyword and Specific Keywords.

OK? Let's continue on with the third method...

3) One-at-a-time, site-by-site, link exchanging or you can automate your link exchange program. Check out...

<http://willmaster.com/master/rlinks/index.shtml>

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

Don't waste time surfing endlessly for nice sites with good traffic (you can check at Alexa) and a similar theme. In my experience, the response rates to friendly, individualized e-mails requesting a link exchange is almost zero. On the other hand, maybe you schmooze better than I do.

[SIDEBAR]

This last point is just personal experience. Maybe if you show them how it could be mutually beneficial with the engines, and if and if and if... who knows? But somehow, I think your time is better spent elsewhere.

However... while I would not specifically set aside time to look for such sites, I **would** e-mail them as I discovered them in the course of doing other, more productive work. Not much to lose that way.

4) If you have several domains on related topics, don't forget to interlink them all!

5) What's a definite **not** to do? Do **not** do the FFAs. If you don't know that FFA stands for Free-For-All linking sites, then you're better off!

One more thing... remember, links go both ways. Create a links page that sends links **out** to terrific, non-competing, high-traffic (verify with Alexa) Web sites. The best way is to reciprocate on your incoming links (above)...

1) theme-specific sections of the major directories,

2) theme-specific minor directories ("theme hubs")

3) theme-related, non-competing, sites (as you happen to discover them – don't spend time searching just for this)

4) links to your other domains on related topics.

Why do this?

Linkage count both ways with the engines, **incoming and outgoing**. Remember to code your HTML so that you open a new window with these links, so you don't lose anyone who links out (your page will be there, underneath, when the other window is closed). If your outgoing "linkees" have affiliate programs, even better!

[SIDEBAR]

Yes, **Site Build It!** even allows you to do this as you create your pages. No worries about the HTML. It does it for you. If, for some reason, you don't want to open a new window, that's OK -- you have the choice.

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

So... both linking **in** and **out** counts. And, to strengthen the impact of those links on your ranking results, include your Specific Keywords both in the links out, **and** in the links that come **into** you.

[SIDEBAR]

There is one **major** engine that places a specific emphasis on link popularity...

Google, the search powerhouse par excellence! Google is renowned for quality searches and an ongoing refusal to implement a paid inclusion program -- they don't want to tarnish the impartiality of their listings. Google consistently outperforms most other SEs for driving targeted traffic to well-optimized niche sites.

There is only one hitch...

Your site must acquire an acceptable **PageRank Score** if it is to ever make it into the Google index and get a fair shot at the windfall that this SE can offer.

PageRank is Google's assessment of the quality (and to a lesser extent, quantity) of links to a particular site. Quality is measured by the value of a site's in-pointing links. For example... your site about porcupines has garnered a link from a site well-known as **the** porcupine authority. Google would recognize the value of that link and the credibility it implies, and would assign your page a high PageRank score.

Fortunately, you don't need to guess at the PageRank of your site. It's displayed prominently on the free Google Toolbar available here...

<http://toolbar.google.com/>

Take a few minutes to download and install this tool before we continue. I'll wait.

By assigning a PageRank Score algorithm into the mix, Google insures that poor-quality or questionable sites don't make it into their database. Of course, new

sites, even those of high quality, will have to prove themselves, and earn a PageRank Score (3 or above) before Google will consider listing that site in their SE.

Bottom line?

Until your site earns that benchmark score, Google will be very reluctant to list your site. Is it worth the effort? Definitely. Properly optimized sites can see traffic double virtually overnight, once Google “discovers” your site. So although it’s still a relatively low-yield strategy to go hunting for links, gathering a few quality in-pointing links are crucial to get the most from this important SE.

Two important points to consider...

1) Getting your site listed in Google is **only** half the battle. Why? Because it doesn’t necessarily mean you’ll receive a shred of traffic from this vital index. You still have to build properly-optimized pages, give careful consideration to the targeting of keywords, and attain high rankings. If you do so, expect Google to be one of your biggest referrers!

2) We’ve seen enough anecdotal evidence to suggest that Google will consider domain-specific in-pointing links in assigning a PageRank score, if these pages are...

- well constructed
- highly-optimized
- of high quality
- and there are enough of them (in other words, 5 quality pages linking back to your home page isn’t going to do the trick).

You’ll need in the range of 15-25 high quality pages before there’s an opportunity for Google to list your site without the benefit of any external in-pointing links.

In other words, in some cases Google seems to assign a favorable PageRank score without any external in-pointing links -- it simply does it on the basis of the number of quality pages within that domain that link back to the main page (domain.com).

Time to summarize the process for building traffic through the Search Engines...

Tweak, Link, Re-submit, Track. Then do it again. When you've got it right... stop tweaking. Instead... Create more **high-value content** and then...

Tweak, Link, Re-submit, Track. Then do it again. When you've got it right... stop tweaking. Instead... Yup... back to **DAY 6**. Create new content!

That wraps up building traffic through Search Engines. I sincerely hope that you believe that you can do this. Because you **can**.

It takes really smart people to trick the engines. But if you follow this honest, high-value, WIN-WIN-WIN-WIN approach, if you OVERdeliver to your readers, if you simply write and tweak your high-value content pages fairly, and if you experiment until you get it right...

You'll do as well as the pros... with far less aggravation.

Before proceeding to **DAY 8**, please complete your **DAY 7 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Get familiar with the four-step process of...

- 1) submitting
- 2) spider-tracking
- 3) list-watching
- 4) keyword-ranking.

Then, if you are using SBI! (so important for easy tracking), become comfortable with the Search Engine HQ and its three reports...

- A) Submit-Spider-List Report
- B) Keyword Ranking Report
- C) Keyword Searches Report.

Start working on link popularity. Here's how to begin...

When your site has reached 15-20 pages, list with Open Directory (only free directory of the major directories) and with one minor directory that is a theme hub related to your Site Concept. Remember, links go both ways (in and out).

Track how your pages are ranking on a weekly basis. Improve your standings where necessary.

Ongoing Goal... As your site becomes more substantial (say 10-20 high-quality pages), publish your own e-zine and seed word of mouth buzz.

Keep building your popularity program. Add other links (both ways) with major directories and theme hubs. Trade links with related, non-competing sites as you discover them. Remember, links go both ways (in and out).

As your pages start to rank at the engines...

Tweak, Link Re-submit, Track.

Then do it again. When a page hits the Top 10 for an engine... **stop tweaking** (but keep linking, as opportunities present themselves).

Track which Keyword-Focused Content pages are doing well and reproduce those successes in your less successful pages.

Return to **DAY 6** and create more and more high-value content and then...

Yup... Tweak, Link, Re-submit, Track the new pages.

Consider doing this with **Site Build It!**. It makes the whole process so simple, rather than a tedious burden...

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

Geez... only three **DAYS** left to go. I'll miss your smiling face and great questions.

Let's cover the final two big traffic-building techniques, Pay-Per-Click Search Engines and the major directories. And we'll also backtrack a bit and cover a Search Engine "wrinkle" which is gaining in usefulness, Pay-Per-Inclusion.

10. DAY 8 – Build More Traffic

Goal-of-the-DAY... Open an account at each of the 8 Pay-Per-Click engines. Bid on 3 keywords at Overture.

Ongoing Goal... Broaden your bidding until you have placed bids for 100 keywords at the 8 biggest Pay-Per-Clicks.

When your site reaches 15-20 pages, submit to directories and consider Pay-Per-Inclusion programs at the (formerly free) Search Engines.

Today we'll cover the final two of the Big 5 Techniques for building traffic... Pay-Per-Click Search Engines and the major directories. And then we'll discuss Pay-Per-Inclusion at the Search Engines. Let's start with #2 of the BIG 5, Pay-Per-Click Search Engines...

10.1. Pay-Per-Click Search Engines

Pay-Per-Clicks allow you to bid for keyword placement. For example, if one of your pages focuses on the topic of "lower ab exercises," you can bid for the #1 placement (or any other #) on the first page (or lower, but what's the point of being on page two?) of search results.

Boy, does that save time! No tweaking, submitting, etc.

But there's a catch, of course. The **most** popular keywords have become quite expensive at Overture (the first and biggest engine) and are rising at the others.

So your best strategy is to work the niches. Bid on hundreds of less popular keywords related to your Theme-Based Content Site. This can be an extremely cost-effective way to build a big list of lifetime customers in a hurry.

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Although working the niches remains the best, most cost-efficient strategy, it's no longer one you can **easily** 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.

It now rejects keywords based on the amount of search traffic.

If some words you select to bid upon don't generate enough searches (and don't make Overture enough money), they will simply refuse to list your site for them. Although you may still bid the minimum amount (a nickel) on any number of the more popular search terms, this policy restricts your bids to more competitive, more highly-priced terms. As such, it severely reduces your chance of attaining a top 5 position unless you fork over a lot more money. This new policy hurts "pure" affiliates much more than service sellers, since affiliates usually work within the narrowest of profit margins.

As a service seller, you can generally afford to target more competitive keywords and pay a little more per click-through because of your potential earnings, especially when you factor in the lifetime value of a new client.

In other words, you have a higher **ROI**.

There's a drawback to bidding on hundreds of words... the time involved to research and actually bid upon them all. Luckily, **Site Build It! Manager** takes care of all that (more on **SBI! Manager** below).

Let's quickly review the top 8 Pay-Per-Clicks. The grand-daddy of all the Pay-Per-Clicks is...

Overture

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

<http://www.overture.com/d/about/advertisers/>

See the following comprehensive article about Overture in Sales from the EDGE. Its principles and strategies, although in this case applied mainly in an "affiliate Marketing" scenario pertain to all the Pay-Per-Clicks, and is well worth the "read" for service sellers...

<http://www.sitesell.com/edge/backissues-005.html>

Register for a bidding account with Overture at...

<https://secure.overture.com/s/dtc/center/>

In keeping with their newly adopted "big business" mentality, Overture won't accept spreadsheet submissions from clients spending less than \$1,000 per month. So you'll have to bid manually. **Site Build It! Manager** speeds this

whole tedious process up and makes it easier, too. Plus, the **Manager** works with the 7 other Pay-Per-Click engines' mass-submission spreadsheet templates.

Some tips from Overture...

<http://www.overture.com/d/about/advertisers/tips/index.jhtml>

And their relevancy policy...

<http://www.overture.com/d/about/advertisers/relevancy.jhtml>

Bottom Line on Overture...

Overture will generate more traffic for you than all other Pay-Per-Clicks, combined (although the others are starting to blossom thanks to their small-business-unfriendly attitude). Overture is for now a “marketing” strategy. Of course, due to its great popularity, each click from Overture will cost you more than from the other PPCs.

Even though the other engines are cheaper, it normally might **not** be worth your time to prepare bids for them. Why? Because, even though they deliver cheap traffic, they don't deliver a lot of it! Factor in the cost of your time and it might not be worthwhile.

Now, though, thanks to **Site Build It! Manager**, submitting bids on the other seven Pay-Per-Clicks only amounts to a few minutes work per engine! Good, cheap, targeted traffic!

So let's take a quick look at the next tier...

In order of approximate importance, here are the next 7 Pay-Per-Clicks. There are **many** others beyond these, but they do not generate enough traffic to be worth your time (no, not even using **SBI!**)...

7Search.com

<http://www.7Search.com/>

Register for an account with them at...

<http://7search.com/scripts/advertiser/v2/advertiserdologin.asp>

While you're there, download their mass-submission Excel template.

(If you only have time for two engines, make it Overture and 7Search.)

Xuppa.com (formerly named Bay 9)

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

Register for an account with them at...

<http://www.xuppa.com/cgi-local/login.cgi>

While you're there, download their mass-submission Excel template.

Naturally, with the Manager, you'll have time for **all** of the PPCs. So here are the remaining 5 "worthwhiles"...

ePilot

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

Register for an account with them at...

<http://www.epilot.com/backoffice/members/default.asp?cn=pa>

While you're there, download their mass-submission Excel template.

FindWhat

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

Register for an account with them at...

<https://secure.findwhat.com/accountmanagement/>

They do not have a mass-submission template. Recommendation: E-mail an Overture spreadsheet (as an attachment), per the information in **Site Build It! Manager**.

Kanoodle

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

Register for an account with them at...

https://safe.kanoodle.com/login.cool?return=/client_services/manage.cool

While you're there, download their mass-submission Excel template.

Sprinks

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

Register for an account with them at...

https://sprinks.about.com/userforms/login_user.htm

While you're there, download their mass-submission Excel template. It's a major pain to work with, though. Recommendation: simply submit the template that **Site Build It! Manager** prepares for you for Sprinks. **Note:** Sprinks minimum bid is a nickel, like Overture.

Ah-ha.com

<http://www.ah-ha.com>

Register for an account with them at...

<https://secure1.ah-ha.com/bid/>

No template, but you can submit a spreadsheet that lists your keywords and their URLs, titles, descriptions, and bid amounts. Yes, the **Site Build It! Manager** will do this, too.

For more info on Pay-Per-Click engines, see...

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

Before you bid on anything, it's wise to research. And keywords are no exception. During **DAY 2** of the course, you had an optional exercise. If you haven't had time to do this exercise yet, here it is...

Let's create an Overture BID-FOR-KEYWORD LIST. (Do it for each engine. But since Overture will drive 80% of your traffic, we'll start here.)

Label the first column "KEYWORD" (yes, the same KEYWORD as in your MASTER KEYWORD LIST. Now add 23 more columns to the right of KEYWORD (yes 23, or better still -- **Site Build It! Manager** has already done all this for you). Here's what to do for each of your HIGH-PROFITABILITY keywords...

Label the first two columns to the right of the KEYWORD column "Price I Should Bid" and "Buys #" -- leave these two columns empty for now.

In the next column, enter the number of sites that have bid at least a nickel (minimum bid at Overture) for each keyword (ex., let's say that you do a search for "lower ab exercise" and you find that 10 sites bid at least one penny for "lower ab exercise" -- enter "10").

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Remember... you'll see penny bids from listings that have been "grandfathered".

Now, in the next 20 columns, enter the price for the "Top 20" search results spots (searchers are unlikely to scan any result past #20 -- so bidding for a spot beyond #20 is a waste of time). In our example, since only 10 sites have for "lower ab exercise," you enter these bid prices in the first 10 columns -- leave the last 10 blank or enter 0.00.

[SIDEBAR]

Some Pay-Per-Click engines only show you 10 sites on the first page of search results. In that case, only enter the bids for these. Enter "0.00" for #11-20, because there's really no point in bidding for a spot on Page 2.

Now, back to those first two columns to the right of your KEYWORD. Enter the best price you should bid in "Price I Should Bid." And in the next column ("Buys #"), enter what spot in the search results that bid will yield (**Site Build It! Manager** calculates this spot automatically).

If this seems like a lot of work, it's really not. And with **Site Build It! Manager**, it's quick and easy! Here's why...

Site Build It! Manager features powerful Pay-Per-Click functionality. The **Site Build It! Manager** contains a BID-FOR-KEYWORD LIST for every significant Pay-Per-Click engine to make your job as fast and profitable as possible.

It automatically researches all the bids at all the engines, showing you where your best bid should be. And it automates mass-submissions to the major Pay-Per-Clicks, too. (All Excel templates are available at **SBI's** Site Central.) Now it only takes minutes to do what previously took days.

For more information about **Site Build It!**, including the **Site Build It! Manager** tool...

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

A reminder: If you have not yet done so, please read this solid primer on Overture. Its principles apply to all Pay-Per-Clicks...

<http://www.sitesell.com/edge/backissues-005.html>

How much should you bid? It depends on the nature of your service.

Are you offering a low-priced service that generates regular repeat contracts? Or a high-priced service that generally results in a one-time only hiring? No matter what the service, your higher **Return On Investment** (in comparison to an affiliate's return) means a much greater ceiling when it comes to bidding at the PPCs. Unfortunately, with a longer "hiring" (i.e., income-producing) cycle, it may

take some time before advertising dollars start to bear fruit. If that's the case, you may have to accept some negative cash flow until business starts to roll.

It's difficult, at least initially, to estimate accurately the sort of **Conversion Rate** you can hope to achieve from a Pay-Per-Click advertising campaign. A safe and practical way is to first estimate the percentage of visitors expected to subscribe to your newsletter, and then estimate the percentage of those subscribers expected to convert into clients.

Why select subscribers for this calculation? Newsletter subscribers have concretely shown their interest in your service by signing up so they can be considered as leads of the highest quality. Unless your service requires very little commitment (financial or otherwise) on the part of the visitor, it's unlikely you'll convert a significant percentage of "first-time-visitors" into clients (regard immediate converts as a wonderful bonus!).

The process to determine the percentage of visitors that sign up for your newsletter is simple. Take the number of newsletter subscriptions generated in any given time period (per day, per week, etc., etc.), and divide that number by your site's unique visitor stats for that same period.

For example... suppose you have a daily average of 500 visitors to your Web site who generate 28 newsletter subscriptions. That's a 5.6% **Conversion Rate** ($28/500 = 0.056 = 5.6\%$)



Now let's take this scenario a little further...

Let's assume you cap an Overture advertising campaign at \$500, setting your maximum bid at \$0.10 per click-through. The campaign brings 5,000 visitors to your site. Assuming you can convert 5.6% of these visitors into newsletter subscribers (again, we won't consider that small percentage of people who will contact you immediately after their first visit), you'll get 280 new subscribers to your newsletter.

We'll say for this exercise that your average first "payment received" (for a contract) is \$450 and your investment is \$500. The **Conversion Rate** is the percentage of those 280 subscribers who convert into clients...

- **CR** = 0.5% Net = \$630
- **CR** = 1.0% Net = \$1,260

- **CR** = 3.0% Net = \$3,780

(At this level of conversion, you can bid \$0.50 per click-through and still make a nice profit!).

- **CR** = 5% Net = \$6,300
- **CR** = 10% Net = \$12,600

Decide on how much you are willing to invest in a PPC campaign, bid accordingly and then wait a couple of months to see how things work out. Even if it takes you 60-90 days to turn a subscriber into a client, the opportunities are fantastic!

And there are two other things to remember here...

- 1) All subscribers are highly qualified -- if you deliver the goods with your e-zine, you can expect a decent **Conversion Rate** (just how decent will depend, ultimately, on the nature of your service).
- 2) The above statistics only represent income generated from first-time sales. It does not include repeat sales, and just as importantly, new sales generated by word-of-mouth referrals. So remember to factor that **Lifetime Value** into the equation.

Of course, all the variables will differ for your site. You may, for example, only be able to convert a smaller number of visitors into subscribers. However, it's just as likely that you can convert a much larger percentage of these very qualified subscribers into clients.

The bottom line is that the opportunities for service sellers are enormous, and the potential **ROI** is substantial.

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Of course, if you're promoting in-context affiliate programs as a means to leverage your income, a percentage of your PPC dollars will convert into sales immediately.

One special bidding strategy for Overture...

Overture does more than just provide its own search results at its highly popular engine. It supplies listings for many major search portals (such as MSN Search, Ask Jeeves, Lycos, AltaVista, etc.) and large meta Search Engines.

These search services tend to “cherry-pick” the **top** search results. 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. And then the best after that is in the Top 10. Of course, anywhere in the Top 40 puts you on Overture’s first page of results. But you’ll get far less traffic if you appear further down.

However...

You’ll have to balance the extra per-click **cost** of being in the Top 2-to-10 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**.

Also, the “top 3” are often reported as “advertising” or “sponsors” on sites like MSN. So they generate lower **Conversion Rates**.

Unless you’re highly profitable even when you factor all these negatives into the picture, my favorite strategy is to bid for positions #4 and lower, finding the first good price drop and bidding a penny above that. Yes, traffic is lower, but your cost is **much** lower and your **ROI** on a per-dollar spent basis, is higher.

Bottom line?

As always, **your bids must make financial sense.**



I can’t **over-emphasize** that the key to success is to bid upon hundreds of keywords related to your site. Yes, hundreds. So the mass-submission templates are absolutely essential. Don’t let them scare you... except for one engine, they’re easy to work with when you use the **Site Build It! Manager**.

Let me tell you a bit more about **SBI! Manager**, a productive piece of software that comes with **Site Build It!**. The **Manager** is software that runs on your computer. The rest of **Site Build It!** (i.e., the no-HTML **SiteBuilder**, the link tracker, the reporting functions, etc.) runs off of ours. Together, it’s a terrific marriage.

Basically, **SBI! Manager** is a marketing tool for developing highly profitable keywords related to a theme that is in turn related to your service and/or products of affiliate programs that you represent. In other words, it automates much of what you have studied so far in this course.

Use **SBI! Manager** as follows...

1) MASTER KEYWORD LIST... build a list of KEYWORDS, including PROFITABILITY (i.e., DEMAND and SUPPLY) data about each, with SUPPLY SITE INFO research for each. Use the profitability info for each keyword to help you pick the best keywords to attract the traffic that PREsells your product.

Instead of all the tedium though, you just click a button.

Yes, **Site Build It! Manager** does all this for you... and it only takes a few minutes. For example, if you enter “exercise,” and then click on the “Brainstorm and Research” button, it does all the DEMAND and SUPPLY and even BREAKOUT window-functions (as covered in **DAY 3**) for you, creating a comprehensive list of KEYWORDS related to exercise!

Then use the **Site Build It!** server-side site-building tool to develop your Theme-Based Content Site, full of Keyword-Focused Content Pages. Attract traffic to these pages and then refer visitors to affiliate-merchant sites (or to your own sales sites that sell products or services).

2) PAGE SUBMISSION INFO Form... prepare for submitting bids to the Pay-Per-Click engines by entering the info that they require into the **Manager’s PAGE SUBMISSION INFO Form...**

a) Title -- Same idea as when you made the Title for your Web page (**DAY 6**), except your title does not have to be the actual page title. It should contain the keyword that you bid for, since the click through will be higher. Overture cuts the title off after 40 characters... so keep it short.

b) Description -- Get your most important, biggest point up front. Copy-and-paste your META description that you prepared in **DAY 6**. Same basic rules and principles apply.

(Yes, the **Manager** even reminds you if you forget to include the KEYWORD in the Title or Description.)

c) URL -- Send searchers (i.e., your potential visitors) to the specific page on your site that has the information they request, not just to your home page.

One important rule of every Pay-Per-Click...

Each KEYWORD that you bid upon must clearly relate to its Title and Description, and to the contents of your site. For you, that's natural... already done!

———— [SIDEBAR] ————

With Overture, you basically want as **few** clicks as possible. Actually, let me rephrase that... you basically want only **targeted** clicks... people who **understand** exactly what your page is about and who click for that reason.

Why?

Because you **pay** for each click!

So, you don't really want as few clicks as possible... you want as few off-target visitors as possible. Gear everything you do to maximizing **on-target** visitors for the least amount of money.

Bottom line strategies?...

1) Bid for hundreds of on-target keywords, especially the less-obvious ones which will be quite cheap to buy. Obvious, and popular keywords have become too expensive. I'll tell you this – there's no way I'm paying \$5.00 for popular keywords -- not unless I'm selling a service that has a high fee and good **CR** off my site!

2) Write your Title and Description so that **only** your target market clicks (since each click costs you). An Overture searcher who reads your Title and Description should clearly understand what she'll get if she clicks. If it does not interest her, she'll give you a pass. Which is **exactly** what you want when it comes to Overture. Why pay for a click by someone who hits the **back button** as soon as she arrives?

Write your Title and Description so that they...

- really relate to the keywords that you are bidding
- really are relevant to your site – you definitely do not want to trick anyone to your site.
- compete effectively against other listings with similar subject matter

- shout “Click Me! Click Me!” But only the right customers hear the shout!
-

Now, where was I? Oh yes... I was explaining that the **Site Build It! Manager...**

3) BID-FOR-KEYWORD LIST -- The **Site Build It! Manager** contains a BID-FOR-KEYWORD Pay-Per-Click engine. It researches the “# of bids” and the Top 20 bids for all of your KEYWORDS (as described above), at the simple click of a button! Only one difference...

It researches the “# of bids” and the Top 20 bids at **all** of the significant Pay-Per-Clicks, not just Overture’s!

Use the **Manager’s** Pay-Per-Click automated research functionality to quickly get all the info at each engine about all of your KEYWORDS, showing you where the bid should be for each KEYWORD. All you have to do is the fun part... enter your bids!

When that’s all done? Just one more click...

Click upon the “Create File” button to create a file for Overture’s mass-submission template. The **Manager** automates mass-submissions to all the major Pay-Per-Clicks. Now it only takes minutes to do what previously took days. E-mail these files to the Pay-Per-Clicks and...

Presto! Instant, cheap traffic! With no hassle.

To summarize **Site Build It! Manager...**

Site Build It! Manager is software that you run on your computer. It automates and greatly accelerates...

- building your LIST of HIGH-PROFITABILITY keywords
- researching those keywords
- preparing content for your Theme-Based Content Site
- researching affiliate programs that fit with your Site Concept
- preparing Pay-Per-Click Search Engine bids

- researching and bidding optimally at the Pay-Per-Clicks
- making mass-bidding-submissions

Pay-Per-Clicks are outstanding, cost-effective ways to build traffic to your site. **Site Build It! Manager** is currently compatible with the eight major Pay-Per-C strategy for anyone trying to sell a service, because of your high **ROI**.

For more information about **Site Build It!**, including the **Site Build It! Manager** tool...

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

The Wrapup on Pay-Per-Clicks...

As you'll see in **DAY 10** of this course, you'll be able to use **Site Build It!'s** special server-side tools to create tracking links. These links enable you to track the effectiveness of each of your Pay-Per-Click programs.

Site Build It! is the ultimate way to build Pay-Per-Click traffic. Use the client-side Manager and the server-side Tracker to create and monitor a powerful, cost-effective, Pay-Per-Click traffic-building program.

It's totally do-able. Unlike the free Search Engines, all you have to do is bid.

10.2. The Major Directories

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.

Here are the directories, in order of importance...

Yahoo!

<http://docs.yahoo.com/info/suggest/>

Still the grand-daddy of directories.

Want to list in the “Shopping and Services” or “Business to Business” areas of Yahoo!? (And you must if you have a commercial site.) You must use Yahoo’s annual recurring US\$299 “Business Express” service (\$600 for adult sites).

However, if your site “fits” in other areas of the Yahoo.com site (ex., non commercial hobby or educational content) or in regional commercial areas at Yahoo’s non-USA English-language editions, you can still submit for free.

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Don’t hold your breath though. If you can, pay the \$299 to submit your non-commercial site through the express service offered. Non-commercial won’t be charged the recurring annual fee.

One strategy -- submit your site before you create affiliate links or offer your service for sale. If refused, then add the commercial material and pay the price to get in. If accepted, wait a few weeks before **slowly** working in the commerce angles.

At \$299, you’ll have to decide whether it’s worth it. More info on the paid service is available at...

<http://docs.yahoo.com/info/suggest/faq.html>

For instructions on how to submit...

<http://docs.yahoo.com/info/suggest/suggest.html>

RECOMMENDATION: As a service seller, I’d have to say the recurring \$299 fee is a small gamble indeed, given your **ROI** potential and the traffic-driving potential of Yahoo!.

While you’ll build far more traffic through the free and Pay-Per-Click engines, a Yahoo! listing will bring you some traffic (and possibly, depending on your listing, lots of traffic). And it will help in your link popularity score. Just make sure your site’s in top shape, with at least 20 good pages, before you submit.

Open Directory

<http://www.dmoz.org/add.html>

<http://dmoz.org/guidelines.html>

For **Open Directory**, specifically, see this article in Sales from the EDGE, Issue #003...

<http://www.sitesell.com/edge/backissues-003.html>

RECOMMENDATION: Definitely worth it -- hey, it's free! Again, the traffic will be decent, but less than what you drive through the free and paid engines. And the link does help with a link popularity score. Since it's free, and it delivers, it's the no-brainer of the three largest (**Yahoo!**, **Open Directory**, and **LookSmart**). Again, a site must be in good shape. Since it's free, your risk is lower -- so consider submitting once you have 15 good pages up. Just be patient -- some categories are extremely back-logged. It may take from 4-12 weeks to see your site listed.

The Open Directory now has a public forum managed by the editorial staff. It's a great place to hang out, post questions, and discover what the directory staff are looking for when they review submissions. Review previous posts to get a feel for the forum, and be sure to obey the established protocols when making your post...

The Open Directory's Resource Zone

<http://www.resource-zone.com/>

LookSmart

<http://express.looksmart.com/>

LookSmart has moved to a Pay-Per-Click model for their directory listings. In other words, say bye-bye to one time listing fees, and say hello to...

- \$49 listing fee and minimum \$150 account deposit
- A minimum monthly commitment of \$15
- \$0.15 per click-through charges
- no guarantee of any traffic.

RECOMMENDATION: Very possibly the most customer-unfriendly directory at this time. Unless your Pay-Per-Click campaigns are costing you significantly more than \$0.15 per click-through, and you're 100% confident that you can craft the perfect traffic-generating Title and Description without offending the editors...

Give LookSmart a miss. Of course, this could change at any time. **Site Build It!** contains info-packed HQs that contain always-current, up-to-date, need-to-know SE information. Subscribers can simply pop into the Directory HQ at Site Central every once in a while and check for changes.

For more on **Site Build It!**...

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

PAY FOR PERFORMANCE: LookListings targets medium to large businesses. Subscribers select and purchase certain keywords and LookSmart displays these search results first in response to specific search queries (under the moniker “Featured Listings”). It’s expensive (\$2,500 monthly requirement) and not really an option for the small-business netrepreneur.

For more info...

<http://submit.looksmart.com/list.jhtml>

Ask Jeeves

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

Good old Jeeves is a bit harder to categorize. But after you strip away the “question-asking” interface, it’s closest to being a directory. Ask Jeeves answers questions. Send an e-mail to url@ask.com, telling them which question your Web page answers. (For example, your Web page explains how to price a product, then tell the Ask Jeeves editor that your page answers “How do I price a product?” -- include the URL.)

RECOMMENDATION: Won’t bring much traffic. But do it to increase your link popularity.

Ask Jeeves also uses a crawler-based Search Engine, Teoma, for listings. There are only two ways into the Teoma SE at this time...

i) Pay (see below)

ii) Have sufficient link popularity for Teoma to find and list your site on its own accord.

10.3. Automatic Directories

You are automatically listed in the following directories when you submit to another one, as shown here...

- **AOL Search** -- you are listed automatically in AOL's directory when you submit to Open Directory.
- **MSN Search** -- you are listed automatically in MSN's directory when you submit to LookSmart.
- **Netscape Search** -- you are listed automatically in Netscape's directory when you submit to Open Directory.
- **Excite** -- you are listed automatically in Excite's directory when you submit to Open Directory.

10.4. Pay-Per-Inclusion at the Free Search Engines (AKA "Pay For Listing/Placement")

Since Overture established paid listings as a successful business model for engines, others have sought ways to generate income from their search services.

As we've just seen, you must now pay to be evaluated by some directories.

And now, some (formerly free) Search Engines offer Pay-Per-Inclusion, also called "Pay For Listing/Placement."

Paying to have your site included in a SE's database of Web pages (i.e., its index) is **not** the same as paying for your list ranking as you would with a Pay-Per-Click engine. Pay-Per-Inclusion does not guarantee ranking... it only guarantees you'll be included in the index – that's it, that's all!

This means properly-optimized Keyword Focused Content Pages (KFCPs) continue to be vitally important in order to attain high rankings.

Most services still maintain a "free-submit" service, but there are benefits to forking out a few dollars...

1) Fast inclusion into the SE's index. Often you'll find yourself waiting up to 2 months after your site has been crawled before it makes it into the index. Paying for inclusion means you should see your site included within a couple of days.

2) Repeated, regular spiderings. Page-tweaking efforts are noticeable in a matter of a couple of days -- no waiting around for weeks for a spider to re-index your page, and display those changes in the SE's listing results.

3) Guaranteed continuous inclusion. Search Engines are pretty mysterious creatures. One day, your site will be sitting pretty with a top 20 ranking, and the next day it's gone -- disappeared without a trace. Yup, sometimes the SEs cull pages from their respective indices - for no discernible reason. Paying for your listing means it will never be dropped from the index.

Submitting to a service that guarantees regular 48 hour spiderings? How do really you know they're keeping their word?

Easy!

Site Build It! will tell you. We'll track their spiders and make sure they are crawling as promised.

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

Inktomi (the service that powers MSN, HotBot and other major search services) has implemented a Pay-Per-Inclusion model (called "Search Submit") that you may wish to consider. Payment guarantees 12 month inclusion in the index, as well as regular re-spiderings every 48 hours.

PositionTech (one of Inktomi's main partners) reports click-through statistics for all its clients' subscribed URLs. This allows subscribers to track the performance of each page within the program. As well, subscribers will be able to swap URLs (for others from the same domain) slotted for inclusion into the program at any time.

A powerful feature, this allows you to isolate and pay only to have your highest-performing pages listed in the index.

Pricing details vary depending on which partner you decide to subscribe to. We recommend Position Technologies, which provides great customer service, fair pricing, and the most extensive reporting capabilities at this time...

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

AltaVista's paid inclusion service is very similar to the one offered by Inktomi. Unfortunately, AltaVista's service is substantially more expensive than Inktomi's and its prices are only good for a 6-month subscription period.

AltaVista has partnered with InfoSpider to provide this service. You may subscribe at...

www.infospider.com/av/app/

Not really a Pay-Per-Inclusion program, **Google** offers an advertising option... the **Google AdWords** program.

To see the program in action, visit Google, and do a keyword search. The "adword"" are the "text box" ads in the right hand column. For more on the Adwords program...

<http://adwords.google.com/>

In a sense, it's more of a combination of "text banner" and Pay-Per-Inclusion and Pay-Per-Click.

Fast, with its crawler-based paid inclusion program called "Fast PartnerSite," allows subscribers to track and measure their results...

<http://www.fastsearch.com/products/internet/partnersite.asp>

Lycos also has a paid inclusion program. Lycos is really only a re-seller for Fast (Fast's engine powers Lycos). For more details...

<http://searchservices.lycos.com/searchservices/>

AskJeeves' crawler-based partner, **Teoma**, has a paid program available through **iNeedhits**...

<http://ask.ineedhits.com/>

Want a summary of the Pay-Per-Inclusion programs that are available? Danny Sullivan maintains a great page of all “Paid” services offered by engines and directories. See the following URL...

<http://searchenginewatch.com/resources/paid-listings.html>

Bottom line on the Pay-Per-Inclusion services?...

Experiment with one or two of your most-highly optimized pages (you can exchange them for others if they don’t perform). Submit them to the Inktomi engine through the **PositionTech** service at...

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

Don’t worry about any of the other Pay-Per-Inclusion programs for two reasons...

- 1) most will still list your site for free without any problems (AltaVista, Fast, Lycos and Google)
- 2) the others simply don’t have the size and number of partners that Inktomi has – they’ll generate much less traffic in comparison.

[SIDEBAR]

Proper keyword targeting and optimized pages are the key to attaining success through the Pay-Per-Inclusion programs. Paul Crane, **Site Build It!’s** Project Manager, promotes his **SBI!** site...

<http://www.diet-supplement-review.com/>

And his traditional site...

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

... with PositionTech’s service. 75% of the way through his annual subscription, Paul has pages that have received in excess of 3500+ click throughs as a result of a \$25 investment. That’s less than 0.7 cents per click-through.

Again, service sellers have the luxury of a potentially higher **ROI** which makes a little experimentation well worthwhile.

A good strategy? Build your site up a bit and see which pages perform best before submitting to PositionTech. Make sure you have enough highly-optimized pages to exchange with poorly performing pages within the program.

Remember -- the goal is not to be in an engine's database (i.e., listed or placed in its index). It's to be found!

Before we leave **DAY 8**, remember this important point...

If your site is not of high quality, it is unlikely to be accepted by the best services outlined here, paid or not. This is yet another great reason to focus upon developing a Theme-Based Content Site that provides **real** solutions to visitors.

Time to wrap up **DAY 8**...

The best thing about the Pay-Per-Clicks is that they are guaranteed, targeted and cheap traffic. The free engines are a better bargain if you can figure them out – some people will do better at it than others.

But the Pay-Per-Clicks are guaranteed traffic. **Site Build It! Manager** makes the research and mass-submissions a snap.

And the directories are the same. 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.

The best of the best paid inclusion programs are worthwhile. They're relatively cheap, and well worth the outlay of a few bucks. If you choose your keywords carefully (and I know you've done that!), and optimize your pages, you'll get your Money's worth.

Guaranteed, cheap traffic... The goal of every marketer.

Before proceeding to **DAY 9**, please complete your **DAY 8 Goal-of-the-DAY**, and take note of your **Ongoing Goal**...

Goal-of-the-DAY... Open an account at each of the 8 Pay-Per-Click engines. Bid on 3 keywords at Overture.

Ongoing Goal... Broaden your bidding until you have placed bids for 100 keywords at the 8 biggest Pay-Per-Clicks.

When your site reaches 15-20 pages, submit to directories and consider Pay-Per-Inclusion programs at the (formerly free) Search Engines.

Hmmm...

There was a popular song many years ago that had this phrase in it...

"Getting to know you, getting to find out all about you."

Perhaps you recognize the song? It's the perfect lead-in to **DAY 9** which is all about developing a relationship with your visitors and clients.

(I apologize in advance if that tune gets stuck in your brain for the next hour or so.)

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

Big shots are only little
shots who kept shooting.
--Christopher Morley

Goal-of-the-Day... Develop a subscription form and prepare the template and content for the first issue of your e-zine.

Ongoing Goal... Re-read the section of this course that describes how to grow a profitable e-zine, one that will do a powerful PREselling job for you, sell your services, and/or sell your e-goods. Re-read this every two months and ask yourself...

“Self, am I doing the things it takes to grow my e-zine?”

With this goal in mind...

Great! It's time for the fifth and final...

Big Traffic-building Technique #5 Your Own Opt-in E-zine

Publish your own e-zine... it's an **essential** and very **do-able** way to boost credibility and sustain a relationship with visitors, who are your potential future clients.

A visitor may visit your site only once. That's “one shot.” But if she subscribes to your e-zine, that's many shots.

Provide good content, keep PREselling, and you'll succeed at building long-lasting visitor-to-client relationships.

A newsletter prevents the familiar “out of site (ahem!), out of mind” scenario by allowing you to stay on your client's radar with regular contact. And, more importantly...

It builds the trust that is so necessary to convert a visitor/subscriber into a paying client. Trust, trust, and more trust – it's critical in the service-selling

industry. Your newsletter is the conduit with which you will establish your credibility, culture relationships, and convert subscribers into paying clients. For you, publishing a quality newsletter option is **not** an option.

Why?

You build your whole site with your **MWR** (i.e., to convince a visitor to pick up the phone and inquire about your service or hire you) constantly in mind. But you also must realize that only a small percentage of visitors will actually deliver your **MWR** during their first visit.

So make your **Backup Response** be a subscription to your e-zine. Building a sense of community and trust by nurturing a great relationship with customers is the goal of a newsletter. There's just no better way to keep in touch with them on a regular basis. Every time your potential customer receives a new issue, you...

- remind her about you and your service
- build trust
- establish a relationship
- build credibility
- promote your services or partner merchants' products
- build your image as an expert in the field.



What **percentage of visitors** can you realistically expect to turn into subscribers to your newsletter? That's a very difficult question to answer since it depends on so many factors...

- The type of audience your site attracts -- are you appealing to Web-savvy professionals, or Internet newbies? Newbies are generally information-gatherers who want to learn as much as they can as soon as they can. The more savvy user is fairly selective in her reading choices.
- The nature of your service -- providing a very specialized service? Or a more general/common one?
- 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 of signing-up clearly and frequently enough? Provide your visitors with lots of opportunities to subscribe. If they only see your subscription form once, the impact is minimal and the chances are high that it won't even register on your visitor's mind.

Develop a simple subscription form that gets the name and e-mail address of your subscriber. Respect her privacy -- only ask for the info you absolutely need.

In fact, the percentage of visitors that readily convert into newsletter subscribers can vary greatly -- from less than half a percent, all the way up to 5 percent. Today on the Net, building a substantial newsletter e-mail address list takes time and perseverance.

Don't let that discourage you -- newsletter lists are famous for snowballing quickly. Quality publications generate interest, recognition, and best of all, referrals. And a small, quality list wins hands-down over a large low-quality list where 75% of the subscribers never even look at their newsletters. Size is relative.

Focus on quality, and your list will build itself.

A **double opt-in subscription policy** will also ensure a **quality** list. This means that you send out an e-mail to a subscriber following her sign-up to confirm that she actually wants to subscribe. A "yes" means she is yours!

Although adopting a double opt-in policy inevitably means you will grow your list more slowly than a marketer using single opt-in approach, there are several reasons why it's a good strategy...

1) A double opt-in policy builds a truly qualified, **high value** list. Do not be concerned about losing a few subscribers through the double-opt-in process.

The confirmation step ensures that your subscribers are interested in you and your service. By utilizing a double-opt-in process, you build a superior quality list without the possibility of any spamming headaches.

2) A double opt-in policy establishes your **credibility with the subscriber, and emphasizes the value of your publication.** It's a great way to demonstrate that you are not simply paying lip service to a SPAM policy, but have taken concrete steps to prevent it.

3) Spam continues to increase in volume, as do the average surfer's intolerance for it. It's a much better strategy to utilize a double opt-in policy than to risk having an overzealous surfer report you to one of the many policing servers for what they perceive to be spam. It may well have been an honest mistake.

[SIDEBAR]

SBI! will help you build a quality e-zine and a quality address list. The **MailOut Manager** enables you to...

- Send Mail to an E-mail Address List
- Add subscribers to an E-mail Address List
- Export E-mail Address List
- Change or Unsubscribe an E-mail Address
- Get MailOut Stats
- Get History and Archives
- Rename Your E-zine(s)
- Redirect Catchall E-mail

SBI! sends your e-zine in HTML format (via **MailBuilder** which works similarly to **SiteBuilder**), automatically translating it to text for those subscribers who have e-mail software that does not read HTML (no, you do **not** have to create two versions!). From top to bottom, beginning to end, it streamlines all operations so that there's no "drag" on your time.

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

To increase your sign-ups, duplicate the same formula that you would use to make a sale...

- 1) design a sharp offer**
- 2) add a clear "call to action"**
- 3) finish with the subscription form.**

What's that, you say? Why are you working so hard to sell something that's free? Because...

Your free e-zine is not really free. It's going to cost your customer some anonymity. A name and an e-mail address are not given lightly. And it's going to cost her some time... time to read your zine. Everyone (and his dog) offers an e-zine. As a result, she has to be selective.

This means that she has to decide, right now, while she's on your page, if she wants to hear from you again... if she wants to pay the price of anonymity and time.

So, as always, to make a sale, stress the benefits of your offer. Add a testimonial or two. Include a link to your back issues. Build a strong case to "buy into" your freebie. Dress up your e-zine a little with a killer cover...

Killer Covers.com

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

... finally, use a pop-up page on your site dedicated to your e-zine subscription form.

————[SIDEBAR]————

Despite a growing outcry against pop-ups, they remain in use for one very simple reason...

They generate results. They work.

Since we've used a pop-up window to advertise our affiliate program, we've increased our subscription rate 3-fold. If we drop the pop-ups, so does the registration rate.

Take-home lesson?...

Actions speak louder than words. If it makes good business sense for you to use pop-unders or pop-ups on your site, please do so.

If you are not sure about what code is required, here is a good source...

WebAbstract JavaScript Site

<http://wsabstract.com/script/script2/popunder.shtml>

Although you may alienate some visitors with a “pop-up” (research shows that the more technically-oriented your audience, the more pop-ups will annoy them), you can guarantee that all have at least seen and considered a subscription to your e-zine. Again, measuring the success or failure of your “pop-up” is easy enough...

Establish your daily sign-up rate without the “pop-up” window. Add a javascript pop-up subscription offer, and run it for an appropriate length of time. Compare the daily sign-up rates. Keep the “pop-up” or lose it, accordingly.

By the way...

The ability to unobtrusively pop-under a page (of your choice) is built right into **Site Build It!**. No messing with code, no cutting and pasting, no problem!

For more on **Site Build It!**...

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

Let's move from the **why to the how**...

Readers like familiarity and predictability when it comes to e-zines. If you vary your format radically every issue, you'll be harder to recognize.

So develop a template, and stick with it. Make only minor, incremental changes every now and then, saving your last issue as the template for the next one. Here's a quick list of things to address in your format...

- 1) Subject, including Issue Number, Date
- 2) Small logo (be consistent with your site)
- 3) First text block -- start off your zine with a catchy benefit-oriented slogan. For example, under your Cactus Gardening logo, you might type into your first text block...

"Prickly Issues, Creative Solutions"

- 4) After that, experiment with a combination of text blocks, line breaks and divider lines, so that you can deliver the following “starting information”...

- i) **Unique Selling Proposition** -- a paragraph that stresses the key benefit(s) of your e-zine... why it's worth your subscriber's time.

ii) A promo pass-along -- something like this...

"If you like this e-zine, please do a friend and me a big favor and 'pay it forward.' If a friend DID forward this to you and if you like what you read, please subscribe by visiting MYDOMAIN.COM/ZINE.HTML and subscribing."

("MYDOMAIN.COM/ZINE.HTML" should be a link to your page that promotes your opt-in e-zine.)

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) The content -- since you're writing about a passion, something you know, I assume you know the material. Master the relatively simple art of finding your own voice, one that connects you to your reader.

Provide what your subscriber wants to hear, not what you want to talk about. Make her happy... provide a benefit, ease a pain. Make her look forward to receiving the next issue!

An e-zine is a letter... a newsletter from you to your subscribers. So keep the HTML version simple and conservative. Unless your material needs photos to enhance its value (ex., "Travels through the Caribbean" wouldn't have the same impact without photos), keep the format simple, and relatively graphic-free.

———— [SIDEBAR] ————

E-mail software incompatibilities are slowly disappearing. There are still some, though, that don't interpret HTML (some AOL and older e-mail software) don't display it at all. Isn't that grand?

For older browsers (or AOL browsers) that do not "read" HTML, **SBI!** automatically translates your HTML newsletter into a text version, so **all** subscribers can receive and view your content.

Best of all, **SBI!** doesn't cause confusion with your subscribers -- it doesn't ask them whether they would prefer to receive their newsletter in ASCII or HTML format (many subscribers will have no idea what this means, or even if their browsers are compatible to read it). **SBI!** simply "sniffs" out the subscriber's e-mail client after she subscribes.

If SBI! "sees" that your subscriber's e-mail can read HTML, it delivers her newsletter in the HTML format. If not, it delivers her e-mail in plain text (ASCII) format.

Invisible technology. Gotta love it!

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

As usual, all the rules of good copywriting apply. Remember that your recipient is viewing your newsletter in a very confined page! Leave lots of white space, plenty of "scannable" headlines. Do everything you can with your e-zine to allow reading to flow properly.

9) Finally, you might want to add one more text block, before we add the closing information (for example unsubscribe info for your readers. This text block could include anything, for example...

Comments? Ideas? Feedback? Let me have it,
right between the eyes! Please reply to this
e-zine. I'd love to hear from you. Tell me
what you think!

Good job! You're done!

Make sure to save that first issue as a template for future zines, so you don't have to do it all over again. As well, a template keeps all issues consistent... a comforting feeling for your subscribers.

Speaking of templates, include back issues on your Web site. It's an effortless way to "sell" your e-zine. A potential subscriber can see first-hand the kind of content your e-zines offers. No surprises or disappointment when she receives her first issue.

Back issues also show your present subscribers that you are thinking of them. For one reason or another, one might have missed a particular newsletter. Archiving makes it easy for her to access the issue.

And finally, back issues on your site can help to increase your ranking with the Search Engines (**SBI!** will submit them automatically). More traffic means more potential subscribers!

Whenever possible, draw your subscriber back to your Web site for full details or the complete article. Use benefit-oriented “teaser headlines” to get the CLICK!

If you can, it’s a good idea to entice visitors to sign up for your newsletter by offering a freebie of some sort. The greater the perceived value of the freebie, the more effectively you’ll be able to solicit subscribers with it!

Some examples of popular freebies? Sure...

E-books, especially those with an attractive cover, always draw attention. Special reports, insiders’ tips, and e-courses work wonderfully as well. If you’re the adventurous type, you can always buy the resale rights to a product and provide that at no charge to your visitors.

Of course, by tempting your visitor with a freebie, you’re actually working to fulfill your **Back-Up Response**. But don’t expect the freebie to do all the work for you. These days, most marketers “in the know” offer something to their visitors in exchange for an e-mail address. So don’t expect your goodie to leave your visitor breathless in anticipation. Really work to establish the perceived value of your freebie.

Sell your offer. Explain the benefits, fire your BIG gun, and most important of all, use riveting copy.

A regularly scheduled e-zine (based on how much time you can give to writing quality content) would...

- build the habit of dealing with you. At least 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.

Of course, never forget the target... get your **MWR** (i.e., that first contact from a potential client). To get the **MWR**, first you 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 your visitors' business, or your subscribers will just fall into the habit of receiving great content... free. After a while, they just take, take, take, while you give, give, give. They don't even thank you anymore!

So...

- 1) Always tie the content back to your **MWR**. But be subtle.
- 2) Provide excellent content, but make it clear where the "best stuff" is (in your **MWR**, in case you were wondering). This is a thin line to walk.

A **profitable** e-zine not only gives, it takes. It should directly increase your chances to get your **MWR**.

Give, then take. As long as you "take" with class and subtlety, your subscriber won't object. She understands that there is a trade-off, as long as it's done in style. If she does object, she's not a potential client.

Let me put it bluntly. If no one has hired you to do a project after the 10th issue of your e-zine, you're doing something wrong. Ask a friend (one who's not afraid to be brutal) to read your e-zine...

"Tell me the truth. What's wrong with my e-zine?"

Because if you do it right... e-zines deliver in spades.

Got all the bugs worked out of your newsletter? Delivering a high-quality information-rich resource bang-on according to the schedule? Good! Now it's time to take a few extra steps to get those subscribers flocking to your doorstep...

List your newsletter in major e-zine directories on the Web. You'll find these work much the same way as the main directories (LookSmart, Yahoo! and Open Directory). Drill down through the categories and sub-categories to find the best place and submit your newsletter to the most appropriate section of the directory.

Generally, there are two types of e-zine directories...

1) The free resources, where everybody and everyone can list their e-zines for nothing. These include...

Ezine-Universe.com

<http://e-zine-universe.com/search/getlisted.html>

eZINESearch

<http://www.e-zinesth.com/search-it/e-zine/e-zine-add.html>

2) For a comprehensive listing of both paid and free e-zine directories, visit...

List Resources.com

<http://List-Resources.com/>

Of course, you may not have or want to take the time to submit your newsletter to the directories. If so, Paul Knapp will hand-submit your newsletter to 71 of the most popular e-zine directories and 14 of the biggest e-zine directories with his service...

Newsletter Promote

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

Or you can download a free demo copy of Jason Potash's **EzineAnnouncer**. With over 700 newsletter-related sources for you to investigate, **EzineAnnouncer** is the newsletter publisher's indispensable friend...

EzineAnnouncer

<http://www.e-zineannouncer.com/download.html>

Guess what? There's a pleasant bonus when you market your newsletter. Not only will you build your e-publication, you will build more traffic to your site (if you provide a link from your subscription page to your home page). On top of that, you will also generate some all-important link popularity... which is always a good thing!

Submission Tips for the directories...

Try some tinkering first. Do a search for your most important keywords at each directory, and note from which categories the returned results are coming. Check for keywords in the Title and the Description, as well. Remember, your subscriber is most likely to find you as a result of a keyword search. So do your best to ensure your site is listed for that particular keyword(s).

Keep in mind that your Description is the only impression a directory visitor will get of your e-zine, so make darn sure you **sell** it!

Review the basics of effective directory submission **before** you submit your newsletter to any of these resources!

Bottom line on the e-zine directories?

It depends. If your e-zine is about a popular topic which is likely to generate many keyword searches, and you've listed your site properly (with a **compelling Description**), there's no reason why these directories shouldn't bring a constant trickle of subscribers to your newsletter.

Of course, if your newsletter is about a highly specific niche topic, your major concern will be listing in directories that receive enough traffic to generate keyword searches for that topic. It's ideal if you can find a directory dedicated to a category that includes your theme. Visit the directories with Alexa enabled, for your best chance to network to related sites.

All in all, if you can hit the major e-zine directories in an hour or so, it's not a bad way to spend your time. Just be sure to do your homework. Learn how to submit properly, or you'll be wasting your time.

To spread the word even farther, submit your newsletter to announcement mailing lists. A brief description of your newsletter will be sent to subscribers who have requested to be notified when new e-zines (within their area of interest)

are published. There is a ton of low-quality mailing lists in existence, so it's best to focus only on the better ones...

New-List

<http://www.new-list.com/>

Yahoo!Groups

<http://groups.yahoo.com/>

Knowing that your potential **ROI (Return On Investment)** is high, it may be well worth your while to investigate...

1) Paid co-registration resources. You pay either a flat fee for every subscriber delivered (usually it's pretty reasonable), or a base advertising rate (delivered by impressions). If possible, always stick to advertising that guarantees you results.

Some pay-per-subscriber services include Marty Foley's...

LeadFactory

<http://ProfitInfo.com/leadfactory/>

We experimented with the LeadFactory service and published an article about our experiences in our **SITE-SELL!** newsletter...

<http://www.sitesell.com/site-sell-backissues-022.html>

Other resources include...

EzineCentral.com

<http://www.e-zinecentral.com/>

Ezine Place.com

<http://www.e-zineplace.com/>

2) Rent an opt-in list. Some reputable companies build and manage huge opt-in lists which are divided up according to interests, demographics, and so on. You may rent a list (or a portion of a list) in order to place an ad. The only caveat for advertising in this manner is that you must be very selective in choosing a company to do business with -- otherwise there's a very real possibility that you will be guilty of spamming some or perhaps all of the recipients.

Some of the better services include...

PostMasterDirect

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

Yesmail

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

Topica

<http://www.topica.com/advertise/>

List Partners takes a different approach to building your subscriber list. It offers a free affiliate program! Sign up, and your affiliates are encouraged to recruit new subscribers to your newsletter in exchange for cash or free advertising...

List Partners

<http://listpartners.com/>

You are now an e-publisher. Congratulations! Always keep in mind that your e-zine is a direct reflection of you and your service. Make it shine!

Before proceeding to **DAY 10**, please complete your **DAY 9 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-Day... Develop a subscription form and prepare the template and content for the first issue of your e-zine.

Ongoing Goal... Re-read the section of this course that describes how to grow a profitable e-zine, one that will do a powerful PREselling job for you, sell your services, and/or sell your e-goods. Re-read this every two months and ask yourself...

“Self, am I doing the things it takes to grow my e-zine?”

Yippee! We're into the home stretch, the tenth and final **DAY**. As always, continue when **you** are ready...

12. DAY 10 -- Know Your Visitors

Knowledge is power...
Power to boost income.

Goal-of-the-DAY... Familiarize yourself with a good traffic- reporting package. Convert your Theme-Based Content Site's outgoing links into special tracking links (no need to do this with **Site Build It!** -- all links **out** are automatically created as tracking links)...

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

Ongoing Goal... Create one off-site promotion with special tracking links per week (or whatever fits for you).

Review traffic stats, and do both **Click in and Click Through Analysis** regularly. Watch for trends. Build on your successes and either drop or improve what does not work.

With these goals in mind...

Let's see where you're at as we approach the end of the **Service Sellers Masters Course...**

You have a wonderful Theme-Based Content Site, full of high-value content that OVERdelivers to your human readers and that ranks highly and fairly with your Search Engine friends. And that means...

You have traffic coming **into** your site (from **all** your traffic-building efforts) and traffic going **out** of your site (hopefully through links to your second-income-generating sites -- merchant-partners, your own store, etc., etc.).

It has cost you time and money to generate your **incoming** traffic. Your **outgoing** traffic generates immediate **income** for you through sales via merchant partner (incoming traffic is the focus of your **MWR** -- the PREselling of your service and your **Back-Up Response** -- soliciting subscribers to your e-zine).

If we stopped here, 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.

And for your long-term success, that’s critical. Why?

Because if you know more about the nature of your **incoming** and outgoing traffic, you can maximize your returns for every dollar and minute that you spend!

Yes, that **is** kind of important... “critical,” even.

And what **do** you need to know?...

A) Traffic

B) Links in

C) Links out.



Let’s start peeking inside your “black box” by studying your traffic...

Traffic, of course, is your lifeblood. You need the means to do some “blood tests” to determine your site’s health.

Unfortunately, all the traffic analysis packages out there are written by techies... for techies. They give you so much data... just because they **can**! But all **you** need to know is... what you need to know!

You need information, not reams of useless data.

The key to traffic analysis is to simplify. Forget the 150 different ways that traffic-analyzing software slices and dices hits, visits, pages, page views, and visitors. You simply don’t need to know how many left-handed Norwegians visit your site between 3-4 AM on Sundays.

So let’s prune away all the useless data, and just keep the “need to know” information...

First, the big picture...

All traffic-reporting software packages cover the basics... average number of visits, visitors, and pages viewed per day, as well as the totals on a per-month basis. Here's what those terms mean...

- **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.



You have a question?

Question... "What about hits? Everyone talks about hits!"

Great question! **Short answer...** 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!

See why the number of hits is a useless stat?



Question... "Yes, but why does everyone quote hits then?"

Answer... Two reasons -- either they don't understand the term, or they understand it and use hits because it sounds bigger! In any event, "hits" is a useless thing to measure.



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 and pull out some important information...

- **Daily statistics** -- visits, visitors and page views must be reported 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** -- your page view stats must be delivered on a per-page basis, with the page generating the most page views reported first. 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 properly PREsell your service, or alternatively, "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** -- same as the previous section, except that this specifically tells you which pages are the most popular entry pages. A page counts as an entry page when it **starts** a visit. Correlate this with how people find you (referrers and keywords, discussed just below), and you have a wealth of insight into how your site is being discovered, and what people **want**. Use these conclusions to present your service from a different perspective, or, use them as ideas for other related, profitable areas for content development.

- **Most frequent exit pages** -- these are 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** -- this tells you where your traffic is coming from... Search Engines, other Web sites from link exchanges, etc., etc. Extremely useful info!

- **Keyword search** -- which keywords are people entering into engines to find you? That's what this super-valuable data tells you!

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!

As you can see, traffic analysis is actually a pretty simple task... when you know what you're looking for, and how to turn **data into information**.

[SIDEBAR]

Site Build It! provides you with exactly these traffic stats. No need to install or configure any software. No need to figure out what's important. **SBI!** provides everything a good content site needs to know... with one simple click from you. Presented cleanly, in an easy-to-understand manner.

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

Traffic analysis is the base. It tells you what you need to know about quantities of visits, visitors, and page views. It shows you where they come from (if via the Web) and what words they used to find you at the Search Engines.

But you need more. 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.
- how you **make** your money -- gear your content more and more towards what gets your visitor to contact you about your service, subscribe to your e-zine, or get the click to a merchant partner.

Because that's what **builds your income**.

So **how** do we get this information? Through two forms of analysis that are specialized for content sites like yours...

- **Click IN Analysis**

and...

- **Click Through Analysis**

Before we go further, let's talk about two different kinds of links...

- **off-site** links that bring traffic **in** to you
- **on-site** links that send traffic **out**.

Off-site links do not appear on your Web site. People will not actually click upon these links while they are on your site. Rather, your potential visitors see these links off of your site... in e-zine ads, or offline print ads, in flyers that you distribute at trade or hobby conventions, or in your sig file (at the end of your e-mail). And they'll use these links to come **into** your site.

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 are not. Once you know which of your **expense-generating** activities work and which ones don't... you know where to spend your promotional time and money! And where to stop! You build upon your successes and fix your weaknesses.

Let's contrast that with **on-site links**...

On-site links appear on your site, and send visitors **out** of that page. These links all go to income-generating sites (merchant-partners via affiliate programs, or your own online stores). In other words, on-site links generate **income**.

So how do we track these two kinds of links?...

It all boils down to this. We track how to best spend our traffic-building time and money via Click IN Analysis. We track what's generating **income** by Click Through Analysis.



Let's talk about **Click IN Analysis** first...

Click INs occur when people click on an off-site link and come into your Theme-Based Content Site. Click INs cost you time and/or money (explained above). So analyze what works (do more of it) and what fails (drop or improve it).

In order to do Click IN Analysis, you create special tracking links. You create these links specifically to **track the success of your off-site promotional campaigns**. You place a different link in each of your promotional campaigns, so that it's easy to track.

When the user clicks on that 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.

Click IN analysis yields the following...

- total clicks coming in, for **all** your special links, and also for **each** special tracking link that you create
- “first-time vs. repeat” click INs, for **all** click INs, and also on a link-by-link basis. In other words, has the person who is clicking on a link clicked on it before?

You now have a way of measuring the exact traffic-building success of every off-site promotional campaign, whether you’re...

- bidding for keywords on Pay-Per-Click engines
- buying ads in e-zines
- posting an ad on the bulletin board of your local grocery store
- no matter how you promote!



Here are some of the uses and advantages of **Click IN Analysis...**

1) The Untraceable Link -- Some links have no Referring URL, so it’s impossible to know where they came from through regular traffic analysis. But geez, we need to know this data. For example...

i) links from a free e-book that you are using as a promotional tool.

ii) links from e-mail of any kind... sig files, links in mailing lists, autoresponder campaigns, links in the e-zine that you publish, ads that you buy in e-zines.

iii) links from non-Web based newsgroups (ex., anything you read with your newsreader -- but if you read newsgroups via deja.com and your browser, this does not apply since the Traffic Stats section will report on any visitor that arrives via a Web site -- you could, of course, still use a tracking link for this if you want to).

iv) links that are simply typed in, often due to offline exposure (especially targeted print media). Tracking links are great for any kind of offline promotion.

By creating a special tracking link for each of these “untraceable links,” you’ll **know** what has been previously impossible to know.

2) Testing e-zine ads -- set a different tracking URL for each ad that you write. That way you can measure which ad generates a better response. Here's how...

Run Ad #1 in E-zine #1 and Ad #2 in E-zine #2, then switch a month later. Which ad got more responses overall? Stick with what's profitable. Drop the rest.

E-zine advertising becomes very cost-effective when you can drop the dogs and increase your budget for the winners.

3) Test Web-based advertising -- Even if your promotion is Web-based, it's more convenient to run tracking links than to review the Traffic Stats Referrer information (which do tell you which **sites** links originate from). So use your special tracking links to track the performance of banners, Pay-Per-Click Search Engines, 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...

1) Your Theme-Based Content Site -- Let's say that you have a terrific page about a special kind of cactus. That page has several in-context text links... links to books, growers, ClubMom, etc, etc. You take an e-zine ad. Where should the ultimate **destination** be?

Easy... to your Keyword-Focused Content Page! Since you have worked so many in-context text links into your OVERdelivering copy, you have a whole bunch of chances to make some money. Even if a visitor is not interested in hiring you as a horticulturalist, she buys at least one of your merchant-partners' sites.

2) Straight to a merchant-partner -- On the other hand, suppose you write a wonderful article about this special cactus as content for a prominent e-zine published by a third party. Your payment is that you can include your URLs. Where should these links point?

Easy... work those special tracker links into the content of the article, and point them 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?

3) A free trial download -- Even a download URL can be the destination. Offering a free e-book on that special kind of cactus? Take an ad in an e-zine, offering the link straight to the download. Naturally, the e-book will have links to PREselling content about your service, your various merchant-partners and a recommendation to subscribe to your e-zine. Every one of those in-book links should be special tracking links, too!

4) 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 dedicated site that sells your services or a single product. If an ad costs you \$100, but you see 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!

No matter where these visitors originate from, and no matter where you send them to, Click IN Analysis reports how well each promotional effort is working.

[SIDEBAR]

Click IN Analysis is vital for anyone building income through content. Unfortunately, existing services are very expensive. Here are your best two options...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It's free when you join our **5 Pillar Program...**

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

Don't worry. There's no obligation to work the **5P Program** unless you want to. Consider the Ultimate Link Tracker as my graduation gift to you!

-OR-

2) Site Build It! provides all this... the Tracker Library makes it a snap to set up your special tracking links. And you get complete Click IN Analysis reports at the click of your mouse!

Cost? Included in **Site Build It!**, which itself costs less than services that offer **only** this feature!

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

Now let's cover **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 is used to "click through," we're stuck with that term!

Click throughs earn you income. Why? Well, it all depends where those click throughs are going...

- affiliate programs -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)
- your own online store -- a percentage will buy, yielding you a profit

To maximize click throughs, of course, you know that you must create high-value content that **OVER**delivers what your visitors were looking for. Blending "in context" text links (along with a **PRE**sell of your service, of course), into your copy gets the click through.

Once you've done that, of course, you need a way to know what's "getting the click"... and what's not! And that's where Click Through Analysis comes into play.

In order to do Click Through Analysis, you convert your regular **outgoing** links (i.e., links to your merchant-partners, or your online store) into special tracking links. When your visitor clicks on such a 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 income-building site that you had specified.

Click Through Analysis yields the following...

- total click throughs for **all** your on-site links, as well as 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 clicks 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.

Excellent Click Through Analysis would even slice and dice your click through analysis like this...

1) It would present you with link-by-link data, broken down for every page that each link appears upon (in other words, if **Link A** appears on Pages 1, 2, and 3, it shows you how **Link A** performed on each of those pages)

2) And it would present you 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).

And **perfect** Click Through Analysis would give you **all** this data for any time span that you request!

Bottom Line? With Click Through Analysis, you have an exact success rate of every single on-site link. And that, dear reader, measures **income... your money.**

You’ll 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.**

————[SIDEBAR]————

Click Through Analysis is as critical for your Theme-Based Content Site as Click IN Analysis. Again, existing services are very expensive. And none give the degree of information that I have outlined for the **perfect** Click Through Analysis.

Here are your best two options. They may sound familiar...

1) If you have some tech skills or if you employ someone who does, use our Ultimate Link Tracker. It’s free when you join our **5 Pillar Program...**

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

(Once again, consider it a complimentary graduation gift.)

OR...

2) Wait! Did I say that there was no perfect Click Through Tracking Analysis available? I was wrong...

Site Build It! provides **all** of it.

Cost? Included in **Site Build It!**, which itself costs less than services that offer just the click analysis! And, best of all, it all happens automatically, behind the scenes, as you build your site!

The analysis is totally integrated with **Site Build It!**'s site-building tools. All **you** have to do is click your mouse to get the reports.

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

Power user tip...

Want perfect tracking of how effective your e-zine ad is? **Combine Click IN Analysis and Click Through Analysis!**

Do this...

- 1) Place ad in an e-zine, or bid on keywords from a Pay-Per-Click Search Engine. The link goes to a page on your site that **only** receives clicks from this ad. It can be a simple duplicate of one of your site's pre-existing pages. But it should not receive links from anywhere else, including even from your own site.
- 2) On that page, create new tracker links to your affiliate programs, your newsletter-subscription page, or your "service-selling page". These links must be unique for this ad. You should not use these tracker links anywhere else.
- 3) Now your Click IN Analysis can track both the Incoming traffic and your Click Through Analysis can see how many of those folks coming IN actually go to your income-generating programs (or your subscription page, or your service-selling page, etc.)

You'll know exactly and you will be able to say...

"This e-zine ad on this day (or this pay-per-click listing) brought in this many visitors of which this many clicked on..."

i) a link to this and that merchant.

ii) my dedicated newsletter subscription page

iii) my service selling page."

Since you know the **Conversion Rate** for each of your options, you know whether it makes sense to keep advertising, or to find more targeted e-zines (or more targeted keywords on the pay-per-clicks).

This technique works for e-zine ads, opt-in mailings, and article submissions that direct readers to your Theme-Based Content Site. And it can be very helpful to test the cost-effectiveness of the Pay-Per-Click Search Engines

As I said, though, this requires a fair degree of savviness and some work. Definitely for power users only.

And, if it's more appropriate to send readers **directly** to your merchants (instead of a page on your site), then this extra stop would not be a good idea.

Still, something to keep in mind.



Bottom line for **DAY 10**?...

Know your visitors -- they are the heart of your business -- by following traffic stats. And **tracking links in and out** is the key to maximizing **income** while getting the most return from all your traffic-building expenses.

Please complete your **DAY 10 Goal-of-the-DAY**, and take note of your **Ongoing Goal...**

Goal-of-the-DAY... Familiarize yourself with a good traffic- reporting package. Convert your Theme-Based Content Site's outgoing links into special tracking links (no need to do this with **Site Build It!** -- all links **out** are automatically created as tracking links)...

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

Ongoing Goal... Create one off-site promotion with special tracking links per week (or whatever fits for you).

Review traffic stats, and do both **Click in and Click Through Analysis** regularly. Watch for trends. Build on your successes and either drop or improve what does not work.

On the next **DAY...** Wait! There is no next one! You are done! And what a long way you've come.

Take a look...

Service Sellers Masters Section One

- Business Basics
 - Six Key Guidelines
- **PREselling...** Why
- **PREselling** and Your Visitor's **Mindset**
- **PREselling...** How

Service Sellers Masters Section Two

- Brainstorming to position your service
- Picking the Concept With the Most **Profit Potential**
- Developing **HIGH-PROFITABILITY** Topics for Your Site
 - **DEMAND, SUPPLY** and **BREAKOUT** tools, and the **MASTER KEYWORD LIST**
 - The **CUSTOMER END** vs. the **KEYWORD END**
 - How to pick the **HIGHEST-PROFITABILITY** topics
 - Analyzing (and using!) the competition

Service Sellers Masters Section Three

- Finding **Affiliate Programs** for Your Concept
- How to Reduce Risk by Diversifying
- Picking the Best, Safest Programs
- Refining Your Concept to Just the Right Scope...
- The **“Unique Selling Proposition”**
- Creating and Protecting the **Perfect Domain Name**
- Preparing for Your Own **Mini-Vertical-Portal**

Service Sellers Masters Section Four

- Building Your Site... **Two** Kinds of Visitors
- OVERdelivering **High-value Content** to Readers
Who Deliver **HIGH-PROFITABILITY** to You
- How to **Please** the Search Engines
- The WIN-WIN-WIN-WIN
- “FIND-CLICK-CLICK-CLICK-kaCHING”
- The **Structure** of Your Site
- The **Content** of Your Site
- Traffic-building for Content sites
 - Word of Mouth
 - Other traffic-building techniques

Service Sellers Masters Section Five

- Traffic-building for Content sites (cont.)
 - The **Free** Major Search Engines
 - **Pay-Per-Click** Search Engines
 - The Major **Directories**
 - E-zines -- Build relationships
- Traffic Analysis... What's Important
- **Click IN** Analysis
- **Click Through** Analysis
- Your Road to Success... **Action Steps**

See that last item above? **Action Steps?** Yes, it's time to boil the course syllabus down into actions steps.

Do them...

You'll succeed.

13. The Action Step Review

The road to success is accomplished through action steps. You are already on the road to expanding your client base (both locally and globally) by learning and **doing** this course. Use these action steps to guide your journey each time you create a Theme-Based Content Site.

As I said before, personalize your work schedule. Some steps will take more time to complete than others. If a certain action step doesn't "ring a bell", go back and review that particular part of the course. Work at a pace that is comfortable for you. (**Site Build It!** and the **SBI! Manager Tool** can make it "extra" comfortable.)

The key to success is to build your service business the right way... the first time.

STEP 1 -- Understand PREselling and its Effect on Conversion Rates

- Know the difference between **selling** and **PREselling**.

STEP 2 -- Position Your Service

- Develop a list of possible angles to best present your site
- "Short list" three concepts. Choose a tentative Site Concept. You'll finalize it shortly.

STEP 3 -- Develop HIGH-PROFITABILITY Topics

- Develop a MASTER KEYWORD LIST.
- Identify DEMAND (how often a keyword is searched for) by using Overture's Suggestion Tool.
- Determine SUPPLY (how many sites already provide that content) by using AltaVista or Google.

- Keep research notes (for each keyword) on SUPPLY SITE INFO, POSSIBLE PARTNERS and IDEAS FOR CONTENT. Gather this info from the top 20 SE-ranking sites for your KEYWORDS.
- Choose the **highest profitable** keywords. They have high DEMAND and low SUPPLY and offer a good number of POSSIBLE PARTNERS.
- Diversify your MASTER KEYWORD LIST by BREAKING OUT (increase the number of related keywords). Use JimTools or Ixquick or Overture.
- Add keywords that reflect your customers' needs and wants (how, what, when and where they search.)

STEP 4 -- Grow, Prune and Group Best Affiliate Programs

(This is an optional step – skip ahead if not applicable to your situation.)

- Grow your POSSIBLE PARTNERS research results by...
 - doing a search for each keyword on your MASTER KEYWORD LIST (“+keyword +affiliate”) to find merchants with affiliate programs or content sites that are affiliates. Use AltaVista, Overture, Google and/or Ixquick.
 - using AltaVista Link Tool (enter link:domain of content site).
 - checking out specialized Affiliate Directories like AssociatePrograms.com and Refer-It.
 - joining Affiliate Backend Providers such as Commission Junction and BeFree or Affiliate Intermediaries such as Vstore or Nexchange.
 - diversify and reduce risk. Don't give too much emphasis to any single program.
 - Eliminate high-risk programs by identifying negative features.
 - Select and categorize excellent merchant-partners (that you are proud to represent). Use Alexa.com to help.
 - Finalize your selection of good affiliate programs that fit with your proposed Site Concept.

STEP 5 -- Refine Final Concept and Register Domain Name

- Use information in your MASTER KEYWORD LIST to refine your **Site Concept**. The key parameter is ... “As narrow as possible, yet... still with lots of profit potential.”
- Begin work on Domain Name. Identify a **Unique Selling Proposition**. Answer in a very few words what specific and high-value information your site delivers and what your unique positioning is for this delivery.
 - Include your **USP** in your domain name. Get further ideas from sites such as NameBoy. Confirm availability with... <http://betterwhois.com/> and trademarks with <http://www.marksonline.com/>
 - Use the service of a registrar to register your domain name. A comprehensive list is found at... <http://www.icann.org/registrars/accredited-list.html>

———— [SIDEBAR] ————

This action is not necessary if you own **Site Build It!**. The cost of a domain name is included (as is everything else outlined in this course)...

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

- Register several domain names to keep future expansion avenues open.
- Choose a Site Concept that correlates with your service and has excellent PROFITABILITY. Take your time to identify the best concept and domain name.

STEP 6 -- Build a Site that Gets the Click!

- Start with the physical layout. Design it like a pyramid with three Tiers.

The home page (TIER 1) focuses upon the fundamental Concept Keyword. It links with TIER 2 pages (7 HIGH-PROFITABILITY PAGES). Each of these pages links with five to ten related Keyword-Focused Content Pages (TIER 3).

- Deliver **valuable** content to your readers and **tasty** content to the Search Engine Spiders.

- Establish your **USP**. Excite your reader. Describe the benefits. Write content copy that answers the reader's question, "What's in it for me?"
- Use your keywords frequently so that the SEs will rank you highly -- your Title tag, META keyword and Description tags, H1 and other header tags, Body copy, Link tags, file name/domain name, Image ALT tag and name of image. Experiment with differently constructed pages to find the most successful "formulas" for your theme.
- Create Keyword-Focused Content Pages that fit with your Site Concept and **USP**, have a good SUPPLY/DEMAND ratio and suit your interest/passion. Continue building until you have 50-70 content pages.

(Don't try to do them all in one week. Even if you only do one per day, you will accomplish your goal in two months. Just think -- in one year from now, you could have 6 Theme-Based Content Sites, each a source of income!)

STEP 7 -- Build Traffic to Your Content

(This step covers **DAYS 7** and **8** of the course. It demonstrates that building traffic is an ongoing process.)

- Submit your concept site to the major free Search Engines (AltaVista, Google, FAST, HotBot). Follow their submission policies.
- Watch the spider activity in your log files to see if and when they visit.
- Track each engine to see when your pages are indexed.
- Track the Search Engines' rankings of your Specific Keywords.
- Tweak until at least HALF of your pages rank in the Top 10 on at least **half** of the Search Engines.
- Build popularity points with the SEs by increasing the number of important and related links to your site. List with major directories and with directories that are specific to your area of interest. Try exchanging links with other non-competing sites. Interlink your domains that have related topics.
- Research and submit bids for keyword placement at the Pay-per-Click Search Engines (Overture, Xuppa, FindWhat, etc.) Bid a penny higher than the highest site that seems to reach your **target visitor**, as long as it makes financial

sense. Work the niches -- bid on hundreds of keywords related to your site.

- Get listed in the Major Directories (Yahoo!, Open Directory, LookSmart), as well as important related-theme directories.
- Try the better Pay-Per-Inclusion programs (ex., Inktomi's).
- Use techniques like word-of-mouth (deliver high-value content), ads, link exchanges, sig file, etc. to build even more traffic.

STEP 8 -- Build Relationships... Publish Your Own E-zine

- Recognize that publishing a quality newsletter is **not** an option -- a newsletter will help establish your credibility, energize relationships, and increase your **Conversion Rate**. It also gives you the ability to reach visitors again and again.
- "Sell" visitors on your subscription offer. Highlight the benefits. Use a double opt-in process to build a quality e-mail address list and reduce spam complaints. Make your subscription form clear and very accessible on your site.
- Provide high-value content (written in your own voice/style) that is of interest to your target group -- quality content credentializes you and your service and builds trust.
- Develop a template for your e-zine to stay consistent and save time. Subscribers like familiarity.
- Include back issues on your site -- an easy way to "sell" your e-zine.

STEP 9 -- Know Your Visitors

- Analyse your traffic. Know where your visitors come from and what words they use to find you at the Search Engines. Find out, and follow on an ongoing basis, the number of visits and visitors that your site receives on a daily basis and which pages are most popular.
- **Do a Click In Analysis** -- create special tracking links to measure the success of off-site promotions.

- **Do a Click Through Analysis** -- convert your outgoing links to special tracking links to measure the success of on-site links to know what exactly people are clicking on and what they are not.
- Build upon what works. Improve or eliminate failures.



What's left?...

Repeat the process for every new Theme-Based Content Site that you develop. If your service can be approached via several different themes, do so. If your service has several clearly different types of clients, build a site for each specific group and their needs.

Build your service business as big as you want. After all, **it's your road to success!**

Now it's in your hands. Ultimately it all comes down to what one of my favorite entrepreneurs once said...

["How to succeed? Try hard enough."](#)
-- [Malcolm Forbes \(1919-1990\)](#)

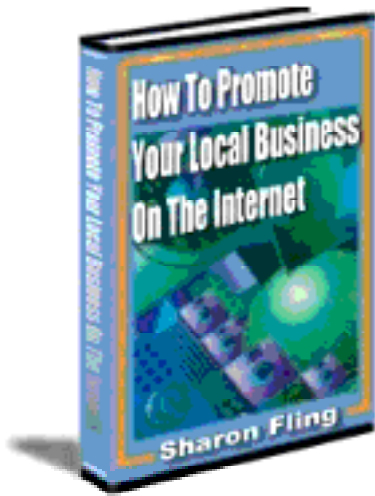
There's nothing else. Go get 'em.



An Additional Resource For Locally-Based Businesses

In **The Service Sellers Masters Course**, I could only skim the surface of the opportunities offered to local businesses by the Net. I hope that you're beginning to realize that no matter what you happen to be doing, the Net is a cost-efficient (heck, downright cheap) way to build your business.

If you have a local business (or know someone who does), the single best publication on this topic is **Sharon Fling's...**



“How to Promote Your Local Business on the Internet.”

If you're familiar with SiteSell.com, you'll know we don't make recommendations often, nor lightly. And we never promote. But I am a big believer in the importance of the Net to local businesses. And I hear Sharon's voice as one of the first in this wilderness. Her voice is clear, sharp and original. So I'm doing something that I've never done before, and likely will never do again...

We've arranged for you to buy the book at 50% off the posted price, by giving up our affiliate commission of 50%. You can buy this excellent resource at...

<http://geolocal.com/ss/sitesellspecial.htm>

“How to Promote Your Local Business on the Internet” is a fantastic must-read publication for anyone wishing to use the Net to expand a local business.

You can find out more about the book at...

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