SiteSell.com

The
Service Sellers
Masters Course

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

by Ken Evoy

Introduction

Welcome to **The Service Sellers Masters Course,** a comprehensive, **do**-able program that follows the proven **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE process.**

This process based upon the **fundamental reality** of how people use the Net. People search for information and solutions so your online business success begins with quality, relevant **content.** Start at the same point where your visitors start and then everything else falls into place. The money comes only after you've taken care of the content, traffic and PREselling.

C ➡ **T** ➡ **P** ➡ **M** boils down to these essential steps…

STEP 1) Consider your service business from your client's point of view. What niche do you occupy? What problems do you solve? Develop the best **Site Concept/Theme** that is right for you.

STEP 2) Brainstorm profitable topics that are related to your theme.

STEP 3) Build your **Theme-Based Content Site** -- fill it by publishing high-value content and information that potential clients want. **C** ➡

STEP 4) The theme-based content **attracts** targeted visitors (i.e., potential clients) because you have written it to rank highly at the engines, in a "no-tricks way" that the Search Engines love... an ethical, effective way to attract targeted clients to your site. Motivated, interested traffic builds. **T** ➡

STEP 5) Your high-value, original content PREsells your targeted visitors, winning confidence and trust by providing the information they seek, by establishing yourself in this niche. It **credentializes** you in the eyes of your potential new clients. And your e-zine (electronic newsletter) that you publish regularly deepens the relationship, building more and more **trust. P** ➡

Trust is critical. Think about it… before **you** hire someone to perform a service, whether it's to cut your grass for the summer or file your next tax return, you need a certain comfort level (trust, confidence, competence, etc.). Your visitors are no different. A prospective client will have to feel very confident before she hires your services, especially if you are half-way across the globe!

STEP 6) All your good efforts are rewarded... new clients! And you develop increased loyalty from existing ones! And, if you like, your business generates

additional income streams through other monetization models appropriate to your business. **Diversification** is the key to online business stability. ➡ **M**

The Service Sellers Masters Course will get you off and running in the right direction. 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 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.

What's the bottom line? Upon completion of this course, you will have the power of **C** ➡ **T** ➡ **P** ➡ **M** working for you, helping you to build a flourishing, profitable and stable online business.

With the right process, you get the right results!

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 fewer) 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 -- remember the story of the tortoise and the hare. 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 Course, 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.

And 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 as your **guideposts,** 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.

Now for some housekeeping details…

In order to use internal links, or to "hyperlink" to the Web, you need to set certain preferences first. For internal links, **please click to open this preference**

window. Uncheck the box beside **"Open Cross-Documents Links in the Same Window."**

For hyperlinking, **please click to open this preference window.** Then…

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

2) See **"Connection type"**? **"Standard"** is fine if your browse is not offered as a choice. Just ignore other settings. The default selections are OK.

3) Click **OK.** You're off and running!

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And that brings us to my final piece of advice…

Use your printer to make a **hard copy** (your own textbook!). There is just too much information in this 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.

If you are at all serious about following this course to build a serious income stream, **please start right... print it.**

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/

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Ready to begin DAY 1 of the course?

Sound the bell. Class is in session...

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1. 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.

With this goal in mind...

1.1   Business Basics…
The Pathway to Profit!

Do you know which 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 away -- 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 he could sell. Heck, odds are he is already selling it as his primary income source... but he's 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. Over the past few years, this Service Seller has made thousands of dollars through contract work with SiteSell.

Need another example? Read about Nadir's financial site from Kazakhstan…

http://www.sitesell.com/case-studies/services-nadir.html

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 income 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)...

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 km) 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 this 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 attention to off-page Search Engine ranking criteria = 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.

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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). This 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 that YOU and YOUR SERVICE fulfill a wish or fix 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!

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.

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 contacts you via a form on your Web site. After a satisfactory exchange where you **"close the deal,"** she hires you over other competitors.

CONTENT ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE**

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).

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 Course.

Some of the most successful companies such as Apple Computers and Hewlett-Packard were started in a garage and built using a shoe-string budget. This is encouraging proof that you don't need a lot of money to grow a successful business.

A successful business is a profitable business.

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

• **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 example, a general tax accountant may attract traffic only 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

Create a thumbnail sketch of...

1) 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.

2) 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?

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.

3) 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 its 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.

• **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!

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

• **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). For example, 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.

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 to keep track of your records.

http://www.quickbooks.com/

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.

i) 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 this Service Sellers Masters Course will show you exactly how to do it all!

ii) Develop a powerful **"Valuable PREselling Proposition" (VPP).** 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 VPP... "Delivery in 30 minutes or it's free." The message is simple, clear and "hot." Weave your VPP into the fabric of your business.

iii) 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 include 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. (Don't worry about these details right now. I'll walk you through everything later in the course.)

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

And the Conversion Rate (the % of visitors who become clients) will be lower than if you were just selling a $20 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.

iv) 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 credibility, 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.

v) Guarantee your work. There is nothing more powerful than a simple statement or stamp that says "All Work Guaranteed." Live up to your promise.

vi) Provide verifiable testimonials that include full names, cities and contact information. 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.

vii) Be super accessible. Place your contact information (toll-free phone number, a contact form, fax number, mailing address -- whichever way you want people to contact you) -- in highly visible locations.

SIDEBAR

Publishing your e-mail address is an invitation to spammers to come calling. I no longer recommend that you make your e-mail address public. Instead, put a contact form on your Web site.

Form Build It!, part of the **Site Build It!** system, allows you to customize forms on your site so your clients can contact you easily. You select an e-mail address to receive the information.

We've gone one step farther in combating SPAM. **Site Build It! (SBI!)** clients have the protection of **Spam 'n Virus Blast It!.** This powerful software will save you hours of checking and trashing unwanted e-mail.

These are but two features of **Site Build It!'s** 50+ modules. See how it compares to the competition…

http://compare.sitesell.com/

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 contact form in your newsletter. Add your phone number and URL to your sig file.

As you can see... "easy and fast" should be the operative words for how people can reach you.

• **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 whatever. 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.

It makes good business sense to diversify your income where you can. The more legs you have to stand on, the more stable you will be. If one income source takes a dip for any reason, additional income streams can keep your overall income steady.

• **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 your bottom line and drop the ones that do not.

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…

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**************************************************
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."
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So… multiply your contacts **and** contracts five-or-more-fold.

How? Not by working harder at your business, but by simply channeling your motivation in a better direction. **Don't sell!**

Instead, warm your visitors by **PREselling them with great content that they value, respect and trust.** They will contact you with pleasure and with an "open-to-hire" mindset, anxious to find out more about you and your service. And then it's up to **you** to close the deal!

It's your PREsell effort that will boost your traffic **and** Conversion Rate (CR). Which in turn maximizes your **income.** This brings us to our second philosophical premise...

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**************************************************
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.
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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...

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**************************************************
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 with the principle of PREselling.

Back already? Let's go...

1.2. PREselling... Get the Personal Contact

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 Web contact 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 she is ready to reach out, you are there.

Your CR will soar.

Even a local service benefits from a Theme-based Web Site. Dr. Burch, a California dentist, uses his Web site to draw in clients from up to 120 miles away. You can read his story at…

http://www.sitesell.com/case-studies/local-business-john.html

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 response to your contact form...** 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 response to your contact form.**

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 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.

SIDEBAR

Writing to PREsell does not require genetic talent. It's not a "gift." Writing to PREsell is a skill you can acquire. **Make Your Content PREsell! (MYCPS!),** the only book of its kind on the Net, shows you exactly how to...

1) write to communicate

2) develop your own "voice" with flair and substance

3) spin your site/biz/self into a unique position

4) honestly convince people to trust and like you.

Everyone, regardless of what they do online or offline, needs to know how to write effectively. That's why **MYCPS!** is so affordable (just $9.95!), even though it's worth three to four times its price. For more information about this must-have resource, please visit…

http://mycps.sitesell.com/

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 VPP ("Valuable PREselling 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. 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 developing high-profitability topics in DAY 3.

Anyway, let's say that you decide to create a Theme-Based Content 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 a page about this course. 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, this 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.

CONTENT ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE**

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 use a contact form 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?

DAY 1 has set the understanding that is the cornerstone of your Web business. From here we begin to build the framework. Before proceeding to DAY 2, please complete your DAY 1 Goal-of-the-DAY, and take note of your Ongoing Goal…

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.

In DAY 2, we'll start the hands-on material. You'll begin by identifying and developing your own Site Concept and high-profitability Keyword-Focused Topics.

Getting off to the right start makes the structure solid.

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2. DAY 2
Position Your Service

"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.

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.

Your goals are important and it's worth spending time to build a solid foundation to meet them. Take a look at what these people found when they took the time to build a site that works…

 http://specialprize.sitesell.com/

2.1. PREpare, Not REpair

Think about how you want to spend your time. Benjamin Franklin's words may keep you on track through these beginning **DAYS…**

"By failing to prepare, you are preparing to fail."

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.

So many small businesses fail to start at the beginning with **Content.** Instead, they start at the end with **Monetization.**

They spend time and energy setting up a shopping cart and a merchant account or some other way of "collecting the money." That's putting the (shopping) cart before the e-horse of traffic. As we saw earlier, **Monetization** comes last. It's the final result of doing everything else (**C** ➡ **T** ➡ **P**) correctly.

The hardest part, where 98% of small businesses fail, is in attracting **Traffic,** the visitors who convert, into income. Yet many start with the cash register!

The solution? The only solution?...

Content ➡ **Traffic** ➡ **PREsell** ➡ **Monetize**

The proof is in the pudding…

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

Follow the advice here 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, if you start with monetization before you've built the content...

You'll get the wrong results. That is, **no results.**

This section 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.

http://proof.sitesell.com/

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 use to 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 theme-related Keywords for your service. (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 Plan your monetization models. (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 those visitors 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 to your site, right?

Develop partnerships with several reputable, non-competing merchant partners to help convert those who are not interested in your service. Create an e-book and sell it. Or choose other monetization models that are appropriate for your business. For a broader explanation, see…

http://service-selling.sitesell.com/

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…

Building a profitable business is a process.

Take as much time as necessary to do each DAY properly. There is no stopwatch ticking. Some careful planning and fine-tuning will pay you big dividends down the road.

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

2.2. Identify Possible Themes To Compliment Your Service

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.

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 DAY 2, we will do the groundwork 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 your service. Then narrow it down as tightly as possible so that you attract only the people who would be interested in your service and your secondary monetization offerings.

Suppose, for instance, you are a 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 around your service.

Unfortunately, online, 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 were creating a site only 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).

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 is what 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).

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?...

i) Identify your main clientele (budget-minded small businesses)... and your main service (low cost, highly effective advertising solutions).

ii) Pinpoint the major solution your service provides or the problem it solves (provides clients with high-exposure for reasonable cost).

iii) 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 VPP (Valuable PREselling Proposition). A VPP 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 to illustrate 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 through 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 possible niches and let the keyword research you'll perform in DAY 3 help you to 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 be accomplished only if

your service is somewhat "flexible" and can be smoothly "tied into" these keyword opportunities.

You will choose keywords for your theme that...

• Lead to a natural cross-sell of your service.

• 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).

• 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.

3) 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!

Site Build It! is the service business best positioned to help you establish **your** service business on the Web. Get results!

http://results.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...

• reflecting on the true nature of your business

Or...

• effectively targeting a particular segment of your market

Or...

• zone in 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...

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 in DAY 3...

3. DAY 3
Develop Profitable Keywords

"Why do you rob banks?" the officer asked
infamous bank-robber Willy Sutton, moments
after he arrested Willie...

"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.

━━━━━━

With this goal in mind...

First, let's set the scene. You are a 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.** You have decided that you will niche your service strictly according to surfers' demand (Option 3 in DAY 2). Smart move!

It's time to use **Search It!…**

http://searchit.sitesell.com/

This powerful little tool is simple to use. Keep it handy on your desktop -- perhaps in the upper left corner of your browser. It's the only e-commerce research tool you will need for your business. (If you are running a pop-up blocker, **be sure to click on the pop-up blocker help link**.)

As you can see, there are four potential steps involved. **STEP 1** and **STEP 2** both utilize a drop-down menu. For example, here is **STEP 1's** menu…
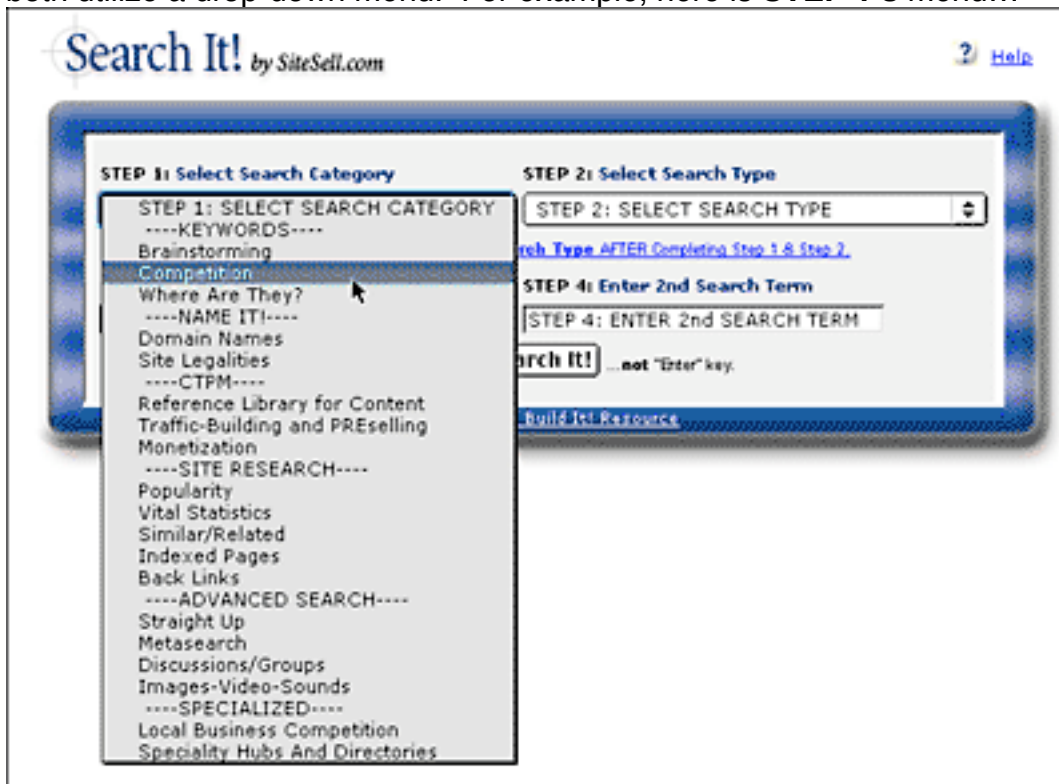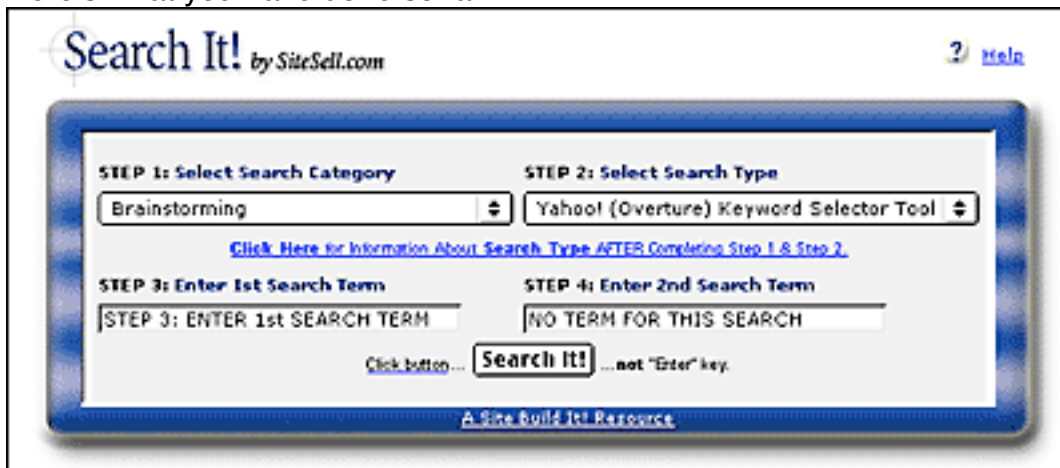
I highly recommend that you click on the link, "**Click Here** for information About **Search Type** AFTER completing Step 1 & Step 2," **every time you do a search**. These short tutorials will help you get the most out of your research.

Now that the orientation is over, let's get started.

STEP 1… Select "Brainstorming" from its menu.

STEP 2… Select "Yahoo! (Overture) Keyword Selector Tool" from its menu.
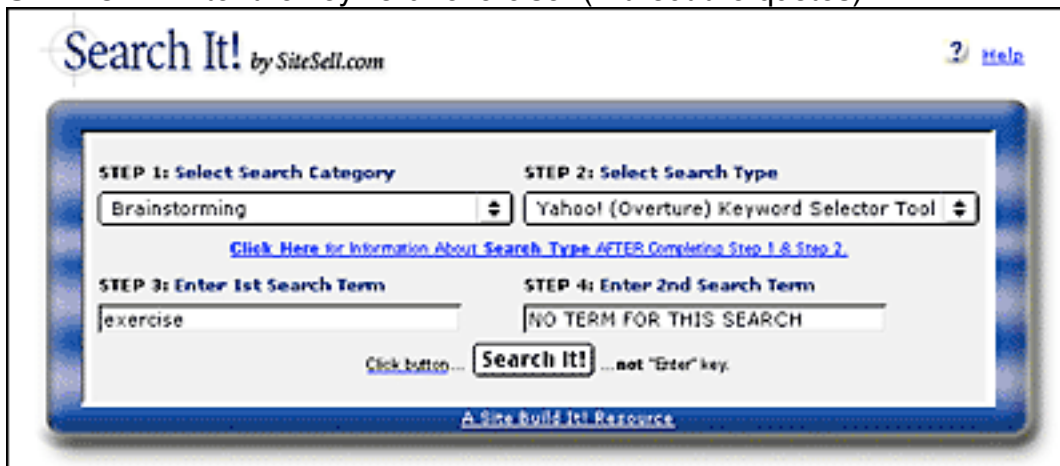
Here's what you have done so far…

Don't forget to click on the help link before you proceed!

STEP 3… Enter the keyword "exercise" (without the quotes).

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.

Since there is no **STEP 4** for this particular search, you can now hit the Search It! button. (Do **not** use the Enter or Return key.)

From now on, you will see these steps presented in this format…

Search It! > Brainstorming (STEP 1) > Yahoo! (Overture) Keyword Selector Tool (STEP 2) > exercise (STEP 3)

OK, onwards and upwards. Got your **DEMAND** WINDOW ready? Here are some of the most common keywords that Web surfers search upon that contain the word "exercise" at Yahoo! Search (at the time of writing)…

176154 exercise equipment

29006 exercise bike

24922 exercise ball

19918 the firm exercise

14391 exercise program

20679 exercise fitness

13232 exercise machine

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

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 "ab exercise" (the 4th 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 an "in-context" PREsell message about your service on your Web page but more than likely, only those within a one hour driving radius of you 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.

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 you would not 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. Yahoo! Search does not differentiate between the plural and singular forms of things. If you do a query for "abdominal exercises" or "abdominal exercise," you get the same results...

19,363 ab exercise

That "19,363" is a combination of all the searches that were done for "ab exercise" and "ab exercises" at Yahoo! during the previous month.

Only one problem... what if 19,360 of those 19,363 searches were for "ab exercise"? There would **not** be much point in making a wonderful Web page

about "ab exercises" (plural), would there? After all, no one would be searching for "ab 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

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 "ab exercise," in this case, but not about "ab 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 "ab 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).

Let's continue with "ab exercise". Open **Search It!** once again. (You did put it on your desktop, right?)

Search It! > Competition (STEP 1) > Google Single Keyword SUPPLY (STEP 2) > ab exercise (STEP 3)

This search yielded 92,000 pages…

Repeat the same process for each of the "exercise"-containing keywords that you found in your DEMAND WINDOW. Yes, seriously, do a search for each keyword. It is a bit tedious, but the research will pay off in spades. But first…

… before you do that, create a MASTER KEYWORD LIST. I recommend that you do this either in a simple text file or via a database or spreadsheet program. A database or a spreadsheet will speed things up and provide you with extra functionality.

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...

1) Enter the keyword itself into the column labeled KEYWORD -- copy-and-paste to avoid typos.

2) Enter how many times it is searched (info that you found in the DEMAND Window) into the DEMAND column.

3) Enter how many sites Search It! finds (in your SUPPLY Window) in your column labeled SUPPLY.

4) Read the listings for the Top 20 sites that Search It! 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	275,967	71,400,000	* See below

NOTE: 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.

KEYWORD	DEMAND	SUPPLY	SUPPLY SITE INFO
lower abdominal exercise	2,873	12,900	Hodge-podge ab gadgets, some content relatively unoptimized, well- crafted pages should attain high ranks easily
abdominal exercise	15,657	133,000	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.
ab exercise	19,363	92,000	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	2,301	29,300	Decent content-related material, some merchant listings.
inner thigh exercises	12,200	5,890	personal trainer offering advice, exercise videos and books from Amazon for sale.
lower back exercise	16,800	11,200	**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.

Review as many of the sites you find as you like. I'd suggest at least **the first 10-20 sites** for each keyword**.** 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! You are setting the groundwork for the ➡ **M** stage.

• **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...

1) 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.

2) 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 the 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. Once again, you are preparing for the ➡ **M** stage.

SIDEBAR

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 the link quickly...

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

2) Do a quick find on the home page. Press on the control+f keys on your keyboard (command+f if you are using a Mac). Then enter "affil" (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).

3) Use the site's search tool or online support chat (if it has one) or 1-800 line, or send an e-mail. If the site doesn't have an affiliate program, ask if the Webmaster is 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.

While we are researching, here's another sidebar with additional information on how to research partners.

SIDEBAR

You can also find MERCHANT sites via **Search It!**. Select the **Specialty Hubs and Directories** category **(STEP 1)**. Obtain CONTENT sites by reviewing the top 20+ search results from **Search It!**'s **Competition** category **(STEP 1)**.

Review the top 20 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 **C**

• some good leads to merchants who could need pay-per-click advertising from you a bit later **M**

• a few merchants who have affiliate programs (but the real mother lode 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.

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, let **Site Build It!'s** server-side **Brainstorm It!** do your work for you!

Brainstorm It! (BI!) is composed of two sections, equivalent to the right (creative) side and the left (analytical) side of your own brain...

1) Brainstormer -- This is the creative, brainstorming right brain division of **BI!.** Enter a "seed word" and use one of the **Brainstormer Tools** to generate hundreds of related words! Save yourself time and energy.

2) Master Keyword List (MKL) -- This is the analytical, left brain part of **BI!.** It is where you search, manipulate, analyze and delete your keywords.

Together, **Brainstormer** (the right brain) and **MKL** (the left) will help you find the most profitable Site Concept, the best spin for it, and the best topics for content.

Click-click... brainstorming is a snap. Follow the first **2 STEPS**...

STEP 1   Select a **Brainstormer Function**

STEP 2   Select a **Brainstormer Resource**

Then click on the **Click Here for information** link for more information and for what to do next. The rest of this help page covers each of the **Brainstormer Resources,** listed according to the **four** major **Brainstormer Functions...**

I) Vertical Brainstorming
• Yahoo! Keyword Selector
• WordTracker All Words

II) Lateral Brainstorming
• Google Top 100
• Google 2nd 100
• More To Come

III) Get Demand For All Keywords
• WordTracker Demand

IV) Get Supply For All Keywords
• Google Supply

And here's the best news… the innovative **Brainstorm It!** is but one of 50+ modules in **SBI!'s** comprehensive integrated system.

http://buildit.sitesell.com/main/home.html#FEATURES

Want to accumulate more information about the intensity of the competition (i.e., the SUPPLY of keywords) for top rankings for your keywords? Use **Search It!** (I told you that you would find lots or use for this handy little tool.)

Search It! > Competition (STEP 1) > Yahoo! Bid Price (STEP 2) > lower abdominal exercise (STEP 3)

Companies that 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 since it's already savvy enough to "pay per click." If it **does** have an affiliate program that fits your **Site Concept,** enter what kind of merchandise it sells 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.

One special note... If your search on a keyword returns sites that seem **inappropriate**, it's likely that your keyword does not reach the people you thought.

For example, let's say that you want to write a page about how to price products. This page is meant to show e-commerce merchants how to price new products. You decide that "price" is a good keyword. Use…

Search It! > Brainstorming (STEP 1) > Yahoo! (Overture) Keyword Selector Tool (STEP 2) > price (STEP 3).

The results are interesting...

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 second search…

Search It! > Competition (STEP 1) > Yahoo! Bid Price (STEP 2) > price (STEP 3).

Note how all 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** in Search It!.

Now repeat this procedure for the keyword **"pricing"...**

BINGO! This is the right word.

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

Once you have the click, you will want to draw your visitor in. Your words do that job. You can write like a pro with the help of **Make Your Content PREsell!** …

http://mycps.sitesell.com/

OK, where were we? Oh yes...

Your DEMAND WINDOW search generated many "exercise-containing" keywords, along with the DEMAND for each keyword.

And your SUPPLY WINDOW search revealed the number of sites (i.e., the SUPPLY of sites) that provide information about each keyword, as well as many 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 Search It!) and low SUPPLY (not too many sites found)...

Eliminate any words that appear too competitive (i.e., SUPPLY is too high in WINDOW #2 or bidding competition is too intense), especially if they are not searched upon very often (i.e., DEMAND is low in WIND0W #1). And **especially** if there do not seem to be many POSSIBLE PARTNERS for them!

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

Your best words would have **HIGH DEMAND** (results in DEMAND WINDOW are low)...

And...

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

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

1) Eliminate only the **worst combinations** of HIGH SUPPLY and LOW DEMAND and low number of POSSIBLE PARTNERS (if you plan to monetize through affiliate marketing).

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 (if you plan to monetize through affiliate marketing).

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 (if you plan to monetize through affiliate marketing).

And...

• that you enjoy writing about.

Two windows down and one to go...

———

WINDOW #3 -- 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 do 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.

No single keyword, no matter how profitable it may calculate out to be, makes or breaks a business. The **overall** quantity and quality of **all** your

pages that address a wide variety of all the keywords are, ultimately, what makes your business snowball and gain momentum.

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.
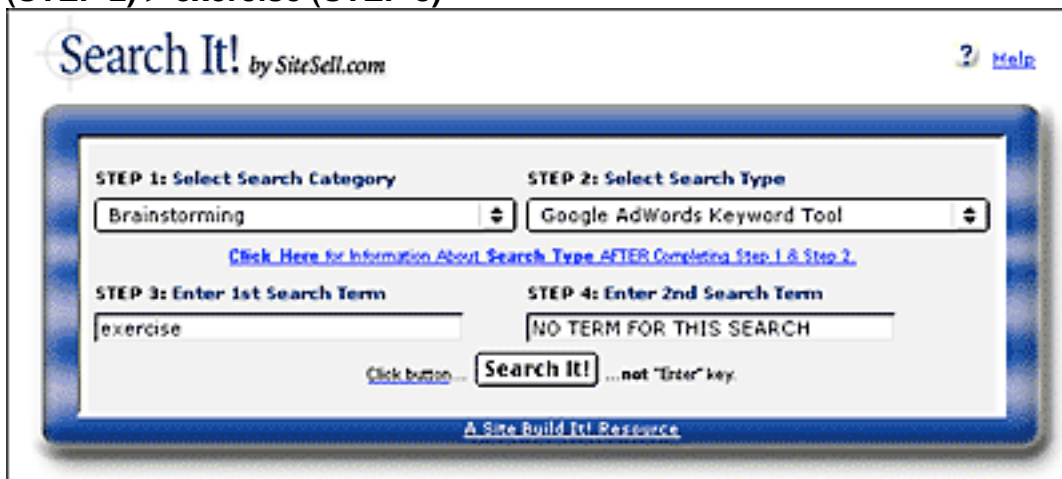
Your income is in **C** ➡ **T** ➡ **P** ➡ **M**...

––––––

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. Look for keywords related to "exercise" that don't contain the word "exercise." Once again, we turn to **Search It!…**

Search It! >Brainstorming (STEP 1) > Google AdWords Keyword Tool (STEP 2) > exercise (STEP 3)

Here is my partial list…

fitness
gym
exercises
workout
weights
workouts
bowflex
weider
aerobics
weightlifting
bodybuilding programs
<snipped >

You can 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 "flat abs"). 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...

7150	weight training program
4687	weight training exercise
4576	weight training for woman
3238	weight training routine
2259	weight training equipment
1527	weight training for child
1519	free weight training program
1439	strength training weight
1388	information training weight
1384	program training weight workout
1357	man weight training
1240	weight training picture

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 and **Search It!**

SIDEBAR

Or "outsource" the creative work to **Site Build It!'s Brainstorm It!,** the tool that is at your beck and call for all your brainstorming needs!

http://service-selling.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 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 feature...

Search It! > Metasearch (STEP 1) > Ixquick (STEP 2) > exercise (STEP 3)

In this search, a site gets one star for every major Search Engine (ex., Yahoo!, MSN, 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 this search result 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 "exercise.".

At the time of this writing, acefitness.org scored tops with five stars. Click to that 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="Keywords" CONTENT="exercise, fitness, American Council on Exercise,
ACE, ACE-certified, ACE FitnessMatters magazine, ACE Fitness Matters magazine,
Certified News magazine, Personal Trainer Manual, books, manuals, study guides,
personal trainer certification, personal training certification, certified
personal trainer, personal trainer, fitness certifications, CEC, Continuing
Education Credits, fitness certification exams, group fitness instructor,
health information, fitness information, ACE Fit Facts, Fit Facts, fitness
professional, fitness centers, non-profit, fitness organization, non-profit
fitness advocate, workout watchdog, active lifestyles, physical activity,
physical education, sports medicine, recreation, Operation Fit Kids, OFK, youth
fitness, youth exercises, abs, ab exercise, abdominal exercise, aerobic
exercise, corporate wellness, diet and exercise, exercise program, fitness
training, fitness trainer certification, fitness education, personal fitness
certification, physical fitness, water exercise, weight training, youth fitness
education, fitness centers, health professionals, workouts, strength training,
yoga, Pilates, kickboxing, aquatic sports, cycling, spinning, nutrition,
fitness apparel, ACE-Certified apparel, American College of Sports Medicine,
ACSM, International Health Racquet and Sports Association, IHRSA, NIRSA">
```

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 your 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. This time, though, use…

Search It! > Brainstorming (STEP 1) > Google AdWords Keyword Tool (STEP 2)

Another great use for **Search It!'s** Metasearch/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 it sells 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 is she?

Question… What is she trying to do?

Question… What other stuff does she look for?

For this discussion, we'll use the 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, and provides lots of great free pricing information to my visitors. I'm already an affiliate of **SiteSell.com** because its **Make Your Price Sell! (MYPS!)** is a perfect fit for my service.

http://myps.sitesell.com/

I'll also provide affiliate links to a good fulfillment company 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 is she?

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 each client. I'll be specific and break the potential customers 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 is she trying to do?

Answer… She is looking to sell her products or information and has no idea of what she should charge for her product. As a pricing consultant, I know that I

can help her. If she is looking for a lower-priced option, I'll send her to
SiteSell.com and MYPS!.

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…

—————

Question… What other stuff, besides pricing, does she look for?

Answer… She'll look for anything that is related to her business. Figure out
what problem your target client is trying to solve when she does a search.

Just trace her steps as she develops her product, writes her site, builds traffic,
takes orders and ships product. Intercept her with your message. What words
would she 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. She
qualifies herself as a serious business person with serious needs. Exactly the
right kind of person for MYPS!.

So I'll intercept her when she searches for, let's say, fulfillment-related topics,
provide her with great content about fulfillment, and then also introduce her 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. Open
your Search It! tool and follow this pathway…

**Search It! > Brainstorming (STEP 1) > Google AdWords Keyword Tool
(STEP 2) > fulfillment (STEP 3)**

Besides all the examples that use the word fulfillment, here's an edited list to give you a feel for what I found…

fulfillment
fulfillment house
fulfillment service
fulfillment companies
fulfillment fund
fulfillment company
fulfillment houses
product fulfillment
e fulfillment
national fulfillment
drop shipment
expenses
positioning
campaign
banking
understanding
package
management
promotions
reports
e-fulfillment
technology
forecasts
transportation
<snipped>

From here, I'll extract **General Keywords**, like "demand" and "fulfillment" and "shipment" and "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 "service" into my DEMAND WINDOW, I'll get...

935386   dating service
914527   online dating service
667318   cellular phone service
472834   adult dating services
366251   internet service
320963   wireless service
292096   us postal service
247491   translation service
247406   christian dating service
229137   phone service
113135   merchant 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 Web form to 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, including a convenient contact form...

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://myps.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." It's all part of effective communication on the Net. (And that's where **Make Your Content PREsell!** comes to your rescue!)

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 you have a great list of profitable content that's almost ready to write itself!

Consider getting **Site Build It!** to do it ALL for you. It can build and research and even analyze an endless stream of HIGH-PROFITABILITY keywords for you. What a time-saver! No other product does what the **Site Build It!** system does… and at such an affordable price…

http://compare.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 10 DAY plan works... **if you work it.**

And by using **Site Build It!**, you can avoid the tedious, complicated parts of traffic-building and achieve impressive results at an affordable price…

http://buildit.sitesell.com/sbi-businesses/value.html

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

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.

Ready to explore other ways to monetize your site?

I know you are…

4. DAY 4
Plan Your Monetization Models

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.

When you follow the **C** ➡ **T** ➡ **P** ➡ **M** process, you travel the pathway to a successful Web business. So far you have…

• examined PREselling and its effect on **Conversion Rates (DAY 1)**

• identified a potential topic for your **Theme-Based Content Site** (**DAY 2**)

• brainstormed a list of profitable keywords (**DAY 3**)

DAY 4 continues your excellent PREparation efforts. The finish line is in sight where you will register your domain name, confidently knowing that you have not missed a step along the track. That's why you will be **"thinking"** about **Monetization** now, and **"doing"** ➡ **M** after you have **C** ➡ **T** ➡ **P** well in control.

As a service seller, your #1 goal has to be the "sale" of your service -- getting that first contact from your prospect. Perfectly understandable. Even so, don't discount the idea of affiliate marketing and its potential secondary income. This DAY will highlight the affiliate monetization model but keep in mind that you do have other models to consider…

http://find.sitesell.com/

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 could be any number of reasons that 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 to your site, 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 that 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 Search It! 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).

4.1. Grow A List Of Possible Partners

Remember how we brainstormed the list of KEYWORDS and then chose the best? We're going to choose affiliate partners in the same way. And, of course, Search It! will be our super-efficient assistant as usual.

Solid research sets a solid foundation. That's why the strategies below try to cover almost every angle for choosing POSSIBLE PARTNERS. However, being this thorough can be overwhelming, especially if you are already time-crunched. So pick and choose the strategies that you know you can realistically execute. And then do them!

I highly recommend that you do at least four types of searches if at all possible. You want to increase your chances of finding quality affiliate programs that fit best with your business blueprint. But more importantly, you want to be confident about the merchants that you represent!

4.1.1. Grow Through Search Engines

A good place to start your search for merchants would be, of course, at the Search Engines! Do a search for one of your keywords, plus the word "affiliate." Let's use this example...

+ab exercise +affiliate

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

Now open **Search It!** and do this search…

Search It! > Straight up Search (STEP 1) > Google, no quotes (STEP 2) > +ab exercise +affiliate (STEP 3)

Your Search It! window will look like this…

Here are the top results from our search…

www.net2fitness.com/
www.cjtf7.com/
store.fitnessequipment.com/
www.virtualfitnesstrainer.com/
www.thesportsauthority.com/
seek.mooo.com/
www.gweilodiaries.com
www.putneyesl.org/
www.freetrainers.com/

If you have time, try a second search for the same term.

**Search It! > Straight up Search (STEP 1) > Yahoo, no quotes (STEP 2) >
+ab exercise +affiliate (STEP 3)**

4.1.2. Grow Through Directories...
Search and/or Drill Down

Directories are also a good place to research POTENTIAL PARTNERS. An
interesting place to start is…

**Search It! > Specialty Hubs and Directories > Yahoo! Wide (STEP 2) >
exercise (STEP 3) > ab exercise (STEP 4)**

Since this is a large directory and there is a substantial annual fee, it has only
serious merchants. Many of the sites listed here will have affiliate programs so

this search is like hitting pay dirt in a gold mine. Simply enter your **Site Concept** word and hit Search It!.

4.1.3. Grow Through Specialized Affiliate Directories

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

Search It! > Monetization (STEP 1) > Find Affiliate Programs (STEP 2) > exercise (STEP 3)

This search takes you to the affiliate directory of AssociatePrograms, run by Allan Gardyne, the #1 affiliate guru on the Web. He offers objective reviews based on his extensive experience in affiliate marketing. His forum allows others to ask and answer questions about affiliate marketing in general and about specific affiliate programs in particular.

For each listing in this directory, you will see two numbers. The first number is the average rating that those who voted gave the affiliate. The second number shows how many votes that specific affiliate received on this site.

Visit a site that appeals to you. If it has an affiliate program that fits your Site Concept, first enter what kind of merchandise it sells and then enter the URL of the "join page" into POSSIBLE PARTNERS for that keyword (as explained above). Check the top ten sites -- twenty if you are feeling ambitious -- and record those with potential.

Repeat the process for each keyword in your MASTER KEYWORD LIST (i.e., replace "exercise" above with another keyword like "ab exercise"), starting with your specific HIGH-PROFITABILITY keywords and then following up with your general Concept Keywords (ex., "weight training" and other "concept-level" keywords that you develop, such as "exercise equipment," etc.).

Read the review of each potential match. Look at the ratings and take advantage of any other evaluation services the AssociatePrograms directory may offer.

You can also look for "cross-concept companies." These are companies selling products that, because of their nature, fit with most or all Site Concepts. For example, whether your concept is about "Renaissance art" or "pricing" or "exercise," you'll find books about it. So always include a bookstore in your group of affiliate programs.

Still in the searching mood after all that? Try this final suggestion. You already have a list of POSSIBLE PARTNERS. Use the search tool at AssociatePrograms to check out partners. Just enter each domain into the search tool.

⎯⎯⎯

Other things to do...

1) Use the AssociatePrograms' forum. Review it for comments about programs that interest you. And ask questions. Don't be shy -- ask whether Company ABC really is about to close its program!

2) Check out Allan's "My Top 10," "Top Rated," and "Best Two-Tier."

Give special weighting to the **most profitable**. The most popular could reflect the results of major promotional pushes, and not necessarily profits. The most profitable are the ones that are "getting the job done" and making money for affiliates.

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

3) Subscribe to Allan's e-zine to stay up-to-date. There's some excellent material in each issue. I always make time for his newsletter. (I receive no commission for this recommendation.)

4) Read the articles. But don't get sidetracked -- you can get that famous golfing disease... "paralysis by analysis." Keep moving forward.

⎯⎯⎯

If you want to be really, really, really thorough, and you have more spare time than I do, you could check out these affiliate directories…

Refer-It
http://www.refer-it.com/

AffiliateWorld.com
http://www.affiliateworld.com/

AffiliateMatch.com
http://www.AffiliateMatch.com/

4.1.4. Grow through Affiliate Backend Providers/Networks/Aggregators

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

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

Because they do more than just provide merchants with affiliate software. They also provide merchants with affiliates, and vice-versa. Since they have a pool of hundreds of thousands of affiliates, a 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 your concept....

Commission Junction
http://www.cj.com/

BeFree
http://www.befree.com/

LinkShare
http://www.linkshare.com/

Quinstreet
http://www.quinstreet.com/

AffiliateCash
http://www.affiliatecash.com/

If you 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.

4.1.5. Grow through Alexa

Do a search for the Web site you are evaluating. In this example, we are looking at net2fitness.com. This was the first result in our Search Engine affiliate search. Now it's time to use Alexa to find potential affiliates.

Search It! > Popularity (STEP 1) > Alexa Rankings and Review (STEP 2) > net2fitness.com (STEP 3)

When the page opens, click on **Related Links** on the left of the page.

Alexa also displays traffic ranking, IN-pointing links, and even visitor reviews!

Once you establish which sites in your niche are the big players, use the Related Links tool from Alexa to expand your horizons!

4.1.6. Grow Through Search Engines & Directories...
Favorite Tricks

Now for a quick peek at a couple of my favorite tricks...

How else can you find merchants through the Search Engines? Easy!...

1) Visit the advertisers!

2) Sniff affiliate sites. (They've already done the homework for you!)...

These "linked-to" merchants already have affiliate programs -- all you have to do is check them out and see if they fit with your Site Concept! Add the ones that do fit with your list of POSSIBLE PARTNERS.

4.1.7. Grow Through Back Links

Remember that site, net2fitness.com? You can find the sites that link to net2fitness.com (as outlined earlier).

Search It! > Back Links (STEP 1) > Back Links to Site (Yahoo! Search) (STEP 2) > net2fitness.com (STEP 3)

This search yields a number of results. Let's say your eye catches this site… thepumpingstation.com. From the list of links, you find interesting affiliate programs.

World Wide Sport fits with an idea that you had added to the IDEAS FOR CONTENT column. So you entered www.wwsport.com into your list of POSSIBLE PARTNERS for the keyword "weight training equipment." (See how you can use the MASTER KEYWORD LIST to group programs according to keywords?)

We'll use wwsport.com as our example of how to grow your list of POSSIBLE PARTNERS for "weight training equipment"....

Start by checking which OTHER affiliates link to www.sport.com! How? Simple. Go to…

Search It! > Competition (STEP 1) > Back Links to Site (Yahoo Search) (STEP 2) > wwsport.com (STEP 3)

At the time of writing, 653 pages linked to wwsport.com. Many of these sites will be CONTENT sites that **also** link to **other** exercise-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 Search It! link-finder technique for all of your POSSIBLE PARTNERS for all of your keywords!

4.2. Reduce Risk by Diversifying

One of the major attractions of becoming an affiliate is the **small amount of risk** involved. As an affiliate, you have little or no...

• product development expenses

• advertising costs

• inventory to maintain

• overhead expenses (salaries, physical location, etc.)

In other words, affiliates do not have millions at stake.

But you do have one **big** risk...

If a merchant or backend provider goes out of business, it takes you with it. Let's talk briefly about how to minimize this risk...

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

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

So your best bet is to spread your business among as many programs as possible **that fit with your Site Concept.** But there are some important **qualifiers** to this policy...

1) If you represent 10 programs, don't put them all on the same Keyword-Focused Content Page. Work in only 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 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. No more, though...

3) Don't choose too many programs. Tracking each program takes time, so 10 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 the 10). Their products must...

• be excellent

• be complementary with, even enhance, each other

• fit your concept

and...

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

Here's the bottom line...

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

Things happen. So protect yourself by **choosing a variety of affiliate partners.**

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

4.2.1. Prune by Eliminating High-Risk Programs

Find the good programs and eliminate the dogs by considering the following **plus signs, minus signs, and red flags.** Let's start with the plus signs, signified by **+,** which means "good things to look for." Here they are, in the approximate order of importance...

+ High quality product or service -- Remember, it's your reputation that is on the line (and online!). Don't recommend products that UNDERdeliver.

+ Merchant has a good site that sells effectively.

+ Ability for affiliate to link straight to individual products, rather than just to the home page. (If the visitor has to find the product that you recommend, your Conversion Rate plummets.)

+ Type of payment model... Pay-per-sale and pay-per-lead are good. This is true "performance marketing." If your referred visitor delivers the desired response, you get paid. What about "pay-per-click?" See **red flags** below.

+ Affiliate Support...

• Accurate, reliable, real-time, online accounting, preferably with some kind of ability to "audit" by spot-checking

• Detailed traffic and linking stats

• Notification by e-mail when a sale is made

• Useful marketing assistance -- provides traffic-building and sales-getting tools

• High-quality newsletter that educates, trains, and accounts for amounts earned
• Professional marketing materials available

• Affiliates receive discounts 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 goods) or 20% (digital goods) 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 find one, grab it.

+ Monthly payment, with reasonable minimum.

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

━━━━━━

Minus signs are definite detractors. Naturally, if you are unable to give a **+** to any of the criteria listed just above, consider its absence to be a minus. And watch out for these negative factors...

— **Slow and/or poor support.**

— **Unethical** conduct of any kind.

— **Reports of late (or lack of) payments.**

— **Allowing SPAM**, or seeming to send SPAM themselves.

— **Defective affiliate-joining process.** Hey, if they can't get this right...

— **Clauses in the agreement** that you find unacceptable.

• **Example** -- If lifetime customers are important to you, then a clause that allows unilateral termination or modification of the agreement at any time by the company without just cause effectively makes the lifetime commitment of no value.

• **Example** -- No exclusivity (i.e., you should be allowed to represent more than one book vendor).

And perhaps the most worrisome factor of all…

— **"The dark side"** of affiliate programs. Is the program really just a way to legally bribe folks to recommend overpriced, UNDERdelivering products in order to collect excessive commissions?

Red flags are warning signs...

"Pay-per-click" method of payment. In this method, you get paid whenever a visitor clicks on your link. No purchase or lead-generation necessary.

Unfortunately, it's wide open for abuse -- very sophisticated folks create incentives to get thousands of people to click on their links. But the visitors could care less about the products being promoted. The scam is virtually unstoppable. And merchants end up paying for nothing.

So merchants cancel or change the program. Microsoft's Clicktrade used to offer pay-per-click backend programming for merchants. Microsoft dropped it due to the level of fraudulent activity that hurt merchants.

Multi-tier commission. This is online Multi-Level Marketing (MLM)**,** which is perfectly legal. Do your due diligence to make sure, of course, that a multi-tier program is **not** an illegal pyramid scheme. If the "game" is to earn income by signing up others, you are most likely dealing with a pyramid. Many people confuse honest, legal MLM with dishonest, scammy pyramid schemes.

With MLM (also known as Network Marketing), it becomes as important to build a strong downline as it does to sell product. Also, MLM companies are subject to numerous regulations (to prevent them from becoming pyramids, basically). Not all online companies are complying (or even know about this!).

Watch 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.

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

Dead links on merchant site.

No clear anti-spamming policy visible on site.

Site that promotes "get-rich-quick" gimmicks.

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

4.2.2. How To Use Alexa.com To
Get the Goods On Merchants

If you haven't used this strategy yet, now is a good time to use it.

Alexa serves as a wonderful final check in two ways…

1) Its stats indicate how successful a program is.

2) The related links suggest good competing merchants.

Use the following steps…

Search It! > Popularity (STEP 1) > Alexa Ranking (STEP 2) > name of a site (STEP 3)

4.2.3. Prune Possible Partners
By PageRank Score

Google uses the quality (and to some extent, the quantity) of IN-pointing links to measure the importance of a page. **The higher the score**, the more highly Google regards the page. A score of 5 or higher indicates a certain degree of success.

Search It! > Popularity (STEP 1) > Google PageRank (STEP 2) > name of a site (STEP 3)

Well done! You've grown and pruned a list of affiliate programs for your Site Concept. This will give you an additional income stream. Following the principle of using more than one basket for your eggs, you have spread your programs among several merchants.

SIDEBAR

Power Tip -- If you want to jump-start your monetization, select two or three high quality affiliate programs that meet the criteria above. Then add in Google AdSense as a secondary income source. With many of the best features of an affiliate program, AdSense allows you to monetize quickly and simply. More about AdSense below…

Now you want to diversify further and take full advantage of what the Web has to offer, so you will investigate other potential income streams…

4.3. Check Out Other Monetization Models

Your Most Wanted Response may be to have your visitor buy from one of your affiliate partners. But what if your visitor doesn't want that product today? Instead she notices another one of your offerings.

This is good for her, and good for you… WIN-WIN. Your visitor is happy and your Web site is steadily bringing you a stable income.

Some of the following monetization models will be as low-maintenance as affiliate programs are (i.e., no product to develop, store, ship, support, etc.). Others take more of your time. Which will work for you? Only you know best.

One of the best is…

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

Since each ad is relevant to the content on your page, it's also relevant to your visitor and she is more likely to click on it. You are paid for every ad clicked on. (You get a share of Google's revenue.)

For more exciting details about this revolutionary program, visit…

http://adsense.sitesell.com/

• **Infopreneur** -- Let your expertise speak for itself. When you have information others want, they will find you on the Internet.

See what Elad, from Israel has done at…

http://www.sitesell.com/case-studies/infopreneur-elad.html

• **Referral/Finders' Fees** -- With this model, you send visitors to specific businesses (offline businesses, especially) and get paid for the lead or sale that results.

Nori explains how she earns income through referrals…

http://www.sitesell.com/case-studies/finders-nori.html

• **Net Auction Selling** -- Auction products (hard or digital goods or services) that relate to your theme. Put eBay to work for you.

Merle and Pam use their site to funnel prospective clients to their eBay auctions…

http://www.sitesell.com/case-studies/auctions-merle.html

• **E-good Creation/Sellers** -- Almost anything can be digitized and sold… e-books, photos, software.

Marney sells over **250** items through her simple PayPal shopping cart, including some audio-based e-goods!…

http://www.sitesell.com/case-studies/egoods-marney.html

• **Affiliate Marketing** -- No product of your own? No problem. You can recommend products that others sell and be paid for doing so.

Rupert Farrow had no Web experience and no product or service of his own when he was challenged to create an affiliate site…

http://www.sitesell.com/case-studies/affiliatemarketing-ag-1.html

• **Network Marketing** -- Use the networking power of the Web to generate warm, willing-and-wanting-to-talk-to-you prospects... people who will call you, not the other way around.

Judd uses his site to extend his "warm circle of friends"…

http://www.sitesell.com/case-studies/network-marketing-judd.html

• **Online store** -- Sell hard goods that are related to your theme.

Jim started with hand-made juggling balls (knitted at home by his 90 year-old mother!)…

http://www.sitesell.com/case-studies/selling-hard-goods-jim.html

If an on-line store is in your future, you will want to consider **Store Build It!.**

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

1) Built-in source of traffic delivered to your store via NavBar button integration
2) Own subdomain (slick differentiation of this major new division of your site)
3) Home page submission to major Search Engines
4) Easy pop-ups of content pages that both deliver more information or detailed photos AND attract more traffic
5) Complete retention of **SBI!** Look and Feel from home page to product pages to shopping cart, even to order page… automatically!
6) Separate customer mailing list -- to be able to reach your most valued visitors of all… the customer!
7) Numerous other seamless fits/improvements (ex., privacy and guarantee templates, CVV, help footers, etc., etc.)

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

http://store.sitesell.com/

There are other income streams you may want to consider for your site. You can see examples of these at…

http://find.sitesell.com/

Look at all the opportunities! In your hand, you hold the key to building a flourishing and sustainable business. The multiple income streams you've investigated so far in DAY 4 give you a firm foundation for a sustainable business.

With **Site Build It!,** the leading e-commerce solution, you can build your site and keep track of your income all in one package. Incredible value, affordable price!

http://buildit.sitesell.com/sbi-businesses/value.html

Now you have an important decision to make…

4.4. To LOOP, Or Not To LOOP? That Is The Question

Almost done! You've checked the programs in a number of different ways using Search It! as your "private investigator." By considering the **plus signs, the minus signs, and the red flags,** you've eliminated the **high-risk** dogs that don't deserve your time**.** And you've researched each POSSIBLE PARTNER for each of your keywords.

You have gone even further and investigated some other models of **monetization** 🔴 **M**.

Finalize your selection of affiliate programs and other income streams. If you don't find enough good programs, you may have to broaden your concept or even replace it...

Or…

… simply focus on PREselling/selling your own 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...

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**************************************************
"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, selected excellent merchant-partners that you are proud to represent, and if you have considered other potential monetization models, then you are ready to **roar** ahead.

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

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

Ongoing Goal... Find, research, and select more POSSIBLE PARTNERS. Rotate the technique used (i.e., **Search It!**, Backend Providers, etc.). Continue to make monetization choices on the basis of fit and excellence.

Are you ready for the next step? Geez, what a question!

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

5. DAY 5
Refine And Register Your Domain

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 so broad as to dilute your **VPP (Valuable PREselling 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.

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With these goals in mind...

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5.1. Refine Your Site Concept

It's time to do some rigorous evaluating of the info you've collected in your MASTER KEYWORD LIST and to make any adjustments to your Site Concept.

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 that…

• 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 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...

i) It's hard to win a "Top 10" ranking in search results for broad-concept keywords like "exercise."

ii) 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

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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 number of 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.

And consider one this 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

• 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 can sell it with **Site Build It!.**

http://egoods.sitesell.com/

SBI! is fully compatible with many of the popular Plug 'n Play services available (ClickBank, PayPal, Digibuy, Kagi, PayLoadz).

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.

5.2. Develop Your VPP

Ideally, your domain should reflect your **Valuable PREselling Proposition (VPP).** Your VPP answers, in very few words and hopefully with just a touch of character, the two critical questions about your Site Concept...

1) What **specific and high-value** information does your site deliver?

2) What is your **unique positioning** for this delivery (i.e., what is your angle of approach)?

A good VPP transmits these answers loud and clear to your visitor so that she immediately understands what your site is about. And the single best way to do that?...

Include your VPP in your domain name!

There's no room for "cleverness" or subtlety here. Leave that to the money-losing dotcoms. Include your Concept Keyword in your VPP 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).

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

Would an example help to clarify? How about three?

5.2.1. Example 1 -- A Tight Niche

"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.

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 VPP.

What's your VPP?

It 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 VPP…

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 her 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 VPP. If it was easy, everyone would have a great VPP! Come up with a tight, sharp VPP that **PREsells** 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 VPP 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 VPP.

A good VPP transmits your uniqueness loud and clear to your visitor in **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 VPP in 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 VPP 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

VPP = "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 VPP-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?

ii) pricing-on-the-net.com

VPP = "pricing on the Net." Again, it's clear that you are delivering pricing info. The "on the Net" part says that you are specializing in pricing info specifically on the Internet. Since there is not much info about pricing on the Net and since your potential visitor is certainly there looking for Net-specific info, this is a good approach.

Same idea for "netpricing.com" and "cyberpricing.com."

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 think, 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 has only 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.

SBI! owners and **5 Pillar Affiliates** can park domain names through **Name Park It!.** Its $9.95 per-domain fee includes domain-redirects and unlimited

subdomain-redirects. No additional purchase or hosting required. And it's the perfect way to hide any long and ugly affiliate link from any program!

Refer to this important help page for details about this exciting service...

http://build.sitesell.com/help/central/parking-help.html

Name Park It! is not available to the general public. If you are interested, all you have to do is join the **5 Pillar Program…**

http://affiliates.sitesell.com/

You are under no obligation to promote SiteSell products.

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iii) perfectpricing.com

VPP = "perfect pricing." Again, it's clear that you are delivering pricing info. This time, though, the VPP implies that you show people how to price optimally – also something that people would definitely want!

Bottom line? Same service (pricing consulting). Same Concept Keyword. But three different VPPs that outline three different Site Concepts.

Which of the above approaches is best? Ahhh... my work is done. You know your prospective visitor best. Which approach do **you** think works best with your pricing consultant service?

Have you already identified your Site Concept? Do you know what your VPP is? Are you 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 VPP, you won't need much help coming up with a great domain name. But if you really want to make sure that you've left no cyber-stone unturned, Search It! can help you...

First, open **Search It!.** Then follow these steps…

We'll be using our first example where the keyword is "pricing." The second word reflects our VPP, in this case, "advisor."

Search It! > Domain Names (STEP 1) > NameBoy Domain Namer (STEP 2) > pricing (STEP 3) > advisor (STEP 4)

NOTE: Don't register your domain at any of these services until you've seen your **"very best"** below.

 A good domain name ends in ".com," ".net" or ".org." These are well established, unlike some new entities -- ".tv" for example. When you are developing your domain name, think about your visitor's mindset… Which name has the most credibility?

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

I highly recommend ".com" as your first choice.

If you are the personal trainer and you already have an idea for a **great name** and just want to check to see if it's been taken, use **Search It!** again…

Search It! > Domain Names (STEP 1) > Check Domain Availability (STEP 2) > personal-ab-trainer.com (STEP 3)

Note: Don't register your domain yourself. If you use **Site Build It!,** domain registration is included in the price.

Got a great and available name? Super! Now check for **trademarks...**

Search It! > Site Legalities (STEP 1) > Trademark Check -- US (STEP 2) > personal-ab-trainer.com (STEP 3)

Search It! makes the trademark searches easy to do from Site Legalities. So be sure to check the other countries, too. Your service business could be world wide once you are on the Web. You don't want to run into legal problems anywhere.

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.

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.

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.OOOdomains.com/

A site that evaluates registrars...
http://www.domainnamebuyersguide.com/

A comprehensive list of registrars...
http://www.icann.org/registrars/accredited-list.html

SIDEBAR
Site Build It! automatically takes care of registration for you. The cost is included in the annual fee.

5.2.2. Example 2 -- A Bit Too Narrow

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 auxiliary 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.

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 that 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! single handedly provides 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.

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 appropriate, though, only **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...

As you did DAYS 3 and 4, you found many merchants who did not have affiliate programs. They are potential buyers of your advertising!

It all starts 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 your business!

Check out how the system works by reviewing the SBI! Action Guide. It's all online for easy access…

http://action-guide.sitesell.com/

———————

OK, back to your exercise-themed site.

You could go with one of the following VPP-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 VPP that tells people quickly what specific and high-value information you are delivering.

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 abdominal 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 VPP. 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!

5.2.3. Example 3 -- A Bit Too Broad

Let's discuss Choice #2 (from above) when dealing with a wide-open General Keyword like "exercise" -- 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.

Brainstorm It! uses a complex calculation that is beyond simple SUPPLY-DEMAND ratios and that 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!

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 Search It!, and then see how many competitors those words have.

Search It! > Brainstorming (STEP 1) > Overture Suggestions (STEP 2) > weight training (STEP 3)

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 concept and the domain name -- 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 you with excellent profitability!

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!
**************************************************
```

Congratulations! You're ready to start building.

Before proceeding to DAY 6, please complete your DAY 5 Goal-of-the-DAY, and take note of your Ongoing Goal...

Ongoing Goal... Now that you have found your perfect, "just right" Site Concept, consider the bigger picture. When you "finish" this, your first site, will you broaden the concept until you have your own mini-portal? Or will you start a second, unrelated site?

All the necessary prep work for your on-line service site is finished. You finalized and registered your domain. Your foundation is secure.

Get ready to build your site. We're going back to **Content C** **, where it all begins...**

6. DAY 6
Build a Site That Gets the CLICK!

Rome.com was
NOT built in a day!

Yes, finally! We're ready to start building!

Let's just take a look back at what we've done…

- examined PREselling and its effect on **Conversion Rates (DAY 1)**
- identified a potential niche concept (**DAY 2)**
- brainstormed a list of profitable keywords (**DAY 3)**
- researched quality affiliate programs and other income streams **(DAY 4).**
- chosen a domain name that reflects your **VPP (DAY 5)**.

Impressive work! You truly do have a rock-solid foundation to build upon.

During DAY 6, you will create a structure for your site. This is where you start the **C** ➡ **T** ➡ **P** ➡ **M** snowball rolling by writing content designed to "get the click!" Let the construction begin!

Goal-of-the-DAY… Build a home page, and one TIER 2 **Keyword-Focused Content Page.**

Don't know HTML? Intimidated by FTP and other Web technologies? Relax. **Site Build It!'s** "through-the-browser" site-building tools can help both the seasoned pro and the complete "newbie" build a vibrant and profitable online business easily!

Keep the goal in mind as you…

6.1. Follow the Winning Formula

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 an "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!** calculated a terrific PROFITABILITY for the "abdominal exercise" theme. And the cost for bidding on keywords was ridiculously low. Your methodical research has uncovered a **high-potential** approach to building your business!

Now it's time to build income ➡ **M** through content **C** ➡...i.e., to build a site that attracts **targeted** potential new clients ➡ **T**, firmly establishes your credibility, inspires trust ➡ **P,** and gets that all important first contact 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...

6.1.1. Your Visitor Wins

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!"

Deliver the information she needs and she will be back for more. After all, you
have what she wants.

6.1.2. The Search Engines Win

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?

A Search Engine uses 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
site (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.

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 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.

C ➡ T ➡ P ➡ M

Keep your focus on creating one "best fit" site that scores well with most of the engines for most of your words most of the time. Write your page for the customer, first and foremost. No games. (More on SEO games later.)

OK, on to the **third win** of WIN-WIN-WIN-WIN...

6.1.3. Your Merchants Win

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.

6.1.4. You Win

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 (if applicable), your merchants will pay you more and more, perhaps even giving you special bonuses and deals!

I call the road to your win...

6.1.5. FIND-CLICK-CLICK-CLICK-KACHING

Why? Because here's what has to happen for you to win...

1) 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.

2) 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.

3) 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.

4) 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, she's now ready to pick up the phone and inquire more about your services. Or, she's 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.
**************************************************
```

Ready to begin? Let's start with the physical layout of your new site...

6.2. Think "Pyramid For Your Site

Your Theme-Based Content Site is begins with a home page that gives the "what's in it for me" about your site. It elaborates on the VPP ("Valuable PREselling Proposition") 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….
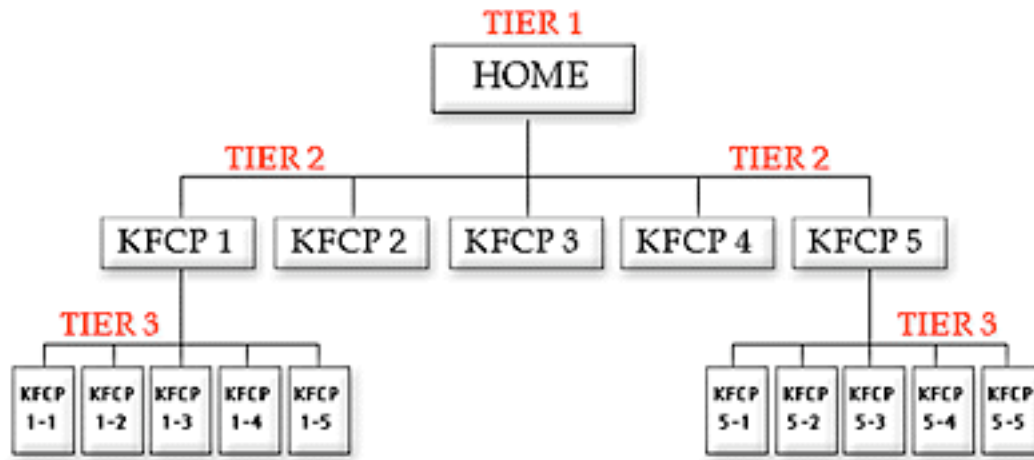
Now for the details…

———

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 VPP.

————

6.2.1. The Structure Of Your Site As A Pyramid

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. The job of the home page is to deliver your VPP 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 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 you 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 the 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, in 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 ("TIER 3" 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 that help to form the strongest site overall.

A TIER 3 page 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!

To summarize…

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.

TIER 1
HOME

TIER 2   TIER 2

KFCP 1 | KFCP 2 | KFCP 3 | KFCP 4 | KFCP 5

TIER 3   TIER 3

KFCP 1-1 | KFCP 1-2 | KFCP 1-3 | KFCP 1-4 | KFCP 1-5   KFCP 5-1 | KFCP 5-2 | KFCP 5-3 | KFCP 5-4 | KFCP 5-5
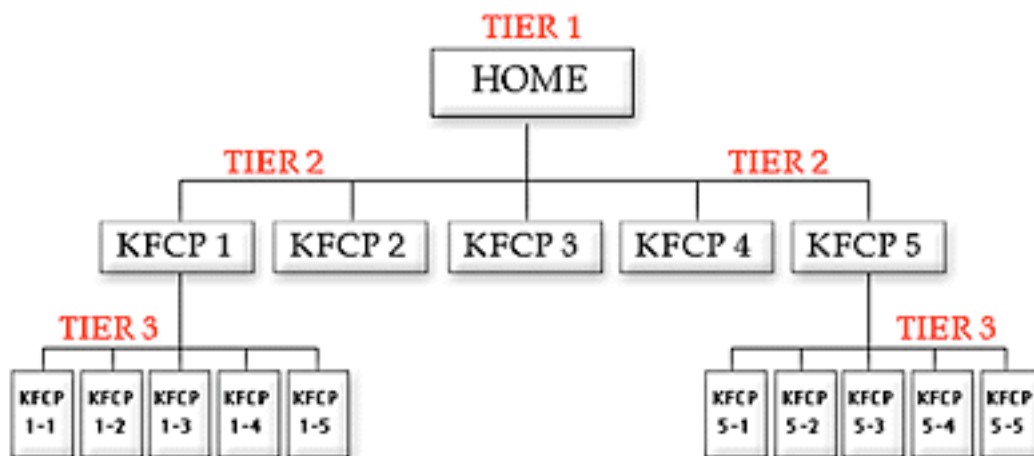
This clean, 3-TIER approach yields an easy, navigable site... for both your visitor and the spiders. Spiders always come in through the front door (as long as you submit the home page to them... more on this later). From there, you've left them a nice trail to follow. So they can easily index the rest 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 (i.e., profitable) pages in the right order on your site.

You can even customize the "Look & Feel" of your graphic NavBar with a Photoshop-like tool that works through your browser. (Or you use your favorite design software and upload your page into SBI!.)

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 VPP and major benefits of your mini-portal.

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 the spiders. 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 these smart programs that look across all the pages in your site... even across **different** sites… will no longer allow duplicating. Much better to create great content that humans and spiders will love!

So much for the structure of your site. Now let's fill that structure with content C ➡ that accomplishes our critical two goals...

```
**************************************************
Deliver valuable content to your readers...

... and tasty content to your spiders.
**************************************************
```

SIDEBAR

Build your site, supported every step of the way by the **SBI! Action Guide** and **Site Central's** extensive online help. Check out the **SBI! Action Guide** and see how everything is integrated (no technical experience required!) into a powerful system that guarantees success...

http://action-guide.sitesell.com/

6.2.2. The Content Of Your Search AS A Pyramid

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 VPP ("Valuable PREselling 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 the 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 Keyword 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!

Blend some General Keywords with your Specific Keywords. You need to include them only 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 VPP. 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, you 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? When do you feel them? You **know** this, right?

Now... put yourself into the skin of your reader. Put those emotions into your visitor.

SIDEBAR

Use **Make Your Content PREsell!** as your mentor. Learn how to write to "communicate" with your visitors. **Spark a connection,** a lasting rapport with your audience. It's a skill you can acquire on your own even if you have never written anything before.

http://mycps.sitesell.com/

The few intro paragraphs above establish your VPP 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?...

6.2.3. 80-20 SEO (Search Engine Optimization)

The next several pages will introduce the 80-20 best practices of **Search Engine Optimization (SEO).** Effective SEO improves the likelihood your submitted page will obtain a Top 10 to 20 ranking position for your Specific Keyword on a Search Engine's results page. **The higher the ranking, the better are your chances that a surfer will see your listing and click over to visit your site!**

Please follow these recommendations but be careful not to go overboard. Some online marketers fall into the trap of constantly experimenting with on-page criteria in order to obtain better rankings. There are so many criteria factored into SEs' ranking algorithms that such efforts are extremely low-yield. The key is to build your pages properly the first time, and then focus on the **C** ➡ of…

C ➡ **T** ➡ **P** ➡ **M**

SEO is comprised of two elements…

• **On-page ranking criteria** -- This refers to ranking elements occurring directly on the Web page you are creating. For example, the Title of your article as it appears on the <TITLE> tag of your page is an on-page criterion.

• **Off-page ranking criteria** -- This refers to ranking elements that do not occur on this page but still affect its ability to rank well and obtain listings. Off-page ranking criteria are important indicators of human behavior, and they reflect the quality of a page.

An example of such a criterion would be an **IN-pointing link** (i.e., another site has your URL on its site). While your first priority will be to create and optimize

your pages, obtaining a few credible IN-pointing links should be a close second. This is known as building link popularity. (We'll see how to do it in DAY 7.)

Both on-page and off-page criteria are necessary for success. Let's begin by highlighting the most important standards for on-page ranking criteria.

To rank well at the SEs, your page's Specific Keyword must be integrated in all the right places. 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 of these "on-page" criteria 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.

• Can have 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.

• 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.**

The TITLE tag is one of the most important on-page elements. Make sure every single one of your pages (yes, even your TIER 3 pages) contains a relevant, keyword-rich TITLE tag.

SIDEBAR

In general, it's a good idea to position your Specific Keyword near the beginning of your page elements… TITLE, META description, headline, body copy, etc.

Search Engines give greater prominence to keywords that appear closer to the beginning, rather than the end.

2) META keyword tag = `<META name= "KEYWORDS" content="factory outlet stores">`

• 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").

• Consider adding a common synonym that has a near-exact meaning (ex., "stomach crunches").

• If you 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">

Don't lose sleep fretting over your META keyword tag. It is rarely factored into ranking algorithms these days. Just include your most important keywords and a couple of variations, and move on.

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 often comprises a portion of what searchers see in the Search Engine's listings (different SEs display their results slightly differently). So, like the Title tag, make sure it's **attractive**, without being misleading. Your goal is to entice the prospective visitor to click through to your site. A gentle, good-natured tease, like the above, will do well.

As with the META keywords tag, most SEs do not place much ranking weight on the text inside META description tags. So focus on getting the click through, and don't worry too much about just the "right" blend of keywords for this tag.

• Use **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., "outlet" and "mall").

(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 then again 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. As far as ranking criteria goes, it is likely that the <H1> tag is second only to the <TITLE> tag in importance.

Please keep in mind that 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 -- 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).

• Does not exceed 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.

Consider this strategy…

Take your META description tag and chop it into **two** pieces -- one part for the headline **and** one part for the opening paragraph of your body copy.

If a single discussion warrants more than a single headline, use a smaller headline (<H2><H3>) containing variations of your page's most important keywords.

Special Note… Every single content page **must** contain a <H1> or <H2> tag for maximum ranking relevancy. If you are not using these tags, you are missing out on free Search Engine traffic!

---

5) Body copy

We started the body copy at the beginning of 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 VPP 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 work not only "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 many times should you use your specific keyword in your body copy? As I said before, do use your Specific Keyword more than your high school teacher would have liked -- **keyword density** is of some importance for the SEs. However, don't overdo it, either. Don't cross over the line between properly optimized content and SPAM. The best rule of thumb is to read your page aloud, and ask yourself…

"Does this sound natural?"

If too many incidences of your Specific Keyword are making your page sound a little odd, then replace these with appropriate synonyms. Surprisingly enough, top ranking SE pages have keyword densities a lot lower than you think -- varying from as little as 1-4%.

What about **keyword prominence** (i.e., the location in your page text where your keywords appear)? Yes, keyword prominence has a role to play as well. 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!

Your keyword **scatter pattern** should look like an hourglass... bigger (i.e., more frequent usage) on the top and bottom, and less (but still present) in the middle of the page.

If you like, you may **experiment** with different numbers, frequencies and patterns of keywords as you build new pages. But again, don't waste much time on this keyword density or prominence. The growing importance of off-page ranking criteria makes such efforts a low-yield effort.

Follow the 80-20 best practices approach to SEO (which, as you will see later, also includes a good links programs), you'll be fine. In the meantime, you know what to do…

C ➤ **T** ➤ **P** ➤ **M**

As long as it needs to be, but no longer! Don't worry about what the Search Engines think about length -- that's important only to your reader. 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.

One caveat…

The longer you make an article, the greater the chance you will wander off-topic and dilute the importance of your Specific Keyword. Slice-and-dice long articles into smaller ones. This improves readability and gives you additional opportunities to rank well with the Search Engines.

Bottom line?

Use common sense, and avoid abuse. Keep your content focused to a **single** theme per page. **Do not ever get off-target** and introduce a second topic to a page -- you'll dilute the effectiveness of your Specific Keyword. And that goes for your **site** as well. The more you laser-beam on a single theme, the better you'll do with the Search Engines.

SIDEBAR

Of course if you've followed your passion, you will have lots of ideas for content. You may not know all you want to, but when you love your topic, learning more about it will be a pleasure.

Whether you know a lot or a little to begin with, research can add pizzazz to your site. **Search It!** is a researcher's dream.

Reference Library for Content (STEP 1) includes an impressive list of links -- articles, news, quotations, encyclopedia entries, etc…
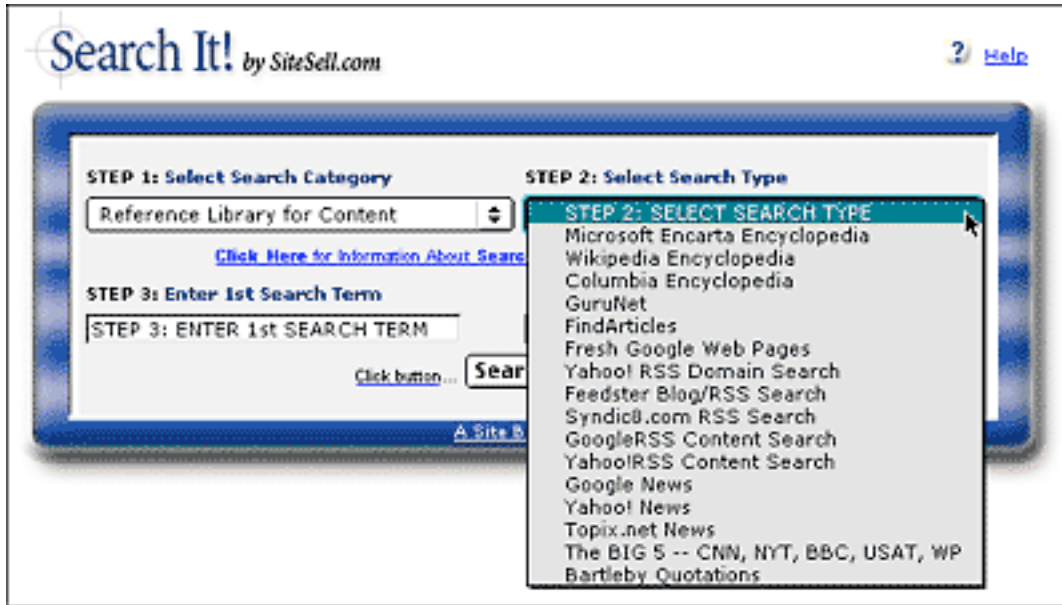
And if that weren't enough…

Use **Images** -- **Video** -- **Sound (STEP 1)** to find extras you can use judiciously. Just remember that **"Content is King"!**

---

6) Link tags

Links create the TIER 1-2-3 structure. They must flow naturally and smoothly within the content.

Think of your links as providing a **service** to your readers. You are serving up beneficial recommendations or tips. So don't just save your links for the end of the page. Add an in-context link within the body of a paragraph where appropriate.

It's not just your readers who see your links. The engines do, too. So include your **Specific Keyword,** and variations and synonyms thereof, in **visible, blue-underlined text in your links** to your merchants.

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 below) reinforces "best-abdominal exercises.html" for its **Specific Keyword.**

This format clearly telegraphs the link's ultimate destination, making it easier for your user to decide whether to click or not. Using a **Specific Keyword** within each link will help the SEs determine relevance for each page and for your site.

While the use of internal links is unlikely to affect your site's link popularity, it makes it easier for the SEs to accurately categorize your site.

---

7) File name/domain name

Include your Specific Keyword in the filename of your html page. This action might also 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

Although this is probably the least important in terms of ranking relevancy, it's still a worthwhile strategy to follow, especially now that the major SEs (Yahoo!, Google, and MSN) all offer an **"image search"** option. Depending on your unique niche or topic, image search may be a significant generator of traffic.

What should you do?

Name a graphic on a page according to its keyword focus. For example,

`Ab-exercise-machine.gif.`

And make its ALT tag "Ab exercise machine," too. This is a bit complicated so ask a techie friend for help if necessary.

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.
**************************************************
```

The essential strategy is simple. **Aim to get on-page criteria within an acceptable range for the Search Engines to rank you well.** A good ranking is critical for pulling in free, targeted traffic.

More importantly, though, don't sweat the small stuff. If you've done your homework and built a list of profitable, niche-related keywords, achieving top rankings won't be a difficult task. And remember what I said earlier…

The SEs are placing more and more emphasis on off-page ranking criteria (human reaction to your site, for example). On-page ranking criteria are important, but they are only one part of the picture. To achieve the rankings you desire, **both on-and-off page criteria must be addressed.** (Off-page criteria will take center stage in DAY 7.)

SIDEBAR

Analyze It!, part of the **SBI!** system, simplifies Search Engine Optimization. This tool analyzes each of your pages for over 30 important ranking criteria. If your page violates any of them, simple instructions explain how to rectify the situation.

Use the same approach for the TIER 2 and TIER 3 Keyword-Focused Content Pages. While the home page focuses upon the fundamental 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 VPP

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.

6.2.4. Your Sales Page

As a service seller, you do need one page that sells your service instead of PREselling. After all, you want your visitors to choose you.

When it comes to writing great Web sales copy, according to customer feedback, **Make Your Words Sell!** is far ahead in the #1 position…

http://myws.sitesell.com/

6.3. Question and Answer Period

Whoops! What's that? Some hands are up. Questions?...

"How is this different from gateways or doorway pages?"

Tons of people use gateway or doorway pages. In general, these low-value pages fail to deliver good content, and do not address the best interests of the SEs or prospective visitors. Worse still, such sites are in danger of being banned by the SEs. The engines take a dim view of any Web page that has no IN-pointing links, even from its own domain (a tell-tale sign of a doorway page). As a result, people who use such pages are constantly in jeopardy of losing their businesses overnight.

Your Theme-Based Content Site, on the other hand, creates **real content, easily** accessible from your home page or TIER 2 pages. You're creating value, not simply spider bait! You're addressing the needs of the visitor and of the SEs. Those are huge differences.

Another question?...

"What do the Search Engines look for?"

Answer…

So glad you asked! DAY 7 and Make Your Links WORK! examine this question more closely but for now, here's a quick answer…

Search Engines want to satisfy a visitor's need by delivering the best possible results for his/her search query. And why does a Search Engine care so much about this? **The Search Engines must satisfy its clients.**

To determine who the SEs' true clients are, just follow the money. Advertisers, not surfers, pay the SEs. Therefore, **advertisers are the true clients!**

So the #1 goal of a Search Engine is to provide lots of exposure to their advertisers' ads. If search results are relevant and of good quality, satisfied surfers will return to search another day, generating more ad impressions. If they are not, the surfer will leave to search somewhere else. If this happens enough times… well, you see where this is going. Ad revenues fall, advertisers go elsewhere, and the SE slowly dies or fades away.

Bottom line?

The SEs' primary mandate is to deliver relevant and quality search results to surfers. It's WIN-WIN-WIN all around…

The surfer wins by finding what she needs. The advertisers win by getting lots of exposure to prospective new clients. And, the Search Engines win when they generate the revenue they need to survive and remain competitive.

And how does a Search Engine recognize **relevance and quality?**

Except for the top executive and a few select professionals at each individual SE, nobody knows the exact algorithms used to evaluate page relevance. However, we do know for certain that **on-page and off-page criteria form the backbone of any SE's ranking algorithms.**

Much of what we've been covering so far in this course has to do with on-page criteria. Now for a brief note about **off-page** criteria…

Obviously, a Search Engine will **always** have to examine the elements of any Web page to determine its context. A page about porcupines, for example, would have the word "porcupine" in the TITLE and heading tags, in the META keywords, and sprinkled throughout the page text. The word "zebra", on the other hand, would be conspicuously absent from such a page.

And what about off-page criteria?

As Search Engines become more sophisticated, they track more **external factors** to determine a page's relevancy. For example, if a high-value, topic-related site links to your site, the Search Engine considers your site more credible by association. If a dozen sites do the same, your site appears even more so.

I'll talk about link strategies in much greater detail in the next chapter. For now, recognize that credible links are an important measure of **human behavior.** Any Tom, Dick, or Jane can use software to create a perfectly optimized page about porcupines, for example. But only a high-quality, relevant document written by a porcupine expert will garner IN-pointing links from credible porcupine authorities.

It is this combination of off-page criteria that reflect human behavior and on-page criteria (as outlined earlier) that most SEs use to determine relevance.

I was just about to call it a day, but let's go with one more question…

"Just how important is design?"

Hmm. This changes the direction of our discussion a bit but it's a good question all the same!

Design is not as important as most folks think. **Words, not graphics or colors or font styles do the PREselling.**

Start with a clean and welcoming Look & Feel. Add a simple but professional-looking logo. Make your site easy to navigate. Then get out of your own way and let **your words do the talking.**

(The role of design in PREselling is well covered in **Make Your Content PREsell!.**)

———

Geez, I've really got to leave. 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!)

I'll take another question.

"Can I follow the **C** ➡ **T** ➡ **P** ➡ **M** approach on a free Web hosting service?"

Absolutely. But remember that success is much more than just putting up a site. Don't be caught by the "cheap-quick-easy" advertising lure…

http://www.sitesell.com/index-advertise.html

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, once said about free hosts…

"...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, the service 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 the site… 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 less than $25 per month to host your own site. You **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.

A **non**-free site with your own domain is a prerequisite to building credibility with your readers **and** with the Search Engines. So find a good Web hosting service and put up a real site. For the $25 or so per month, it's worth it.

SIDEBAR

Site Build It! builds a site that is a powerful **traffic-builder and customer-converter.** No other system provides such success whether you use **SiteBuilder** or the **HTML Editor Compatibility** module…

http://results.sitesell.com/

What you are learning in this course is a flexible strategy that anyone can use for any niche. Take your service business site with your particular niche. Bend it and twist it. Add your own ideas just like these successful Webmasters have done…

http://case-studies.sitesell.com/

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

And while you are on this road...

If I can have just a **small piece of your attention,** I'd be most delighted. Our WIN-WIN **5 Pillar Affiliate Program** treats affiliates well financially, and provides them with outstanding tools, support, and education. I'd love to have you as a partner-in-sales. To register, please go to…

http://affiliates.sitesell.com/

Before proceeding to DAY 7, please complete your DAY 6 Goal-of-the-DAY, and take note of your Ongoing Goal...

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,** not speed, are the keys. It's OK to be the tortoise…

http://tortoise.sitesell.com/

… as long as you stay the course.

What's next?

More visitors, more traffic… the lifeblood of your business…

7. DAY 7
Build Free Traffic

━━━━━

You are building a solid Theme-Based Content Site. **So how will you let your target group know about it?**

The next three DAYS are all about **Traffic-Building.** The most time-and-cost-efficient way to draw targeted traffic to your site is by working the free Search Engines.

━━━━━

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 reports…

1) Submit-Spider-List Report
2) Keyword Ranking Report
3) Keyword Searches Report

━━━━━

Talk about a "field of dreams!" If you simply build it, your content site might as well be a cornfield in Iowa, visited only by ghosts!

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 OVERdeliver 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 brilliantly 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 cornfield, that field of dreams. What's missing in order to turn your dreams into reality and build income through content? **Free, targeted traffic.**

If you can't attract free, targeted visitors via the Search Engines, you're immediately at a huge disadvantage. That's because you're going to have to pay to drive traffic to your Web site. While paying for supplemental traffic can make sense for many online businesses, you definitely do not want this to be your primary source of traffic. There are a number of reasons why not…

1) Depending on your niche or topic, advertising can be very expensive. It also prevents you from ever really owning your own business. When you stop paying for advertising, your business disappears.

2) If you do not know what your ROI (Return On Investment) is or exactly what each and every visitor is worth to you, advertising can be a bit of a gamble. This is especially true for brand new sites that are still feeling their way around.

3) A visitor who arrives from advertising campaigns recognizes that the relationship is purely commercial, and she expects to be pitched. Obviously, she will have her guard up and will be more difficult to convert into a customer.

On the other hand, when you "get it right" at the Search Engines, the engines will deliver more and more targeted traffic on daily basis.

SIDEBAR

Put **your** site into the Top **3%** of all sites on the Net according to Alexa…

http://buildit.sitesell.com/sbi-businesses/traffic-alexa.html

Take-home lesson? Concentrate on ways that will consistently deliver the largest amount of low-cost, sustainable traffic. Don't try to "do it all" right off the bat.

OK. Let's begin with the engines…

7.1. Work With The Free Major Search Engines

The Search Engines will provide you with lots of traffic as long as you work **with** them rather than against them. The process is not complicated. And as you will soon see, **it keeps you moving forward -- building out your site so that you create even more ways for visitors to find you…**

1) Build Keyword-Focused Content Pages according to the structure and on-page criteria guidelines outlined in DAY 6.

2) Submit those pages to the Search Engines. (Continue to build more Content pages.)

3) Check for each spider's visit. (Continue to build more Content pages.)

4) Check for the presence of your pages in each Search Engine's index (i.e., database). (Continue to build more Content pages.)

5) Evaluate performance of each page of your Theme-Based Content Site. (Continue to build more Content pages.)

6) Track your performance on a regular basis. (Continue to build more Content pages.)

7) Repeat the process for each page you create. (Continue to build more Content pages, while waiting.)

Now that we have the big picture of where we are going, let's get down to business…

7.1.1. Submit Your URLs

Submitting your site to the engines is a necessary task. If you wait for a SE's spiders to find and index your entire site, you could wait forever. Submission hastens the entire listing process along, and guarantees your site doesn't get lost "between the cracks."   Result? You gain maximum and controlled exposure.

SIDEBAR

SBI!'s World Submitter automatically submits your pages to each SE exactly the way it likes to receive submissions. Better yet, it monitors submitted pages

for a spider visit. If a spider does not arrive within an acceptable length of time, the page is queued for resubmission. This ensures you never run afoul of an SE's submission policies and keeps you from being banned.

But World Submitter doesn't stop there. Once a page is listed, **World Submitter** monitors that page to ensure it remains in an SE's index. Should your page be dropped, that page is queued for resubmission. Talk about putting your SE traffic-building strategy on autopilot!

http://buildit.sitesell.com/

Four of the major free Search Engines will account, either directly through their own search services or indirectly through partner sites, for about 95% of your traffic. That's right, just four!

```
What about the service I saw the other day offering to submit my site
to 1,000 Search Engines for $29.95?
```

Avoid these services like the plague. There are only four main SEs, as I said above. "Submit to all 1,000 Engines" services submit mainly to free-for-all links pages. They are totally useless, and will do nothing for you but fill your inbox with an endless barrage of SPAM.

OK, let's begin the submission process. I've included each SE's current protocols here, but please double-check each one to ensure nothing has changed in the meantime. Ready? We're off to the top of the list…

Google
http://www.google.com/addurl.html

Their submission policy (from the same URL)...

```
"Only the top-level page from a host is necessary; you do not need to
submit each individual page. Our crawler, Googlebot, will be able to
find the rest. Google updates its index on a regular basis, so updated
or outdated link submissions are not necessary. Dead links will 'fade
out' of our index on our next crawl when we update our entire index."
```

SIDEBAR

Google has implemented a graphic challenge on its submission page to distinguish between manual and automated submissions. Although it is not currently a requirement, I recommend that you fill in the graphic challenge with

your submission. It's possible that Google will give precedence to manually submitted URLs.

Yahoo! Search
http://submit.search.yahoo.com/free/request

Their submission policy (from the same URL)...

"Enter the full URL, including the http:// prefix (for example, http://www.yahoo.com) of the site you would like to submit. Enter only the top-level page in your site, our crawler will explore the rest of your site from there. We will automatically detect and remove dead links on an ongoing basis."

For complete information on Yahoo!'s free and paid submission options, including how to prepare your site so it does get added for free, please see…

http://build.sitesell.com/help/yahoo-submission.html

MSN Search
http://search.msn.com/docs/submit.aspx?FORM=WSDD2

MSN's submission policy isn't clear. It says...

"Type the URL of your homepage. MSNBot follows links from your homepage to find other pages on your site."

This says nothing about submitting other pages, so this step appears to be unnecessary.

Jeeves/Teoma

No, you cannot submit your site to Ask Jeeves, or the Teoma crawler that powers it. The only way to make it into this SE's database is to ensure the Teoma crawler can find your site on its own by following an IN-pointing link. This further emphasizes the importance of obtaining a few good links for your site. (A link popularity discussion is coming up shortly.)

OK, now what about all the other valid search services like AOL, Netscape, AltaVista, and so on?

There is really no need to submit to or track certain engines because they are either "aggregators" or have become insignificant in importance (although you may still recognize the name). For example...

AOL and **Netscape Search** -- these "aggregators" draw from one or more of the above proprietary SEs.

AltaVista and FAST/AllTheWeb -- now owned and powered by Yahoo!.

HotBot -- now a minor player, it merely offers a choice of proprietary engines.

So submit to the big 4, and forget the rest!

7.1.2. Track The 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."

No problem. A **real** business takes time, unlike those get-rich-quick schemes floating around on the Net. So while you're waiting, build more content pages and **obtain some quality IN-pointing links**. These efforts will hasten the listing process along.

How can you tell when a spider visits your site?

The answer is simple. Each SE's spider has a name that shows up in your log files when it visits your site. For example, Google's spider is called "Googlebot". Yahoo!'s is called "Slurp". MSN's spider is called "MSNBot."

So keep your eyes peeled for a visit from one of these friendly little creatures in your log files. Although a spider visit does not mean your page has been added to an SE index, it does mean that the SE has not forgotten about you! Your site is probably queued for addition.

If you don't see an engine's spider within a certain amount of time after submitting (varies for each engine), you can resubmit according to each engine's acceptable limits. Generally though, if you haven't been indexed and listed within 6-8 weeks, do the following…

1) Resubmit according to each SE's protocols.

2) Obtain some **IN-pointing links** and build your link popularity. Quality IN-pointing links are like credentials. Without a few links in to validate your site, some SEs may be hesitant to list you in their indices. If you have no links, and you can't seem to get listed, this is very likely the issue.

Even if you aren't listed immediately, don't lose heart. **Every new Web business has to go through the hassle of establishing itself with the SEs.** That's true whether you have $100 to invest in your business, or $10,000.

Keep your focus on the C ➡ **of…**

C ➡ **T** ➡ **P** ➡ **M**

… and making your site THE authority on your theme.

7.1.3. Check And Monitor Presence

First, the good news… you've been spidered! That means you're in, right? Not necessarily. However, it does mean that the Search Engines know about you. Yes, you are on their radar, but you may not yet be included in the databases from which they draw their results. So that leads you to your next mission…

Monitor each engine to ensure it lists your pages. Once your pages start showing up in each SE's database, they are ready to be delivered to an eager search audience.

Hooray! Targeted traffic!

The best way to check your listings is to use **Search It!**…

Search It! > Indexed Pages (STEP 1) > Pages in Google (STEP 2)…

This query will show you every page of your domain that is listed in Google. Repeat this search to check your presence at each of the other engines.

SIDEBAR

Working in tandem with **SBI!'s** spider monitoring functionality, **ListChecker** monitors crawled pages. When it finds your URL in the index of an engine, it reports this date in the **Submit-Spider-List Report.** Of course, should a crawled page not be listed successfully within a certain period of time, that page is queued for resubmission.

http://buildit.sitesell.com/

7.1.4. Evaluate The Performance Of Your Pages

At this point, your pages are spidered and indexed. But there is one small catch. In order for people to visit your site, they must find it. Being indexed is not enough. Ideally, you need to have a Top 10 listing on a SE's search results page to get any exposure at all. Most surfers will not check out more than ten listings in their search for information.

Luckily, you are way ahead of the curve, and miles ahead of your competitors due to this course. By building a comprehensive list of niche-focused, profitable and "in-demand" keywords, your ranking potential gets off to a roaring start and can only go upwards!

Now let's see how you can evaluate the performance of your pages…

1) Manually -- Surf to each SE, and search for each of your KFCP's Specific Keyword (just as a prospective visitor would). For example, let's use this keyword, "dangers of high cholesterol," to illustrate. Check to see where it shows up and in what position. Keep track of your results in a simple database.

2) Automatically -- Use specialized software like **Web Position Gold** to automate the evaluation process. Be forewarned, though. **Web Position Gold** is fairly complicated to use.

Webmasters and consultants, however, use it heavily. As a result, some engines ban or block its page-query function. Imagine thousands of Webmasters doing hundreds, even thousands, of automated position checks daily, and you can understand why. It clogs up a SE's bandwidth tremendously!

Site Build It!'s SE HQ provides ranking reports for all your KFCPs. And for any poorly performing page, **SBI!'s Analyze It!** tool shows you how to optimize it better.

http://buildit.sitesell.com/

3) Through the use of log files -- Use log file analyzer software (server or client side) to identify the keywords that people used to find you. Check with your Web host to see what kind of online traffic statistics it can provide. More than likely, though, it will not give the keyword stats that you need.

Tracking your rankings can be a long and tedious affair. If you're not careful, it can eat into a lot of time. Instead, focus your attention on those efforts that will bring your service business the best results, the fastest. While it is OK to get a

feel for how your pages are fairing in the SEs, it is important not to lose sight of the big picture…

C ➡ **T** ➡ **P** ➡ **M**

Do not allocate more than a half-hour or so per week to monitoring page performance. **The creation of quality relevant content always serves your business best.** It is the engine that drives traffic!

SIDEBAR
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Site Build It! has some awesome reporting tools…

The **Keyword Ranking Report** will show you how each page ranks for its **Specific Keyword.**

The **Keyword Searches Report** will show you the keyword variations people are using to find you, and how many times they did so at each SE.

You can also verify your current rankings for each keyword query with a direct link to the SE in question.

7.2. To Tweak or Not to Tweak?
How to Avoid the SEO Quagmire

Many Webmasters, experienced and otherwise, fall into the trap of excessively adjusting or tweaking their Web pages in order to improve SE rankings. (I use the term "tweaking" to refer to the constant experimentation with keyword density and keyword placement in the various page elements.) It is absolutely essential that you avoid the quagmire of Search Engine Optimization (SEO), and focus instead on building your business.

That's right. I'm telling you that you should never, except in extreme circumstances, tweak your low-performing Web pages. If a page isn't ranking for its **Specific Keyword,** don't worry about it.

Follow the guidance outlined so far in this course and get your on-page criteria correct. As you build pages, you might try experimenting by increasing or decreasing keyword presence. But once you have optimized your page as best you can, it's time to move on. Focus on creating new pages.

In the "good old days" (circa 1996-2001), the SEs were relatively simple to reverse-engineer. Tweaking efforts were generally rewarded with higher rankings, and an accompanying surge of visitors. Today, however, it's a different story altogether.

Two things make tweaking less valuable…

• SE ranking algorithms are increasingly complex
• off-page criteria are growing in importance (Off-page criteria show human approval and that's what really matters!)

The key to top rankings lies off-page (ex., credible IN-pointing links from recognized authorities in your field) and not on-page with the manipulation of keyword densities.

Bottom line?

Tweaking diverts you from more fruitful efforts -- the creation of more optimized content, the acquisition of some credible IN-pointing links, the establishment of joint venture partnerships, building some word-of-mouth buzz, and so on. Keep in mind that each new optimized Keyword-Focused Content Page that you create represents another opportunity to rank well at the SEs.

I'm going to repeat that last sentence because it's such an important concept...

Each new optimized Keyword-Focused Content Page that you create represents another opportunity to rank well at the SEs.

What do you think an engine ultimately is going to prefer?... 200 "Analyzed" pages that humans love or 50 pages that you've tweaked like mad?

Important Tip… We are finding evidence that the sheer size of your site counts as an "off-page" criterion. The total body of your work counts. It's a waste of time to tweak your pages when the key to a top ranking may lie off-page, **not** on-page.

Trust the process. Build a content-rich site, and deliver great information about the theme related topics (keywords) that your brainstorming has found. **Create Content, Content, and more Content.** If you do that, your pages will deliver all the off-page criteria you need!

It always boils down to the same four letters, and **C** ➡ starts it all...

C ➡ **T** ➡ **P** ➡ **M**

Leave the tweaking to your competitors. Let them "fiddle while Rome burns." Your main priority is to build a vibrant, profitable business!

———

But let's suppose that not a single one of your pages is ranking at the SEs for any of your keywords. Is there a time when tweaking your pages is appropriate?

Sure, but please do run through this short checklist **before** you tweak…

1) Review your keywords. Have you targeted generic, highly competitive terms (ex., health, travel, or worst of all, "Web marketing")? If you've done your research and brainstorming well, you should have a nice blend of keywords, from the more general, "bigger-topic" keywords (ex. "Anguilla"), which are generally best used for a home page, to a range of keywords appropriately planned for TIER 2 and 3 pages (ex. "best Anguilla restaurants").

Do not expect to rank highly for the most competitive keywords at first. They will be the last to rank well. Generally, the most focused, Specific Keywords will start ranking first. And that first trickle of traffic, combined with securing a few inbound links, is what starts momentum building.

SIDEBAR

Proper keyword research is one of the most important elements of building a profitable Web business. Keywords are the lynchpins to your success.

Target the wrong keywords, and you'll get the wrong results. If all your keywords are highly competitive or generic, you'll find it very difficult to start the momentum. Traffic starts by "eating at the edges." Win the battles for the less competitive words first (generally TIER 3 pages, but occasionally TIER 2.

As your site grows, and your off-page criteria improve, your overall rankings for all keywords rise steadily over time. For example, anguilla-beaches.com initially didn't rank in the Top 1000 for "Anguilla." Over time, as the site grew, more and more people found and loved the site and gave it links from other sites about Anguilla. As a result, the off-page criteria grew. Current status?

Its single most important keyword, "Anguilla" steadily rose from "no show" to 500 to 100 to "Top 10." The key point...

It happened without changing the content on that page!

Build your site. Deliver great content for a wide variety of keywords, including some easy-to-win ones that fit with your site. Good things happen!

OK, you have a good mix of keywords and over 20 pages, yet not a single keyword is ranking yet. What to do?

2) Double-check that you heeded all the recommendations outlined in this course. Assuming that you have and all is OK...

3) Build your site's link popularity by securing some quality IN-pointing links from related credible sites.

Still not ranking? Not even for your easiest keywords? Now's the time for tweaking**... but do not tweak existing pages.** It's still not worth it.

Instead, experiment as you build new KFCPs for easy keywords. Add an extra keyword to your Title. Increase the keyword density of your page copy. Vary the keyword prominence somewhat. Don't be afraid to push the envelope a bit -- add here, subtract there.

Every Site Concept sits in its own "microenvironment." You are not competing against every Web page in the world, just those in your particular niche. So it may take a bit more or less to "find your sweet spot."

Before long, you **will** begin to rank well. Stick to the easier keywords and experiment until you find success. It's critical that you do not veer away from...

C ➡ T ➡ P ➡ M

Do not let SEO dominate your thoughts. The **CTPM** process simply works.

http://proof.sitesell.com/

Some businesses start the traffic trickle within a month's time. Others may take six months. Certain businesses take longer to mature in the SEs. What does it matter? You are building a long-term business.

Simply keep doing what you are doing. Patience rules. Every business has a hump stage... a period where you seem to be stagnating. But it will pass.

To sum up…

Content drives the **C** ➡ **T** ➡ **P** ➡ **M** train.

Content builds authority with the SEs, garners IN-pointing links from Webmasters, and builds your credibility with your visitors. Every newly optimized page offers another opportunity for top rankings.

Tweaking diverts you from creating new content. It is a low-yield, time consuming process that derails your business, is frustrating, and puts your focus on all the wrong things.

Your business is not SEO... it's generating revenue from selling your service and from any additional income streams you've chosen.

7.3. Improve Your Link Popularity…
Build IN-Pointing Links

Pleasing the Search Engines and your human visitors is why it's important for you to develop an effective linking strategy. **Links are one kind of off-page criteria that measure human reaction to your content.**

The more sites that link to your site, and the more important the linking sites are, and the closer the linking sites' themes are to the theme of your site (even to the topic of individual pages), the more **"popularity points"** Search Engines award to your site (and page).

SIDEBAR

It is helpful to adopt a link-building strategy of some sort to ensure your business receives proper exposure at the SEs. For all the best 80-20 strategies for building an effective linking strategy, download the free **Make Your Links WORK!** book.

This powerful free e-book can be read at three levels…

1) Strategy Focused -- gives the most time-and-money-efficient and up-to-date way to build an inbound links program.

2) Wider Scope -- provides an updated review of links, why they are important and how they fit into the big picture.

3) The Widest, Most Important View -- offers a compelling 30,000 foot view of

how to build a roaring online business that gets found by the Search Engines and that converts visitors into profits.

SEO trickery and guessing is doomed -- it's important to understand that, and to adapt to a new reality immediately.

http://buildit.sitesell.com/MYLW.pdf

Get the jump on your competition!

Search Engines consider the number of IN-pointing links to a site as a way to…

1) Establish credibility. An IN-pointing link from a quality, related site tells the Search Engine that another Webmaster thinks highly enough of a site to link to it. See how the link becomes representative of human feedback? The link constitutes a vote of confidence.

And the more highly a Search Engine regards the site that provides the link, the more powerful that "vote" is! For example…

Suppose you have a Web site all about porcupines. The Web authority on porcupines decides to link to your site. In essence, this tells the SEs…

"This is a credible porcupine resource. As such, it deserves to be listed in your database."

This recommendation carries weight because the Web authority on porcupines already has established credibility with the SEs. Obviously, there's no better judge of the quality of a porcupine site than a porcupine expert. Links from lesser authorities or from sites with related themes or topics (i.e., zoo, or animal sites) are helpful but they don't carry the same weight.

And what about **off-theme** links? **Do not attempt to solicit links from sites unrelated to your topic or theme.** Why would a Web site about Viagara or online casino games link to your site about porcupines? Usually it's because they want to artificially increase link popularity, and manipulate the SEs.

Manipulation jeopardizes the integrity of SE search results. So you can expect SEs to ignore, and at worst, penalize you for off-theme links.

2) Formulate ranking algorithms. More and more, Search Engines are factoring link popularity and link credibility (i.e., where your IN-pointing links originate from) into their ranking algorithms. That's why it's so important not to fall into the trap of continuously tweaking your on-page criteria.

Chances are, the key to an elusive top 10 ranking lies off-page, not on-page **as we saw earlier with our anguilla-beaches example**.

Without a few credible links, you may find it difficult to get listed in some of the major SEs (especially Google). And of course, your site won't make it into the databases of SEs that do not permit site submission. Their spiders must find your site on their own.

The good news is that for most businesses, a very small number of credible links will do the job. 99% of Web sites do not have many IN-pointing links. (If the SEs were to weigh IN-pointing links too heavily, they'd make 99% of the Net disappear!)

Of course, if your topic is much more general in scope (i.e., "e-commerce," "computers," "sports cars," and that sort of thing), obtaining links becomes more and more important.

SIDEBAR

Some people misunderstand the role of links. While links will bring in some traffic, it is a miniscule amount. A properly optimized KFCP wins hands down.

Creating content should always remain your #1 priority. **Use links to build your site's credibility with the SEs.** Content is what builds traffic, not links.

Questions?

"When do I start building my link popularity?"

That's a good one!   Don't worry about link popularity until you have built at least 20-30 content pages. Why?

Webmasters will link only to sites of value. Quality content is the currency of the Web so you will need a sufficient number of Keyword-Focused Content Pages before you go link hunting. To get a Webmaster's "vote" of confidence, your site must provide some benefit to his/her audience.

Directories too, are interested in adding only Web sites of substance and value. A more mature site will also help you impress a human editor and secure a **major directory listing**.

Once you have your 20-30 high value pages, build a simple inbound link program, sprinkled with a few high-quality value exchanges (be patient) and even a couple of super-high-quality outbound-only links.

Here's how to get your link program rolling along…

#1) Get IN-pointing links from the major directories, and second tier directories.

#2) Get IN-pointing links from theme-specific sections of the major free directories.

SIDEBAR

Directories are a different beast from Search Engines. They do not spider pages. Instead, a **human editor reviews** each submitted site and decides whether that site "makes the cut." Think of directories as gigantic bookmarks of qualified, quality sites, organized into categories and sub-categories.

It generally costs cold, hard cash to submit to the major directories. And paying the fee does not guarantee that your site will be accepted. So use paid resources wisely, and only when you are sure your site is ready for "prime time."

Let's take a look at the major directories first…

Zeal.com
http://zeal.com/

Some of you may wish to hold off on the commercialization of your Web site. This will enable you to submit to the Zeal directory, which is free but only open to non-commercial sites.

Why is Zeal important? It provides a back-door entrance to the LookSmart directory. It will provide a decent quality IN-pointing link, as well as a smattering of traffic from LookSmart and its directory partners. However, you'll have to become an editor yourself before you can submit your own site. This can take an hour or two, so be prepared.

The Open Directory (OPD)
http://www.dmoz.org/

The Open Directory provides directory listings to many crawler-based Search Engines who use OPD to supplement their crawler-based results. There's no charge for submitting your site, which makes this a "no-brainer." However, take your time researching the right category for your site, and do **not** resubmit, even if you are not listed after 6-8 weeks. The OPD is often backlogged, and

notoriously slow for adding new sites. Resubmitting may make your site lose its place in the listing queue.

You can check the status of your listing at the public forums…

http://www.resource-zone.com/

Yahoo!
http://www.yahoo.com/

Yahoo! is the grand-daddy of all directories. Want to list in the "Shopping and Services" or "Business to Business" areas of Yahoo!? You must use Yahoo!'s **Business Express** service.

This service has a $299 annual recurring fee ($600 for adult sites). That's enough money to give many budding netrepreneurs pause, and for good reason. However, the value of a Yahoo! listing isn't the amount of traffic it will drive, but the quality IN-pointing link it provides. New sites looking to establish some critical link popularity may find real value in a Yahoo! listing.

Your best strategy is to investigate the free options (Zeal and The Open Directory) and the second tier directories first. They may provide you with all the link popularity you need.

LookSmart
http://listings.looksmart.com/

LookSmart is looking less and less like a directory, and more like an advertising medium, a sort of cross between Yahoo! Search Marketing and Google's AdWords. To make matters worse, LookSmart has been losing many major distribution partners of late. As a result, a LookSmart listing is diminishing in value.

Investigate LookSmart as an advertising option but keep in mind that it's becoming less and less valuable as a source of an IN-pointing link. Wait until you're "up and running" and have determined your ROI before you seriously consider LookSmart. Its service pales in comparison to the power and flexibility offered by Google's AdWords, a much better alternative.

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Now let's consider the second tier directories…

In some ways, these directories offer greater value than the majors. Submission costs, for example, are quite reasonable -- between $15 and $30 will get you in, usually within a couple of days. Because they are not as congested, it's easier to obtain the listing you want, higher up in the directory hierarchy (i.e., a listing in Health > Weight Loss is more desirable than a listing in Health > Weight Loss > Supplements). Even though these directories are not as highly trafficked, it will be easier for your visitors to find your site.

Here are some smaller directories to investigate...

JoeAnt
http://www.joeant.com/

GoGuides
http://www.goguides.org

Business.com
http://www.business.com/

Gimpsy
http://www.gimpsy.com/

Blue Find
http://www.bluefind.com/

Skaffe.com
http://www.skaffe.com/

SevenSeek
http://www.sevenseek.com/

Wow Search Directory
http://www.wowdirectory.com/

#3) Participate in SiteSell's Value Exchange. It is the simplest, fastest, most efficient, and (most importantly) most **real** way to identify high-value sites that **want** to link to your site.

It's also an ethical use of the Net, exactly the way Search Engines want you to use it -- **relevant sites linking only to relevant sites.** And did I mention that it's also free?…

http://value-exchange.sitesell.com/

#4) OUTbound-link with high-quality theme-related, non-competing sites as you happen to discover them in the course of normal business or surfing -- exchange links with them, if possible.

Linking counts both ways, IN-pointing and OUT-pointing. If your OUT-pointing links go to an income-generating source for you, even better!

Links OUT count with the human editors of directories and your visitors, too. If directory editors see that you provide bona fide links to other quality sites, your site is more credible, a more valuable resource for their directory. A visitor appreciates being presented with quality, credible links to related material that further enhances her surfing experience.

On the other hand, nothing is more damaging to you, your credibility and your ability to build your business than linking to an inferior Web site. By providing a link, you are in essence placing your seal of approval on the linked Web site. Should that site be of low quality, visitors will question your judgment.

The SEs will not take a positive view of such practices, either. Should you link OUT to a low quality site that practices deceptive linking strategies, the SEs may penalize you. After all, you are, in essence, condoning such activity.

What's the take-home message here?

You can't control which sites links to your Web site so you cannot be held responsible for them. **But you must choose your OUT-pointing links wisely.**

IN-pointing and OUT-pointing links are both important. In general, of course, you want to have far more IN-pointing. And don't make all OUT-pointing links purely monetary links. **You want to show your visitors that you have their best interests at heart, not just yours!**

Bottom line about links?

By far, the easiest, long-term strategy for building link popularity is a passive one. Simply build a site of such high quality that people want to link to it in order to increase the value of their own visitors' experiences.

What could be easier? Your link popularity builds itself!

7.4. Build Word of Mouth Buzz

In the service industry, word of mouth "buzz" is one aspect of marketing that draws clients like no other. Of course, you can't buy word of mouth buzz, but you can encourage it.

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 Content 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 will 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 who 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 VPP?

• 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 visitor'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 businesses and/or hobbies.

• Report -- Report to the person who provided the referrals, and give her a progress report. She'll want to know what happened. She 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 the 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 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 that included 6 facials at a 33% reduced price.

Four referral cards offering the "Free Facial" gift were included with each program package that was sold. The name of the client was written on the back of each referral card and she (or he) was encouraged to give them away to friends and family. When someone redeemed a free facial offer and then purchased the special 6-facial program, the person who made the referral 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 who 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...

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. who 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.

Even a local business can have a global reach on the Web.

How do local and global service sellers build a referral marketing campaign with Net-based partners with whom they have had no previous relationships?

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 foolproof tracking system that ensures all affiliates are paid fairly for their efforts.

2) Because it can take time before a visitor trusts and respects the credibility of an unknown service seller enough to hire him, 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 (you sure 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.

Building word-of-mouth buzz is a secondary traffic-building technique. Depending on your situation, some of the strategies outlined here will work very well for you. Others will not.

Either way, wait to investigate secondary strategies until after your business has a solid foundation of quality content. In other words, until you have at least 50 quality content pages, your efforts are better utilized by focusing upon…

C ➡ **T** ➡ **P** ➡ **M**

… and building traffic from the major Search Engines. As far as "bang for the buck" goes, this approach yields a far better Return On Investment (ROI) for your time.

Want an example? Let's say that you have a wonderful Theme-Based Content Site about **succulent plants** (i.e., cactus, euphorbia, etc.). You have a terrific page about all the tricks you have developed for propagating them.

Other aficionados find that page at the engines. Do you think they'll tell friends, or forums, or cactus associations, about this terrific info? Sure they will. Just one more **huge** benefit of OVERdelivering! But one big warning…

Average content = near-zero word-of-mouth. After all, have you ever been excited by "average?"

Great content is the only way to go!

SIDEBAR

Many Webmasters don't bother with **any** word-of-mouth strategies, short of this one. That's because creating great content is not only the best way to build buzz, it's also the most efficient and yields the best **ROI.**

When the time is right, use the following techniques to seed word-of-mouth buzz, to sell your own product or professional service…

• write articles for e-zines or article distribution sites

• make posts in forums, discussion groups, mailing lists, newsgroups (depending on your niche and situation, these can be fairly effective… or totally useless)

SIDEBAR

Forum postings can also be helpful for building up your site's link popularity somewhat, provided the forum is closely related in topic to your site.

A word of caution… Even the best forum posts won't generate traffic like a properly optimized content page. Forum posts will yield a short-term blip of traffic until your post cycles off the main page of the discussion.

On the other hand, properly optimized KFCPs deliver traffic **24/7, 365 days a year.** A forum post has a relatively short lifespan in comparison.

• publish your own blog (i.e., a Web log/diary) or e-zine (see DAY 9)

• use a signature file (i.e., contact information, including your URL and preferably your VPP) in your daily e-mail correspondence.

```
Veronica Miller
Landscape Designer
"And oasis of beauty in every backyard"
[contact info here]
```

Depending on your circumstances, some or all of the above techniques could effectively increase your word of mouth buzz…

Circumstance 1) Your site covers a topic already well-addressed by a zillion other sites, so it is much harder to stand out from the crowd and make an impression with your visitors.

Circumstance 2) Your site has over 50 pages. There must be substance.

Circumstance 3) Your content is of outstanding value to targeted visitors.

If all three circumstances are present, then investigating "word-of-mouth" strategies makes sense. There's no point in making a post or writing an article otherwise.

Now, before you proceed to DAY 8, please complete your DAY 7 Goal-of-the-DAY, and take note of your Ongoing Goal...

Ongoing Goal... Create more relevant, quality content. Build a solid links program. Be patient and trust the process.

OK, this big picture and preview on traffic-building sets the stage for DAYS 8 and 9. 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!**

Next step? Paid Search Engine traffic…

8. DAY 8
Buy Low PPC Advertising

There's more than one way to skin…
that TRAFFIC cat!

If you have a 30+ page site with an emerging traffic base, it's time to find your high-value keywords and either create more high-profitability Content or sell Google AdSense ads ("sell high"). And, if your ROI justifies it, it's time to build highly selective Pay-Per-Click campaigns ("buy low").

Goal-of-the-DAY... Build PPC campaigns ("buy keywords low") at the two major Pay-Per-Click (PPC) advertising programs (Google AdWords, Yahoo! Search Marketing).

Use these researched keyword lists to also…

   i) Create new content (for certain high-value keywords that you do not yet cover)

   ii) Sell advertising ("sell keywords high") through Google AdSense (and soon similar programs from Yahoo! and MSN), even sell your own advertising directly to small businesses!

If Google AdSense is new to you, here's the resource for learning all about this excellent monetization model...

http://adsense.sitesell.com/

With this in mind…

8.1. Pay-Per-Click Advertising

Pay-Per-Click advertising brings you guaranteed "Page 1 positioning" for your keyword. That's the good news. The bad news is that it is advertising, so it stops when you stop spending money, and it has less "PREselling" power.

In the past, PPCs were actually considered Search Engines at which you **bid** for top keyword placement in the search rankings. Overture (now known as "Yahoo! Search Marketing") was considered a good Search Engine. It even won a couple of relevance contests. FindWhat (now "MIVA"), an excellent second tier PPC engine, also did a credible job.

But that model has morphed. Few people actually search at Overture or the others anymore -- no one considers PPCs to be "Search Engines" at this point. Instead, they distribute ads through their network of Search Engines (mostly Yahoo!) and major content sites (CNN, etc., through "Content Match" which you can safely ignore). Google's entry intensified the Pay-Per-Click **advertising** format (as opposed to "placement"). It's a subtle but important change.

PPCs are best investigated **after** you have a built a solid foundation of content based upon **C** ➡ **T** ➡ **P** ➡ **M.**

If you rely entirely on the PPCs for your traffic, you never really own your business. Once you stop paying, your visitors stop coming. On top of that, your relationship with your visitors is purely commercial so these skeptical visitors convert into customers at a much lower rate.

Instead, build trust and credibility through content and generate much better Conversion Rates.

`How do PPCs work?`

Great question. You bid to place your ad in front of a searcher's eyeballs while she is searching for a certain keyword that is of relevance to your business... and her search. In other words, you bid for keyword positioning in the advertising parts of a Search Engine Results Page (SERP).

For example, if one of your pages focuses on the topic of "penny stocks," you bid for high positioning amongst the ads that Google and Yahoo! deliver for that word (the ads are separated from the actual editorial-content listings). Each time someone clicks through to your site via the ad on the search results page, the PPC charges you the amount that you bid.

Bidding starts at a very affordable rate for most words. What about the

expensive ones? You'll build Keyword-Focused Content Pages and sell advertising!

Pay-Per-Click advertising is a tradeoff. You pay for the guaranteed exposure, and savings in time and aggravation for free editorial/content listings on the Search Engine Results Page ("SERP").

While Yahoo! Search Marketing (Overture) first "invented" pay-per-click advertising, Google took it to the next level. Let's briefly examine both…

8.2. Yahoo! Search Marketing Sponsored Search

Yahoo!'s PPC ("Sponsored Search") is still very much like "eBay for keywords." Set your maximum bid (the most you would pay) for a keyword to determine your position. The bidding strategy is very simple...

Find the niches and try to rank in the Top 5. But if there is a huge gap, bid a bit above the low side of the gap even if that puts you in the 6th-10th spot. For example, you will often see a bid, say of $1.00 for a top listing. This can get you the larger, more prominent top spot on Yahoo!'s Search Engine Results Page (SERP), as may the second highest bid.

However, while the exposure is superb, those top listings are obviously ads, which is a drawback. A #3 listing might give you the top spot on the text ads on the right hand side of the SERP -- an attractive location.

Bid a few pennies above the next highest bid, as your maximum bid. So, for example, if that happens to be $0.30, you may only be charged $0.31 to beat #2's maximum bid. But if it takes $0.36 to beat a maximum bid of $0.35, that's

what you'll be charged... up to **your** maximum. (Your maximum bid for it might be as low as a third to a fifth of the top bid.) A best buy!

Yahoo! offers more information at...

http://help.yahoo.com/help/us/performance/customer/ss/

Ignore their Content Match part of this for now. And you might want to consider Local Sponsored Search if your site is largely for a local business with local clients.

Register for a bidding account with Overture at...

https://secure.overture.com/s/dtc/center/

Your best strategy is to bid a penny higher than the highest site that seems to **reach your target visitor.** If the descriptions for the first three sites are clearly aimed at someone who is **not** your target, why outbid those sites?

Stay a penny higher than your **competitors,** as long as that bid makes **financial sense.** You do not want to be below your competition... the click through drops off quickly as you go down the page.

What makes **financial sense**? Whatever makes a profit!

SIDEBAR

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 on-target keywords, especially the less-obvious ones. They will be quite cheap to buy. Obvious and popular keywords have become too expensive. There's no way I'm paying $5 for popular keywords -- not unless I'm selling a service or product that has a profit of $500 and I have a 10% Conversion Rate!

2) Write your **Title and Description** so that **only** your target market clicks. (Remember, each click costs you). A Pay-Per-Click 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 Pay-Per-Clicks. 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...

• **relate** to the keywords that you are bidding for

• 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!

How much should you bid? That 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 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!)

Bottom line?

Decide on how much you are willing to invest in a PPC campaign. 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.

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!

SIDEBAR

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.

To register with Yahoo!, visit…

http://searchmarketing.yahoo.com/srch/choose.php

For detailed help by Yahoo! about the signup process, please see...

https://signup.overture.com/help/olsTutSelectKwd.do

8.3. Google's AdWords Program

Trust Google to take the Pay-Per-Click concept to the next level. Many of the protocols inherent in Google's AdWords program are now being adopted (or copied) by other services. (LookSmart and Overture come to mind.)

Is AdWords better than your average PPC?

In some ways, it's better and more flexible. And in some other ways, it's worse. The AdWords program is definitely much harder to wrap your head around, and it's definitely a lot easier to lose money at! However, once you do grasp its power, you will become a convert!

So what makes AdWords different?

With Yahoo!, it's pretty easy to figure out where you are going to appear in the rankings for your selected keywords. All you have to do is determine your bid level, and the corresponding position is yours until someone outbids you. Ultimately, your involvement depends on your budget. The AdWords program isn't nearly so transparent.

It does take a little a longer to get into the swing of things with AdWords, but once you do, the flexibility of the program and its ability to serve up ads to an extremely targeted audience are powerful positives indeed. And, of course, there is Google's huge search network to consider!

Google AdWords does drive more traffic, and it does better reflect the monetization value of keywords. Bidding the same keyword to the same position may cost you less at Yahoo!, but Google tends to bring you more clicks, impressions and conversions (i.e., they deliver your Most Wanted Response more often).

Google also has a much smoother signup process…

https://adwords.google.com/select/

And they have an **excellent** demo...

http://services.google.com/tutorial/awsignup/awsignup.html

The full Google AdWords FAQ is at...

https://adwords.google.com/support/?hl=en_US

So proceed through the sign-up process, set up a test campaign, and try to determine whether this service is right for you. (No purchase, or intent to purchase is necessary).

SIDEBAR

Monetize It! will help you find excellent PPC opportunities. Besides pointing out what new content you should be creating (high value keywords that have no page yet, or are not ranking well yet), it also helps you build terrific, high ROI PPC campaigns ("buy low") and where to focus your AdSense ads ("sell high").

Monetize It! (MI!) pulls data together data in ways that Google and Yahoo! never will...

•   compare Google and Yahoo! pricing and predicted clicks
•   tie Google and Yahoo! information to how each keyword ranks in SE HQ
•   generate a bottom line dollar value ("Keyworth") for each keyword.

If you are an experienced PPC marketer, you understand the power and convenience of having this data all in one place, visible at a sweep. Google will never tell you what Yahoo! is charging, and vice-versa. And it's tedious to check

the status of each of your pages for each keyword, or if you've even created a page with a topic that focuses on that keyword.

Monetize It! is part of **SBI!'s** comprehensive, integrated system.

Time to wrap up DAY 8...

Pay-Per-Click advertising is a good way to bolster or supplement the free traffic you are obtaining from your highly optimized Keyword-Focused Content Pages. PPCs can bring you guaranteed, targeted and cheap traffic.

The keyword lists that you build through this research have two other benefits. Use them to seed more ideas for high-value content. These lists will also help you to decide where you will place ads **(through the Google's AdSense program).** You don't want to make your site look too commercial, with ads on every page. Instead, place ads on the "money-makers."

Before proceeding to DAY 9, please complete your DAY 8 Goal-of-the-DAY, and take note of your Ongoing Goal...

Ongoing Goal... With PPC advertising, you are spending money to make money. Track and monitor your campaigns so that you know where you are getting your best ROI. Google and Yahoo! both provide tools (called "Conversion Tracking") that allow you to track clicks right through to conversion. **SBI!** has its tracking tools to help you verify click-reporting.

Before you launch your first PPC campaign, it's a good idea to start an e-zine (or at least your own RSS feed). After all, you're paying good money to get those visitors to your site. It would be nice to be able to reach those who like your material over and over again.

Put on your editor's hat and let's go…

---

9. DAY 9
Build Traffic
Through Relationships

You have a solid traffic base. Now keep those visitors coming back for more by going back to the beginning… to content **C** ➡**…** the content in e-zines and other special publications.

Goal-of-the-DAY... Create your own e-zine. Set up the framework (name, template, and mailing list) and write a sales page for your site.

While you are waiting for the traffic to your site to build, look ahead and PREpare…

Even when you do have good first-time traffic, realize that most people don't come back over and over again to most sites. It's nothing personal. It's simply a big Web out there... and visitors figure that they might as well see something new! So, unless the very nature of your site naturally tends to generate frequent, repeat visits, your customer is in "now or never" mode.

So the question is... how do you reach her again and again, after she leaves?...

… because the repeat visitor is much more likely to trust you than the first-timer.

You need a **Backup Response,** an alternative, to offer. A good Backup Response must...

• deliver a benefit to your visitor at a "no-brainer" price (free is best), and...

• provide you with an ongoing opportunity to remind your customer about you and your service or the merchant-partners that you represent.

Sooner or later, a healthy percentage of those who trigger your Backup Response will deliver your MWR -- a sale or a contract, depending on your situation. Why? Because you're building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer.

9.1. Build Relationships With An E-Zine

The most common Backup Response on the Web is the e-zine, an e-mailed newsletter. Once you have some decent numbers, it takes only a day to get an e-zine up and running.

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 is **not** an option.

Why?

You build your whole site with your MWR (i.e., getting a visitor to contact you to 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 a first visit.

So set up your Backup Response -- 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

- develop 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 visitor with lots of opportunities to subscribe. If she sees your subscription form only once, the impact is minimal and the chances are high that it won't even register on her mind.

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.

9.1.1. Build a Sales Page For Your E-Zine

How good of you to provide a free e-zine! But will your visitors subscribe?...

It's free but… you still need to sell the idea that another piece of e-mail is a good idea. After all, your visitor is going to give up her e-mail address and the time it takes to read what you send.

This means that she has to decide, right now, while she's on your page, if she wants to hear from you again... if continued contact with you will be worth it.. if she wants to pay the price of anonymity and time. So you will…

• stress the benefits of your particular newsletter

• add a clear "call to action"

• finish with a subscription form

Make sure the benefits are clear. Add a testimonial. Link to back issues. (Some Webmasters write an issue or two no one else receives so they will have back issues. Visitors can see what they will get.)

Linking to back issues is 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!

Stress that your e-zine is free.

Add a professional look with a great cover like those at…

Killer Covers.com
http://www.killercovers.com

Then tell her exactly what to do… Subscribe!

9.1.2. Develop A Format Template…
And Stay With It!

Readers like **familiarity and predictability**… so develop a template and stick with it. Make only minor, incremental changes every now and then, saving your last issue as the template for the next one. From top to bottom, here's a quick list of things to address in your format...

1) Name your E-zine. You want your subscriber to smile in recollection when she sees it. Make the name short and memorable, descriptive, and relevant to your content.

2) Subject, including Issue Number and Date

3) Small logo

4) First text block -- start off your e-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"

5) After that, experiment with a combination of text blocks, line breaks and divider lines, so that you can deliver the following "starting information"...

i) Valuable PREselling Proposition -- stress the key points of your e-zine.

ii) A promo pass-along -- add something like this...

```
If you like this e-zine, please do a friend
and me a big favor and "pay it forward."

If a friend DID forward this to you and if
you like what you read, please subscribe by
visiting...
```

(Then add a link to your page that promotes your opt-in newsletter.)

6) Issue number and Date (you did it in the subject, now repeat it in the body)

7) Table of Contents -- show your reader what you're covering in this issue. Provide tantalizing "read me" headlines in your TOC.

8) From this point, experiment with…

• headline blocks to start each section
• dividers
• line breaks

9) Then 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
Become an e-zine publisher easily with **Site Build It!'s MailOut Manager.** It provides all the tools you need to get started and then to manage your e-zine production from that point onwards.

http://service-selling.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.

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 -- she feels good about you, confident.

• develop feelings of obligation. Since she keeps getting free, quality stuff from you, when it comes time to do business, she will turn to 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. Give great content.

10) You might want to add one more text block before the closing information (unsubscribe, etc. -- details a bit later) for your readers. This text block could include anything. For example...

```
Comments? Ideas? Feedback?
I'd love to hear from you.
Just reply to this e-zine
and tell me what you think!
```

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 visitor's 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...

i) Always tie the content back to your MWR. But be subtle. Whenever possible, draw your subscriber back to your Web site for full details or a complete article. Use benefit-oriented "teaser headlines" to get the CLICK!

ii) 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.

11) Closing information. You need to give readers a chance to unsubscribe, etc.

Make sure to save all this as a template for future e-zines (more on this below), so you don't have to do it all over again.

9.1.3. Set Up Your Subscription

You've already created a form for subscribers on your sales page. You may opt to include this form on other pages, or at the least include a link from other TIER 2 or TIER 3 pages to your sales page.

Some people create pop-unders to advertise their e-zines.

Do include an e-zine button on your navigation bar so visitors can find the sales page easily.

Be sure to include many references to your e-zine so your visitor has many opportunities to sign up.

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.

To prevent spamming and/or to prevent people from giving other people's names and addresses without consent, use the **"double opt-in"** approach… your visitor must confirm her subscription.

Here's how the **SBI!** double-opt-in system works...

The potential subscriber receives a "Request for Confirmation" e-mail after signing up on your site. Within the body of this e-mail, the subscriber clicks on a link that will officially add her name to the Opt-In E-zine Address List. (And at the same time, **SBI!** notes whether to send the e-zine to the subscriber in text or HTML, depending on your subscriber's specific e-mail software.)

Although adopting a double opt-in policy means you will grow your list slightly more slowly than a marketer using the single opt-in approach, there are several reasons why it is smart to adopt such a strategy...

1) A double opt-in policy builds a truly qualified, high value list. Do not be concerned about losing a few subscribers. The confirmation step ensures that your subscribers are interested in you and your product or service.

2) A double opt-in policy establishes your credibility with the subscriber, and emphasizes the value of your publication. It's a great way to demonstrate that you are not simply paying lip service to a SPAM policy, but have taken concrete steps to prevent it.

3) As SPAM continues to increase in volume, so does the average surfer's intolerance for it. A double opt-in policy lowers the risk of being reported to a SPAM policing server by an overzealous surfer.

4) SBI! also gives a visitor who does not want to be a subscriber the ability to "blacklist" an e-zine so that she won't receive a confirmation request again. The link is found within the confirmation e-mail. (This decision is reversible at any time -- how-to instructions are included, too). This prevents the malicious from signing up someone over and over again just to cause you trouble.

The value of a qualified subscriber's list? Priceless -- no MasterCard can buy that!

——————

The example above explains the **SBI!** system. Remember that if you are a client of **SBI!**, the Mail Out Manager is free.

There are other systems…

You can go the **free** route, or you can pay for list hosting (services that take care of all the technology of e-zine publishing).

As usual, I recommend that you use a paid service because **nothing's really free.** Yahoo!Groups does a great, and free, job...

http://groups.yahoo.com/

But they only insert a little ad for you in every mailing. Do you know what people think when they see that?

Small fry.

Your image is worth more than the few dollars per month that a quality list host will cost you. You'll never see e-zine publishers like Ralph Wilson using anything but a top-notch service like SparkList...

http://www.sparklist.com/

Or consider Topica…

http://www.topica.com/

Either way, paid or free... from the time you decide to do an e-zine, you can be taking subscriptions in less than a day. As a result, there's no rush to publish your e-zine. Put up your subscription form during the lag period when you see the first fruit of your traffic-building efforts.

9.1.4. Advertise Your E-Zine

List your newsletter in major e-zine directories on the Web. You'll find these work much the same way as the main directories (discussed in DAY 8). 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.

Some submission tips to consider…

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 each particular keyword.

Keep in mind that your Description is the only impression a directory visitor will get of your e-zine, so make sure you **sell** it!

Bottom line on the e-zine directories?...

It depends. If your e-zine is about a popular topic that 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.

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.

Here are a couple of suggestions to get you started…

Ezine Articles
http://ezinearticles.com/

Email Universe
http://emailuniverse.com/

Or you can automate your promotion with…

Newsletter Promote
http://www.newsletterpromote.com/

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!

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If you know 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.

An example of a pay-per-subscriber service is...

LeadFactory
http://ProfitInfo.com/leadfactory/

2) Rent an opt-in list. Some reputable companies build and manage huge opt-in lists that are divided up according to interests, demographics, and so on. You can 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/

List Partners
http://listpartners.com/

An e-zine is not the only way to stay on your visitors' radar screens…

9.2. Build Relationships With Other Technologies

Your e-zine is one way to increase exposure and nurture a relationship. Some Webmasters use other methods as well…

9.2.1. Build Relationships With Forms

Forms are an easy and safe way to communicate and interact with your visitors and customers. SPAM-bots can read e-mail addresses off your Web site so having a Contact Form in place of an e-mail link is essential.

Forms usage is limited only by your imagination…

• conduct a survey or poll

• create a series of sequential Autoresponder messages or an e-course

• collect feedback from your visitors

• get leads or referrals

Be on the lookout for new ideas. Two **SBI!** sites, with the help of **Form Build It!** (another module in the **SBI!** system), illustrate how a simple Form can be an effective communication tool…

• **JuggleNow.com** has implemented a brief survey...

http://www.jugglenow.com/juggling-equipment.html

• **Translate-To-Success.com** helps visitors locate translating services...

http://www.translate-to-success.com/dutch-translators.html

Other form-building software is readily available. Start your research with these products…

Quask
http://www.quask.com/en/home.asp

SmartDraw
http://www.smartdraw.com/specials/forms.asp?id=31997

XIGLA
http://www.xigla.com/absolutefp/

9.2.2. Build Relationships With A Blog

An e-zine generally goes out from once per week to once per month. If you have enough content to write more frequently, consider a blog or Web diary. You could give your visitors daily updates on your topic, offer your opinion on some aspect of your theme, and/or announce a new feature offered by one of your affiliates. You set the direction.

SIDEBAR

Use **Search It!** to find breaking information that you can pass on to your visitors.

Search It! > Reference Library for Content (STEP 1) > The Big 5 – CNN, NYT, BBC, USAT, WP (STEP 2) > your keyword (STEP 3)

Publishing a blog is straightforward. Make your blog as formal or as informal as your audience will tolerate. The simplest method is to just keep adding new

information to a designated page. A successful blog is frequent, reflects your style and delivers compelling content about your theme. Pull in your readers and give them a reason to respond.

Free blog hosting is available from Google…

http://www.blogger.com/

Now for the other side of the coin. If you're finding it difficult to publish a weekly or monthly e-zine, then blogging is probably not for you. Here's why…

A blog is basically a frequently changing Web page. Yes, it offers the ability for folks to reply and track back. But when you boil it down, a blog is frequently changing content. The key word in that statement is "frequently." A blog is a bigger commitment than an e-zine. If it's not at least daily, it's just not very active.

Several blogs that I've subscribed to started off great, but the frequency dropped and then stopped. Once a month, I delete a few where the owners just seem to have lost interest or perhaps they didn't see the rewards for all that extra time.

My recommendation? Blog if it fits your time, passion and market. Increasingly, some Webmasters publish their blogs through an **RSS** feed which is the perfect lead-in to…

9.2.3. Build Relationships With RSS

Don't confuse a blog with **RSS.** Your blog is the content. RSS is how you distribute your content.

Think of it like your local newspaper. The blog is the newspaper. RSS is the paperboy. But what exactly is RSS?...

"RSS" stands for "Really Simple Syndication." And that is exactly what it is... **a new way for you to distribute content.** That content can be any electronic communication (Web pages, m3ps, video, etc.)

A comprehensive overview, including easy-to-understand "how-to" instructions, is available at…

http://rss.sitesell.com/

This site provides everything you might want to know about RSS (but were afraid to ask)! Check out the information and see if this relationship-builder is right for your business.

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DAY 9 is all about building a quality, long term, repeated exposure, one-to-one relationship with your visitor/customer. **It's about building trust, credibility and a sense of community.**

Once you achieve this, you become a knowledgeable friend making a recommendation. You are no longer a stranger.

You have only one day to go to complete the course. Before proceeding to DAY 10, please complete your DAY 9 Goal-of-the-DAY, and take note of your Ongoing Goal...

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Reach out to your target audience, whenever and however you can. Make that audience think about your business first and not about your competitors'.

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Now it's time to analyze your traffic base from different angles...

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10. DAY 10
   Know Your Visitors

Knowledge is power...
Power to boost income.

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Goal-of-the-DAY... Familiarize yourself with a good traffic-reporting package. Convert your **Theme-Based Content Site's** OUT-pointing 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/

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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 **C** ➡ that OVERdelivers to your human readers and that ranks highly and fairly with your Search Engine friends. And that means...

You have traffic **T** ➡ coming **into** your site (from **all** your traffic-building efforts)

You PREsell to your visitor **P** ➡. Part of your 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 contracts or via your other monetization models. (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.

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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 keep only the "need to know" information...

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10.1. Analyze Your "Big Picture" Traffic Stats

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.

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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?

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Question... "Yes, but why does everyone quote hits then?"

Answer... Two reasons -- either people 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.

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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, then 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, or the page with your contact information, 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.**

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 visitors 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...

1) How you **spend** your traffic-building time and money -- what's working, and what's not. **Spend** only on the techniques that bear fruit.

2) 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 which 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 or to the page with your contact form). 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.

10.2. Explore Click IN Analysis

Let's talk about **Click IN Analysis** first...

Clicks IN occur when people click on an off-site link and come into your Theme-Based Content Site. Clicks IN 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" clicks IN, for **all** clicks IN, 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!

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Here are some of the uses and advantages of **Click IN Analysis...**

i) 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 wanted 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.

v) links from your blog.

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' products.

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 -- If you have an online store that needs traffic, and if the situation dictates that you're better off 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, and no matter where you send them, 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!

10.3. Explore Click Through Analysis

Now let's cover **Click Through Analysis...**

Clicks through 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 "clicks out" -- but since the industry is used to "click through," we're stuck with that term!

Clicks through earn you income. Why? Well, it all depends where those clicks through are going...

• affiliate programs -- a percentage of those turn into sales or leads (or whatever action your merchant-partner pays for)

• your own online store -- a percentage will buy, yielding you a profit

• your "order page" that sells your e-book or software that you've developed, or that leads to

• the contact page to sell your services

To maximize clicks through, of course, you know that you must create high-value content that OVERdelivers what your visitors were looking for. Blending "in context" text links (along with a PREsell 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 **OUT-pointing** 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 clicks through 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" clicks through, for the total of all clicks through 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 information 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) 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.**

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.

SIDEBAR

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 an ad in an e-zine, or bid on keywords from a Pay-Per-Click. The link goes to a page on your site that receives clicks **only** 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 IN-pointing 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."
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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 savvy 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.

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…

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.

We're off to the next DAY. Wait! There is no next DAY! You are at the end of your masters course. Bring on the wrap-up!…

11. The Road To Success

What a long way you've come. Take a look! **The Service Sellers Masters Course has helped you to...**

• understand the difference between selling and PREselling **(DAY 1)**

• develop your best Site Concept **(DAY 2)**

• brainstorm profitable topics **(DAY 3)**

• plan potential monetization models for your site **(DAY 4)**

• refine your Site Concept and registered your domain name **(DAY 5)**

• build a site that gets "the click" **(DAY 6)**

• generate free traffic **(DAY 7)**

• evaluate ROI and if appropriate, utilize paid traffic **(DAY 8)**

• establish credible long-term relationships with your visitors **(DAY 9)**

• use statistics to know your visitors **(DAY 10)**

As I said back in the introduction, **successful business-building on the Net is all about following the right process and smart work.** Do things right the first time, step by step... and good things do happen.

Remember, *you have no brand*. Amazon has a brand. Google has a brand. **You must build one.**

And there is only one way to build your "Brand of One"…

CONTENT ➡ TRAFFIC ➡ PRESELL ➡ MONETIZE.

That, in a nutshell, is what builds the core for a long-term, ever-growing business with sustainable profits and true equity.

Please, please do not waste your time on playing the Search Engine Optimization game. It's doomed to "keeping up" with thousands of the smartest minds on the planet at Google, Yahoo!, and MSN. Instead, leapfrog the SEO game players by "keeping it real"…

1) Build more and more and more related and high-value content that delivers what humans want.

2) Plant enough hooks on each content page you create to let the engines know what it is about (on-page criteria).

3) Secure a few quality relevant in-pointing links. Some of your PREsold visitors will give you inbound links without even being asked!

4) Build buzz, create an e-zine, add PPC advertising... and whatever else is relevant for your target market, and your business, and your circumstances.

And that's it. Remember that **off-page criteria** is nothing more than how Search Engines measure human behavior *after* a visitor clicks on a Search Results Page to visit a site. It could be as short-term as how quickly does that visitor return to the engine. Or it could be as long-term as how many relevant links build up to that site over time.

SEOers are kidding themselves if they think they are anywhere near what SEs really want. But now you know exactly what the SEs want… **Relevant Reality**. **Quality.** Happy searchers finding what they want. The engines will only get better and better at figuring that out. As they do, SEOers will have a harder and harder time "playing the game of match the algorithm."

By following the **CONTENT** ➡ **TRAFFIC** ➡ **PRESELL** ➡ **MONETIZE** process, your site will simply do better and better. And your business will grow bigger and more profitable!

The process works…

http://proof.sitesell.com/

Let those well-heeled advertisers pay for their traffic. You have the knowledge (and with **SBI!,** all the tools all in one place!) to build your service selling business as big as you want. After all, **it's your road to success!**

It all comes down to what one of my favorite entrepreneurs once said...

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"How to succeed?   Try hard enough."
-- Malcolm Forbes (1919-1990)
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There's nothing else. Go get 'em.