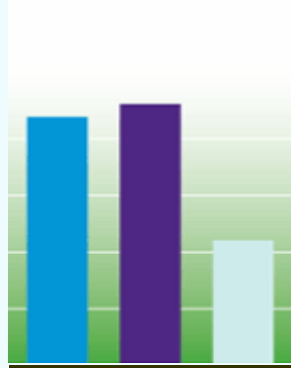


OnlineBusinessRevenue.com



THE POWER PROFITS WORKSHOP

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INTRODUCTION...

The goal of this book is to show you a series of methods on how to make money online without the fluff you probably have encountered with similar products on the market today.

You're going to learn how to make money online, and I'm not just talking about enough money to provide you with a few extra bucks to spend each month. You're going to learn how to establish a highly profitable business that, if you are dedicated enough, can easily provide you a sufficient income to enable you to leave your nine to five day job and pursue your online career full time. Even if you already have an online business, I will still provide some pointers that could double, or even triple, your revenue in no time at all.

Please email me through the website if you have any questions.

Wishing you every success,

Tim Godfrey

OnlineBusinessRevenue.com



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Chapter 1 - Setting Up a Website

1. CHOOSING A DOMAIN NAME TO MAXIMIZE YOUR SUCCESS

No matter what type of website you intend to set up, choosing a suitable domain name is an extremely important step as it will help determine your success both in the search engines and in the amount of targeted visitors your site will receive.

Don't choose a domain too quickly. Make sure you take the time to fully plan your website or product *before* searching for available names.

Here are three questions to ask yourself BEFORE choosing a domain name:

What you will be offering?

Who you will be targeting?

What will your 'keywords' will be? (We'll discuss keywords more later on.)

If you can't answer these questions, have another think or you might have to buy another domain if you change your idea at a later date. If you *do* have to change it, don't just forget about the domain and let it expire. Rather, try to sell it at www.sedo.com or www.sitepoint.com for a profit; or at least to break even on the cost of the original purchase.

Try to think of a name that people will remember and do your best to make it catchy! Even though some of the most successful online businesses, such as 'Google' and 'Yahoo', have names that in no way relate to their services, their names are *very* easy to remember. As a result they can be successfully promoted as a brand. However, trying to find a good, unregistered five or six letter .com domain is almost impossible. You *could* buy one, but it will probably cost you in excess of \$10,000. Only take this risk if you are 100 percent sure your idea is going to quickly turn a profit.

Finding a free .com extension:

Trying to find *any* name that hasn't already been taken, let alone finding a good .com, can be surprisingly difficult. The vast majority of quality .com extensions were taken long ago, so you might have to look at a few other options. Here's a list of some other extensions you can use. Even though you have other options, try your utmost to get a .com if you possibly can:

- .org** - Non-profit organizations.
- .biz** - Businesses and Corporations.



- .pro** - Professionals, such as lawyers.
- .info** - Information-based websites.
- .us** - United States.
- .co.uk** - United Kingdom/England.
- .tv** - Vanity domain from the island of Tuvalu in the South Pacific.
- .net** - General internet usage.

You will also need to make sure that your domain extension relates to both your website genre and your location. For example, if you're creating a website for selling beds in Washington DC, you obviously don't want to use a [.cn](#) (China) extension. Obvious I know, but the mistake is often made. If the [.com](#) isn't available, go for a [.net](#), [.biz](#) or a [.info](#).

As I've just mentioned, the other option is you can buy an already registered domain name at www.sedo.com. It's certainly something to consider, and I'll tell you why later on. I will also tell you how to make thousands of dollars using Sedo.com with only a few hours of work.

Here are ten more questions to ask yourself once you have thought of a domain name for your business or website:

1. Is your name short and memorable?
2. Does your name promise a benefit?
3. Does your name accurately reflect what you're selling?
4. Does your name distinguish your business from your competitors?
5. Does your name create a visual image?
6. Does your name appeal to your target market and does it reflect their values, needs, and lifestyles?
7. Does your name have graphic possibilities?
8. Is your name unique, or has it already been trademarked?
9. Will your name allow you to expand your business with different products and services and still make sense?
10. Does your name reflect a position in the marketplace that is unique to your company?

Once you have your name decided, go to www.domain.com or a similar site to register it.



2. CHOOSING A WEB DESIGN PROGRAM

FrontPage or Dreamweaver?

Although there are a number of website design programs on the market, you only really need to consider using either '*Microsoft FrontPage*' or '*Dreamweaver*' to start.

Which one you use depends entirely on what sort of site you want to create. However, if you've never designed a website before, I suggest using Microsoft FrontPage.

Dreamweaver is the better product as you can do a lot more with it, but bear in mind it takes much longer to get used to, and it also costs twice as much as Microsoft FrontPage. You can do most things with FrontPage, such as sales pages and product review websites. Please note: The website I've provided for you is designed in 'FrontPage,' so I suggest you get a copy if you don't already have one! Depending on where you live, you'll likely pay around \$150, but if you're actually serious about generating a full time income online it's the one purchase you *must* make.

Before you buy it though, you should know the license states that each copy can be installed on up to three computers, so check to find out if you know anyone who can share his/hers with you.

A word of warning:

Never use a copied or burned version of *Microsoft FrontPage*, especially if your computer runs on 'Windows'. Microsoft will detect it when automatically installing updates and will shut it down along with the rest of your 'MS Office Suite'. This happened to me a few years ago and as you can imagine it was highly inconvenient to say the least!

A good forum for issues related to web design is: <http://www.frontpagewebmaster.com>
You can also download templates, software and graphics.

3. HIRING A WEB DESIGNER

If you have the money, you can obviously hire someone to design your site if you intend on creating a different type of website than the one I have provided. If you want to sell a single digital product with a three page website then this will probably cost you less than \$300. If want to create something bigger, it could run into the thousands. I strongly suggest, however, you learn how to do it yourself to avoid spending money unnecessarily in the future.



4. FINDING A 'TECHIE'

If you have absolutely no experience at either building or maintaining a website, I thoroughly recommend finding someone who knows what he's doing in times of crisis. Everyone needs help at some point and having someone just a phone call away can be a big help. He can also help to get your website online and help you make complicated code changes.

Ask friends or colleagues if they know anyone, or alternatively you can hire a programmer on the cheap at www.elance.com.

5. RESEARCHING PROFITABLE WEBSITES

A good idea before you start to design your own website is to take a look at what works and more importantly what sells.

The first thing to do is to look at other sites within the same genre as your idea and analyze their traffic and sales.

If I wanted to create a website to sell an online book on 'nutrition' for instance, I would first go to Clickbank.com, hit the 'marketplace' link and then look at the best selling books on that particular subject. In this case, the books with the highest 'gravity' are the ones that sell the best and have the most affiliates promoting them.

I would then visit the website and see exactly *why* it sells by looking at how they have set out and designed the website and also what angle they have taken on that particular subject. I would then do something similar with my site. Follow the trend and don't try to reinvent the wheel. If a website is obviously profitable, try to do the same sort of thing for yours; it's as simple as that!

For other types of websites, simply type a selection of related keywords into one of the search engines and see what comes up. For instance, if a certain website shows up in the top 10 results on 'Google', the 'spiderbots' that rank the websites obviously approve of the way it's set out. It will be receiving a good amount of traffic and other webmasters will be linking to it as well. Do the same type of thing for yours.

No matter what type of website you are creating, the real key to success is to create something of interest, something to which other websites and webmasters will want to link to. As I will explain later in the book, incoming links are essential in getting into the top 10 results of the search engines, especially Google. If you are in the top 10, you will get the most traffic and therefore earn the most money.

Keep your website or product simple, and do your best to be unusual so you stand out from your competition. Look at the top websites in the same category as yours. Make note of all the good points, combine them and you should be on to a winner!



How to check a websites traffic:

A good tool for checking how much traffic a website is receiving is www.alexacom.com. Type the URL you are interested in into their search bar, press go, and it will tell you where it ranks in terms of the most visited sites in the world.

Google, MSN and Yahoo are the top three; but, even if the site is ranked at 200,000, it's still getting a good amount of traffic. (Approximately 2000 visitors per day) . Alexa.com isn't *entirely* accurate, but it does the job.



Chapter 2 – Methods of Generating Online Income

1. OVERVIEW

In this chapter, I'm going to run through a series of proven ways to make money online. I'm going to start with an example of a successful promotion I did a few months ago then I'll move on to explain a variety of online businesses you may choose to specialize in.

Obviously, they're not *all* going to appeal to you, but hopefully you'll be able to determine what direction you want to take in your online venture. There are more resources available on each of these businesses at www.onlinebusinessrevenue.com.

2. AN EXAMPLE OF A SUCCESSFUL PROMOTION

I own a number of gambling websites - not actual online casinos, but affiliate sites. There are hundreds of gambling affiliate sites, but they mostly consist of the same type of thing: Banners, casino reviews, etc. When I started mine, I wanted to do something different, something that would make me stand out from the crowd and, as a result, receive the most traffic. I set up the following two promotions:

1. I got in contact with a number of online casinos and asked if they would do a promotion through my site giving away free money to play with at their casinos. They agreed, so I was able to offer my visitors between \$20 and \$50 to play with, without them depositing any money, at a selection of 10 online casinos. All the funding was done by the casinos, so there was no risk to me. One press release and traffic started flooding in. This only took one week to set up.

2. I then set up a separate promotion on the same website giving away \$500 to the person who gained the most points playing a 'free casino games' program I had installed on the site. The only thing each player had to provide was his or her name and email address (vital to get as I will explain later). The winnings came from my own pocket but with the repeat visitors and the amount of money that can be made from online gambling, \$500 is nothing. It kept the traffic coming back to the website and that's what counts.

This style of marketing and promotion can be applied to any genre of website.



3. MAKING A FORTUNE WITH GAMBLING WEBSITES

As I'm sure you are already aware, there is a KILLING to be made with online gambling if you know how to go about things in the correct way. It is, along with the sex industry, *the* best paying affiliate program out there!

How much can you earn?

If you are skilled enough to get top search engine placements under some of the most competitive keywords, you can expect to see returns of up to \$100,000 – PER MONTH!!!

You can either be paid per player you bring in (CPA), or have a share in their losses, (revenue).....

CPA: Up to \$300 per person who signs up and deposits \$100 or more.

REVENUE: Up to 45 percent of the player's losses. For instance, if a player deposits \$500 and loses it, you'll get just under \$250.

If you send targeted traffic to your site through effective advertising or get into the top 10 under some good keywords on the search engines, you *won't* know how to spend it!

The best paying casino affiliate programs are:

- 1.... [Casino Partners Affiliate Program](#)
- 2.... [Casino Blasters Affiliate program](#)
- 3.... [Rewards Affiliates Program](#)
- 4.... [Casino Pays Affiliate Program](#)

I actually have a 10 page casino affiliate website that I'm willing to give to you for free. Email me if you're interested, and I'll send you the link.

4. THE HEALTH & DIETING INDUSTRY

Overview:

This is another highly profitable market, and it's how I made my first buck on the net. The simple truth is that the vast majority of us constantly worry about our health and weight. As a result, the health and diet market is huge!

You can either create your own 'ebook' as I did, create an informational website and make money from 'Google AdSense' *or* promote other people's products as an affiliate. Again, there are plenty of products to choose from at [Clickbank.com](#).



The best time of the year to promote dieting products:

If you decide to promote health and dieting products, I would advise you to do the majority of your marketing at times when people most look for this type of product: ...for example... after Easter, during Christmas and just before the summer in June. You will achieve higher conversions and make more of a profit if you do.

Please note: It is not necessary to be an expert in this, or indeed in *any* field to write an ebook or an informational product. In the next chapter, I will tell you how to write and publish your own book on any subject, even if you have no previous knowledge or expertise whatsoever.

5. PROFIT PULLING AFFILIATE WEBSITES

...Such as the website that I've provided for you.

As I have already explained, an affiliate is someone who markets and sells other people's products for a commission. If you are new to internet marketing, running an affiliate website is the perfect way to start learning the ropes.

Even though it is more profitable to do so, you don't even need to have your own website; you can simply join a range of affiliate networks and promote products by using 'Google Adwords' or by writing and posting articles using '[Article Marketer](#)' or '[Ezine Articles](#)'.

Affiliate Networks:

I've found that these are the best affiliate networks, and I recommend you join all of them:

1. [Clickbank](#).
2. [Commission Junction](#)
3. [LinkShare](#)
4. [TradeDoubler](#)

First, you need to sign up with all of the above then find out what products sell the best. With 'Clickbank' this is called 'Gravity'. The highest 'gravity' number equals the most successful products; with the other programs, it is referred to as EPC (Earnings-Per-Click).



I also recommend looking at the selection of 'new products' as you could find a hidden gem which will achieve great conversions even though it may not yet have received a lot of exposure.

How to create the most sales:

Undoubtedly, the best way to earn affiliate commissions is to have your own affiliate website which, of course, you now have! In short, if someone visits your website and sees a review you have written on a particular product, he is far more likely to buy it as he's had a second opinion from an independent source,

When writing reviews, try to appear unbiased but install a sense of the following:

- Fear:** For example - This could happen if you don't take action now...
- Urgency:** For example - This offer is only available for five more hours...
- Positivity:** You think it's a great product etc...

Always make yourself out to be an authority on the subject – even if you aren't! Try to use pictures, such as book cover graphics if they're available. Go to the product you intend to promote, find and follow the link to the affiliates/webmasters page and see what marketing tools are available for you to use.

Look at [this link](#) to see an example of a good product review.

Six easy steps for maximum profits:

Apart from article marketing and 'Search Engine Optimisation' (which I'll cover in more detail later on), I have found that the following step-by-step method works wonders when it comes to generating affiliate sales. It comprises of a few points that I have already talked about.

STEP #1: Find a product to promote that pays well; in other words \$20 - \$100 per sale. Make sure the sales copy is effective; the customer service is good, and the product is converting well.

STEP #2: Read the sales page, buy the product, and make a note of all the useful information and advantages that it will provide for consumers. Rewrite what you find into your own detailed and highly complimentary review, and rate the product on a scale of one to ten. Something like **9.3/10**. Remember to make yourself out to be an expert on the subject in question!

STEP #3: At the end of the review, place a link to the website and create a sense of urgency by stating the current discount on the product and when it will end (i.e. at *12.00 a.m. tonight*.)



STEP #4: Create a lure by offering the potential buyer a free bonus if he visits and buys the product through your affiliate link. You can find one at www.surefirewealth.com.

STEP #5: Go to your Google Adwords account and create an ad for the product review.

Remember to ONLY use relevant keywords relating to the product. Don't use Google's keyword suggestions, or the traffic won't be targeted enough, which will cut your profits. Link the ad directly to the product review page, not to your home page. If the visitor reads the ad then clicks on the link to see the product, he will be a highly targeted prospect and your conversions should be very high. Watch the sales pour in!

STEP #6: Place some relevant AdSense ads directly below the link to the product you are promoting. This way, if the visitor isn't interested in the product, he may click on an AdSense ad to navigate away from the page, which should cover your costs for the click that brought him.

I also recommend that you consider purchasing 'Affiliate Project X' as it will explain these methods in more detail. You can purchase it at: www.onlinebusinessrevenue.com/affiliate_project_x.htm.

6. WEBSITES OPTIMISED FOR GOOGLE ADSENSE

Here's a great way to make BIG money on the net, and it's unbelievably easy to start making great profits from day one!

How does AdSense work?

Google allows website owners to place ads on their websites – the same ads that other website owners and marketers are paying for using the 'Google Adwords' system. When a visitor to a website clicks on an AdSense ad, the webmaster of that website receives between 40 and 60 percent of the money Google receives from the advertiser.

For uncompetitive keywords, such as '*dog training*' for example, the amount the advertiser pays is small, at around 0.10c per click *but* in some highly competitive fields such as law or insurance, some companies pay HUGE amounts - up to \$70 per click!!

So, if you have a website about 'personal injury law' and use AdSense, every time someone clicks on an ad, theoretically you could get paid up to \$40!



How to receive the highest paying ads:

The trick is to optimise your website, so the correct and highest paid ads are shown. Here's how you do it: If you want to show ads for 'Boston Personal Injury' for instance, you need to...

1. On your web design program, create a page about **Boston Personal Injury** (obviously!).
2. Name the title of the page **Boston Personal Injury**.
3. Include the term **Boston Personal Injury** twice in the 'page description' meta-tag.
4. Keywords? Only include one meta-tag keyword, **Boston Personal Injury**.
5. Research the subject on Google and write a few paragraphs on it highlighting in 'bold' **Boston Personal Injury** at least twice. Make the content relevant but mind numbingly boring – you want the visitor to leave quickly by clicking on one of your 'AdSense' ads!

Hopefully by this time Google will have got the message!! And when they spider (examine) your site (which happens instantly when you upload a new page that contains AdSense), you should be receiving the correct ads.

Do bear in mind, however, that if you don't live in or near Boston, you probably won't be seeing the correct ads once the page is online as Google usually only shows relevant ads according to where *you* are located. If you live in London, the page show personal injury ads related to London *not* Boston.

This doesn't matter, though, because you'll be advertising the page on the search engines and relevant websites, and 90 percent of the time the only people searching for information on personal injury advice in Boston will be those who actually *live* in Boston.

Where to find the highest paying ads:

You can find the highest paying search terms by using this link:

<http://www.cwire.org/highest-paying-search-terms>.

When you join 'AdSense' - which you can do in the resources area - you will be given a choice of ads to place on your site. You decide the size and colour of your ads, and Google will generate a simple 'javascript' code that you cut and paste into your website. Try to match the text colour of the ads with the general colour scheme you are using on your webpage as the click-through rates will be higher.

When you have created your page which will be serving the highest paid ads, you can then advertise this page back on Google Adwords or other pay-per-click programs (see the resources chapter). If you advertise your highly optimised site at only 20c per click then have people click on an ad that brings you in \$5.00, you can see there is money to be made. If you can get 200 targeted visitors per day, you will be well in profit.



Please note: You have a built-in space for four AdSense ads on each page of your new affiliate website. If you want you can create pages on law reviews within the website and apply the above. You can advertise these pages directly on Google Adwords.

There are strict rules with AdSense and they ARE enforced! You MUST follow these rules, or you will be banned from the system. DO NOT try to cheat the AdSense system by clicking on your own ads; Google will always know.

7. CREATING AN EBAY BUSINESS

eBay is the largest auction website on the internet, and it has helped thousands of people start their own businesses without many of the overheads that are all too familiar in the offline world.

You can pretty much buy and sell anything on eBay and can even open your own 'eBay store' which will save money in listing fees. Many people make hundreds of thousands of dollars with their eBay businesses every year.

Recommended resource: [Easy Profit auctions](#)

8. MASTERING THE ART OF FOREX TRADING

The value of a single currency may go up or down by as much as 15 or 20 percent in a matter of weeks and as a result the market for this type of trading is huge! Apparently, there can be as much as two trillion dollars traded in a single day!

There are currently thousands of people trading from the comfort of their own homes. If you enjoy investments of the riskier nature, check out the recommended Forex training resource below.

Recommended resource: [Forex Trading Machine](#)



9. INVESTING IN EGOLD

The definition of 'E-gold investing': A system that allows you to profit from the money that is being traded every day on the internet.

When you are trading e-gold (or e-currencies), you are providing the backup for internet money.

What exactly is meant by "backup for internet money"?

There is a cash flow of all of the money that is being moved throughout the internet every day. However, this money has to have, for every dollar that is being backed up, a physical backup of that dollar.

This is a very superficial explanation about how the dxgold system works, but to be honest, to profit from it, you don't have to understand exactly how it works. If I were to put the e-gold training courses into a metaphor, I would say it's very much like driving a car. You don't need to know how it works in order to use it properly.

What you do need to know is the egold exchange process and every step of the way. This may sound complex, but once you get to know it, it becomes a daily routine that takes about five minutes just to check up on.

Investing in e-gold is something I could describe as a great investing strategy, if you are investing in the long run.

It isn't as fast as a rising stock on Wall Street; it isn't something that will double your profits in a couple of days, but it is something from which you can expect to generate a good income. The important keyword in the previous sentence is **expect**, because this is a safe long-term strategy that is pretty much guaranteed to make a profit for you.

Having said this though, E-gold is all about discipline. It's about the discipline of having your money work for you and letting it grow, without getting an urge to go on a shopping spree and taking your money out of your account!

Recommended resource: Email me and I'll tell you the exact program I use.

10. SETTING UP A DROP-SHIPPING BUSINESS

'Drop shipping' is where the retailer does not keep goods in stock, but instead passes the customer's order and shipment details to the wholesaler, who then dispatches the goods to the customer directly. The retailer then makes his profit on the difference between the wholesale and retail price.



This is quite similar to selling wholesale, although with this method you have to buy the product first.

Recommended resource: [Dropshippers revealed!](#)

11. SELLING YOUR DIGITAL PHOTOS ONLINE

If you enjoy photography and have a good quality digital camera, you can sell your photos to websites specialising in 'digital image collections'.

If you have the time, daily earnings can be as high as \$400, so this is certainly something worth considering.

Now, unfortunately you will only be paid once as the website will sell your photographs as royalty free images. With digital photography equipment being so widely available at a low cost, you can repeat this process over and over again for very little.

If you are interested in this, the best thing to do is to visit the following websites to see which types of images they are interested in and more importantly which ones will buy from you:

www.crestock.com

www.ktools.net

www.stockandprints.com

www.istockphoto.com

www.foliolink.com

www.morephotos.com

www.photostockplus.com

A good reference is www.outdooreyes.com

Recommended product: [Camera Dollars](#)

12. PARTICIPATING IN PAID SURVEYS

This revolves around the same idea as the 'paid surfing' except you fill in surveys or questionnaires instead of surfing the net. In short, it is extremely easy money as long as you sign up with reliable organisations.

Many companies claim that one can earn in excess of \$100,000 per year by doing this, but I think an estimate of \$50,000 per year is a little more realistic.



There are plenty of scammers out there though, so you will be wise to do some research before signing up with a survey company, even though it doesn't really cost a lot to do so.

Recommended resource: [Paid Survey Program](#)

13. HOW TO SELL YOUR ART FOR FAST PROFITS

Obviously this will only apply to those who have some sort of artistic skill, so it's not for everyone.

The way this works is simple and involves eBay. If you are able to quickly produce high quality drawings or prints of interesting images (such as historical icons or rock stars), you can sell them for \$30 to \$100 per piece at online auctions.

The most cost effective way of doing this is by creating 'screen prints' that you can reproduce over and over again.

Here's an example:

Sign up for an '[eBay shop](#)', and create a high quality print of Jimi Hendrix or Jim Morrison (they always sell well). Get a system in place where you can produce 50 of these a day then sell them for \$50 each - thus making \$2500 per day.

Now that's pretty tidy money for any artist, and the best thing about this is that it's extremely cost effective as the overheads are very low.

Another idea...

For those who *aren't* artists, there is a way of avoiding the creative part and this is something I actually delved into a couple of years ago with some success.

I scoured eBay, buying works of art which were obviously selling for much less than they were actually worth (mainly due to the poor promotion techniques of the seller). I would then immediately re-list them for what they were *really* worth. After they sold, the difference was obviously my profit.

I was averaging around \$1000 per week with this, and the average price of the art I was buying was around \$200 per piece.



14. MAKING MONEY AS AN AFFILIATE OF 'AMAZON'

The theory behind becoming an affiliate of 'Amazon' is pretty much the same as any other.

You send traffic to Amazon.com and if someone makes a purchase through your affiliate link, you get paid a commission. Amazon offers a commission of between four and 10 percent.

Compared to networks such as 'Clickbank', this is obviously quite a low commission rate. However, the advantage is that the more you sell, the higher your commission rate will become. There are also bonuses too. If you make higher priced sales for items such as Plasma TVs, for instance, these bonuses will become more apparent.

The other advantage is there is no customer service on your part.

What's the best way of making commissions?

Undoubtedly, the best way is to create a website or a blog that displays the products you intend to sell. You get people to visit your site, interest them in a particular product and if they visit your site and decide to buy, you direct them (via your affiliate link) to the payment page on Amazon's website.

This all sounds simple enough and although there are affiliates out there who earn in excess of \$500,000 per year with this program, it is one of the most complicated to master.

In other words: Be very careful!

The important thing here is to have the correct methods in place, and I would advise you to read our review of ['The Amazonian King'](#) before pursuing this venture.

In all honesty, although this is certainly a feasible way of making money, it *is* complicated so make sure you stock up with the best advice before you go any further.

15. FREELANCING

Much like digital photography, you can sell your talents online. Working as a freelancer on the internet is one of the most popular ways of making money from home.

You can offer services for graphic design, copywriting, article writing, web design and many other project types.

There are a variety of websites that allow freelancers to bid on jobs posted by buyers.

Recommended resource: Elance.com



16. SELLING HIGH-END PRODUCTS FOR SUBSTANTIAL PROFITS

No matter what sort of service or product you are offering, you must create a database of people interested in your subject or niche. I'll tell you how you can do this on the next page, but let me just take a moment to explain why it's so important.

Once you have captured leads for your database, you can then email them as many times as you wish with other offers, which; by the way, do not need to be your own. As you may know, the way to do this is to sign up with a network such as Clickbank or Linkshare and promote products as an affiliate.

However, instead of simply selling an informational product with a relatively small commission level, you can promote higher end products and services, such as seminars/courses and workshops which people pay up to \$25,000 to attend.

Commission rates for these can run into the thousands. But, to actually make sales, you must be extremely clever in your email marketing.

Take a look at this resource:

[Creating your own high-end product](#)

17. PROFITING WITH POP-UNDERS

How pop-unders work:

Another way of generating income from your site without doing any work is by joining with companies that pay you simply for placing their pop-under/pop-up ads on your site.

Essentially, you place a piece of code on your website which automatically generates an advertisement laden pop-under (an ad that appears as a separate webpage behind your own webpage) each time your website is visited.

It pays, and this method *can* be incredibly profitable if you have a high traffic website.... BUT, in my personal opinion, these types of ads will devalue your site in a BIG way. I don't know about you, but personally I get irate when I visit a website and one of these ads pops up. Still, it's your choice!

Companies that will supply and pay you for showing 'pop-unders':

1. www.tribalfusion.com
2. www.fastclicks.com
3. www.casalemedia.com
4. www.vibrantmedia.com



Even though I don't particularly approve of the advertisers mentioned above, you *can* use 'pop-unders' effectively if the website in question has similar content to yours. It can also make you some money as you can place an affiliate link within the script for the 'pop-under'.

For my website that sells SEO services, for instance, I look through Clickbank to see what other SEO products are generating high sale volumes. I then create an affiliate link for it and add it to the pop-under script on *my* site.

So, if the visitor for some reason decides he doesn't want to buy my product, he would eventually close the page. However, he would *then* be presented with *another* site selling SEO services...and of course, if he liked it and bought it, I would still make money even though he didn't actually buy my own product.

Pop-under script:

This is the script for a 'pop-under'. Copy it, replacing www.youraffiliatelink.com with an affiliate link that you have generated. You will then need to place the code between the `<HEAD></HEAD>` tags on your webpage.

```
<script language="JavaScript">
var popunder="http://www.youraffiliatelink.com"
function loadpopunder(){
win2=window.open(popunder)
win2.blur()
window.focus()
}
loadpopunder()
</script>
```

18. HOW TO CREATE A DATABASE


Overview:

Creating a database or a list is something you need to start doing from day one. As I've already mentioned, you can do this by using a service that can be found at GetResponse.com.

They'll provide you with all the necessary subscription forms and code you'll need to add a 'dropdown' box to your site to start capturing subscribers immediately.



Here's an example:

	
SEO Secrets EXPOSED!!	
Enter your details below to get access to this FREE special report and learn the top 10 'insider' SEO secrets the search engines DON'T want you to know!!	
<input type="text"/>	NAME
<input type="text"/>	EMAIL
<input type="button" value="Get More Info!"/>	

What you do need to think about, though, is a way to get people to subscribe. If you just put some plain old text such as '*subscribe to my newsletter,*' you won't get any takers. You need to offer them something, such as a free course, a free book or the 'top 10 tips' about something or other. To start, I would write a two page 'free report' on your websites subject matter, presented as a PDF file.

When your subscriber fills in his details and presses '*get more info*', he will be redirected to another page on your website where he will be able to download the report. At the same time, his name and email will be stored to your account, and you will be able to email him over and over again with offers and other people's products. It's all self-explanatory, so visit [Get Response](#) to get started.

19. BUYING AND SELLING DOMAIN NAMES

How I made \$4000 from selling a new domain:

This is a simple moneymaking strategy that involves hardly any work but can pull in some serious profits if you get it right. It involves buying unregistered domain names then selling them for profit.

In the past, I made over \$4000 profit from buying and selling just one domain name when the china extension (.cn) became available.



What domain names should you be looking for?

Let's say it's 2001 again. I just discovered that 'Apple' was about to release the 'i-pod', and it's evident the i-pod is going to be a big success. I would immediately snap up a series of domains centred on this product purely as an investment.

For example, I'd purchase domains such as *www.ipod-world.com* or *www.cheap-ipods.com*. The cost of the investment would be extremely low, roughly \$70 for 2 years, and I would probably wait for a couple of months until the actual product had been released before putting them up for sale.

At the time of this writing, domains such as *ipodsales.com* and *getipodgear.com* are both up for sale for \$10,000 – and they aren't developed websites, just domains! If you had bought these a few years ago, the profit would obviously be just under ten thousand dollars. A pretty good investment, to say the least.

What you need to do is to keep an eye on what products big, innovative companies such as Microsoft, Google and Apple are going to be releasing (or any company for that matter).

Do some careful research and evaluate whether the product is *actually* going to be a hit then search for quality domain names at a site such as www.domain.com. Buy and register them then sell them on at a domain/website broker such as www.sedo.com.

20. SELLING ADSPACE

Once your website starts to receive traffic, you can immediately start to sell ad space. The best way of doing this is to use Adbrite.com, a company that will give you a JavaScript code to add to your site just like Google AdSense. You position the code wherever you want to the ads to be shown, and ads that you approve will be automatically added to your site. You don't need to add or update anything; it's all done for you.

How much can you make?

If you have a site that receives a reasonable amount of traffic, you can receive around \$35 to \$50 per month for an ad. If you make space for 20 ads, your monthly revenue will rise quite considerably.



21. MAKE \$3000 PER MONTH WITH ADBRITE

Overview:

I know of a few people who do this. Although it may be considered as a bit dishonest, it will bring in the dough so give it some thought. I shouldn't really be telling you this!

The 5 easy steps you need to take:

Step 1. Create a one or two page 'fun and entertainment' website where you can add some funny pictures, celebrity gossip RSS feeds, jokes or videos from 'google video'. (Google supplies the code for each video which you can cut and paste into your site.)

Step 2. Make enough space for 100 ads on the home page then buy and send some really crappy traffic to it. (100,000 hits for \$30 for example). The traffic will be delivered within a month then keep re-buying, so your 'Alexa' ranking soars.

Step 3. Start charging \$30 per ad per month for each of the 100 ads.

Step 4. Earn \$3000 per month for doing nothing.

Step 5. Feel a bit guilty!

22. MAKING MONEY WITH BLOGS

Overview:

I'm not going to say too much about this as everyone seems to know about blogs. However, I am going to give you a few tips to make more money with them.

If you don't have a blog you can create one for free at www.blogger.com.

5 tips to make money with your blog:

Tip 1: Put some Google AdSense on your blog to earn extra revenue. It may seem obvious, but you'd be surprised at how many people don't do it.

Tip 2: Submit your blog to 'blog directories' and 'RSS submission' sites to get more traffic and search engine spiders visiting. Type these two terms into Google, and you will find loads of them. If you use 'blogger.com and the directory asks for your RSS feed, enter in the following: <http://yourblogname.blogspot.com/atom.xml>.



Tip 3: If you haven't done so already, become an affiliate of a series of products related to your content and promote them by writing posts or by recommending them.

Tip 4: Optimise your blog for the search engines by following the advice I laid out in Chapter 5. As Google owns Blogger.com, they tend to favour their own blogs in the search engines so optimise it accordingly. I actually set up a random blog about six months ago but never got around to updating it. I checked back one day and discovered it had a Page Rank of three even though I had no-one linking to it, and I had never updated it.

Tip 5: 'Ping' your blog every time you update it, using the service at www.pingomatic.com.

23. MAKE \$100,000 PER YEAR SELLING WEBSITE TEMPLATES

What you need to do:

This is a really good way to make a substantial amount of money without doing a whole lot of work, so listen up!

In a nutshell, you need to create a mass of professional looking websites to sell via a website broker for \$1000 each. The really great news is that because you've purchased this product and now *have* a website to use as a template, you can start this mini-business with immediate effect!

Follow these instructions:

- 1.** Use the original website template you've been given and decide on a subject matter that sells well. For instance: internet marketing, health, online surveys etc.
- 2.** Spend a day or two altering the site, adding useful articles, 'Clickbank' products and reviews. Try to make it 30 pages, and make it unique.
- 3.** Sell it as a fully functional website, so register a domain name and create a simple banner then get it online. This should cost less than \$50.
- 4.** Put it up for sale at as many website brokers as possible. Search Google for website brokers then place an ad at one or all of the following places:

- www.sedo.com
- www.websitebroker.com
- www.buysellwebsite.com
- www.dealasite.com
- www.sitepoint.com



5. You can test to see what price sells best, and keep repeating the process. If you sold two per week, which is certainly feasible, you'll be making \$100,000 per year just from this one venture!

24. SENDING CHEAP TARGETED EMAILS WITHOUT SPAMMING

Although I advised you against buying traffic in the previous chapter, there is *one* place I would recommend you try. I'm not guaranteeing that it will work for you as the results mainly depend on what you are selling and how well you are selling it. However, every time I've used this service I've made a profit. You can buy 5000 targeted email advertisements for only \$70.

This is the link... <http://www.e-mailpaysu.com/advertise.html>.

25. HOW TO MAKE MONEY WITH YOUR 'THANK YOU' PAGE

No matter what type of service or product you are selling, you can use your 'thank you' page (where the purchaser is directed after making a purchase) to your advantage.

You can do this by offering an additional service or an 'upgrade' to your customers, for a few extra bucks, after they have made the initial purchase. You **MUST** also make this offer a 'ONE TIME OFFER'. In other words, tell your customers that if they leave the page now, they will never have the opportunity to return and claim the product. Install a sense of urgency, so they buy immediately!

Here's an example...

'Take advantage now of this limited time special offer to upgrade to the 'GOLD PACKAGE' for only \$19.97. You will receive another 16 page website optimised to make money using one of the highest paid affiliate programs on the net. This discounted price will rise to \$39.95 at precisely midnight TONIGHT, so you must claim this offer immediately!'

You can offer anything you like: an ebook, a special report, or an audio or an instructional video. It doesn't really matter as long as your efforts to extract more money succeed!



Chapter 3 - Creating an 'Informational Product'

1. EXPLANATION OF AN INFORMATIONAL PRODUCT

An 'informational product' is basically an ebook (a downloadable book) that you can read on your computer. You can create one using any word processor like '*Microsoft Word*' then convert the document into a PDF file with '*Adobe Acrobat Professional*'.

I will explain how to do this in a moment.

The ebook concept is certainly not a new one and I'm sure I'll be accused of rehashing old information here, but if you do it correctly, and most people don't, writing informational products can be a **serious** money spinner! This isn't a dead business as some 'internet gurus' claim. People will ALWAYS want, need and more importantly PAY for information. Why do you think Google is so successful? They're simply a company that supplies information... and that's it!

2. MAKE SOME SERIOUS PROFIT!

6 steps to earn \$97,000 with ease:

First, let me give you an example of how profitable writing your own informational product or ebook can be....

1. Using your word processor, you write a highly informative 60 page ebook called 'The 100 best Dieting Tips Of All Time' and convert it to a PDF file.
2. You price it at \$20 and create a three page sales website.
3. You convince a big health and dieting website, such as www.ediets.com, to sell it for you. You offer them 75 percent commission on each book they sell which means you'll get \$5.00 for each sale.
4. 'Ediets' has a subscriber list of 13 million people, and they send out a promotional email recommending your book.
5. Thirty percent of the subscribers read the email (3.9 million people) and 50 percent click the link to your website (1.95 million people). Five percent actually buy the book.
6. Can you work it out? You've just made over **\$97,000** through one email from one website...in one day!!! And how many health and dieting sites are there on the internet?.....Thousands!!!

Believe me, this scenario is entirely possible!



Ok, I admit that it's got to be a *really* great product to convince a big organisation such as 'eDiets' to promote it.. But, there is SERIOUS moneymaking potential writing your own informational product and I'm going to tell you how to get started today!

3. HOW TO WRITE AN EBOOK WITHOUT KNOWING ANYTHING ABOUT THE SUBJECT

The great thing about writing ebooks is that you don't actually need to know *anything* about the subject you want to write about. If you want to write about 'golfing tips', for instance, all you do is go to Google (or any search engine for that matter) and type in 'Golf Tips'. You'll be presented with millions of websites with information on that subject.

Survey the websites, print out the most valuable information from 40 or 50 of them and then reword what you find into your own book. It really is that SIMPLE. Obviously, don't breach copyright regulations by copying word for word.

Spend a week or two compiling a really useful guide called '*The 100 Greatest Golfing Tips*', then create a three page website (which I will tell you how to do in a moment) to sell your product and you're done! An author in three weeks!

4. WHERE TO PROMOTE AND SELL YOUR PRODUCT

Where...?

I'll tell you... through the websites where you got the information in the first place!!! They'll have plenty of targeted subscribers to sell it to if *you* found them at the top of the search engines.

You can, of course, write about anything you want, but it is absolutely essential that you research the market and are **100** percent sure that there are consumers interested in buying your product.

3 pointers to create a 'best seller':

1. You must create a 'niche' product that you KNOW people are searching for on the internet. Use this tool to see what people are searching for:

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

2. Your product must either solve a problem, serve a need, or satisfy a desire.



3. Make sure your 'target audience' will PAY for your product, so research '[Clickbank](#)' to see what other people are writing about and more importantly whether they are making any money. (You can check this by looking at the size of the 'gravity' number). People will generally pay for the following information:

1. How to make money...
2. How to save money...
3. How to save time...
4. How to avoid effort...
5. How to solve a problem...

5. HOW TO CREATE YOUR PRODUCT

Overview:

Creating the actual book is extremely easy. You simply write the text on your word processor like any other document and when finished convert it to a PDF file using 'Adobe Acrobat Professional'. By presenting it as a PDF, it will look more professional and cannot be altered or copied in any way. It can then be read on both Windows *and* Mac computers, which is very important as you'll want everyone to have access to it.

Adobe Acrobat Professional:

A word of warning about '*Adobe Acrobat Professional*': If you're going to delve in to the profitable world of informational products, I highly recommend you purchase a copy of this Adobe Program even though the price can be over \$400.

There are obviously other ways to get hold of the program, but I wouldn't recommend them. If, however, you *do* get a copy through other means....i.e. a 'burned' copy, I have heard that you must follow these rules:

Rule #1 is to never to accept updates of the program.

Rule #2 is not to install 'Google Toolbar' on your desktop as it automatically updates Adobe products. If you update, the copied version will be detected and will be shut down!

If you don't want to spend the money, find someone else who has the program, send them a copy of your book by email and let them convert it for you.



6. BRAINSTORMING AND DRAFTING

The next question you might be asking is whether it will be a hindrance if you're not a professional or natural writer. The answer is NO! Obviously, if you *are* a writer or journalist by profession, writing a book will be easier than if you've spent 20 years working in a shopping mall. However, as long as you go about the job in the correct way, it is not difficult at all.

Writing your book:

1. Do your research and finalise your idea.
2. Brainstorm on a single piece of paper, writing down all chapters and subchapters in order so you know where you are when you start to write.
3. Write the book WITHOUT editing it as you go along. If you write and edit at the same time, you'll take months to finish. Type as a draft *then* edit, add, and perfect.

7. CREATING A WEBSITE TO SELL YOUR PRODUCT

The sales website is *the* most crucial area in the informational products business. You can have the most interesting and informative book in the world. However, if your sales 'copy' is crap, people won't buy it and you won't make any money. To start, you need to create only three pages which are:

- 1... The sales page
- 2... The affiliates page
- 3... The 'thank you' page

The Sales Page:

The sales page is where you sell your book with a sales pitch, using one or preferably a combination of words, videos, testimonials, audio – whatever suits your product.

It is imperative that you get the 'copy' right as if you screw it up it will cost you thousands of dollars in sales. Especially important is the 'headline', the one or two sentence 'teaser' at the top of the page.



How the ‘headline’ makes ALL the difference to your sales:

A friend of mine in the marketing business changed just four words in his headline and his sales jumped from \$1000 a week to over \$3000 a week INSTANTLY!

The reason is this...When you get a visitor to your website, he’ll read the headline first. If it doesn’t captivate his attention IMMEDIATELY, he will close the page and go elsewhere. It is the choice of words which is so important.

A selection of words you should use in your ‘headline’:

<i>Secrets</i>	<i>Amazing</i>	<i>Shocking</i>	<i>Revealed</i>	<i>Explosive</i>	<i>Startling</i>
<i>Warning</i>	<i>Urgent</i>	<i>Dynamite</i>	<i>Potent</i>	<i>Mind-blowing</i>	<i>Successful</i>
<i>Discount</i>	<i>Save</i>	<i>Soar</i>	<i>Unlock</i>	<i>Formula</i>	<i>Blockbuster</i>
<i>Unleash</i>	<i>Earn</i>	<i>Discover</i>	<i>Uncover</i>	<i>Slash</i>	<i>Secure</i>
<i>Accomplish</i>	<i>Achieve</i>	<i>Hurry</i>	<i>Burst</i>	<i>Explode</i>	<i>Profit</i>
<i>Benefit</i>	<i>Powerful</i>	<i>Strong</i>	<i>Surprise</i>	<i>Superior</i>	<i>Increase</i>
<i>Sure fire</i>	<i>Miracle</i>	<i>Wealth</i>	<i>Tested</i>	<i>Proven</i>	<i>Direct</i>
<i>Bonus</i>	<i>Trusted</i>	<i>Genuine</i>	<i>Exclusive</i>	<i>Approved</i>	<i>Endorsed</i>

A selection of phrases you should use in your ‘headline’:

<i>How to...</i>	<i>Who else wants...</i>	<i>Insider secrets...</i>
<i>100% guaranteed...</i>	<i>Special offer...</i>	<i>Closely guarded secrets...</i>
<i>Act now...</i>	<i>Money saving...</i>	<i>Zero-risk...</i>
<i>Limited to the first...</i>	<i>How you can</i>	<i>The shocking truth about...</i>
<i>The truth about...</i>	<i>If your serious about...</i>	<i>Free bonuses...</i>
<i>Urgent information...</i>	<i>Discover how to...</i>	<i>Take advantage of...</i>
<i>Are you ready...</i>	<i>Special invitation...</i>	<i>100% pure...</i>
<i>A breakthrough system...</i>	<i>The quickest way to...</i>	<i>Individually designed...</i>



<i>It's so easy...</i>	<i>A simple solution to...</i>	<i>Results in just...</i>
<i>Your chance to...</i>	<i>Information packed...</i>	<i>More powerful than ever...</i>
<i>Yours free if you...</i>	<i>Astounding new...</i>	<i>12 proven steps to...</i>
<i>Say goodbye to...</i>	<i>Surprisingly simple...</i>	<i>Hassle free...</i>
<i>Cash in on...</i>	<i>Instant results...</i>	<i>Insane profits...</i>
<i>Enjoy the ultimate...</i>	<i>You'll wonder why...</i>	<i>In test after test...</i>

Take a look at these examples...

[Example 1](#)

[Example 2](#)

[Example 3](#)

If you're stuck and don't know where to begin, you could always hire a professional copywriter from www.elance.com to do it for you. Even if it costs \$500, you'll make your money back extremely quickly if it's done properly. [Check out Marlon Sanders for tips on copywriting.](#)

As I mentioned above, there are other important aspects to your sales page, and having testimonials is one of them. These can be an extremely powerful way to sell your product. If you don't have any, get members of your family or friends to review your book and write some for you.

The Affiliates Page:

This is another extremely important area as affiliate sales will probably be how you make the bulk of your money. You must get this correct from day one! Provide affiliates with articles, text ads, graphics and other material to sell you product. If *you* don't bother, *they* won't bother.

The last affiliate website I set up was 'software' based, and I scoured different websites looking for different products to promote. If I wasn't provided with good marketing material and a graphic to use I just moved on.

[Here is a good example of an affiliate's page.](#)



The 'Thank You' Page:

After someone buys your book, he will be automatically redirected by Clickbank, or whichever payment processor you use, to your 'thank you' page. You will give instructions on how to download your product, your email address in case of technical queries and a link to another one of your websites, if you have one. You can also use the 'thank you' page as a money making tool as I've already discussed.

8. HOW TO PROCESS PAYMENTS

The four main considerations:

There are a number of companies which can process payments. The four main ones are:

[Clickbank](#)

[Paypal](#)

[WorldPay](#)

[1Shopping Cart](#)

Personally, I would recommend you start with Clickbank as your product will also be added to a directory list that is scoured every day by thousands of affiliates looking for products to promote.

Clickbank will process the payments, automatically redirect the purchaser to your 'thank you' page and handle any refunds.

9. BOOK COVER GRAPHICS

You must also create a book cover graphic such as this:





You can either create one yourself by [getting this software](#) or by finding someone to make one for you; which you can do by using [this company](#). A book cover graphic is a very powerful selling tool, so I strongly advise you use the latter link to get it done properly.



Chapter 4 - Marketing Your Website

1. OVERVIEW

Marketing a website successfully without spending a lot of money in the process is one of the hardest parts of creating a successful internet business.

Even if you have thousands of dollars to spend on advertising, you could, if you don't know what you're doing, spend all of it in a matter of days without making a dime in return. I'm now going to tell you how to create a successful marketing strategy by using the following proven methods.

2. AFFILIATE PROGRAMS

Promoting your affiliate program is without doubt *the* best way to make big sales without having to spend any money. As I mentioned in the chapter on 'creating your own informational product', finding website owners and marketers with large targeted databases is a great way (and pretty much the only way) to make a lot of sales very quickly.

First, set your commission rate to between 60 and 75 percent of the total purchase price. Although this might seem like a lot (which it is!), it's the only way of attracting a large number of affiliates. In fact, you'll actually end up earning more money doing it this way.

Once you have perfected your affiliates' page with an abundance of useful marketing material and graphics, you can add a description of your product at these affiliate websites:

The top 18 affiliate websites:

<http://www.clamins.com>

<http://www.globalaffiliateprograms.co.uk>

<http://www.affiliateguide.com>

<http://www.gr1innovations.com>

<http://www.whichaffiliate.com>

<http://www.clickslink.com>

<http://www.affiliatefirst.com>

<http://www.affiliateguide.com>

<http://www.affiliateseeking.com>



<http://www.revboard.com>
<http://www.affiliate-review.com>
<http://www.internet-affiliate-programs.com>
<http://www.100best-affiliate-programs.com>
<http://www.affiliateteam.co.uk>
<http://www.webmasteropportunities.co.uk>
<http://affiliatehangout.com>
<http://www.earnfind.com>
<http://affiliatesdirectory.com/directory>

Another effective way of recruiting affiliates is to provide performance bonuses like these:

If you make 20 sales during any calendar month, we will give you an extra \$50.00

If you make 40 sales during any calendar month, we will give you an extra \$200.00

If you make 80 sales during any calendar month, we will give you an extra \$400.00

If you make 120 sales during any calendar month, we will give you an extra \$700.00

How to find and contact 'super affiliates':

After you have completed this step, search for 'super affiliates'. A 'super affiliate' is an expert marketer or a successful website owner who'll have a database of tens of thousands of targeted subscribers at his disposal.

Take a good look at the super affiliate's website and opt-in for his/her newsletter. When you've received a copy of it, reply, starting with an interesting question or comment about the newsletter then mention your product. Ask the super affiliate if he would like to promote your product. Your product **MUST** be relevant to his/her business, or you'll be wasting your time.

To make absolutely sure they'll read it, the subject line of your email should read:
"RE: Question Regarding Newsletter"

This method works. When I was promoting my health and wellness product, I came across an 'ezine' (an online magazine) at www.ezinesearch.com and saw that the webmaster had a subscriber list of over 350,000 people. I emailed him and, to cut a long story short, he sent out an email the next week dedicated to my product. I sold 2250 copies in one day! At \$24.95!! He didn't even put in an affiliate link, so I made 100 percent of each sale! A good day to put it mildly!

I not bragging here. I am just stating how easy this business can be *if* you find the right contacts.

You can find super affiliates by using [this tool](#).



3. PAY-PER-CLICK ADVERTISING

Although pay-per-click advertising is generally the fastest way to get traffic to your website, if you don't know what you're doing, you can get burnt *very* fast, especially with Google. Saying that, I have tested just about all of the pay-per-click programs, and I can safely say that the only two that *actually* work well are Google Adwords and Yahoo's 'search marketing'.

The top 5 PPC Search Engines:

[Yahoo! Search Marketing \(Overture\)](#)

[Google AdWords](#)

[Miva](#)

[Enhance](#)

[Ask Jeeves Sponsored Listings](#)

Other Search Engines to consider:

[Kanoodle](#)

[SearchFeed](#)

[Search123](#)

[LookSmart](#)

[Lycos Insite](#)

[7search](#)

[epilot](#)

[FindIt-Quick](#)

[SmartSeek](#)

[ePander](#)

[GoClick](#)

There are many other PPCs, but to be honest I wouldn't sign up with any of them. Not because they're scams, but the traffic provided is of far less quality than the ones I have mentioned above. In my opinion, they are not worth considering. I would only bother with the top two, as I mentioned above, starting with Google.

It will cost you five dollars to sign up then you can start putting out ads almost immediately. The set up process is self-explanatory, so I'm only going to concentrate on the actual ads, keywords and pricing as these are the most difficult things to get right.



4. HOW TO WRITE 'ADWORDS' ADS

Here are a couple of examples:

Make Money

Earn money from your website with relevant ads - easy to get started.

www.google.co.uk/adsense

Computer Jobs From Home

Job Pays Up To \$500 A Day

No Experience Necessary.

www.MyDataJob.com

There are many theories on how to write these ads, but most of them don't work. It's obviously going to be extremely easy to get massive traffic to your website by putting out an ad saying, 'make \$1,000,000 in 16 hours'.

The problem is that if your website doesn't deliver what your ad says it will, the visitor will leave and you'll end up paying the cost of the click for nothing. It's the same with writing whacky ads such as:

Are You An Idiot?

I'm rich, You're a loser.

Don't continue being poor.

www.randomwebsite.com

Don't bother! Describe what exactly you're offering. Although you'll get fewer clicks, you will make more money in the long run.

The key to success with Adwords is to be precise with your ads and who you show the ads to – i.e. what keywords you use. Look at [this website](#), for example. If I was going to promote it as an affiliate using 'Google Adwords', I would write the following ad to describe EXACTLY what the website has to offer:

Lose Weight Fast

Use Our Healthy Dieting Secrets

To Drop 10lbs in 2 weeks.

www.burnthefat.com



I would then use keywords that match the product exactly, such as 'healthy diet', 'burn fat' and 'natural weight loss'. Although Google will give you a list of variations on the keywords that you suggest, I wouldn't recommend using them as some of them won't be targeted enough and you'll end up wasting money. If you spend time researching keywords related to your product or the product you are promoting, you'll have more success.

Take a look at [this resource](#) for some professional guidance.

You must also make sure you set a daily limit on how much you are willing to spend with 'Adwords', and I recommend you start out at \$10 per day. If you enable the 'content' setting, which means that your ad will also be shown on other related websites that use Google AdSense, you could easily end up being billed \$1000 for one days advertising!

Adwords can deliver MASSIVE traffic, but you must make sure your product or review is converting at between one and three percent (one to three people purchasing out of every 100) before you increase your daily budget.

5. BLOGGING FOR CASH

Blogs can be an effective way of advertising your product, review or service. You can create a free blog [here](#) at blogger.com. There are other ways of getting a free blog, but 'blogger.com' is owned by Google so you'll have a better chance of getting picked up by their search engine.

Choose a template and add interesting articles, graphics and plenty of links to your website. Update at least once a week then 'ping it' using this tool [here](#).

You can also add 'AdSense' and affiliate links to your blog which will help bring in some extra revenue.

Blogs are also easy to optimise for the search engines as you have such a large amount of space to write content. Please refer to the next chapter to learn how to do this.

6. CREATING MASSIVE EXPOSURE WITH PRESS RELEASES

Every time I release a new product, I send out a press release to create immediate exposure, interest and traffic. Do you remember the story of the teenager who created the website 'Million Dollar Home Page' selling pixels for advertising space to pay for his college education?

As far as I know, the only advertising he did was to send out a single press release, which was picked up and published by a national newspaper. This started the ball rolling, and he made just under a million dollars in a couple months selling this new type of advertising space. You can see the power of press releases.



The other advantage is that as your 'URL' is included in each press release, you can instantly create hundreds of direct one way links which will give you a major boost in your search engines rankings as I'll explain in the next chapter.

Writing a press release:

Writing a good press release can be surprisingly difficult. If you plan to write a press release yourself, make sure you look at a selection of similar ones in the same category. You can pay someone to do it for you, but it will cost around \$200 to \$300, so do your research and try it yourself first.

Tips for writing a press release:

When writing your press release, it should be:

Concise: Editors receive hundreds of press releases a week and are more likely to read releases that are brief and to the point.

Well-written: A good way to ensure your press release ends up in the trash is bad spelling, poor grammar and illogical claims.

Factual: Stick to logical claims and avoid statements of belief such as: we're the best, the cheapest, etc.

Honest: Avoid padded quotes by you or your staff; even if they are experts, they come across as biased.

Questions to consider before you write a press release:

1. Who is the targeted audience of your press release?
2. What do you want readers to gain from your press release?
3. What sort of information does your press release provide?
4. What is the support or justification for the information in your press release?
5. What is the tone of your press release?
6. What do you want to accomplish with your press release?

Does the press release's opening statement answer the following:

Who ?
What ?
When ?
Where ?
Why ?
How ?



A good example of a press release:

Lulu.com Has the Pleasure to Announce the Publication of a First Time Author of a Children's Book Entitled "The Why of Stars"

Suzi, a seven-year-old girl with a strong imagination ponders the existence of stars. Her questions generate an appreciation of the relationships of herself, other people and the cosmos.

Lasqueti Isle, B.C. (PRWEB) September 23, 2006 -- A humorous and endearing story of a seven-year-old girl's initial awakening of self-realization. Suzi, the protagonist, questions her parents and grandfather about why there should be stars. It is an important question for she lives in the prairies where the night sky is such an overpowering presence. Their answers only encourage Suzi to ponder the nature of stars with great concentration culminating to a beautiful conclusion. This book was self published thru Lulu, (www.lulu.com), the world's fastest-growing provider of print-on-demand books.

The author, Rockie Brede, has done a reading of this story before an audience of a hundred plus people and it was well received. Mothers in their twenties and up to their seventies heartily approved of the story "The Why of Stars."

Here is a quote from the lips of the protagonist herself. "But daddy you have told me what stars are. I want to know why we have stars. What is their purpose? Do people make money on them?"

This brilliant children's story is available on www.lulu.com, www.amazon.ca. It may be previewed at no charge.

Accompanying the story are thirteen illustrations, one baring the cover of the book. The front cover is done in pencil crayon and the rest in aqua pencil. The illustrations are vibrant and pleasing to the eye.

The author, Rockie Brede, is a single man, a recluse who lives on a boat and his closest neighbours are seagulls. He has realized significant artistic euphoric states. Ideally, he would like to pursue his art full time and hopefully really short out his brains.

Recommended companies:

A good company to consider for your first press release is '[PR Web](#)', the choice of many internet marketers. It will cost you between \$50 and \$200.

There is also a FREE service which can be found at '[PR Leap](#)'. The exposure isn't great, but I send out a press release to them each week about updates I've made to one of my websites. It always creates a couple of permanent back-links from quality websites.

My advice is to try a press release once and see what the results are.



Another way to get some instant traffic is to submit interesting news about your website or on a subject related to your website to www.digg.com. Check the website out and read the terms and conditions before submitting anything, or you will be banned with immediate effect! Another high traffic website to try is www.fark.com .

7. ARTICLE MARKETING

Overview:

In my opinion article marketing is *the* best way to get exposure for your website.

You write quality articles, and submit them for free to a number of article directories (that I will list in a moment). Other webmasters looking for good content will add your article to their website. As a result you will get free traffic *and* a one way link to your website which will help to boost your search engine rankings.

Using 'Article Marketer':

There is one service I highly recommend and that is '[Article Marketer](#)'. You pay a small amount per month and can submit as many articles as you want. The articles are sent directly by email to other webmasters and article websites interested in getting content of the same genre.

When you join, create a separate email account to receive articles from other webmasters as you will receive many. Every time you want fresh content for your blog or website, scan through your separate article email account and pick an article to upload.

15 websites that you can submit your articles to:

www.a1-for-articles.com
www.ezinearticles.com
www.goarticles.com
www.absolutearticle.com
www.activearticle.com
www.ActiveArticles.com
www.articleadvocate.com
www.articleattack.com/
www.articlebeacon.com
www.articlebear.com



www.articlebits.com
www.articlecommunity.com
www.articleempire.com
www.articleharvest.com
www.articlelead.com

How do you get your article noticed above everyone else's?

I have found the best way of doing this is to write articles using the 'top 10' format.

For example... '*Top 10 tips to making money on the internet*' or '*Ten Easy Tips To Improve Your Golf Game*'. Webmasters tend to prefer this sort of thing as the content is sectioned into ten paragraphs, making it easier to read and evaluate whether it is suitable for their website.

8. EZINE MARKETING

An 'ezine' is an online magazine which sends out daily, weekly or monthly 'editions' to subscribers via email.

How to advertise with 'ezines':

The best way to advertise in an 'ezine' is to have a text ad and link to your website included within one of their 'editions'. You can either pay for this link if you have a website without an affiliate program, or you can suggest to the ezine owner that he/she uses an affiliate link to direct subscribers to your website for a share of the profits. This can sometimes be the better option as you don't pay anything. However, if your website is a proven seller and is to be advertised to a large targeted subscriber base of say 100,000 people, it may be worth it to pay upfront.

What you must watch out for:

Now here's the thing... Ezine owners, just like any website owner, are on a mission to generate revenue. As a result, it will obviously be beneficial for them to exaggerate the size and quality of their subscriber base, so they can charge more for ad placements!

You **MUST** make an effort to find out how large and how targeted their list *actually* is. The way to do this is to look at previous editions of the Ezine, pick out the advertisers, click on the links to visit their websites then email the webmaster to find out how successful his ad campaign with the Ezine was.

Email at least five webmasters who've advertised with each ezine, and you should be able to evaluate if your investment is going to be worthwhile or not.



You can find a large selection of Ezines by category at www.ezinesearch.com

3 steps to multiply you database with Ezine advertising campaigns:

When you find an 'ezine' owner has both a large list of subscribers and who is willing to market your product or service for you, set up this simple *three point system* to effectively capture a large chunk of their subscribers:

1. Agree to the terms and price of the campaign. Give the ezine owner a link to which they'll send their subscribers .
2. This link will direct the traffic to a blank page on your site with a brief but highly effective description of your product. Use fear, urgency and be positive in the description.
3. Under this description, include a box where the visitor must enter his name, email address and then press 'submit' in order to gain access to the sales page for your product. As I've already said, you can get one of these lead capture boxes at GetResponse.com.

When your ad is emailed, this is what will happen: If the ezine in question had 100,000 subscribers for instance, around 20,000 of them will probably go to your product description page. If just half of those 20,000 people submit their details to view your product, you will gain 10,000 targeted subscribers in an instant – you'll and obviously make some sales as well!

It's simple but highly effective, and you can still do it even if you are an affiliate promoting someone else's product!

9. TEXT ADVERTISING

The options:

Apart from 'Google Adwords', there are a number of other options for advertising using text ads. The first option is by paying for ad space on other websites, although you must be very careful with this as you can be ripped off extremely easily. I only recommend paying for ads on sites with *exactly* the same content as yours, or the traffic won't be targeted enough and you'll end up wasting money.

For example, I made a big mistake about a year ago. I paid for a text ad on www.ebaumsworld.com, a 'funny video' site with an Alexa ranking of 253 and probably around 200,000 unique visitors per day – extremely high traffic!



My ad was placed right at the top of the home page in full view. The ad went live and I was told to expect around 3500 'click-thru's' in a day. The cost was \$350. At the end of the campaign, I only received 180 clicks as my ad obviously didn't appeal to that particular website's audience!

Using Adbrite.com:

There is a way around this though, and that is by using a service I've already mentioned called 'Adbrite'. Their website can be found [here](#).

'Adbrite' works by letting the advertiser choose the websites where they want to place an ad. The fee is paid; Adbrite will check with the website publisher to make sure he approves of the content of the ad then it is displayed immediately. Adbrite is a bit like Google AdSense in that the webmaster, who will be displaying the ad, simply pastes a piece of JavaScript code into his webpage then the ads get shown automatically. In other words, you don't need to rely on the site owner to upload your ads, which is always a bonus.

The good thing about 'Adbrite' is that you can check both the 'Alexa' traffic rank of the website where your ad will be shown as well as the 'repurchase rate'. As a result, you'll be able to determine pretty quickly whether a particular website will be worth paying for or not.

Ignore the section that states how many unique visitors a particular website has each day. This is filled in by the webmaster and therefore will more than likely be exaggerated in a BIG way! It always makes me laugh when a site claims to have 10,000 unique visitors a day when it's ranked at 2 million by Alexa (about 60 at the most!).

The trick is to start testing the effectiveness of the ads on each website. Start by paying for the minimum time you can (usually one day) and see how many clicks you get. If the ad is getting a lot of click-thru's and conversions, carry on advertising. As a general rule, you don't want to pay much more than 0.10c per click.

Unless it's very expensive, every time you purchase an ad it will automatically be repeated once the designated time is up; so if it's not working, be sure to cancel the 'recurrence' option. Once you register and start buying ads, you'll have access to a full range of statistics to keep track of your progress.

TIP: Always visit the website where you want to advertise. It is essential to make sure your ad won't be placed amongst hundreds of other ads which will mean you will be throwing money down the drain.

If you want to start using text ads, I recommend you stick with 'Adbrite' until you know what you're doing as many of the other programs out there aren't so reliable.



10. CLASSIFIED ADS

I'm not going to delve into classified ads too much as I've never had that much luck with them. However, many sites offer free postings, and anything FREE is good! So, if you want to take the time, click [here](#) for a selection of 75 ad sites where you can place a free text link to your website.

11. CO-REGISTRATION

Co-registration is a form of marketing. The concept has been around for years, but until recently it has only been accessible to larger companies with big advertising budgets. It has a lot to do with email marketing and in a nutshell, this is what it entails:

You place a mini ad promoting your newsletter on a large network of high traffic websites such as 'Time' or 'CNN'.

When a visitor to one of these sites signs up with one of the emailing services, he is obliged to enter his name, email, address etc.

After the visitor signs up, and before he is taken to the information he actually wants, he is redirected to another page which will contain your mini ad (amongst others).

The visitor will then be asked if he also wants to sign up with any of these other newsletters and to 'check (or tick) the box' if he do.

If he 'checks' yours, his email will be added to your database so you can start emailing him about the service you are offering.

So what's the catch?

Well, none – except you obviously have to pay for the lead, which will cost anywhere between \$0.10 and \$2.00 depending how much information you want about each prospect.

How well does this work?

Extremely well! The only downside is you need quite a big budget as the minimum orders (which are negotiated through brokers) can be as much as \$20,000 per month, although I know for a fact you can get away with \$5000.

I know guys who generate as many as 25,000 subscribers per day using this method and make vast amounts of money as a result!



There are many tricks to the trade with co-registration, and it would take hours to cover in detail. If you are serious about pursuing this line, however, please email me and I will be very glad to help you out with it.

For a most cost effective option (but still very good quality), visit this link:

www.Getsubscribers.com

12. VIRAL MARKETING

Overview:

If you can get it right, 'viral marketing' is an extremely effective way of getting visitors to your website, and I've already discussed the 'free money' method I used for one of my online gambling sites.

In short, it doesn't really matter what type of site you own, the main objective is to convince visitors to your site to tell their friends about what your site is offering. In order to do this, you will need to provide them with a 'lure' as well as an easy way of passing the information on.

The 'lure':

There are two ways of doing this. You either give your visitor a *gift* for passing on the information or you give him a *reason* to pass the information on. For the '*gift*' method, you could do something like:

'Send this page to five friends and get a free website valued at \$400.'

or

'Send this page to five friends and get four free ebooks valued at \$217!'

To give them a *reason* to pass the information on, you could provide them with a funny picture with an amusing caption to go with it...although this option is obviously dependant on the type of website you are promoting.

For instance, you could use the picture and caption below to promote a moneymaking website:



'How To Spot A Millionaire!'



www.YourMoneyMakingWebsite.com

Email a picture like this (along with a link to your website) to either your database or a collection of friends, and tell them to pass it on to as many people as possible. If it's good enough, they should pass it on without you even asking them to.

How to make sure you ad becomes viral:

To make it easy for them to send it on, place a 'tell a friend' script on your site. This will contain one box for the sender's name and email address then spaces for him to enter the names and email addresses of the people that he wants to send it to.

An example follows on the next page:



If you have friends that could gain from a visit to our site, quickly fill in the boxes below and send a personalised e-mail to each of them.

YOUR E-mail Address	YOUR Name
<input type="text"/>	<input type="text"/>
FRIEND'S E-mail Address 1	FRIEND'S Name 1
<input type="text"/>	<input type="text"/>
FRIEND'S E-mail Address 2	FRIEND'S Name 2
<input type="text"/>	<input type="text"/>
FRIEND'S E-mail Address 3	FRIEND'S Name 3
<input type="text"/>	<input type="text"/>
FRIEND'S E-mail Address 4	FRIEND'S Name 4
<input type="text"/>	<input type="text"/>
<input type="button" value="Send a Message to my friend(s)"/>	<input type="button" value="clear form"/>

You can find a simple 'send to a friend' script at <http://www.javascriptkit.com/script/script2/tellafriend.shtml>, and I recommend you put one of these on the 'homepage' of every website you set up.

You can also try to find a 'techie', at www.elance.com, who can build one that also *collects* the names and email addresses of the people whose details are entered. This way, every time someone sends the link on, you'll receive all of their details in your email inbox to add to your database for future promotions.



Chapter 5 - Search Engine Optimisation

1. OVERVIEW

Search Engine Optimisation (SEO) is extremely important if you want your online business to succeed in the long-term. As a result, it is vital that you design and formulate your web pages in the correct way right from the start.

The time you need to spend on SEO really depends on how competitive your area of the market is and how many other websites are trying to get ranked under the same keywords.

Optimising a site can be extremely tedious work but if you get it right and are ranked in the top ten results for your chosen keywords, the rewards can be immense. You *will* need patience though, and in this chapter I'll tell you how to minimise the work and maximise the results.

2. HOW DO SEARCH ENGINES RANK WEBSITES?

At the present time, the major search engines view the following five things as the most important when ranking a website so concentrate on them first.

1. Incoming links and their relevancy and quality.
2. The content of the web page.
3. The age of the website.
4. The page description and title.
5. The amount of traffic a site is receiving.

3. THE MAJOR SEARCH ENGINES

There are only three Search engines that you need worry about. In order of importance they are:

1. **Google**
2. **Yahoo**
3. **MSN**

There are obviously plenty of other search engines, but if you can get ranked highly in the top three, you are pretty much guaranteed to rank highly in the others.



MSN is the easiest search engine to get ranked in and is also the easiest to manipulate as they don't run on such complicated and changeable algorithms as Google and Yahoo do.

The problem with Google:

The biggest problem with both Google *and* Yahoo is that they continuously change the way in which they rank sites. You can spend two months optimising your site and succeed in appearing in the top 10 under your chosen keywords then suddenly Google will change their algorithm and you'll disappear off the face of the earth. Thousands of visitors a day down to none in an instant!

A useful forum:

SEO can be a frustrating game, and it is imperative you keep on top of how the search engines are changing, which you can do at this forum [here](#) .

You *could*, of course, employ either a company or an individual to do SEO for you, but many of these optimisation companies are untrustworthy and will charge you a huge (and ongoing) fee for their services. If you decide to go this route, do some serious research before handing over any money, and read the small print carefully.

4. MAKE MONEY FASTER WITH OLD DOMAIN NAMES

Overview:

Now this is something of which you really need to take note. Search engines tend to favour older domain names that have been registered for a number of years. Before you start trying to find a free *.com* domain, think seriously about spending a little more money on a domain that has already been registered for a few years.

There are a number of ways of doing this, but the quickest way is to visit www.Sedo.com. Sedo.com is a website and domain name broker where you'll find thousands of websites and domains which already have both traffic *and* age.

Depending on what type of website you intend on starting, the cost will vary. If you purchase a domain that has already been up and running for a few years, your efforts with SEO will become successful much more quickly. Apparently, Google waits approximately nine months before listing new websites under any useful keywords.



Finding expired domains:

Find an old domain through either <http://www.recycled-traffic.com> or www.expiresoft.com.

Finding expired domains in the Yahoo Directory:

Follow [this link](#) and download the XENU program.

Go to the Yahoo online directory at <http://dir.yahoo.com>.

Type in the keywords you want to rank high for and want traffic from.

On the results page, select “advanced search”. Go to the bottom of the page and change ‘number of results to 100’ as this will allow you to do a bigger search of the directory using a single URL. Copy the address in your browser into Xenu then research the domain to see whether it will be worth buying.

5. HOW TO GET HUNDREDS OF INCOMING LINKS

As I mentioned earlier, one of the best ways to get good rankings in the search engines is to have a lot of incoming links from other relevant websites. However, don’t get these confused with reciprocal links (where webmasters exchange links).

Reciprocal links don’t hold much water with the SE’s anymore, and I wouldn’t bother emailing other webmasters proposing link exchanges as your time will be better spent writing and posting articles as well as adding material to your website.

The best way to get links is simply by having great content on your website that other people want to link to; however, there are other options:

1. Pay for links.

You can pay another webmaster to link to you from a page of his with a higher PR rank than your site.

2. Email other webmasters...

..with similar content asking them to link to your site for free.

3. Three way link exchanges.

Create a second smaller website on the same subject as the one you want to get links pointing at. If possible, buy a website that already has a PR rank as this will help.



After you have set up the second site, email the website you want to get a link from and ask the webmaster to link to your main website. Then offer to link to *his* website from your smaller website, thus avoiding reciprocating links. The webmaster will be far more likely to comply with your request as he/she will *also* benefit from your offer of a one-way incoming link.

4. Write articles.

Using the 'Article Marketer' service that I mentioned above, and write interesting articles then send them to other webmasters interested in the same subject. If you use the same techniques that I described in the previous chapter for writing your articles, you should get your article posted on many relevant websites, thus providing beneficial one way links to your site (the link is contained in the 'about the author'/resources box at the end of the article).

5. Get one-way links by posting comments on 'Blogs' Using 'html'.

Make sure you take note of this as you can get hundreds of incoming links without having to exchange, pay, or even contact the webmaster.

You need to find 'blogger.com' blogs that preferably have the same content as the website you want the link pointing to. For instance, if you have a website on computers, you need to locate blogs that discuss computers. The blog also needs to allow users to post comments.

Scroll down the blog and at the end of each post, there will be an option to submit a comment about it. This where you need to place your 'html' . For those who don't know, 'html' is short for *HyperText Markup Language* - the language in which web pages are written, and you can use it here to your advantage.

In the 'comment' box, you can write a short paragraph or two about the post (make it relevant to avoid spamming) and then put your 'bio' (who you are and what you do) at the end of it. Something like:

Joe Bloggs is a leading expert on computing and technology. Learn how to use html and discover all the latest computing news at www.mycomputingwebsite.com.

The problem is that if you write the 'bio' in plain text, like I've done above, the link to your website won't be activated as it's not 'html'. If, for instance, you wanted to link to your website with the term '*how to use html*', you would write it like this:

Joe Bloggs is a leading expert on computing and technology. Learn [how to use html](http://www.mycomputingwebsite.com), and discover all the latest computing news at <http://www.mycomputingwebsite.com>



In this example the term *'how to use html'* is the 'anchor text', the text that actually links to your website. If this seems overly complicated, just copy the above and change it so it relates to your website. However, you **MUST** learn how to do this as every time you post a comment on a blog, you will gain a link back to your website.

The same method can be applied to internet forums.

How to vary the 'anchor text':

One thing you must do to achieve better rankings is to vary the keywords that actually link to your site. If I had a sports related website and were to write and post three different articles on baseball, I would change the resources box for each article to vary the keywords that link back to my site.

Here are three variations of the same resources box. The words I highlight in blue are the ones I would link to my website. The highlighted words would either all link to the website home page or to internal pages.

1. Joe Blogs is the webmaster of 'ABaseballWebsite.com', providing the latest [baseball scores](#), other sporting fixtures and all of the up-to-date baseball news.
2. Joe Blogs is the webmaster of 'ABaseballWebsite.com', providing the latest baseball scores, other [sporting fixtures](#) and all of the up-to-date baseball news.
3. Joe Blogs is the webmaster of 'ABaseballWebsite.com', providing the latest baseball scores, other sporting fixtures and all of the up-to-date [baseball news](#).

6. INTERNAL LINKING – SUPRISINGLY IMPORTANT

Overview:

Another important step in optimising your website is to have a good internal link pattern. Simply put, internal links are links from one web page to another web page within the same website.

How to create effective internal links:

If I created a website on 'healthy eating' and created a new page on the 'three healthiest foods in the world', the text might look like this:



Olive oil.

Ample medical research has shown that the benefits of olive oil may go way beyond its wonderful taste. A study by Greek scientists at the University of Athens in 2004 found that this monounsaturated oil, which is rich in antioxidants, may be the key to the healthy Mediterranean diet-meaning a lower risk of heart attacks, [diabetes](#) and colon cancers.

Garlic.

Used for centuries to ward off everything from vampires to evil spirits, garlic is high in vitamins C and B6, and it contains powerful anti-bacterial and anti-viral agents that help fight common colds and flu. Regular consumption of garlic is also believed to [protect against cancer](#), diabetes and cardiovascular disease.

Oily fish.

Oily fish contains omega-3 fatty acids, which are known to be responsible for a range of health benefits, including protection against heart disease, stroke, arthritis and psoriasis. Studies have shown that fish is one of the world's healthiest foods. Fatty fish such as salmon is packed with protein, niacin and Omega-3, an essential fatty acid that promotes healthy cardiovascular activity. Omega-3 may also protect against a host of health concerns from [obesity](#) to sunburns.

Notice the three blue words that I have underlined. Let's say the same website also had three other pages on subjects related to the words that I have highlighted. I would link to these pages from within the text as it will benefit the reader and will be recognised and followed by the search engine, meaning you will get more pages indexed. As the search engines also recognise the sites that you link out to, I might also link out to another website such as 'www.cancer.org' to help my rankings. Make sure it's a relevant and important website though. Don't link out to just anyone.

7. HIGHLIGHTING KEYWORDS + KEYWORD DENSITY

Another way of increasing your chances of being ranked for a particular keyword is to highlight it three or four times within the text of the web page.

If I wanted to be ranked for the term 'cheats for Playstation games', I would make sure I included this phrase seven or eight times within the body of the text of that particular page and make two or three of these occurrences 'bold'.



8. HOW TO INCREASE YOUR PAGE RANK

What is 'PageRank'?

PageRank is Google's way of deciding a page's importance. It matters because it is one of the factors that determines a page's ranking in the search results. It isn't the only factor that Google uses to rank pages, but it is an important one.

PageRank is a numeric value that represents how important a page is on the web. Google figures that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Also, the importance of the page that is casting the vote determines how important the vote itself is. Google calculates a page's importance from the vote's cast for it. How important each vote *is* is also taken into account when a page's PageRank is generated.

How to calculate Page Rank:

To calculate the PageRank for a page, all of its inbound links are taken into account. These are links from within the site and links from outside the site.

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + \dots + PR(tn)/C(tn))$$

That's the equation that calculates a page's PageRank. It's the original one that was published when PageRank was being developed, and it is probable that Google uses a variation of it but they aren't telling us what it is. It doesn't matter, though, as this equation is good enough.

In the equation 't1 - tn' are pages linking to page A, 'C' is the number of outbound links that a page has and 'd' is a damping factor, usually set to 0.85.

We can think of it in a simpler way:-

a page's PageRank = 0.15 + 0.85 * (a "share" of the PageRank of every page that links to it)

"share" = the linking page's PageRank divided by the number of outbound links on the page.

A page "votes" an amount of PageRank onto each page that it links to. The amount of PageRank that it has to vote with is a little less than its own PageRank value (its own value * 0.85). This value is shared equally between all the pages that it links to.

From this, we could conclude that a link from a page with PR4 and five outbound links is worth more than a link from a page with PR8 and 100 outbound links.

The PageRank of a page that links to yours is important but the number of links on that page is also important. The more links there are on a page, the less PageRank value your page will receive from it.



If the PageRank value differences between PR1, PR2,.....PR10 were equal then that conclusion would hold up, but many people believe that the values between PR1 and PR10 (the maximum) are set on a logarithmic scale. There is very good reason for believing it. Nobody outside Google knows for sure one way or the other, but the chances are high that the scale is logarithmic, or similar. If so, it means that it takes a lot more additional PageRank for a page to move up to the next PageRank level than it did to move up from the previous PageRank level.

The result is that it reverses the previous conclusion, so that a link from a PR8 page that has a lot of outbound links is worth more than a link from a PR4 page that has only a few outbound links.

More information on 'page rank':

Visit <http://www.webworkshop.net> for more information on 'page rank'.

9. HOW TO CREATE ORIGINAL WEBSITE CONTENT

Why is content important?

The actual content of your website is equally, if not more important, than the number of incoming links you have. The search engines, especially Google, love original content and if you have a lot of relevant information on a particular subject that is exclusive to your website, it will help a lot in your quest to get the top positions for your chosen keywords. The only downside to original content is that you have to write it yourself which takes a lot of time, especially if you're not a natural writer.

How to solve this problem:

I (in fact, I get people to do this for me!) trawl the internet for a subject I want to make a page on, cut and paste six to ten relevant paragraphs from the same number of websites onto a word processor and then semi-rewrite the text. Semi-rewriting means changing particular phrases and words so as not to breach copyright regulations. You will have original content in no time at all.

TIP: Remember to continually update your website with new material as you will rank higher.

You can also find new content at the selection of article directories that I mentioned in the previous chapter or use [this piece of software](#) to generate original articles for you.



Using 'JavaScript':

Although search engines don't currently recognise 'JavaScript', you can, for the sole purpose of getting your visitors to return to your site, use it to create fresh content on a daily basis.

The definition of 'JavaScript' is a script language - a system of programming codes, created by Netscape, that can be embedded into the HTML of a web page to add functionality. You can use 'JavaScript' in the form of RSS news feeds to get fresh daily content straight onto your website. You can find news feeds for almost any subject at the following places:

1. [Syndic8](#)
2. [BlogStreet RSS Discovery](#)
3. [Complete RSS](#)
4. [Feedster Feedfinder](#)
5. [Moreover.com](#)
6. [News Is Free](#)

10. THE IMPORTANCE OF META TAGS

'Meta tags' are text information placed within a webpage not intended for users to see but to pass on information about the webpage to search engine crawlers, browser software and some other applications. They include the page title, page description and keywords, and I will now tell you how to use these tags to your advantage...

Page Title:

You *must* give each webpage you create a title as it will give the search engines, and also the potential visitors who find your site through the search engines, a brief description of what the page is about.

The title must preferably be about three to five words long and be an accurate description of what is on the page. DO NOT put down 'Viagra' or some other highly searched for phrase if you have a site selling books on gardening as you may be penalized by the Search Engines, especially Google. Something like 'Best Gardening Book Store' or similar will be fine.



On Yahoo's search tool, which you can find [here](#), you can find plenty of phrases that people are searching for which relate to your topic. Use one of these as your title and remember, the more searches there are for a phrase or keyword the tougher the competition will be. I advise that you use one a third of the way down the page.

Also be sure to make the title of each page within your site different as you are more likely to get picked up for different searches as I have already stated. Make it relevant to what is on the page though.

Page Description:

In case you didn't know, as well as the page title, the SE's will generally display the description that you enter here on their results. By default, there are 10 results per page so you want to make your description stick out. Treat it a bit like a text ad for your site.

In the 'page description' section, describe in no more than two sentences what your site/page is about. Include the keywords you want that particular page to rank for at least once.

For example, for my site on New York Real Estate, I want the following to appear:

[Manhattan, New York Real Estate – Fabulous Homes for Sale and Rent](#)

Find an amazing new home. Search **New York real estate** listings to buy, sell or rent a house, apartment or condo in Soho, Chelsea, Upper East Side, West Village ...
www.my-real-estate-website.com/index.html - 55k - Cached - [Similar pages](#)

Meta-tag keywords:

On your web design program, you will be given the choice to enter in one or a combination of keywords to describe each page. I see so many websites adding in 20 or 30 different keywords for one page, but this isn't actually necessary. Don't confuse the Search Engines' spiders. The best way to know which keywords work for the search term that you want to rank well is to use the search engine that you want to rank in.... Google, in other words!

Go to Google, type in your keywords and phrases and see what your competitors are doing, i.e. who gets listed in the top ten. Visit the webpage of the person or company who is at the number one spot and if you are using 'Windows' follow these instructions...



At the top left of the page, click 'view' then look down the list which pops up and click 'source'.

You will then be shown a section of code presented in 'notepad' format. Right at the top of this page of code, you will be able to see (unless the website is completely JavaScript/php) which title, description and keywords that particular website is using to rank at number one. Then simply do as they do. Make sure, however, you change the description to match your site but use the same frequency of keywords within the description.

11. DIRECTORY SUBMISSIONS

Directories are a good way of getting valuable one way links to your website and can be a good way to get higher in the search engines. Some are more valuable than others, however, so it is wise to be picky – especially if you are going to pay to be listed more quickly.

How to submit website information to directories:

For each directory submission, try to use a different title that describes your site each time as this will be beneficial for SE rankings. Where it tells you to enter the site name, enter in something different each time. If I were to do two directory submissions both for www.freegames.com, for example, I would do the following:

Best Free Games

We provide the best free games on the net. So visit us today to win some great prizes!

www.freegames.com

Win Prizes

We provide the best free games on the net. So visit us today to win some great prizes!

www.freegames.com

The 'Best Free Games' and 'Win Prizes' *anchor text* is what actually is 'hyperlinked' to the website even though it isn't the proper title for the website.

Get someone to submit for you!

Submitting to directories can be unbelievably mind numbing work; to keep your sanity, don't do it yourself!

Every time I create a new site, I use a great guy called Jim Westergen to do it for me. He charges \$250 to submit a site to over 700 directories which is pretty good value really. You can visit his website [here](#). He actually lists all the directories, so go ahead and add your site to them manually if you really want.



The top 10 directories:

- 1... [DMOZ.org](#)
- 2... [Alltheweb.com](#)
- 3... [KartOO.com](#)
- 4... [MSN directory](#)
- 5... [Yahoo Directory](#)
- 6... [Business.com](#)
- 7... [01 Webdirectory](#)
- 8... [Search Sight](#)
- 9... [Joe Ant](#)
- 10... [YeeSeek](#)

12. BLACK HAT SEO STRATEGIES

What does 'black hat' mean?

'Black Hat' in internet terms basically means unethical! For the past few years, cunning webmasters have tried various methods to try to trick the search engines into giving them higher rankings – including myself.

Cloaking:

Recently, I have given up using these methods, not because they don't work (they do!) but because the search engines are getting more clever by the day. If you are caught, the penalties normally involve being banned from their searches altogether. Google is especially fond of doing this. I used to 'cloak' a number of my sites, which entails creating 1000s of optimised pages placed within the 'CGI-bin' which only the SE spiders can read. In my opinion, it's not worth the risk any more.

Misspelling keywords:

The one thing I would recommend you do, however, is research the most common misspellings for keywords for which you are aiming to rank. Place the misspellings ONCE in the keyword section of the meta-tags. You should receive some extra traffic by doing this.



Chapter 6 - Tips To Save Yourself Thousands of Dollars

1. OVERVIEW

As I'm sure you are aware, there are thousands of crappy programs, products and scams floating around the net trying to convince unsuspecting 'newbies' to part with their cash. Unless you are super, super savvy, it's almost impossible to avoid wasting some money in trying to build an online business. However, I'm going to list a few of the things you must either look into carefully before you pay any money or avoid altogether.

Even though I could (and want to!), I'm not going to mention any actual product or person's name or I will probably get sued – and I can't be bothered to go through that whole rig moral! Feel free to email me if you have any doubts about a particular program you are thinking of buying, and I will do my best to help you out.

2. SEVEN PROGRAMS YOU MUST AVOID

Obviously there are many completely honest individuals and companies that offer these services, but be especially careful with the following:

1. Buying Traffic.

A real NO NO! There are hundreds of companies that promise '40,000 visitors for \$29.00'. Their websites may look honest and professional, but 99 percent of the time *they aren't!* You may well see your visitor numbers increase, but the traffic will be untargeted and possibly generated by reloading pages.

Let's face it: If they could actually generate 40,000 targeted visitors to any genre of website in just seven days, they wouldn't be selling traffic, they would be making BILLIONS!!

2. Mentoring Programs.

The scenario is you buy an ebook or moneymaking product from an internet 'guru' then a week later you get a call from his 'office'. His secretary invites you to join his 'mentoring' program where you will be given one to one tuition with an 'expert'. What often happens, though, is that a 'coaching' company will pay the marketer whose book you bought to use their name as a selling tool. The cost? Two thousand to \$10,000! The results? Serious disappointment and a big waste of money!



Don't get me wrong though; there are some mentoring programs that *are* good. The 'Rich Jerk' one is supposed to be okay, for instance, and a British guy called Phil Gosling has good ones also. However, be careful about how much money you hand over. There is one swine of a marketer who tries to scam people BIG TIME, but I can't tell you here. Email me on this subject, though, and I will!

3. TV Opportunities.

The latest scam on the net! This is where you get a phone call from a 'television executive' who is, for some reason, fascinated with your website and wants to feature you on a TV series aired on some unheard of U.S. cable channel. Sounds good doesn't it – massive publicity, you think... until he tells you that you have to pay the licence fee for your program to be featured!

I got a call not so long ago from a guy offering this exact thing. He was bizarrely interested in a website of mine that had been online for only three weeks and again wanted to feature it on U.S. television. The catch? I had to pay the license fee ofwait for it....\$27,000!!! I told him to ** off, and I suggest you do the same if it happens to you!

4. Interviews.

You will get an email from someone, who is again interested in your website, asking you to do an interview. Bound to end in another 'TV opportunity', so apply the same logic as described in point three and tell him to get lost.

5. Ad Submitters.

I'm sure you've seen the websites that claim to be able to send your ad out to millions of websites or that sell you software so you can do it yourself. AVOID.

6. SEO companies.

Obviously some are very good (and expensive), but there are a load of scammers who will claim they can get you to the #1 position in the search engines but will never succeed. If you choose to employ a SEO company to do your search engine optimisation, do extensive research before you send them any money. I advise you to ask Aaron Wall what he thinks. He's a real pro at SEO, and you can see his website [here](#).

7. Link building programs.

As I have mentioned, one of the best ways to boost your search engine rankings is to get a large selection of good quality incoming links to your website. There *are* certain reputable companies that can help you with this, such as '[TextLinkBrokers.com](#)'. But, there are also a range of link building programs that will in fact *harm* your rankings and get you penalized by the SEs.



The problem is Google's spiders can recognize and compare link patterns. If a particular program only has a small inventory of websites at which it can buy you links, you could end up having the same incoming links as 1000s of other websites. This will get you penalized! As I have already mentioned, natural links are the best, but buying links can be beneficial although they can be extremely costly. A single link from a PR9 site can cost as much as \$2500 per month!

8. Conclusion

In conclusion, if you are thinking about buying something, no matter what sort of product it is or who it is by, *always* do your research before you pay. Go to Google or Yahoo and type the following in to the search bar: [*'the name of the product' problems / reviews*]. See what comes up and make your decision on whether to buy from there.



Chapter 7 - Conclusion

I hope you have enjoyed reading this ebook, and I'm sure you will find the information extremely useful in your quest to create a successful online business.

In conclusion, I just want to say a few things to spur you on!

First...Whatever you do now, PLEASE get the website I have given you online. The earnings potential is absolutely HUGE. I have saved you a lot of time and money by providing you with this affiliate site, so take advantage RIGHT NOW!

Second...Don't waste your time with these half-arsed 'get rich quick' schemes. Owning your own website is a big investment for the future, and your investment will grow in value by the day if you start collecting subscribers.

Third...You must never give up with your 'internet business'. It *does* take a lot of patience to begin with, especially if you have trouble finding the time to work at it. Eventually, though, things *will* work out, and you'll start to earn a lot of money. Don't forget, the net has only been around for around 12 years and if you think about it, you're getting in at a relatively early stage. There is plenty of room for new innovations and ideas, and it will only take ONE *really* good idea for you to make your first million.

To your success,

Tim Godfrey

www.onlinebusinessrevenue.com



Resources:

Domain and website broker:

www.sedo.com

Buy a domain name:

www.domain.com

Help with web design:

<http://www.frontpagewebmaster.com>

Hire a programmer:

www.elance.com

Text Ad service:

[‘Adbrite.com’](http://Adbrite.com)

Affiliate Websites:

[Clickbank](#)

[Commission Junction](#)

[LinkShare](#)

[TradeDoubler](#)

Highest paid Adsense terms:

<http://www.cwire.org/highest-paying-search-terms>

Yahoo search terms:

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

Good sales page examples:

[Example 1](#)

[Example 2](#)

[Example 3](#)

Copy writing tips:

[Marlon Sanders](#)

A good example of an affiliate's page:

[Click here](#)

Payment processing companies:

[Clickbank](#)

[Paypal](#)

[WorldPay](#)

[1Shopping Cart](#)



Creating a book cover graphic:

[Do it yourself](#)

[Hire someone to do it](#)

Finding super affiliates:

[Use this tool](#)

Affiliate Directories:

<http://www.clamins.com>

<http://www.globalaffiliateprograms.co.uk>

<http://www.affiliateguide.com>

<http://www.gr1innovations.com>

<http://www.whichaffiliate.com>

<http://www.clickslink.com>

<http://www.affiliatefirst.com>

<http://www.affiliateguide.com>

<http://www.affiliateseeking.com>

<http://www.revboard.com>

<http://www.affiliate-review.com>

<http://www.internet-affiliate-programs.com>

<http://www.100best-affiliate-programs.com>

<http://www.affiliateteam.co.uk>

<http://www.webmasteropportunities.co.uk>

<http://affiliatehangout.com>

<http://www.earnfind.com>

<http://affiliatesdirectory.com/directory>

Ezine database:

www.ezinesearch.com

PPC Search Engines:

[Yahoo! Search Marketing \(Overture\)](#)

[Google AdWords](#)

[Miva](#)

[Enhance](#)

[Ask Jeeves Sponsored Listings](#)

[Kanoodle](#)

[SearchFeed](#)

[Search123](#)

[LookSmart](#)

[Lycos Insite](#)

[7search](#)

[epilot](#)

[FindIt-Quick](#)

[SmartSeek](#)

[ePander](#)

[GoClick](#)



Create a blog:

blogger.com

Ping your blog:

Pingomatic.com

Press release services:

[PR Web](#)

[PR Leap](#)

www.digg.com

www.fark.com

Article marketing:

['Article Marketer](#)

Article directories:

www.a1-for-articles.com

www.ezinearticles.com

www.goarticles.com

www.absolutearticle.com

www.activearticle.com

www.ActiveArticles.com

www.articleadvocate.com

www.articleattack.com/

www.articlebeacon.com

www.articlebear.com

www.articlebits.com

www.articlecommunity.com

www.articleempire.com

www.articleharvest.com

www.articlelead.com

Ezine Database:

www.ezinesearch.com

Classified Ads directory:

[Click here](#)

SEO forum:

Digitalpoint.com

Finding expired domains:

<http://www.recycled-traffic.com>

www.expiresoft.com.

Generate original content:

[Click here](#)



RSS feeds:

[Syndic8](#)

[BlogStreet RSS Discovery](#)

[Complete RSS](#)

[Feedster Feedfinder](#)

[Moreover.com](#)

[News Is Free](#)

Directory submissions:

[Get it done here](#)

Most valuable directories:

[DMOZ.org](#)

[Alltheweb.com](#)

[KartOO.com](#)

[MSN directory](#)

[Yahoo Directory](#)

[Business.com](#)

[01 Webdirectory](#)

[Search Sight](#)

[Joe Ant](#)

[YeeSeek](#)

SEO expert:

[Aaron Wall](#)

Link building program:

[TextLinkBrokers.com](#)

List building and responders:

[GetResponse.com](#)



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