

AUTHORITY REVOLUTION



**A Complete Blueprint for the
New Era of Internet Marketing**

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Introduction

Thank you very much for purchasing and joining the Authority Revolution! I'm really excited to have you on board and I look forward to guiding you in your advancement of your marketing career in what I'm calling the new era of Internet Marketing.

An era where authority matters more than ever.

But before we get into any of that, I do think that a little introduction is in order.

WHO AM I?

I'm Josh Precht, and I make a full time living online.

But more importantly, I'm just like you. I still have bills that need to be paid, a family to provide for, and a mortgage to pay, and so on.

I like to work hard but play even harder. Whether that's golfing or going to the lake in the summer or playing hockey and snowboarding in the winter. And I get to do all of those things on *my schedule*, not my bosses schedule or a vacation schedule.

If I feel like taking off in the middle of the day to play a round of golf, that's what I do.

If I want to take my daughter to the zoo on a Monday afternoon, I can.

I don't have to answer to anyone. Well...maybe my wife ;)

The point is this... I'm able to do all of those things, when I want, as the result of building a successful online business.

And you can do it too.

But it wasn't always like this.

I first started to try and make money online a little over 10 years ago. I had heard that Google had just rolled out a new online advertising program where website owners could get paid by having these small text ads displayed on their sites, and that some people were making a killing with it.

I was enthralled with the potential of making money online, but I had **no idea** how to do any of it. I had to teach *myself* just about everything I now know about how to run an online business.

And I did all of this while working a full time job and going to college part time.

I tried a ton of different stuff to make money online, some worked but most didn't. And what did work only did so for a short time. Not anything to quit my job over, that's for sure.

Little by little, I started to figure out how this whole internet marketing thing worked, and here I am today. Happily working for myself, and teaching you how to do the same.

This guide is a result of everything that I've learned over the past 10 years of what works and what is *still* working for me. Plus, it comes with some distinct advantages that I think make it best for someone starting out or struggling to truly make money online.

First of all, you don't need a lot of start-up money to get started (if you can afford a pizza, you can do this).

You also don't need to have a product of your own or an existing customer base.

No licking stamps or stuffing envelopes.

No inventory to deal with.

No more crazy bosses or coworkers.

No advanced skills are required. If you can write clear sentences, you're ahead of the game.

Best of all, its passive income. Once you get your site up and running, there's little to do besides a little upkeep now and then.

This is a plan for financial freedom – but it's a plan that works...only if you do.

Lots of people want the freedom that comes with running your own business, but few of them are mentally ready for the work that comes with setting one up.

So, if you've had problems making money online before, or you're just getting started...you might need to break a few habits before you start rolling.

Many people get frustrated when their hard work doesn't get rewarded in a predictable timeframe. This is especially true when it comes to internet marketing. They'll learn as much as possible about a subject and know so much about it that they can recite it word for word. But the problem is that they never put that knowledge to use. They blame systems for not being fun and easy.

And guess what...

They don't ever make any money!

We're going to change that...

You often hear the word "mindset" thrown around a bunch and for the longest time I thought it was a bunch of hooey. But it wasn't until I changed my mindset that I became successful.

What you need is a never give up attitude. You need to be desperate. You need to have the drive and passion to make this work.

This is not backbreaking labor, but you do need to be consistent and patient.

You also need to set some goals.

The most common goal that I hear from my students is that they want to make Six Figures a year.

That's a great goal to have, and to some that could be a life changing income, but often it appears out of reach.

But what does a six figure a year income really mean...

It's:

- \$100,000 a year
- \$8,333.33 a month
- \$1,916.54 a week
- \$273.98 a day

So, instead of setting a lofty goal of \$100,000 a year that may seem unattainable, change your scope of vision to reaching \$274 in one day.

\$274 seems a lot easier to obtain than \$100,000 does, doesn't it?

But we can break it down even further than that. To get to \$274 a day you need...

- \$274 a day from one source
- \$137 a day from two sources
- \$54.80 a day from five sources
- \$27.40 a day from 10 sources
- \$13.70 a day from 20 sources

I hope you're starting to see a pattern here.

Set your goals to a level that not only is easily attainable but also reasonable. It's not too difficult to get a website to a level of making \$14 a day (way easier than getting one website to the \$274 a day mark, that's for sure). After that, it's just a matter of rinsing and repeating the process 19 more times.

At first glance, that may sound like a lot of work or hard to do; trust me, it's not. If I can do it, so can you!

So, with that said, no more dilly dallying around.

Let's Get To Work!

Authority Defined

The term “authority site” is thrown around quite a bit in the internet marketing world, but what does “authority site” really mean or more precisely, what makes a site an authority site?

True authority sites are usually massive in size, and have such strong brand recognition that type-in traffic or direct traffic makes up a large portion of all the traffic they receive.



True authority sites are sites like:

- Amazon.com
- Facebook.com
- Ebay.com

Building a true authority site takes tons of resources and branding. Both of which require lots of money.

I don't know about you, but I don't have millions of dollars laying around or investors lining up at my door to start the next big authority site.

But, that's ok.

We don't need to build *true* authority sites to in order to have a successful website or to reach our income goals, but we also don't want to be building small micro niche sites either.

If you aren't familiar with micro-niche sites, they were all the rage just a short while ago. The whole idea was that all you needed to do was create lots of small sites targeting one keyword with around five pages of content with all of the content targeting pretty much the same keyword.

All you had to do was find a highly profitable keyword with low competition and the cash would start rolling in.

Easy money...right?

Not really.

That type of strategy worked pretty well a couple of years ago, but not anymore.

Why?

Google wants to see lots of pertinent information on your website. They now value reader experience over anything else, so your sites need to give your reader substance and value and micro-niche sites don't fit that criteria.

What we want to build are sites that fit somewhere between a micro-niche site and a true authority site. I like to call these **mini-authority sites**.

So...what makes a site a mini-authority site?

These are the components which make up what I consider a mini-authority site:

- A minimum of 15-20 pages of *unique*, professionally written, value driven content
- Content that is easily 'shareable' and potentially viral
- Lots of images and videos in every post
- Professional look and feel
- Brand potential

Building profitable mini-authority sites isn't rocket science. Sure it takes a little bit of work to get going, but once you get the hang of it and get into a rhythm, you can create sites in no time.

And that's exactly what you'll learn how to do with this guide.

However, in order to get started on the right foot, you first need to do some market discovery to determine if the niche that you want to tackle is worth pursuing. And that's what you'll find in the next section

Market Discovery

Effective Market Discovery is probably the most underestimated, but most important aspect, when starting out a new business/website. You can have access to the best traffic in the world, have super web design skills and have an unlimited advertising budget but it won't mean a thing if you don't have a clue about "what to sell to who".



Market Discovery also happens to be one the aspects of marketing that most people struggle with. Reason for this is that most people start with a "product"

They don't know who to sell it to yet, but they have a product in mind.

Thing is, you don't sell a product - you sell a "solution". You don't sell a drill, you sell a "hole in the wall". I wouldn't just stop there - you can also sell "experiences" or "emotions". All of the above sell better than "products".

Behind every transaction online, behind every click there is a real person. A human being with real feelings, needs, emotions and most of them are dying for some kind of "experience" or "sensation". All of these can take on many forms, from getting rid of a migraine, to getting a date, to booking your dream vacation. It can also be something simple like finding a CD or album you've been looking for the longest time. Or maybe you've stumbled onto a killer recipe for Chili con carne - which happens to be your most favorite dish.

All of the above "can" be products - but in reality, they are much more than that. These are experiences, intermingled with emotions. All of the above make you feel good to a certain extent and you would pay money for them if only someone would take the time to present them to you in a way that you experience that need in your own head.

Markets are a dime a dozen, the world revolves around markets that are inhabited by specific demographic and psychographic groups of people that shape a market - sometimes by choice, other times because they have to.

Every time you leave your house to get something - anything - you are entering someone's market.

Somebody, who chose to be a "supplier" for that market, is now making money from you - simply because there is a want or a need on your end to get something that's on offer in this market.

It can be something as trivial as bread (or other food and beverages) that you simply have to go buy or else you would die. Or maybe it's that eBook about "Getting La*d" because your most primal senses force you to perform that "act" but you are missing a partner, and it drives you bananas.

Or maybe it's a new Mac computer because you're such a huge Apple fan and a "regular computer" simply doesn't cut it for you.

All of the above are markets that have a significant group of people as loyal followers. One is driven by the need to survive, the other one is driven by testosterone and, in a sense, you also need "that" to survive and the third one is driven by passion and emotion and, to be totally honest, you also need that to survive.

We haven't even mentioned the markets that sell solutions based on certain problems people face.

What I want to make clear with these last few paragraphs is that, behind every sale there is a reason and the reason is very often based on some type of emotion, passion, deeply rooted urge, want or desire.

The "product" is never the reason, it's what the product does for/to you that makes you flip open the wallet and plunk down the cash. You're buying an experience when you buy your next Mac - if you just wanted a "computer", you would have just bought the cheapest PC at Best Buy and be done with it, no need to pay X times the price.

OK - all of the above may sound all sweet and sexy but how do you go about figuring out who wants to buy and at which price?

I wish I could just send you to some website or resource that has all this stuff pre-figured out for you. As you probably already know, there is no such resource - but some logic and common sense will take us on the right path and will limit our chances of focusing on the wrong crowd or the wrong market.

So, how do you go about finding the right niche to focus on? That's what we'll cover in the next section.

Niche Research

When it comes to niche research, I break it down into a 2-step process. By following this process you will always find topics that are guaranteed to make money.

Step 1:

The first step to finding the right niche to focus on is to try to come up with niches that can be classified as “Evergreen”. They are called Evergreen niches since they appeal to our basic humanistic needs and desires. And because of that, these niches will always be around .



The book [Ca\\$hvertising](#) by Drew Eric Whitman sums this up pretty well:

Human beings are *biologically programmed* with the following eight needs and desires:

1. Survival, enjoyment of life, life extension
2. Enjoyment of food and beverages
3. Freedom from fear, pain and danger
4. Sexual companionship
5. Comfortable living conditions
6. To be superior, winning, keeping up with the Joneses
7. Care and protection of loved ones
8. Social approval

Those eight needs and desires are in the DNA of every human, but we have many other wants. We want to look good, and be healthy, well educated, effective, and so on. (Don't You?) These are called secondary, or learned wants, and nine have been identified:

1. To be informed
2. Curiosity
3. Cleanliness of body and surroundings
4. Efficiency
5. Convenience
6. Dependability/quality

7. Expression of beauty and style.
8. Economy/profit
9. Bargains

People in need are easier to sell to because they don't make rational decisions when they are in a desperate mood. Instead, they make a lot of *impulse buys*, which is why these niches can be so profitable to market to.

When you find a niche that fits one or more of those wants and needs and you can provide a solution that will solve those wants and needs, you will never struggle for money anymore.

Some common niches that fit that criteria include (but not limited to):

- Dating
- Debt
- Making Money
- Health
- Beauty

Now, where do you go when you're stuck for ideas?

There are lots of great places to find your next niche, but I'm going to discuss my two favorite places.

Big Boards

A good place to start is at big-boards.com. Thousands of markets right there under one virtual roof. Now, it is crucial that you not only skim these forums.

What you need to do is dig deep and discover the sub layers in those forums. That's where the gold is!

Look for discussions that are "heated", the discussions that draw huge crowds.

Usually, those are the topics that get people all emotional.

Please, do not do this exercise in an hour; you'll come out empty handed.

Do this when you have plenty of time to dedicate. Make notes!

ClickBank

The other place I go to when trying to come up with niche ideas is [ClickBank](#).

Now, if you've been in the internet marketing world for more than a day, then you have probably already heard of ClickBank, so I'm not going to go into any great detail of what it is or how to sign up for an account.

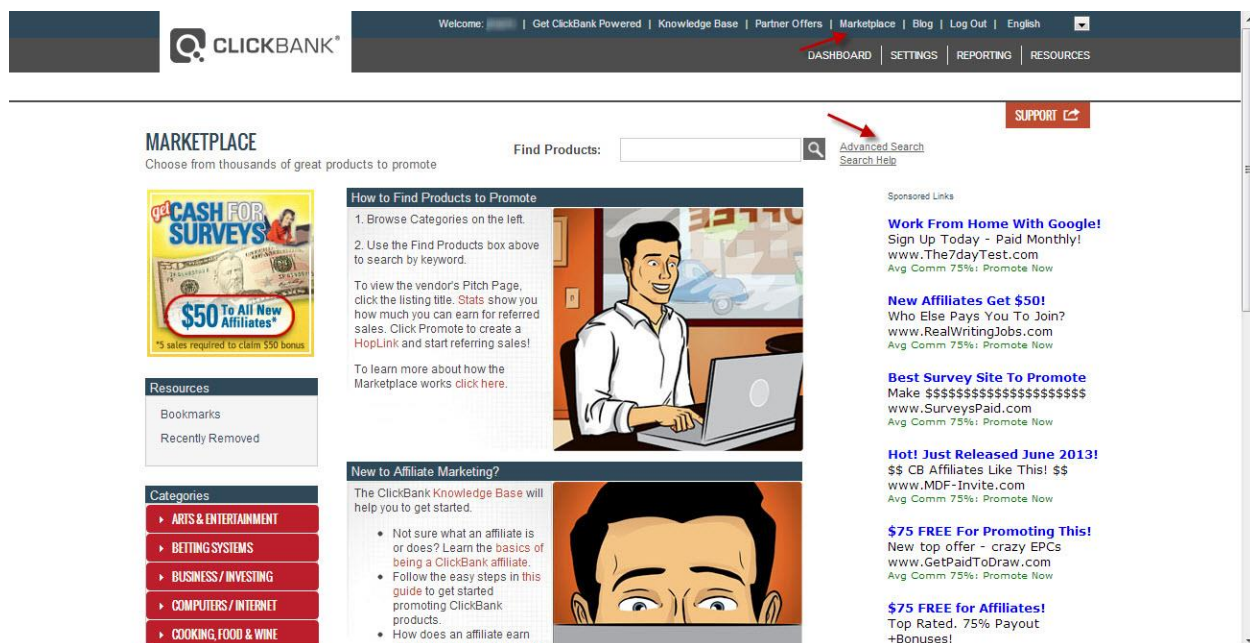
What I do want to show you is how you can use it for market research, and how you can find hundreds of hot markets at the click of a button.

ClickBank has tens of thousands of digital products for all kinds of niches. Some are really great products, some not. And sometimes, you can find some really hot markets that you would have never thought of previously.

But in order to discover the niches with a proven market, we need to do some filtering of all of the products available on ClickBank.

Once you are logged into your ClickBank account, you want to click on the "Marketplace" link.

Once you are on the Marketplace page, click on the "Advanced Search" option.



On the advanced search form, you want to click on the "Show items with gravity" checkbox, change the dropdown to "Between" and enter 6 and 100 into the boxes.

Products that have a gravity between 6 and 100 means that they have sales coming in, but not oversaturated with high dollar guys who are spending thousands of dollars on campaigns and drowning us out.

ClickBank

Welcome: | Get ClickBank Powered | Knowledge Base | Partner Offers | Marketplace | Blog | Log Out | English

DASHBOARD | SETTINGS | REPORTING | RESOURCES

SUPPORT

MARKETPLACE

Choose from thousands of great products to promote

Advanced Search

Enter Keywords:

Exclude words from search:

In this Category:

Results per page:

SEARCH **RESET**

Stats

Gravity

☒ Show items with gravity: and

Initial \$/sale

☐ Show items with initial \$/sale:

Avg \$/sale

☐ Show items with avg \$/sale:

Avg Rebill Total

Sponsored Links

\$447k ClickBank Website!
Your New Affiliate website
www.CBGameChanger.com
Avg Comm 50%: Promote Now

Finally, click on the “Search” button at the bottom of the page.

At the time of writing this guide, there were over 960 different products that met those criteria. That’s 960+ products that are proven to sell each and every week.

When I’m looking for a new market, I like to sort the results by Gravity and from Low to High. What this does is give you an idea of markets/products/niches that are proven to have market desirability, but may not have nearly as much competition as others.

Step 2:

The next step actually has two different approaches to it and which approach you take comes down to whether or not you plan on creating the content yourself or outsourcing it.

If you are going to create the content yourself, then the key to finding a long lasting, profitable niche is to figure out if the niche is something that truly interests you.

I understand that it gets old when everybody and their brother are telling you to "do what you love". While there is a whole lot of truth in that, it's just not the complete "why".

It's best to choose a market that you know, understand or love because that just makes it a lot more comfortable for yourself to keep bringing value to the table. If you pick a market because you saw an opportunity, you'll never be able to turn that into a long term, sustainable business. Even though there is money in an opportunity business, you will more than likely never be able to dissect it all simply because your connection with that market is far from optimal.

Now, I'm not saying that you can only succeed in a market if you're a genuine expert... but you have to care and you need to be willing to study and learn about your market and become at least knowledgeable about it. Otherwise you're always going to hit roadblocks or you're going to run your business into a wall by giving out irrelevant information or information that is purely driven by profit and we all know what the latter leads to ;)

Take an afternoon off all by yourself and think long and hard about what type of business you want to pursue. Is there a market segment you want to embrace and become knowledgeable in?

Otherwise, if you plan on outsourcing all of your content, then I suggest that you take a complete opposite approach and get into a niche that you are **not** passionate about.

The reason being is that if you are passionate about the niche that you are working with, you are more likely to want to tweak and try to perfect what has been created for you. This will only slow you down and drag out your progress.

Now, I'm not saying that you shouldn't go over your outsourced content and just take it at face value. You want to make sure that you always put out top notch content for your sites, and once you find a great source for content, graphics, etc. you won't have to spend nearly as much time reviewing it and it will allow you to move onto the next thing.

Niche Research Wrap-up

Hopefully I gave you a couple of ideas on how to go about discovering a market that you can use to build a profitable online business with.

However, while a niche may fit the criteria outlined in the 2-step market research process, it still may not be something worth pursuing.

So...How do we decide if a market is worth pursuing?

That's what we'll cover in the next section.

Niche Research Review

- Choose an evergreen niche that relates to human needs and desires
- Use online resources like big-boards.com or ClickBank to see if there is a market for your niche
- Going to create your own content?
 - Choose something you find interesting
- Outsourcing all of your content
 - Choose something that you are **not** passionate about

That's why I recommend signing up for a free AdWords account so you don't have any limitations.

The main issue I have with Google's keyword tool is that some of the information there can be deceptive. Remember that it's targeted for AdWords advertisers, not SEO-based marketers. The Competition bar shows the competition for paid advertisers for a given keyword – which is fine if you're planning to monetize your site with AdSense, but isn't too useful otherwise.

I prefer to use an awesome and invaluable tool for keyword research called [Market Samurai](#).

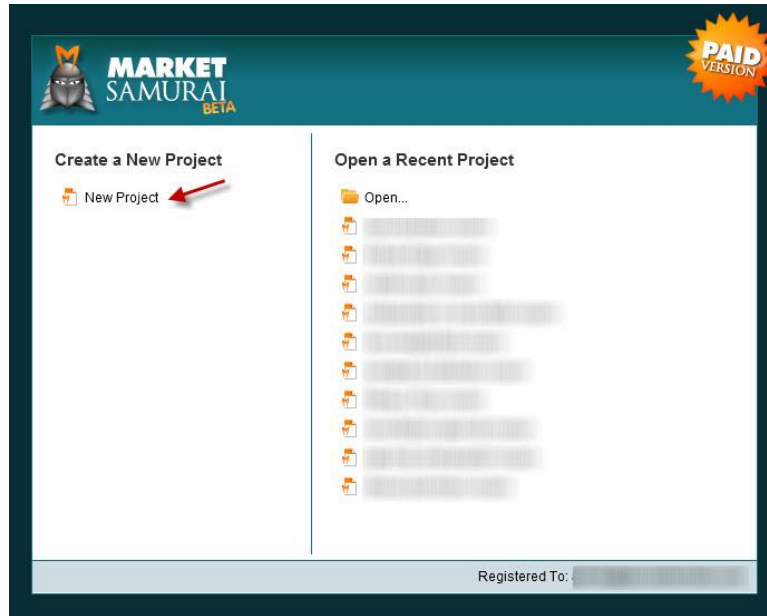
Throughout the rest of the keyword research section, I'll be using Market Samurai in the examples of how I do my keyword research. So, if you don't already have a copy of it, I would highly recommend getting it. It makes the keyword research process so much easier and quicker than doing it with free tools such as the Google keyword tool.

[Market Samurai](#) costs around \$100, but you can download it for FREE and test it out with a free trial.



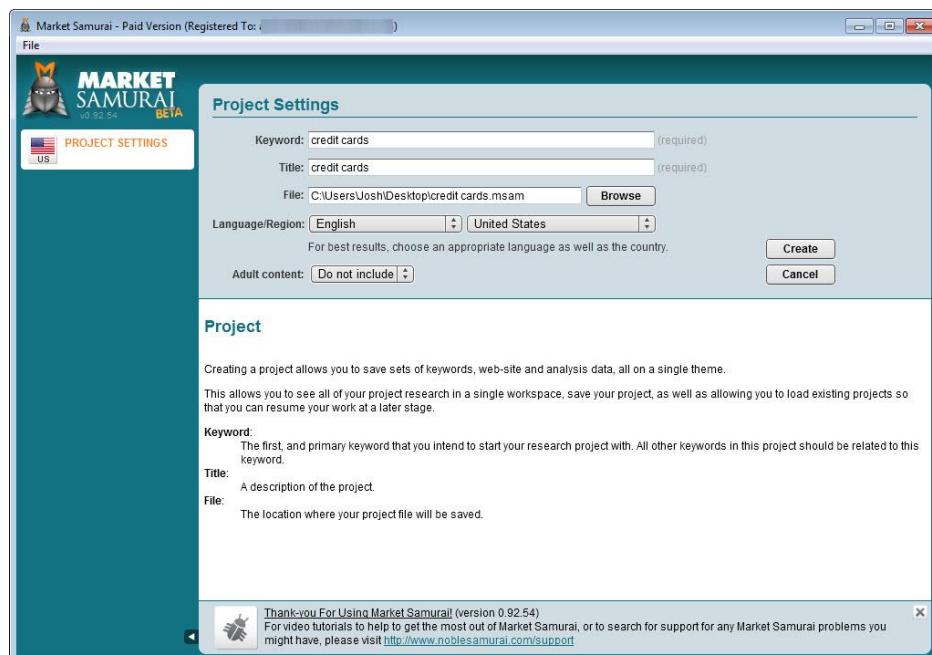
Hopefully, by the time the trial is over, you've made enough money that you're very comfortable with buying the software.

Anyway, go through the sign-up process, install the software, and let's start a new project.



You don't need to start a new project for every keyword, although we might want to split them into categories, depending on how many keywords you've picked out.

On the project settings page, you want to enter your base keyword, which is usually the most general keyword for your niche. You can also change where the project file will be saved, the language and region settings that you want your keyword results for. Once you have that all filled out, click on the "Create" button.



Once your project has been created, you will want to click on the Keyword Research tab.

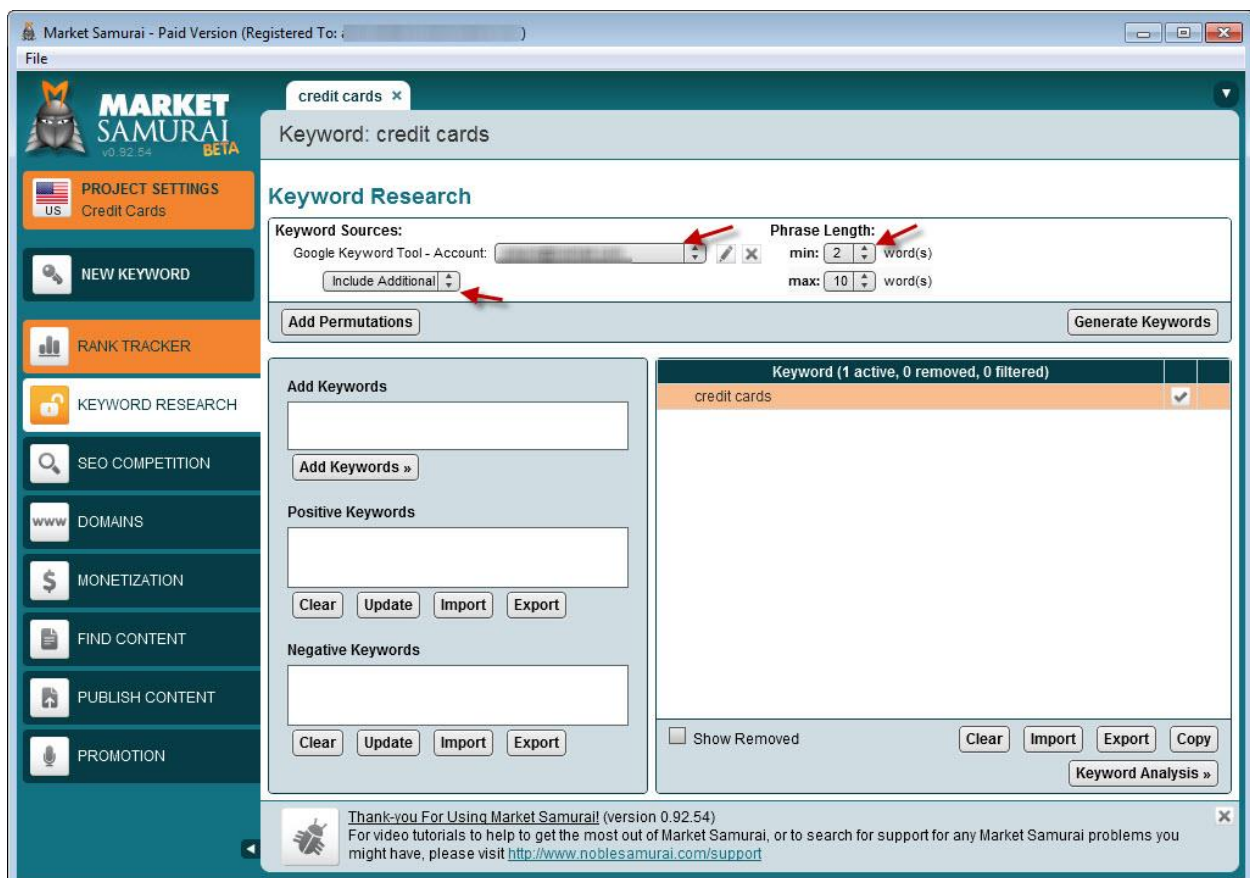
You will want to add your Google AdWords account to get the best results and not have to fill out those annoying CAPTCHA boxes.

Make sure that “Include Additional” is displayed in the dropdown box if it’s not there already. That will give you a bigger list of keywords to choose from. Also, be sure to change the “Phrase Length” min. to 2 words.

There are a few other options in the Keyword Research screen I want to draw your attention to:

- Positive Keywords will **exclude** any keywords that **DON’T** include the word/words you enter here.
- Negative keywords will **exclude** any keywords that **DO** include the word/words you enter here. Generally words like “free” or “cheap” or “hacked” are all worth adding to your negative keywords.

Once you have all of your settings configured, click on the “Generate Keywords” button.

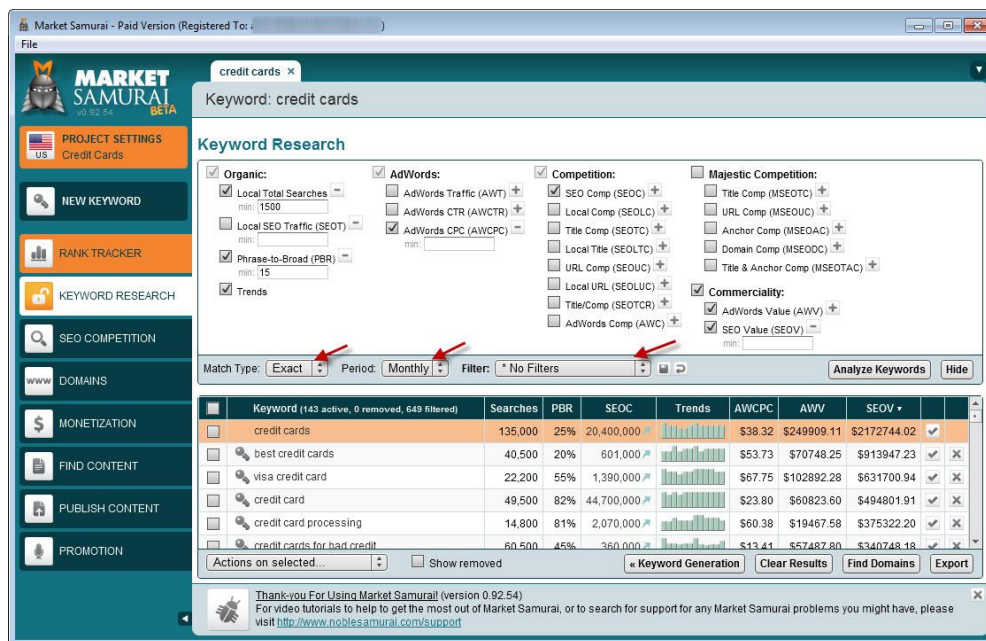


Once you have your keywords, you will want to move onto the analysis portion of keyword research. Click on the “Keyword Analysis” button to move from keyword research to analysis.

Keyword Analysis

The first thing you want to change is the filter. Choose “No Filters” from the filter dropdown box.

You also want to change the match type to “Exact” and the period to “Monthly”.



The resulting screen is pretty complicated, especially if you’re new to the software. But there are three basic questions you should ask – and all the information on this screen is geared towards answering them.

Are People Interested In This Topic?

Many people swear by using the Local SEO Traffic (SEOT) filter in Market Samurai, but I think that it is an extremely optimistic number that usually overestimates the initial traffic and click through rate.

Instead, I prefer to look at the raw number of searches in the Local Total Searches column.

Your target keyword should have at the *bare minimum* 1,500 exact match searches every month in the “Local Total Searches” column. You can get ranked for a keyword of this size even if you don’t have any resources. If you select a niche as outlined previously in this guide, this shouldn’t be a problem at all.

So, enter 1,500 into the “Local Total Searches” box and Market Samurai will filter out the keywords that don’t meet have at least 1,500 exact match searches per month.

The next filter I like to use is “Phrase-to-Broad (PBR)”. What this does is makes sure that people are specifically looking for the keyword that we’re targeting instead of only part of it. I use a minimum Phrase-to-Broad ratio of 15%, so enter 15 into the “Phrase-to-Broad” box.

You also want to take a quick glance at your trends line for targeted keywords. This only needs a quick glance, but it will give you an idea of what keywords or niches are seasonal.

Finally, you want to sort the keywords by searches in ascending order. Meaning, you want them ordered from the least amount of searches per month to the most amount of searches per month.

These are the long-tail keywords that we will target first.

But before we jump head first with a keyword that matches our search metrics criteria, we still need to do a couple more checks to see if a keyword truly is worth pursuing.

Is There Commercial Intent?

Next, you want to check to see if the keywords have commercial intent.

One of the easiest ways to determine if a keyword has commercial intent is with a simple Google search. Do a Google search for your keywords and look for AdWords advertisers bidding on that keyword.

Look for AdWords ads at the top and to the right of the search results.

If there are AdWords advertisers using your keyword in the ad copy, chances are you can make money from this niche.

Another way of determining the commercial intent of a keyword is by asking yourself the following questions:

- Can you determine exactly what this person is looking for when they type the keyword into a search engine? Are they looking to buy something or just wanting to learn more about a topic?
- Can we connect them with a product that will make us money?
- Can we actually help them solve their problem?

Once a keyword has been determined to have commercial intent, we can then finally move onto the final stage of determining if a keyword is worth pursuing.

How Much Competition Is There?

This is the final step in determining which keywords to pursue.

There's a common myth that you can gauge competition by the number of pages that appear in the search results when you type it into a search engine. The lower the number of pages found, the easier it is to rank for that keyword.

While that may be one way to determine how much competition there is for a keyword, it's not the be-all end-all.

No matter what your keyword is, you really only have ten competing pages that matter – the ones on the first page of Google.

You can easily get a good view of the top 10 competitors for a keyword with [Market Samurai](#) and its SEO Competition module.

To check out the SEO Competition for a keyword in [Market Samurai](#) simply click on the key icon next to the keyword, which will create a new keyword tab for you at the top.

The screenshot shows the Market Samurai software interface. At the top, there are tabs for 'credit cards' and 'best cash back credit cards'. The 'Keyword Research' section is active, displaying a list of keywords and their associated metrics. A red arrow points to the 'best cash back credit cards' tab.

Keyword Research Settings:

- Organic:** Local Total Searches (min: 1500), Local SEO Traffic (SEOT) (min: 15), Phrase-to-Broad (PBR) (min: 15), Trends.
- AdWords:** AdWords Traffic (AWT), AdWords CTR (AWCTR), AdWords CPC (AWCPC).
- Competition:** SEO Comp (SEOC), Local Comp (SEOLC), Title Comp (SEOTC), Local Title (SEOLT), URL Comp (SEOLUC), Local URL (SEOLUC), Title/Comp (SEOTCR), AdWords Comp (AWC).
- Majestic Competition:** Title Comp (MSEOTC), URL Comp (MSEOLC), Anchor Comp (MSEOAC), Domain Comp (MSEODC), Title & Anchor Comp (MSEOTAC).
- Commerciality:** AdWords Value (AWV), SEO Value (SEOV).

Match Type: Exact **Period:** Monthly **Filter:** * No Filters **Analyze Keywords** **Hide**

Keyword (143 active, 0 removed, 649 filtered)	Searches	PBR	SEOC	Trends	AWCPC	AWV	SEOV		
0 credit card offers	1,600	35%	36,200		\$63.96	\$4318.86	\$42981.18	✓	✗
barclays credit card login	1,600	36%	27,200		\$0.00	\$0.00	\$0.00	✓	✗
best balance transfer credit cards	1,600	43%	126,000		\$55.87	\$3143.87	\$37544.51	✓	✗
best cash back credit cards	1,600	19%	67,100		\$38.33	\$6144.17	\$25757.75	✓	✗
boa credit card	1,600	81%	41,200		\$3.44	\$247.90	\$2311.67	✓	✗
credit card consolidation loan	1,600	43%	56,200		\$25.20	\$3066.00	\$16934.48	✓	✗

Actions on selected... ☐ Show removed **Keyword Generation** **Clear Results** **Find Domains** **Export**

Thank-you For Using Market Samurai! (version 0.92.54)
For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>

Click on the new keyword tab that you created and then click on the SEO Competition module.

You don't need to change any settings and can click on the generate results to do the competitive analysis for the keyword.

Market Samurai - Paid Version (Registered To:)

credit cards × best cash back credit cards ×

Keyword: best cash back credit cards

SEO Competition

☒ Off Page
 ☒ On Page

☒ Domain Age (DA)
 ☒ Index Count (IC)
 ☒ Domain Backlinks (BLD)
 ☒ Keyword in Description? (Desc) -

☒ PageRank (PR)
 ☒ Referring Domains - Domains (RDD)
 ☒ Page .edu/.gov Backlinks (BLEG)
 ☐ Whether the word appears in the

☒ Citation Flow (CF) **NEW**
☒ Referring Domains - Page (RDP)
 ☒ DMOZ Directory (DMZ)
 ☐ <meta> "description" tag.

☒ Trust Flow (TF) **NEW**
☒ Page Backlinks (BLP)
 ☒ Yahoo Directory (YAH)
 ☒ Keyword in Description? (Desc)

☐ Keyword in Header Tag? (Head)

Backlink Source: Majestic Index: Max Backlinks: ☒ Hide map results

#	URL	DA	PR	CF	TF	IC	RDD	RDP	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	http://www.nerdwallet.com/blo	4	4	37	26	18,900	7,489	25	75	695,972	0	N	N	Y	Y	Y	Y
2	http://www.nerdwallet.com/cas	4	5	46	30	18,900	7,489	141	692	695,972	0	N	N	N	N	N	N
3	http://www.creditcards.com/cre	15	0	22	15	11,400	10,274	3	12	723,778	0	N	N	N	N	N	N
4	http://www.consumerism.com	8	5	43	37	6,060	4,492	84	364	456,338	0	Y	N	Y	Y	N	Y
5	http://creditcardforum.com/cont	12	4	44	25	15,100	1,862	125	564	68,008	0	N	N	Y	Y	Y	Y
6	http://www.dailymarkets.com/c	10	4	53	40	60,500	10,486	56	183	553,135	0	Y	N	N	N	N	Y
7	http://www.moneycrashers.co	-	3	33	21	13,600	5,516	51	364	530,430	0	N	N	Y	Y	Y	Y
8	http://www.bankrate.com/finan	17	3	25	20	71,400	66,554	31	159	13,835,368	0	Y	N	N	Y	Y	N
9	http://www.mybanktracker.com/	5	0	24	16	55,100	3,083	10	24	83,506	0	N	N	N	Y	N	N
10	http://www.creditdonkey.com/c	4	4	45	23	4,740	3,020	12	21	133,879	0	N	N	Y	N	N	N

Thank you For Using Market Samurai! (version 0.92.54)
For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>

There are a couple of things that we are looking for to see if a keyword is worth pursuing.

- **Page Rank (PR):** If the average page rank across all 10 pages is around 3.5 or lower, then we should be able to crack the top ten with only a bit of effort.
- **Referring Domains - Page (RDP):** This is a sign of how many webpages are pointing at this specific URL.
- **Page Backlinks (BLP):** This is a sign of how many external links point to this page. If this column is mostly red, you're going to need a lot of patience to break into the top ten for this keyword.
- **Page .edu/.gov Backlinks (BLEG):** This is how many .edu/.gov backlinks the page has. These types of links use to carry a lot of weight with the search engines, but not as much now as they used to. However, if you see a bunch of green in this section, that is a good sign.

Finally, you want to look at the last four columns (Title, URL, Desc, Head). These will basically tell us whether the site owner has optimized his or her page for these keywords.

If you see a lot of green, you can assume you're either dealing with a huge site that doesn't need the on-page SEO juice, or an amateur who doesn't know how to squeeze it.

Either way, it's a good sign, as we will be optimizing all of our pages for our selected keywords, while they haven't, which will give us a leg up on the competition.

Basically, you want to see more green, then a sea of red on the SEO competition module of [Market Samurai](#).

Keyword Research Wrap-up

Once you have found a topic/niche/keyword that meets all of the previous criteria, and it's something that you like and can learn to write about, you've just discovered a highly profitable niche.

I guarantee you that no one else is doing this. It's so powerful. And, when you go through this process, it's like you are 100% sure that you have a money-making opportunity on your hands, and now it's just a case of implementing the rest of the system outlined in this guide.

You can do so with complete confidence and not have to worry that you've made a misstep. This is a really, really great feeling, especially if you're not making any money online yet. Knowing that you're going to finally start making money online truly is an awesome feeling.

Just make sure to repeat the keyword research and analysis process until you have a list of 10-20 keywords that you can use as a starting point for your website.

In the next section we'll go over how to properly build your site for success.

Keyword Research Review

- Hire a professional keyword researcher or use [Market Samurai](#)
- Make sure the keyword has a decent EXACT match search volume (min. 1,500 per month)
- Make sure the keyword has a Phrase-to-Broad (PBR) ratio of 15% or greater.
- Check for commercial intent (if there are AdWords advertisers using your keyword in the ad copy, chances are you can make money from this niche).
- Do a competitive analysis on the top 10 pages for your keyword?
 - Do they have an average page rank over 3.5?
 - How many referring domains are there?
 - How is their on-page SEO? Are their Title tags, URLs, META Descriptions, and Header tags optimized with the keyword in them?
- Repeat until you have 10-20 keywords in your niche that meet the previous criteria.

Building Your Website for Success

Before I get into the nuts and bolts of how to set up your website for success, there's something I want to drive home.

In order to make money online, you need to create a sales process. You want to think of the sales process as a funnel and imagine a real person at the other end of the computer. If you have a poor domain name or a poorly designed site or hashed together content, then there's a leak in that funnel, because your potential customers are evaluating you on every level to help them decide whether or not they think you're worthy enough to give their money to.



That's not a perfect metaphor because there will always be "leaks" in your funnel. 100% of your visitors aren't going to buy from you no matter how great your site is. Luckily, you don't need them to.

So, don't think about ways you can cut corners to make money quickly – think about earning the sale and providing value through each step of the funnel.

You are building a business, and if you truly set it up as a business and treat it as such, you'll avoid problems down the road.

With that said, let's move onto how to build your website for success and the first step to doing that is by selecting a good domain.

Selecting the Right Domain

Once you have your niche, you need to pick a domain name. Your domain name can be one of the biggest value assets that your site has. Your end goal should be to become a min-authority site, which means it should be BRANDABLE.

You want to find a domain that has a potential brand appeal. This will really help if you plan on selling the sites you create.

That also means no .info, no .net, and no .org. You really need to get .COMs ONLY. I personally like to get something with the main keyword phrase in it and then add something to the end or start of it.

For example the following domains might be good options for the “credit card” niche (I didn't check availability, but you get the picture):

- creditcards101.com
- creditcards123.com
- creditcardsexplained.com
- bestcreditcards.com

Obviously, the more competition there is in your niche, the less chance that these types of domains are going to be available.

Domain Name Do's!

- .COM ONLY
- Make sure your domain name is pronounceable, this means no wordplay's! If you can't say your domain out-loud and then have a stranger type it perfectly in, you're doing something wrong
- Try to include your primary keyword (but don't stress about it)
- The shorter the better

Domain Providers

I recommend and use the following two domain registrars:

- [GoDaddy.com](https://www.godaddy.com) - GoDaddy has been the “go to” domain registrar for years. Their user interface is great and easy to navigate and their support is awesome as well. I don't recommend using GoDaddy for any other services, such as hosting, because they are overpriced without the capabilities of other hosting providers.

- NameCheap.com - NameCheap also has a great reputation as a domain registrar. One main difference from GoDaddy is that NameCheap gives you one free year of WhoisGuard to protect your information so competitors and spammers cannot get your personal information.

Web Hosting

If you have already purchased hosting from somewhere, skip this and go ahead with configuring your domain name with your hosting provider's DNS name server details.



If you DO NOT have hosting already, I recommend using [HOSTGATOR](https://HostGator.com) as it has the easy to use Cpanel software for managing your hosting account, amazing support, very affordable and have had great uptime since I've been using them. Pickup whichever plan you want (I'd recommend starting small) as every plan lets you host unlimited blogs/sites along with unlimited web space and bandwidth for less than \$5 per month.

When your sites begin to grow and receive more and more traffic, it may be time to step up to a VPS or dedicated server. The company I've been using for my VPS servers for about 5 years now is [Beyond Hosting](https://BeyondHosting.com).

The Beyond Hosting VPS servers allow you to scale up or scale down your service depending on your needs. They give you full root access to configure your server and when combined with their Exceptional Support and Management services their Virtual Private Servers (VPS) are truly an unbeatable value.

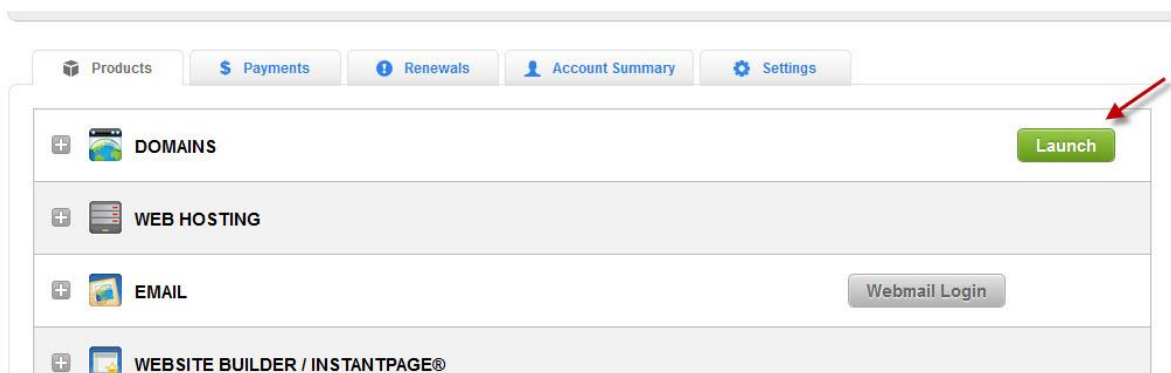


Setting up your Domain with your Hosting Account

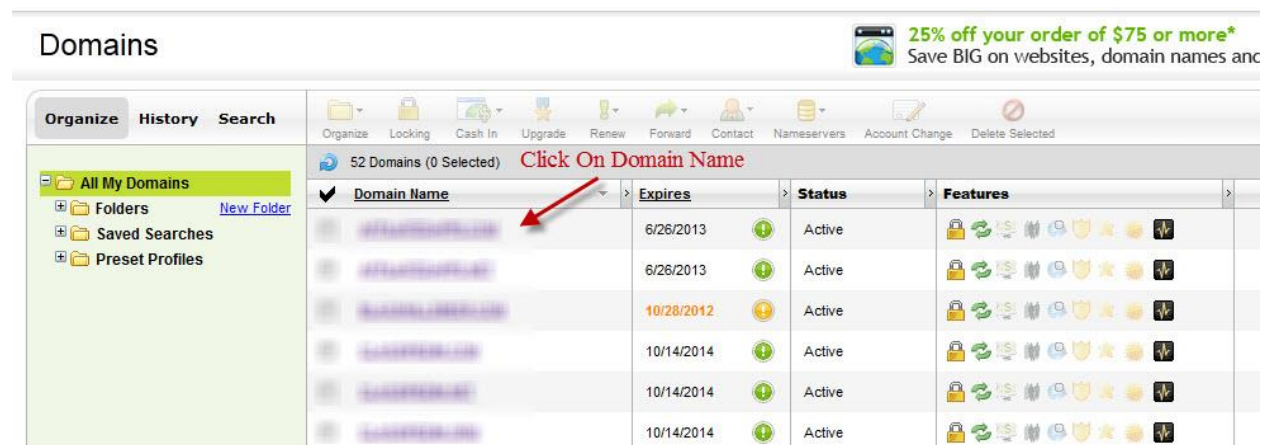
If you already know how set the DNS records for your domain, skip this section and go onto the Website Infrastructure section.

Once you have purchased your domain name, you must connect your domain name with your hosting account by entering the name server information provided by your hosting company into your domain control panel.

We'll explain how to do this with [GoDaddy](#)... After logging into your account on GoDaddy.com, and going to your account, you will see this screen...



After Clicking on 'Launch' button for domains, you'll see the next screen...



Next, click on "Nameservers" and select "Set Nameservers"

Domain Details



Great news! The new [DNS Manager](#) is live.

All Domains



Organize



Locking



Cash In



Upgrade



Renew



Forward



Contact



Nameserver



Account Change



Delete Selected

Domain Information

Next, enter the nameserver information provided by your webhost like in the screen below.

Your nameserver information will look something like this:

Ns17.hostgator.com

Ns19.hostgator.com

[The above nameservers are just an example]

Set Nameservers

If you are hosting your Web site with us (you have a hosting account with us associated with this domain) or you want to Park or Forward your domain, we will automatically set your nameservers for you.

- ☐ I want to **park** my domains.
- ☐ I want to **forward** my domains.
- ☐ I have a **hosting account** with these domains.
- ☒ I have **specific nameservers** for my domains.

Nameserver 1: *

Nameserver 2: *

Nameserver 3:

Nameserver 4:

[Add more](#) | [Manage DS Records](#)

OK

[Cancel](#)

* Required

Did You Know?

Domains using our nameservers benefit from our worldwide DNS presence through Anycast DNS.

[Learn More](#)

Save your changes and your domain should start pointing to your hosting account within 1 to 24 hours.

Note: If you already have a hosting account and have a domain registered with that hosting account, you can add host more domains using the same hosting account by using the ADDON DOMAINS option in your Cpanel. Here's how you add more domains.

Go to 'Add-on Domains' option under 'DOMAINS' in your Cpanel and then enter your domain name and a password. The rest of the info will automatically get filled in. Click 'Add Domain' and your new domain will be hosted on the same account; now all you have to do is setup the nameservers using the above method.

Website Infrastructure

Standard websites are great but they involve too much of background work, web designing, graphic designing and sometimes even programming to get your project started. Instead, you should opt for a content management system (CMS) because they are extremely easy to set up.

I suggest using [WordPress](#), since it happens to be one of the easiest and very flexible content management systems.

WordPress is especially great for people who are not technically savvy and do not know how to code HTML or CSS. WordPress has lots of themes, plugins, and an easy WYSIWYG editor like Microsoft Word for publishing content to your site.

If you are new to WordPress, you can get some free training videos in the Authority Revolution Members Area.

WordPress Setup

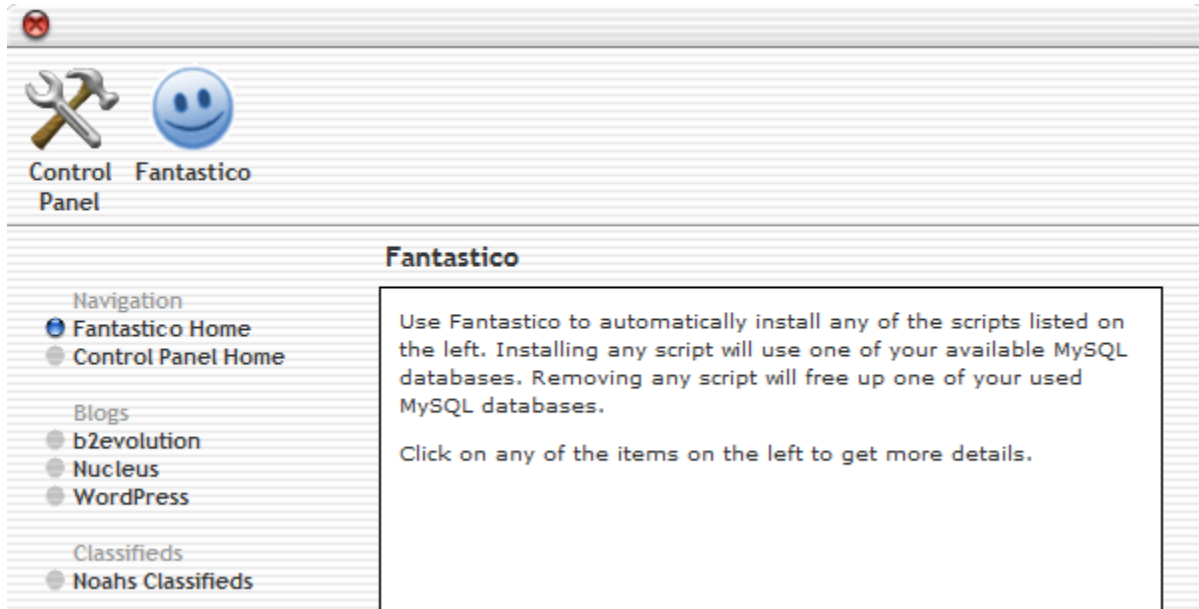
There are two different ways to install WordPress, the automatic way and the manual way. We'll go over the automatic way in this section.

Even if you have installed WordPress a thousand times before, there might be a couple of tips that you can pick up in this section that may help make your WordPress sites more secure.

WordPress is most easily installed through the Cpanel (<http://www.yourdomain.com/cpanel>) of your webserver. If you chose hosting through [HostGator](#) or another top hosting company, you will most likely have Fantastico De Luxe installed. This is found in your Cpanel under the “Software/Services” section.



Click on Fantastico De Luxe



Select "WordPress"



Select "New Installation"



Select the domain you would like to install WordPress on. Leave the directory blank unless you want your website to show up under a directory for example – <http://yoursite.com/blog> where “blog” is the directory that you want WordPress installed in.

However, 99% of the time you will keep this blank.

Also fill out your administrator username and password. This is what you will use to log into WordPress.

NOTE: It is *HIGHLY* recommended that you don't use “admin” as your administrator username. That is the default admin username used in all standard WordPress installs and can pose a security risk to your site.

Finally, enter the information for your administrator nickname that will show up in your posts, your email, the site name, and the site description.

Click on “Install WordPress”

Click “Finish Installation” and now WordPress is installed.

WordPress Themes

One of the biggest mistakes you can make after you install WordPress is to slap some articles on it and call it good.

We want our mini-authority sites to look professional and convey a sense of authority and you can't do that with the default version of the theme that comes with WordPress or even many of the free themes available.

Don't gloss over selecting your theme and pick one just because it has big flashy images or looks "fancy". Here are the things you should ACTUALLY be looking for in a WordPress theme:

1. Is it easy to read? Not just for you, but for people that are looking to buy your products. Don't write this off with "well, they'll fix their font size" – they won't
2. Make sure the color combinations aren't too "artistic" and abrasive.
3. Where are they going to look? The point of the site isn't to have someone visit and go "what an attractive site" – it's for them to buy. There's nothing wrong with a nice looking site, and I highly recommend using a good looking theme, but your first priority should be to get a theme that's simple enough to put an emphasis on the things that are important – that's your products, your email opt-ins, and your advertisements. That means you don't need a bunch of cool "widgets" to make your site "interactive". Just make sure they can easily find the important things.

All that said, there are hundreds of thousands of custom WordPress themes out there – some free, some not.

My favorite place for high quality WordPress themes is [ThemeForest](#). They have thousands of WordPress themes that range in price from \$20-\$60.

If you don't want to spend any money, you can simply visit <http://www.wordpress.org> and find yourself a bunch of free themes. There are more than 10,000 themes available for free. They will mostly have limited capabilities but free is free!

WordPress Plugins

One of the best things about using WordPress for your sites is how easy it is to add functionality to your site without having to know how to program. This is done through plugins and there are thousands of Free and Paid plugins that you can use for your site.

I've included a list of some of the plugins that I use on my sites.

The ones marked as "Essential" are plugins that I use on every site, no matter what.

The ones marked as "Recommended" are plugins I typically use, but not always.

And finally, the ones marked as "Optional" are ones that I'll use depending on the websites objectives.

I've also broken the list into free plugins and paid premium plugins.

Free Plugins

[Akismet](#) (Essential)

Akismet checks your comments against the Akismet web service to see if they look like spam or not and lets you review the spam it catches under your blog's "Comments" admin screen.

[WordPress SEO by Yoast](#) (Essential)

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the WordPress SEO plugin by Yoast. It includes Google+ Authorship info and XML sitemap generation as well.

[W3 Total Cache](#) (Essential)

Improve site performance and user experience via caching: browser, page, object, database, minify, and content delivery network support.

[Google Analytics for WordPress by Yoast](#) (Essential) Or [Clicky by Yoast](#) (Essential)

Install web analytics code easily to your site.

[Simple Social Buttons](#) (Recommended)

This plugin automatically adds the Facebook Like button, Google plus one +1, Twitter share button and Pinterest Pin for each post on your blog. This is the simplest and most effective way to promote your blog in social media networks.

[Auto Terms of Service and Privacy Policy](#) (Recommended)

Put your own details into a modified version of Automattic's "Terms of Service" and "Privacy Policy".

[Contact Form 7](#) (Recommended)

Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

[WP Realtime Sitemap](#) (Recommended)

A sitemap plugin to make it easier for your site to show all your pages, posts, archives, categories and tags in an easy to read format without any need for template modification or html/php knowledge in a page. This plugin only creates HTML Sitemaps, not XML Sitemaps.

[AWeber Web Form](#) (Optional)

Allows you to install an [AWeber](#) web form on your WordPress blog and lets visitors subscribe to your AWeber email list when commenting or registering on your blog.

Premium Plugins

[SEOPressor](#) (Recommended)

A plugin that helps you get the best SEO score for your content

[PopUp Domination](#) (Optional)

Adds a delayed popup box on your sites to easily add subscribers to your email list.

[WP Ad Manager Pro](#) (Optional)

A WordPress ad management plugin that allows you to easily add and manage banner ads on your WordPress sites.

WordPress Settings

By default, most of the default settings that are enabled by WordPress are good enough to get you started. However, there are a couple of settings that I like to change right away for every site that I use WordPress on and I've outlined them in this section.

Privacy Settings

When you are first setting up your site, I highly recommend that you disable the site visibility from the search engines until you have your entire site configured, and some content for the search engines to crawl.

When logged into WordPress as an admin, click on "Settings" on the left navigation bar. Next, click "Reading".

Click the option "Ask search engines not to index this site" and save your changes.

NOTE: Be sure that you go back and change these settings after your site is setup and have your initial content posted. Otherwise your site will never appear in the search results.

General Settings

When logged into WordPress as an admin, click on "Settings" on the left navigation bar. Next, click "General". Change the "Tagline" from the default "Just another WordPress site" to a brief description of what your site is about.

Next, you will want to make sure that the WordPress Address (URL) and Site Address (URL) include the www in it. So, for our example site we would want to make sure that both of those text areas have "http://www.bestcreditcards.com" in it and not just "http://bestcreditcards.com".

What that does is make sure that all non-www traffic is redirected to the www version of your domain and helps prevent duplicate content because to the search engines the non-www and the www version of your domain can be seen as two separate sites.

The rest of this section we can leave as default so click on the "Save changes" button.

Writing Settings

The next section we need to update is the Writing Settings section. When logged into WordPress as an admin, click on “Settings” on the left navigation bar. Next, click “Writing”.

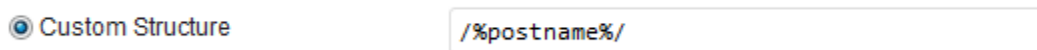
The only thing we will want to change in the writing settings is to add our Ping List to the “Update Services” section. You can find the Ping list that I use in the resources guide.

What the ping list does is notify other websites that your website has been updated or that a new post has been added. This is a great way to get your site noticed and on many occasions you can get a small burst of traffic from these other sites.

Permalinks

Permalinks are how each page shows as a link after your root URL. For example, we want a page titled “Zero APR Credit Cards” on a website of www.bestcreditcards.com to show up as www.bestcreditcards.com/zero-apr-credit-cards. However, this is not the default permalinks setting for WordPress, so we need to change it.

When logged into WordPress as an admin, click on “Settings” on the left navigation bar. Next, click “Permalinks”. In the box next to Custom Structure, enter `/%postname%/`. It should look like this:



Select “Save Changes” at the bottom and we are done customizing permalinks.

Categories

I find it easier to create my article categories before I actually start posting the content. The category names should be related to your keywords, but they don’t need to be an exact match. Use common sense when creating your categories, and think about what type of category the content would fit under instead of just trying to use your keywords over and over.

You can add and change categories by clicking on the “Categories” menu item under Posts when in the WordPress dashboard.

The first thing you should do is rename the “uncategorized” category to one of your own.

Then add as many categories as needed and make sense. For example, if I were creating a mini-authority site in the Gout niche, my categories might look something like this:

- Gout Relief
- Gout Symptoms
- Gout Treatments
- Gout Triggers
- Natural Gout Remedies
- Etc.

Website Analytics

Using a website analytics service or software package can be a great help in improving the quality and effectiveness of your website. Google's Analytics is a leading analytics service, and it's available at no cost. The data provided by Google Analytics will give you insight into how each visitor came to your website (whether through a link or a search engine), how long they stayed and what pages they viewed on your website, as well as a number of other goals that you can set. You can also learn which social sites bring you the most traffic and which social network converts the best.

Here are the basics for setting up Google Analytics on your WordPress website.

Step One – Sign Up For a Google Analytics Account

You'll need a Google Analytics account before you can start using the service. If you already have some other type of Google account (such as a Gmail or YouTube account), you can set up your Analytics account using this information. If you'd prefer to set up an entirely new account, then go to <http://www.google.com/analytics> in order to begin the process.

Step Two – Add a Website

Once you've logged in to your Analytics account you need to set up a new website tracking account. This might seem confusing, but Google analytics allows you to set up multiple sub-accounts, and track multiple websites within each of these sub-accounts.

Next click the "Admin" button in the upper right-hand corner of your screen.

Click the "+New Account" button if you're setting up your first account, or click the name of one of the accounts then click the "+New Property" button if you'd like to add your WordPress site to an existing sub-account.

After submitting all the requested information, you'll be provided with a short snippet of HTML code. Now it's time to add this code to your WordPress site so that Google Analytics can begin tracking your visitor behavior.

Step Three – Add the Google Analytics Code to Your WordPress Site

There are two basic ways to add the Google Analytics tracking code. The first is to locate the header file of your current theme, then manually edit it to add to the Google Analytics code after all other scripts and before the "</head>" block of code. This

method can be confusing, it's easy to do it incorrectly, and it's something you'll have to do again if you decide to switch to a different WordPress theme.

Some WordPress Themes allow you to add your Google Analytics code on the theme's options page. BUT I don't recommend you add the code there because if you change themes it is too easy to forget to re-add the code.

A better approach is to use a Google Analytics plug-in. Once you install this plug-in and configure it with your Google Analytics tracking number, it will automatically add the appropriate code to every page of your WordPress website. I recommend using the [Google Analytics for WordPress](#) plugin by Yoast.

Another popular website analytics service is [Clicky](#). Clicky is a feature packed web analytics service with both free and paid plans and is a great alternative to Google Analytics. If you already have a Clicky account, you can easily add the tracking code to your WordPress site by using the [Clicky by Yoast](#) plugin.

Page Speed

If you really care about ranking your website well, you need to care about how fast your pages load. Speed may not be the most important ranking factor, but it's a factor nonetheless. As long as Google's search algorithm remains a mystery, you'll never know what type of optimization tipped your site from page 3 to page 1. For some sites, faster pages could be that tipping point.

So...how can you go about making your site load faster?

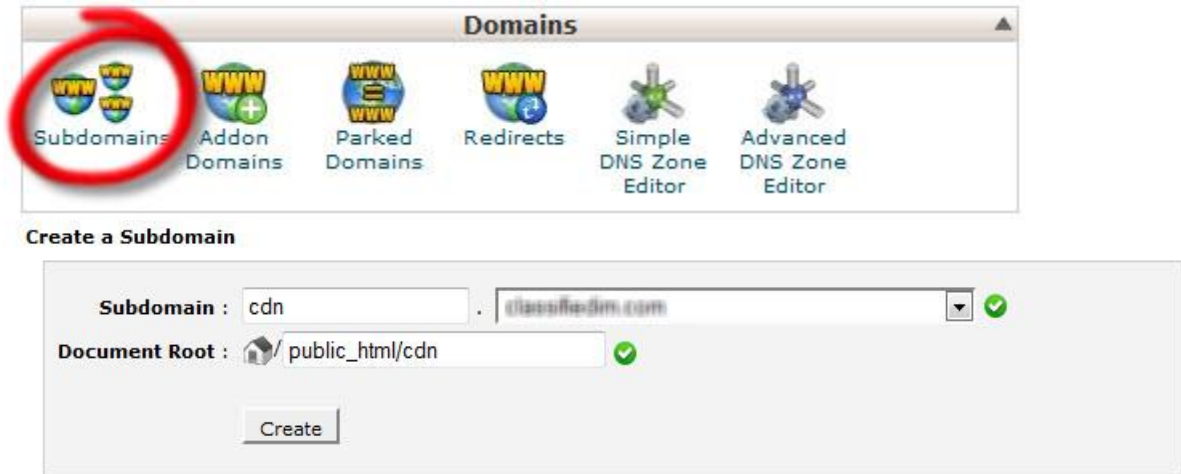
Compress everything you can, use caching, create a self-hosted CDN and/or use cloud services. For WordPress the best plugin for this is [W3 Total Cache](#) as it handles all of this for you.

Make Your Site Blazing Fast with a CDN

A CDN (Content Delivery Network) is the best way to make your site load speed very good. Standard CDN services can be pricey. A normal CDN has servers spread all over the world and the information is loaded from the closest visitor location. A self-hosted CDN will load the information from a sub domain that you create. This will help increase your sites speed because browsers cannot download more the 4 element at once. So, with the help of a self-hosted CDN, you can load the info from 2 sources and, in this way, the process will be 2 times faster.

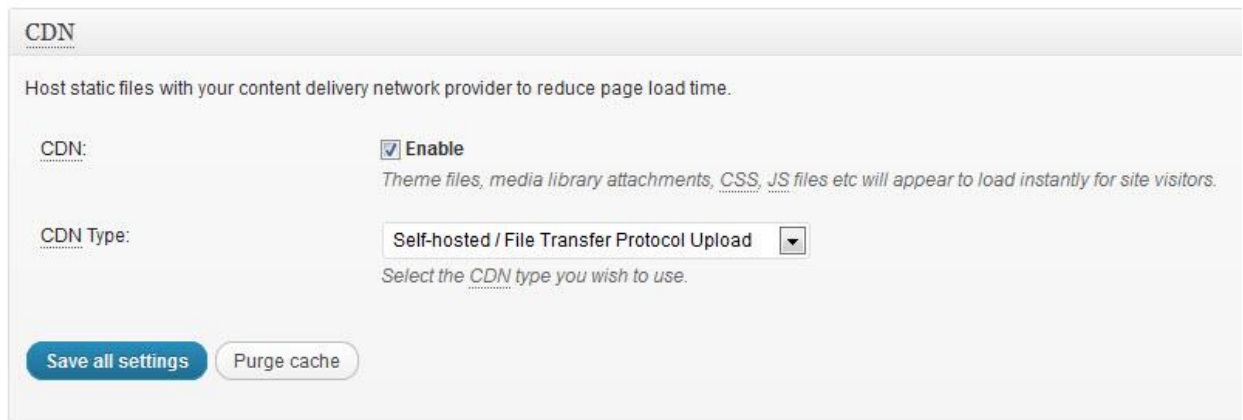
How to Setup a Self-Hosted CDN on WordPress with W3TC

- **Create a subdomain** – Go to your hosting provider cpanel and create a new subdomain called “cdn”.



The screenshot shows the 'Domains' section of a cPanel interface. The 'Subdomains' icon is circled in red. Below it, the 'Create a Subdomain' form is visible. The 'Subdomain' field contains 'cdn' and the 'Domain' dropdown shows 'classifiedm.com'. The 'Document Root' is set to 'public_html/cdn'. A 'Create' button is at the bottom of the form.

- **Configure W3 Total Cache** – Enable the CDN option in the W3TC General Settings:



The screenshot shows the 'CDN' settings page in W3 Total Cache. The 'CDN' checkbox is checked and labeled 'Enable'. Below it, the 'CDN Type' dropdown is set to 'Self-hosted / File Transfer Protocol Upload'. There are 'Save all settings' and 'Purge cache' buttons at the bottom.

Then go to the CDN configurations and configure the plugin like below:

Configuration

☐ Use passive FTP mode
Enable this option only if there are connectivity issues, otherwise it's not recommended.

FTP hostname:
Specify the server's address, e.g.: "ftp.domain.com". Try "127.0.0.1" if using a sub-domain on the same server as your site.

FTP username:

FTP password:

FTP path:
Specify the directory where files must be uploaded to be accessible in a web browser (the document root).

SSL support:
Some CDN providers may or may not support SSL, contact your vendor for more information.

Replace site's hostname with:

1.

Enter the hostname or CNAME(s) of your FTP server configured above, these values will replace your site's hostname in the HTML.

- **Upload files to subdomain** – Click the export and upload buttons and W3TC automatically will upload the files to your subdomain (CDN) and update automatically if new changes appear.

Make sure to and upload the , , , files to the to ensure proper operation.

Test your website performance by using websites like <http://tools.pingdom.com> and <https://developers.google.com/speed/pagespeed/>.

The W3 Total Cache plugin is extremely powerful and be confusing to set up. I've just went over some of the basic things that you can do with it. For a great guide on how to not only properly configure the W3 Total Cache plugin but also other ways to speed up your WordPress site, you should really check out [WP Speed Formula](#).



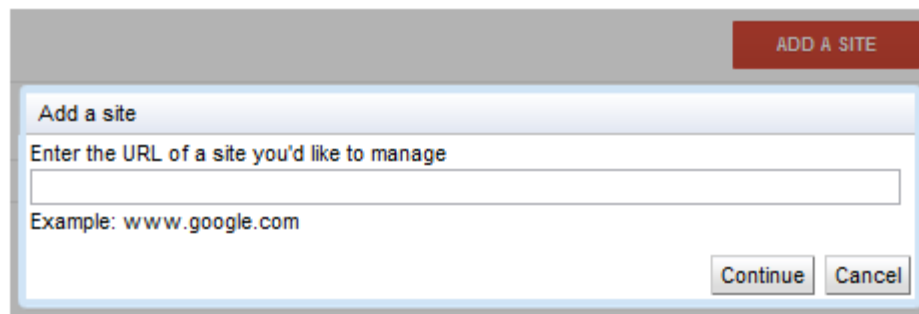
Create Webmaster Tools Accounts

One of the best ways to let the search engines know about your site is by creating Webmaster Tools accounts with both Google and Bing.

Not only can you use these two tools to get a better idea of how the search engines see your site, you also can add your site's XML sitemaps on these accounts so that the search engines are notified every time that you add new content to your site.

Create Google Webmaster Tools Account

If you haven't already, the first thing you will need to do is set up your website with Google Webmaster Tools. To do this, visit the [Google Webmaster Tools](#) website, sign in with your Google Account – preferably the one you are already using for Google Analytics. Click the red Add a Site button to begin.

A screenshot of the 'Add a site' dialog box from Google Webmaster Tools. The dialog box has a title bar that says 'Add a site'. Below the title bar is a text input field with the placeholder text 'Enter the URL of a site you'd like to manage'. Below the input field is an example URL 'Example: www.google.com'. At the bottom right of the dialog box are two buttons: 'Continue' and 'Cancel'. In the top right corner of the background window, there is a red button that says 'ADD A SITE'.

Next, you will have to verify this site as yours. Previously, this involved having to embed code into your website header or upload an HTML file to your web server. Now, if you already have Google Analytics, you can verify your site by connecting Webmaster Tools to Google Analytics. To do so, click on the Alternative Methods tab when verifying ownership. Then select the *Use your Google Analytics account* option.

Verify ownership

There are several ways to prove to Google that you own <http://kristis.me/>. Select the option that is easiest for you. ([More information about site verification.](#))

Recommended method

Alternate methods

☐ Add a meta tag to your site's home page

You can use this option if you are able to edit your site's HTML.

☒ Use your Google Analytics account

You can use this option if your site already has a Google Analytics tracking code that uses the [asynchronous snippet](#). You must be an administrator on the Analytics account.

Instructions:

Google will find all [Google Analytics tracking codes](#) that are active on the index page for this site. Google will verify you as a site owner if you are an administrator for any of the Google Analytics website profiles found. The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

☐ Add a DNS record to your domain's configuration

You can use this option if are able to sign in to your domain registrar or hosting provider and add a new DNS record.

Verify

Not now

Once your site is verified, you will want to submit a sitemap if you have one available. This is a simple XML file that will tell Google Webmaster Tools what pages you have on your website.

Creating an XML sitemap for your site is covered in the Essential Pages section of this guide.

Create Bing Webmaster Tools Account

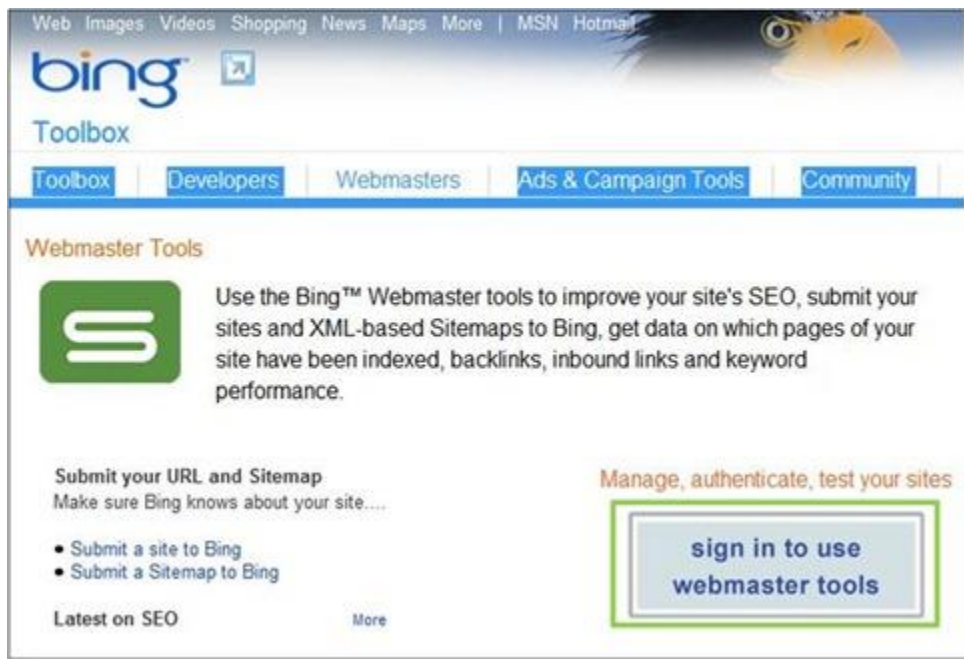
With Bing now powering Yahoo! and Facebook search, nearly 30 percent of all Web traffic is delivered through Bing. Because of this, it is more important than ever for website owners to ensure their Websites are indexed in Bing.

Bing Webmaster Tools allow you to submit and verify your Website for indexing. Once it is verified, you can also use Bing Webmaster Tools to improve your Website's SEO and view important data on its performance.

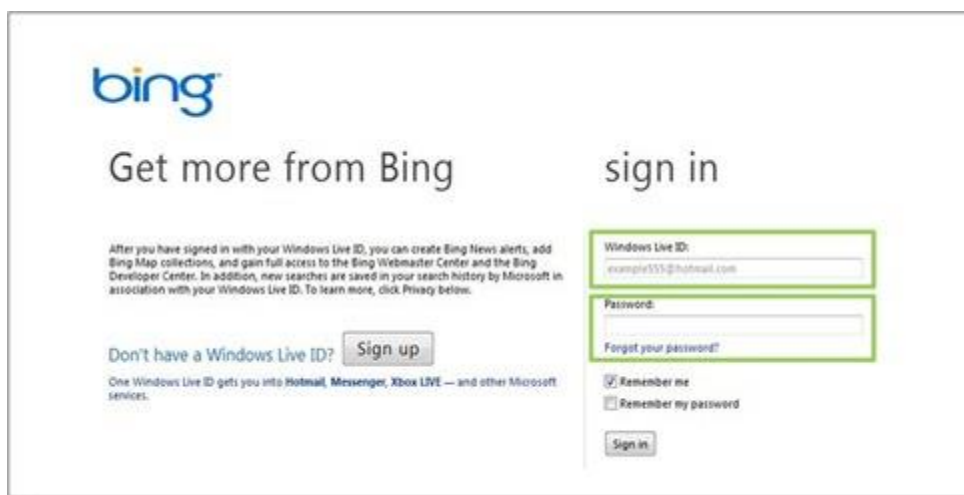
Step 1 – Sign in to Bing Webmaster Tools login page

Go to the [Bing Webmaster Tools Page](#).

Click the **sign in** button in the blue box

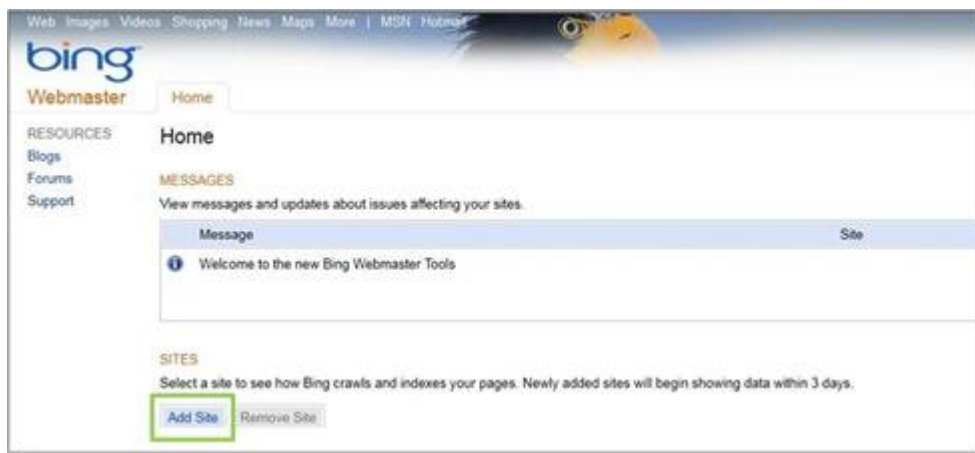


Sign in to Bing Webmaster Tools with your Windows Live ID (or create one if you don't already have one.)



Step 2 – Add your Website to Bing

Click the **Add Site** button to submit your Website to Bing.



Enter your Website URL and click **Submit**.



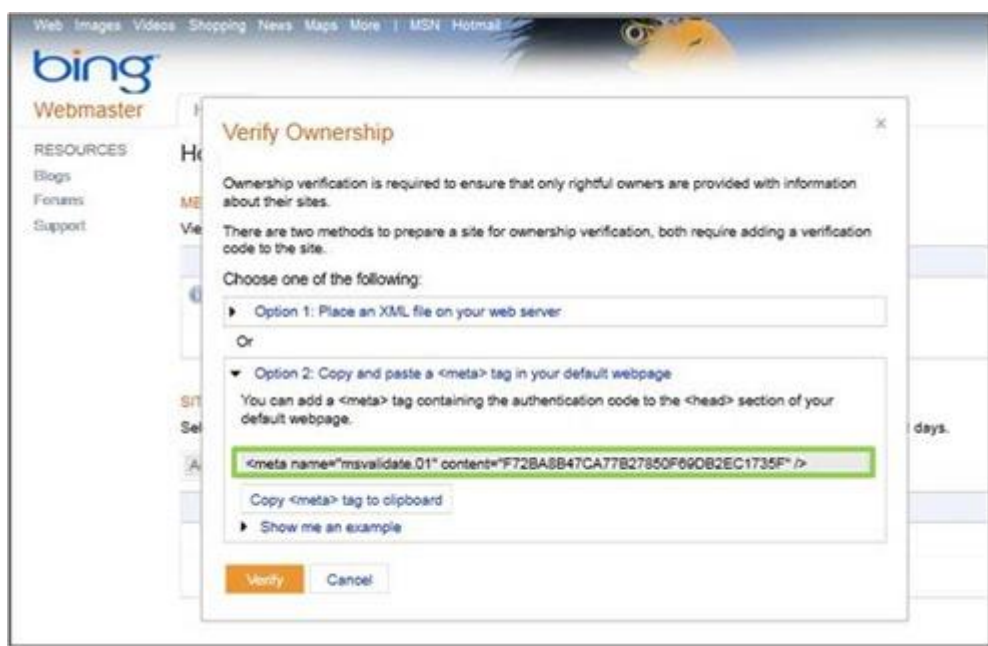
Now, you will see your Website URL in a box with a message requesting you to verify ownership. Verification is required to ensure that only the rightful owners are provided with information about their Website.

There are two methods for verifying your Website with Bing Webmaster Tools. In this tutorial, we will be using *Option 2- Copy and Paste <meta> tag*.

Click on **Option 2**.



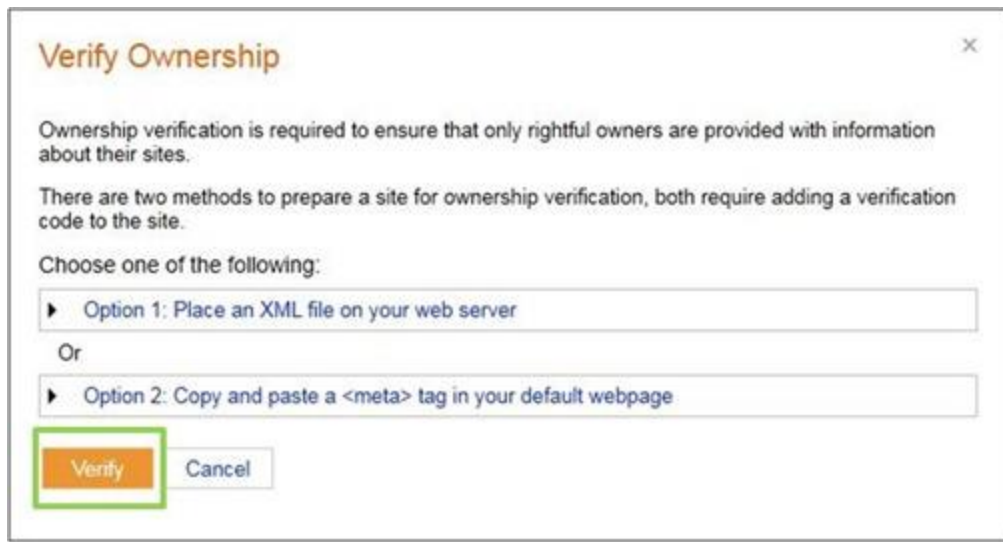
Next, get the verification code which you will copy and paste into the [WordPress SEO by Yoast](#) General Settings section.



Step 3 – Verify your Website

Copy and paste your verification code into the Bing Webmaster Tools section of the [WordPress SEO by Yoast](#) plugins General Settings section.

Go back to Bing Webmaster Tools and click **Verify**. Your website must be publicly available on the Internet in order for Bing to verify it.



Once your site ownership has been verified, you will be able to view the current status and recent trends on your site's activities within Bing. It can take up to three days for data to begin showing on newly added sites.

Get Social

Social Media sites are becoming more and more important to search engines in how they determine how to rank a website for any particular keyword, so it's extremely important that you create social media accounts for your site.

At the bare minimum you should create accounts at the following social media sites:

- Facebook
- Twitter
- Google+
- YouTube
- Pinterest

Once you have those accounts created for your new site, make sure that you provide a link to those accounts on your site. Most WordPress themes now include Social Media links that you can use to link to these accounts, but if the theme that you are using doesn't, I would recommend using the [Social Media Widget](#) plugin.

You also want to make it extremely easy for visitors to your site to be able to share your website and content on these social media sites. A plugin that I use to add these sharing buttons to my WordPress sites is [Simple Social Buttons](#).

Add Social Media Accounts to the WordPress SEO Plugin

There are also a couple of social settings that you should add to the WordPress SEO by Yoast Plugin.

The first thing to do is to add the Facebook OpenGraph Meta data to your site. You simply connect your site with a Facebook account or app. You can then add an image and description that will be used in the OpenGraph Meta tags on the front page of your site.

You can also add a default image to be used if the post/page being shared doesn't contain any images.

You can also add your Twitter card Meta data to your site by entering your sites Twitter Username.

Finally, the WordPress SEO plugin also includes an option to add your Google+ account information your WordPress author account. To do that, just go to your user profile and

add the link to your Google+ profile so that your author information and picture can be displayed in the SERPs using the Google Authorship microdata.

Rich Snippets (microdata)

Rich Snippets—the few lines of text that appear under every search result—are designed to give users a sense for what’s on the page and why it’s relevant to their query.



If Google understands the content on your pages, they can create rich snippets—detailed information intended to help users with specific queries.

For example, the snippet for a restaurant might show the average review and price range; the snippet for a recipe page might show the total preparation time, a photo, and the recipe’s review rating; and the snippet for a music album could list songs along with a link to play each song. These rich snippets help users recognize when your site is relevant to their search, and are known to result in more clicks to your pages.

You can help Google surface this relevant information by adding additional HTML markup to your pages. This markup helps Google recognize certain types of data and display it usefully in rich snippets.

The latest and recommended markup language for Rich Snippets is microdata, and you can learn all about it at Schema.org.

If you’re not familiar with programming or just don’t want to go through the hassle of trying to understand how to set up Rich Snippets on your site, then there are a couple of WordPress plugins that you can use that make setting up Rich Snippets a piece of cake.

As mentioned in the previous section, one easy way to add rich snippets to your site is by connecting your Google+ account with your WordPress site and this is easily done with the WordPress SEO by Yoast Plugin.

This will add your Google+ profile picture to the SERP results for every post that you have created.

If you are reviewing products you can add the [ReviewRocket](#) Plugin which will not only give you a great looking review summary box in your posts, but is rich snippet enabled to display Star Ratings in the search results for your reviews.

We've seen reports of authorship and Rich Snippets increasing click through rates by [30%](#) to [150%](#) or more.

Website Setup Wrap-up

This is a long section, but a very important one. By following the steps outlined in this section, you will be setting up your website for long term success.

In the next section we'll go over how to properly create the content for your site.

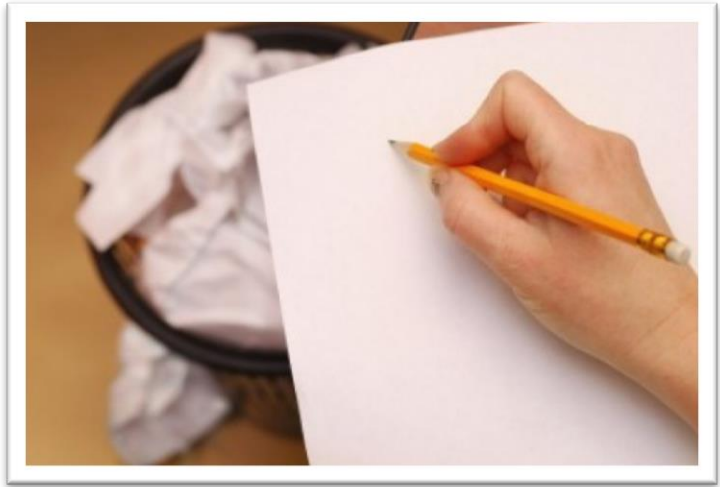
Website Setup Review

- Buy a domain name through [GoDaddy](#) or [NameCheap](#)
 - Try to get a .COM
 - Make sure your domain name is pronounceable
 - Make sure it includes your primary keyword
 - The shorter the better
- Get website Hosting ([HostGator](#) recommended)
- Configure the nameserver settings for your domain
- Install WordPress
- Install a WordPress theme ([Themeforest](#) recommended)
- Install WordPress plugins
- Configure WordPress settings
- Install Analytics tracking
- Optimize your site for speed ([WP Speed Formula](#) recommended)
- Create webmaster tools accounts
 - [Google](#)
 - [Bing](#)
- Create social media accounts and link to them from your site

Creating the Content

The content on your site is the biggest determining factor on whether or not it will be successful. The more content that you have means that the search engines have more pages that they can index and more ways for people to find your site.

But that doesn't mean to add content to your site just for the sake of adding more pages for the search engines to find. You need high quality content that is meant for people, not search engines, and content that will turn visitors into buyers.



That's what we'll cover in this section, but before we get to that, there are a couple of things that I want to touch on first. The first being the difference between a "post" and a "page" in WordPress and the essential pages that every website needs to have.

Page vs. Post

Adding content into your new WordPress site is relatively easy and is much like using word processing software.

When it comes to adding content to your WordPress site, there are two ways of doing it, as a "post" or as a "page".

WordPress "Pages" are used for any static web pages, like an about us page or a contact page and the other types of pages outlined in the "Essential Pages" section of this guide.

All of your articles should be created as "Posts". A WordPress post can have comments on them, you can categorize them, and are what appear in your RSS feed. We'll go over how I create my articles for the greatest SEO impact in the "Writing the Content" section.

Essential Pages

Whenever you set up a new site, the absolute first thing you should do is create privacy policy/terms-of-use, contact us and sitemap pages.

Privacy Policy/Terms of Use

It's really important that you include a Privacy Policy and Terms of Use pages on your site.

For the Privacy Policy/Terms of Use Pages I use the [Auto Terms of Service and Privacy Policy Plugin](#) which allows you to enter your own details into a modified version of Automattic's "Terms of Service" and "Privacy Policy", which has been good enough for all of my sites.

NOTE: *If you plan on having affiliate links on your site, it's extremely important that you also create a "Disclaimer" page that discloses that you may or may not receive commissions from sales made by products linked to in your site. This is to comply with FTC regulations in the United States. Even if your business or website is not located in the US, but you plan to target US customers, it's highly recommend that you include the "Disclaimer" page*

Contact Page

Be sure to include a way for visitors to be able to contact you.

For the Contact Page I use the [Contact Form 7 Plugin](#) which makes it really easy to set up an email contact form on your site.

Sitemaps

There are two different sitemaps that I setup for all of my sites, a HTML sitemap page that is more for visitors of the site and XML sitemaps that are only used by the search engines.

For HTML Sitemaps I use the [WP Realtime Sitemap Plugin](#). All that you need to do once you have installed the plugin is create a new WordPress page called "Sitemap" and enter the shortcode [wp-realtime-sitemap] into the text area and publish the page.

For XML Sitemaps I use the [WordPress SEO by Yoast](#) Plugin.

Be sure to add your XML sitemaps to your Google and Bing Webmaster Tools accounts.

Writing the Content

Now that we have the basic structure of our site setup and we have created the “Essential Pages” it’s now time to concentrate on the most important part of our site, the content.

I would highly recommend that you have a **minimum of 10-20 articles** (with each article targeting a keyword that you discovered in the keywords research section) written in advance. You should also aim for of an article length of 800+ words per article

It’s important that your content is “good” – everybody and their mother says that. But nobody really spells out what “good” content is.

There are four things that I consider “good” content:

1. **Content that converts visitors to buyers.** I know too many people that have amazing sites that look great and are “well-written” and make no money. There are “emotional buttons” we need to push in order to move people through the sales funnel.
2. **Content that is formatted for SEO effectiveness.** This is NOT as big of a deal as it used to be, but still is important and is covered in detail in the On-Page SEO and Best Practices section of this guide.
3. **Content that is organized wisely,** so that both people and the search engines can find similar material.
4. **Content that is easily shareable.** Strive for content that people will want to share with others. A great way to do this is with list type content and with infographics. Example would be something like “10 Best...”, “How to...”, “6 Simple Tips to...”, etc.

How to Write Good Content

When it comes to writing good content, I want you to always put yourself in the buyer’s shoes and ask what information they need to know in order to make a decision. They’re going on a journey, from having a problem, to building trust in you, to recognizing that the product can be a solution for them. This is going to be a little different for each article and niche, but this formula should work decently no matter what you write.

Step 1: Engage the Reader

It doesn't matter what your article is like unless you can grab a little attention. People are skeptical, and there's a lot of garbage out there. You need to imagine that after EVERY sentence, the person reading is going to stop, hover over the X button, and ask their self "should I keep reading this"?

That's where your headline comes into play

Engage them with a provocative title, an interesting sentence, or a compelling question. Generally, people have an interest in:

- Dangers they should avoid.
- Products they should buy.
- Numbered lists.
- Ways to save time and money.
- Negativity. Things that are bad, products that are crappy, people that are bad, etc.
- Extended metaphors. Why something is like something else.

Step 2: Build Rapport

Your opening paragraph should be used to build rapport with your reader and you can do that by introducing a problem they're having and explaining how your product can fix it.

Describe what the problem is, then discuss how it feels to have the problem physically, then emotionally, then introduce your solution, then talk about how it feels to get rid of the problem. There are a few ways to do this – you can tell an interesting story about yourself or the kind of person that would need this product...

"After going through three different cases for my iPhone and all of them either breaking or falling off or simply being just too bulky, I decided to give the Otterbox case a try after a friend's recommendation. How did it go?"

Or you can talk about the company that made the product, and the problem they're trying to solve...

"iPhone case manufacturers don't seem to understand exactly what I'm looking for in a case for my iPhone. It needs to be extremely durable, not come off every time I take my phone out of my pocket, and look great too. Do Otterbox cases fit the bill?"

Finally, you can make the story about the reader...

"It's the worst thing that can happen to you and your iPhone. Your phone rings, and you reach to take it out of your pocket when someone bumps into you sending your phone straight into the sidewalk. Your screen is shattered and the warranty doesn't cover accidents. Your new iPhone is now completely worthless. The Otterbox iPhone case claims to prevent this from happening. Does it really live up to its promises?"

If it's appropriate, try to close the paragraph with a question you'll answer in the rest of the article. Basically, this opening paragraph isn't just a chance to talk about a product, it's a chance to show the person reading that you care about them and want to help.

Step 3: Open Up

Spend 2-3 paragraphs giving a solution to the reader, and rewarding them for making that click. Don't just throw together three bland paragraphs - try and organize them in a way that is coherent and tells a story. There are three basic ways to do this:

1. **What are the most dramatic problems facing people who use this product?** If it's snowboarding supplies, it's probably being cold and getting wet. Talk about the most urgent problems and then slowly go to more aesthetic things.
2. **What's the most unique feature of this product?** If everybody wants to know about something right off the bat, don't deny them.
3. **Go "outside in"...** start talking about the design, cosmetic features, and exterior of the product. Then discuss the details on the inside that make it work.

Step 4: Excite Them

Be colorful and inject your own personality into your writing. In most niches, you aren't uncovering brand new information as much as you are packaging it in a way new customers can identify. You don't need to get in the way of the information, but you do need to be interesting.

You can also start sprinkling in your credentials, and the credentials of your sources, or your personal story. As you write, it's important to sound like you know what you're talking about, and have a deep appreciation for the subject your site is about. Intelligent asides are a way of reminding people that you're a real person that's opinionated and experienced.

- *"This Samsung phone has a Super AMOLED screen, but those screens are mostly marketing hype."*
- *"If you've read my other reviews you know I don't like hyped sale jargon."*
- *"Panasonic's bread machines don't come with a cooking window, but that's actually a good thing, because they mess with the flow of heat and ruins every loaf."*

Step 5: Show Your Value

You don't just want to talk about your life and be funny – you need to make your customers want to be with you. So as you write, sprinkle these authority boosters in: they'll take your articles from wimpy to wow.

If you got a list of bullet points from an Amazon page, you need to translate "sales speak" and "patented features" into plain English. Explain why a feature is so special. People don't care about what a product does; they care about what it does for them. Let's say you're reviewing a jacket with windproof material. Which of the following shows you how *valuable* the jacket is?

- A single bullet point that says *"Windproof Exterior"*
- *"There's nothing worse than being in the middle of a rain storm wearing a simple rain coat. Sure, you're dry but the wind freezes you to the bone. Luckily, the North Face WindExtreme jacket is wind resistant so you can be dry and warm at the same time."*

Instead of relaying a list of features, start talking about benefits, and get them imagining this product in their everyday life!

You also increase your value by frankly discussing the flaws of your product.

This is crucial to a longer review – point out the good and bad of your product. Think of it as a way to show you’re “not like other guys”. If you’re promoting an Amazon product that has a common complaint about it, point it out. Then reframe it by asking yourself how to solve that problem.

“The Horizon Fitness stroller is very lightweight – that makes it tough for parents looking to carry their baby over rough surfaces, so it’s best for people who are going to be carrying two things at once or need maneuverability.”

Never use the price of an item as a negative. First of all, prices go up and down all the time, and you don’t have the time to update it every 3 months. Second, it’s about value, not cost.

If you can, give some examples of people who have made this solution work. If you’re reviewing an Amazon product, it shouldn’t be hard to find someone who has gotten through the flaws of your product.

Step 6: Call To Action

Finally, you need to summarize your article in a couple of sentences and explain the effect of applying the steps in the article. If you asked any “questions” to open your review, answer them. Be as specific as you can about WHO this product is designed for and will help the most. When you’ve done this stuff well, you’ll really show off the value of your information and yourself.

Longer, more in depth articles just convert better. They give more information, build more trust, and demonstrate the kind of value we need to move people down the funnel.

Once you’ve shown off the value of your product and yourself, you have to seal the deal and tell them what you want them to do!

Link them to your website, newsletter, eCourse – whatever it is that moves them further down the sales funnel. Then **tell them what to do**, whether it’s leave a comment, sign up for a mailing list, go to Amazon and buy a product – whatever!

Infographics

The use of infographics has really taken off lately and they are a great way to get your content shared, but can also serve as link bait.

Especially with the rise of sites like Pinterest and the social nature of Facebook, a well-designed and well written infographic can make for a great viral share.

I would highly suggest that you get an infographic created for the most compelling article on your site and share it on Pinterest and other social media sites. This is a great way to not only increase awareness of your site, but also drive more traffic to your site as well.

Visually Stimulate Your Readers

There is nothing worse than going to a site that has nothing but a wall of text. You want to visually stimulate your readers by including 2-3 images per post and 1 video if possible.

Images

Now when it comes to getting images to use on your site, don't just go out and start using images you find in Google's Image Search. That's a sure fire way to get into a whole heap of trouble real quickly.

You want to use stock images or images that use a creative commons license so that you can use them on your site without issue.

There are plenty of good stock photo sites where you can buy stock images from. I primarily use [iStockPhoto](#) for my paid stock images. But it can start to get expensive quickly if you are using lots of images in lots of content.

A great source for free stock images is at <http://www.sxc.hu>.

Another great option for getting images for your content is with a WordPress plugin called [Flickr Pick A Picture Plugin](#).

This plugin will allow you to search Flickr using keywords for pictures that might be relevant to your content.

The images are inserted into your content and will credit the artist just below the picture. It's a great way to get some great images for your content that is completely free and legal.

Videos

In addition to including 2-3 images in your content, you want to add a video to your posts as much as possible. You can embed relevant YouTube or Vimeo videos into your posts, but it's much better if you use your own videos.

Now, your own videos don't need to be anything fancy. I typically do screen recording videos using power point slides and doing a voice over.

When I'm doing my screen recordings, I use some software called [Camtasia Studio](#) from TechSmith. It does cost a bit of money, but they do offer a free trial.

Otherwise, a great alternative for screen recording videos is with some free software called [Screenflow](#). It doesn't have nearly the functionality of Camtasia Studio, but works great for your typical screen recording video.

If you don't feel comfortable with doing your own videos with your own voice, you can easily get them created for you on Fiverr.com for \$5.

List Building Incentive

It's highly recommended that you create an email list of some sort for your mini-authority sites. This will not only allow you to easily communicate with your site visitors about new content, but also allows you to easily drive more sales at any given time. Plus, if you ever decide to sell your site down the road, your email subscriber list is an asset that can increase the selling price of your site.

There a wide variety of email subscription services out there. I personally have been using [AWeber](#) for years and haven't had any reason to switch to any other providers.

In order to build your email subscriber list and to create both perceived and actual value to your mini-authority sites, I highly recommend that you have some sort of incentive to get people to sign up to your email list.

This can be in the form of a free report, ebook, or video. While you can use PLR (Private Label Rights) content for your link building incentive, it's best if you use original content.

A great WordPress plugin for adding subscribers to your email list is [Popup Domination](#). It adds a delayed popup box on your sites to easily add subscribers to your email list.

And for a really easy way to not only add subscribers to your email list but also grow your fan base on social networking sites is with a WordPress plugin called [ListEruption](#).

Write Yourself or Outsource?

I get asked all of the time if I write my own articles or if I outsource it. The simple answer is both.

I like to write the first 10 or so articles myself. The reason being is that it forces me to get a good understand of the niche that my site is targeting and assures me that the content is 100% original. I can also make sure it's all interlinked correctly which drives up my time on site, page views per visit and all that other good stuff that the search engines like to see (not to mention it allows me to funnel visitors into my money pages from the start).

After that I tend to start outsourcing the articles.

Outsourcing makes creating content for your websites extremely easy. There are two avenues I use for outsourcing my articles – like with everything else, both have pros and cons.

A great source of freelance writers is available on the [Warrior Forum](#). This can be an excellent way to find a good writer. Nearly all the writers will offer you a sample or write a short article for you to test their work. If they don't have any samples available, don't use their services.

Most writers will accept the money after they have completed the articles and before they send you the work or with a deposit at the beginning. Here are the criteria I look for in a good writer:

- Looking at their sales copy on the WarriorForum, is the spelling correct? Is the grammar correct? How is the sentence structure?

- Do they offer a sample article? Just as above, how is the spelling, grammar, and sentence structure? Is it interesting and does it make me want to continue reading?
- Do they have any testimonials on the WF? What are people saying about them?

Another great source of article writers is from a site called [Morning Articles](#): This is just the site that I use, but there are many more like it.

You simply enter how long you want the article to be, what type of article you want and how many you need.

I typically use the “SEO Content” type of articles from these guys for my back linking efforts, as they are lower priced then the “Website Content” type of articles.

If you are going to use these articles for your own websites, make sure that you choose the highest quality, which in the case of Morning Articles, is their “Website Content” articles.

They may be more expensive, but you only want HIGH QUALITY content on your sites.

How Often To Post Additional Content?

After you have your 10 main articles written and posted to your site, you will want to continue to add additional content to your site on a somewhat regular basis.

You want to post additional content at a fairly slow rate of no more than one article every day or two. This is because the search engines can tell when you post all your articles at one time and they want constantly updated sites – not stagnant ones.

You can set your posts in WordPress to be published at a future date. So you can add 10 articles to your site at one time but have only one article be published every couple of days.

Content Creation Wrap-up

This is a long section, but probably the most important one. By following the steps outlined in this section, you will be setting up your website for long term success not only with the search engines, but with your sites visitors as well.

In the next section we'll go over how to properly format the content for SEO purposes.

Content Creation Review

- Create your sites essential pages
 - Privacy Policy/Terms of Service Page
 - Affiliate Disclaimer (if promoting products as an affiliate)
 - Contact Page
 - Sitemaps
 - HTML ([WP Realtime Sitemap Plugin](#) recommended)
 - XML (use [WordPress SEO by Yoast plugin](#))
- Write 10-20 articles with each article focusing on one target keyword
 - Create content that turns visitors into buyers
 - Properly formatted for SEO effectiveness (see next section)
 - Content that is organized properly (link to related articles, etc.)
 - Content that is easily shareable
- Add visually stimulating content to every post
 - 2-3 images per post
 - 1 video per post if possible
- Add new content at a rate of once every couple of days
 - Write it in advance and schedule them to be posted at a later date with the WordPress post scheduler

On-Page SEO & Best Practices

Before I get into how I structure my content or do on-page SEO for my content, there is one thing that I can't emphasize enough...

“Write Content for Your Visitors, NOT the Search Engines”

The days of “over optimizing” content are long gone. If you or your outsourcer follow the guidelines outlined in the previous section, this shouldn't be a problem.

These are the general guidelines that I use when creating articles for my sites.

- Every Article Targets a Different Primary Keyword
- Start with the keywords that have the biggest search volume
- Article Length: 800+ Words (1000+ words highly recommended)
- Keyword Density: Under 1.5% (less than 15 times in a 1000 word article)
- Only Use One <h1> Heading tag in each article and it should be the article title
- Use 1-2 <h2> Heading tags throughout the article (Use Secondary Keywords Here)
- Use Multiple <h3> Heading tags throughout the article (Use Secondary and Tertiary Keywords Here)
- At least 2-3 images with the titles containing the primary keyword and the alt text containing the primary keyword.
- Use **bold**/*italics* (not necessarily on the keywords, but where it makes sense in the article)
- Internal Page Linking: Add a link to other articles or pages anywhere you can, vary your internal anchor links.
- No More Than 2 Links within Each Article. (try to link to at least one third-party authority site in each article)
- Primary Keyword ONCE in Meta Description.
- NO Meta Keywords (the search engines completely ignore Meta Keywords and it's an easy way for your competitors to see what keywords you are targeting)

Note: On-page SEO is something that's very important but has almost no power without the off-page part of proper back linking, which will be covered in the next section of this guide.

Get Your Site Found

In order for your site to start ranking for your target keywords and for visitors to be able to find your site, you're going to need backlinks. Without incoming links, your site isn't ever going to take off.

This isn't going to be the longest section of this guide, as I don't want to overwhelm you and explain every method of free traffic in the world or explain to you how SEO works. What I want to do is clue you in on what is working right now to get sites running and ranked in the search engines.



When it comes to building back links, the one thing that you must keep in mind is that you need to treat your website like GOLD. That means that any links to your site must be top quality.

Never use any automated services, tools, etc. to directly link to your money site.

Before we get into the back linking guide, it's important to understand the role of anchor text in the post Penguin/Panda world of SEO.

Anchor Text

The anchor text is the text that appears as the link in a blog article, for example. So, if your link reads "Click here to view the article", your anchor text is "Click here to view the article". You always want to keep in mind that anchor text should be varied for each backlink that you build.

If you use the same anchor text for all your links you build, it will look unnatural to Google and you will likely be penalized. Instead, you want to use a variety to make your backlinks appear as natural as possible. However, there are certain standards you should use and not completely randomize the anchor texts.

Here's a breakdown of how I typically use the anchor text for my backlinks:

1. URL and related keywords: 30%

These anchor texts should include your URL (i.e. <http://bestcreditcards.com>) or related keywords like "Zero APR Credit Cards" or "Credit Cards with Rewards".

2. Keywords you are trying to rank for: 30%

This is the exact match of your keyword you are targeting. For example, if your keyword is "best credit cards", you want 30% of your anchor texts to be "best credit cards".

3. Unrelated keywords: 40%

These are any phrases or unrelated keywords. These can be anchor texts such as "Click Here", "This Site", etc. This is the highest percentage and will help to keep the backlinks looking natural.

If you follow these general guidelines, you should be good to go. You don't have to use these specific percentages, but try to stay close to them. Google loves natural looking link building. And when Google loves something, we need to pay attention.

Link Diversity

Just like you want to use different anchor text variations for your backlinks, you also want to vary the types of links you build. Types of link diversity can include blog comments, .edu and .gov backlinks, social links, etc.

You want to have your links coming from at least five different types of sites. Don't stick with just one or two because this is not really a good diversity. The more the merrier in this situation.

You also want to vary where your links point to. I like to do a 75-25 ratio meaning that 75% of the links that I build will point to the home page of my site with the remaining 25% of the links will point to inner pages or specific articles on my site.

Varying your links will help keep you off the radar of Google. This just isn't to satisfy the current updates but to also ensure that future updates do not have an adverse effect on your back linking strategy.

Build a Strong Foundation

When you go out trying to get links to your site, you want the first 10-20 to be of the highest quality links that you can get. Try to get a link from a true authority site. A site that is older, more established and more authoritative.

Don't Build Links Too Fast

For the first couple of weeks after your new site is up, keep the link building to a minimum. Don't go out and blast your new site with 1,000 links and expect your site to ever rank. Trust me, I know.

Don't Build Links Inconsistently

Consistent link building brings consistent rankings. Don't build 1,000 links one week and then never build any link again. Slow and steady wins the race.

Get High PR Backlinks

PR is the page rank that Google assigns pages online and is designed to indicate how authoritative and trustworthy that page is. The PR scale goes from N/A (no authority) to 10 (super authority)

High PR (PageRank) backlinks are the fastest and most efficient way to get your site ranking.

However, I want to make an important distinction. The PR of a domain itself means nothing when it comes to the value of your link. The value of your link is only derived from the PR of the PAGE that the link is on. There's a huge difference.

So when you are looking for High PR sites to get your link from, be sure that you look at the PR of the page that you link will be on and not just the PR of the domain itself.

Sure, you can pay a lot of money for these links, but to get permanent, high quality links, they need to be created by real people.

One way to discover high PR backlinks is with [Market Samurai](#).

Open up the "Promotion" module and select all of the "Blog" options and click on the "Find Backlinks" button.

Once it finds the backlink opportunities for your keyword. Click on the “Analyze All” button.

What you want to look for are backlinks that are PR3 and higher.

Some of these links will be paid for links on dummy websites, but many of them will be places where you can comment and leave your own link.

When you write blog comments it’s important to remember these basic rules:

1. First, make sure that the article is relevant to your niche
2. Offer an actual opinion that encourages the site owner to approve your comment and respond to it.
3. Make it clear that you actually read the article. Refer to specific details in the article.
4. Use correct grammar and punctuation

Site owners and webmasters love comments, but there’s so much spam out there that it’s hard to stand out.

These links are extremely valuable, and it’s worth taking the time to do it yourself.

Guest Posting

Guest posting is a great way to get high quality links from other authority sites.

This is the time for your creativity to shine, don't start doing this until the site has been somewhat designed and all of the important pages have been added.

[Alltop](#), is your friend when it comes to this. I go through the A-Z of the categories and try to think of how I can relate my niche to that category.

Here are some quick ideas that I came up with if I were in the credit card niche:

- Category - Dancing With The Stars
 - Article Idea: "The Ten Most Ridiculous Credit Card Purchases By Dancing With The Stars Winners"
- Category - Advertising:
 - Article Idea: “Tricks that online advertisers use to get you to pull out the credit card”

This is your usual link bait type of stuff. To get this stuff accepted do the following:

1. Check to see what their stance is on guest posts, most of the bigger blogs found on alltop will have a formal policy. Just do a “site: http://somesite.com guest post” search in Google.
2. Write the article *before* you send the email
3. Try to write one or two comments on their site before sending the email
4. Personalize it, you can use a form letter but make sure you personalize it.

Hi, <person's name>

I really enjoyed your post on <some random article they posted about>. I was wondering if you'd been interested in a post I've written titled <title of post>. I've included it as an attachment to this email. Even if you're not interested, please let me know so I can try and find a home for it!

Yours Sincerely,

<Your Name>, <YourUrl>

If they say they aren't interested, ask why so you can try to improve on your writing. If you've ever had an idea for a post, but didn't have the niche for it - now's your chance to break it out.

RSS Links

RSS Links are a strong way to interlink your content and get a stable foundation of links, syndicate your content to sites you haven't even heard of, and drive traffic to yourself. Remember that we don't want our link profile to consist of 100% high PR links or links with our anchor text.

The RSS feed address for your site is usually going to be, especially if you use WordPress, something like:

<http://Yoursite.com/feed>

Here are a couple of RSS Feed Submission sites I use:

- <http://www.bulkping.com/free-rss-submit-online/>
- <http://tools.950buy.com/rss-submit/>

Simply submit your RSS feed to those sites one time and then forget about it.

Social Bookmarking

Social bookmarking sites are so great because they bring together the best features of old fashioned directories and the newfangled social network. Sites like Reddit, StumbleUpon, Flickr and Jumptags are all useful, but you can get the ball rolling by bookmarking these sites manually.

Registering for all of these sites manually is a tiring process – spend 5 dollars on a site like Fiverr and get someone to fill out all those pesky forms for you.

Content Syndication

It's not very difficult to take your article and turn it into a PDF and a slideshow. Five minutes of extra work to be able to put your content on sites like docstoc, scribd, and slideshare.

Remember to add keyword tags to your stuff and comment on your submission.

While these links may not give you the most “link juice”, there good to have for your link diversity and only take a small amount of effort to do.

Back Linking Wrap-up

As mentioned previously, this section was not designed to be thorough guide on building inbound links to your site, but more to give you a good foundation to start with.

For a more in-depth back linking strategy, with a step-by-step blueprint, be sure to grab the [Authority Revolution Premium Upgrade](#).

In the next section we'll go over some various ways that you can make money from your site.

Back Linking Review

- Never use any automated services, tools, etc. to directly link to your money site.
- Vary your anchor text using the 30-30-40 rule
- Aim for link diversity by getting inbound links from multiple sources
- Build a strong foundation of links at first
- Don't build links too fast
- Don't build links inconsistently
- Aim for High PR backlinks
- Try to get your articles posted on other sites through guest posting
- Submit your RSS feed to feed aggregator sites
- Social bookmark your site and individual articles
- Syndicate your content with PDFs and Slideshows

Ways to Make Money with Your Site

I've saved this section for last, simply for the fact that adding monetization methods to your site should actually be the last thing that you do.

I would highly recommend that you wait until *after* your site has been indexed by the search engines before adding any ads or affiliate links to your site.



Your first concern is to make sure that you have plenty of content on your site first and that the search engines are reading it and including it in their search results.

With that said, in this section I want to go over a couple of the various ways that I make money with my websites.

Some of them you may have heard of, some of them not. In any case, I wanted to point out that there is a wide variety of ways to make money with your sites, and these are the ways that I do.

Contextual Ad Publishing

Contextual Advertising is a form of advertising on the web that will consider the context of the site, a page or a search query, to display ads from advertisers that correspond to the topic. Its usual form is text-based, using regular hyperlinks, sometimes small graphics and brief descriptions to attract users that may be interested. It is usually highly targeted and is better accepted by users because it is less obtrusive, less bandwidth hungry and more relevant than the classic graphical banners

Contextual advertising is a great way to make money from your site, and there are lots of people making a full time living just from displaying contextual advertisements on their sites.

Contextual Ad Programs

Google AdSense: AdSense is the King of Contextual Ad Programs. It's a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site - or matched to the characteristics and interests of the visitors your content attracts - you'll finally have a way to both monetize and enhance your content pages. It's also a way for website publishers to provide Google web and site search to their visitors, and to earn money by displaying Google ads on the search results pages.

Chitika: Chitika is probably one of the top choices when publishers are looking for an AdSense alternative. Chitika's ads are search query driven, that means your visitors will not see the ads unless they are coming into the website via search engine.

Despite being one of the most popular AdSense alternatives, Chitika's ad performances are still a bit on the low side for most publishers. Publishers ought to have a high quality site and apply for Chitika's Silver level or Gold level ad program in order to see an increase of revenue.

Yahoo Bing Network: This new ad network is a collaboration of two of the biggest search engines on the internet, and it should not be confused with Yahoo's existing YPN and Microsoft's adCenter. Publishers of the Yahoo Bing Net manage their ad units via Media.net.

One of the advantages of Yahoo Bing Network compare to Google AdSense is perhaps its ability to allow publishers to customize their ad units in terms of style (size, color, shapes) so it blends better with their respective website.

The Yahoo Bing Network is currently not open for public sign up, but if most of your website's traffic is coming from the United States, Canada and United Kingdom, you can request an invitation.

Kontera: Kontera uses the in-text advertising model. In a nutshell, in text ads do not take up additional ad spaces, rather, they analyze your site's content and turn relevant keywords or phrases into hyperlinked text ads.

Kontera is based on a CPC model, in other words you get paid when visitors click on the ads. The ads are customizable, that means you are able to alter the color of the

hyperlinks, control the density of text links or even restrict turning any specific keywords into a text ad.

Affiliate Marketing

Affiliate marketing, when it all comes down to it, is simply a way of making money online whereby you as a publisher are rewarded for helping a business by promoting their product, service or site.

There are a number of forms of these types of promotions but in most cases they involve you as a publisher earning a commission when someone follows a link on your website to another site where they then buy something.

Commissions are often a percentage of a sale but can also be a fixed amount per conversion.

Conversions are generally tracked when the publisher (you) uses a link with a code only being used by you embedded into it that enables the advertiser to track where conversions come from (usually by cookies). Other times an advertiser might give a publisher a 'coupon code' for their readers to use that helps to track conversions.

Physical Products

Amazon: The Amazon Associates program is one of the oldest affiliate programs out there and is a great way to make money on physical products. The great thing about the Amazon Associates program is that just about any product that they sell on their website, you can get a commission on. And since they carry just about everything, the possibilities are endless.

Commission Junction: Commission Junction is an affiliate network that has an unmatched depth in advertiser verticals and industry categories, including more Internet Retailer Top 500 advertisers than any other network. They provide countless opportunities to partner with widely recognized brands.

ShareASale: ShareASale is very similar to Commission Junction, in that it acts as a middleman between you and companies wanting affiliates to promote their products. They have a wide variety of brands and companies that you can be an affiliate for.

Digital Products

ClickBank: This is by far the #1 affiliate network for promoting digital products online. ClickBank offers detailed statistics and information regarding each specific product making it even easier to quickly evaluate the profitability of potential campaigns.

JVZoo: JVZoo is a newer affiliate network/marketplace that deals primarily in digital products, much like ClickBank. The great thing about JVZoo is that you can get paid instant commissions direct to your PayPal account by promoting any of the products in the JV Zoo marketplace.

Cost Per Action (CPA) Marketing

CPA Marketing refers to a type of affiliate marketing that usually involves you generating leads for companies and in turn, those companies giving you a small payment for each lead.

It works like this:

You generate traffic from one or more sources which you then send to an offer. The offer is usually for a free trial or free gift that the customer can get by filling out a survey or similar. In most cases, the company that has created the offer requires the customer to opt in or fill out their address before they pay you for that lead. Once they've done that, you get your payment. Pretty Simple!

To get started with CPA marketing, you need to sign up with a CPA affiliate network. You will need to sign up as an affiliate, sometimes known as publishers (not advertisers). A publisher is someone who 'publishes' ads on sites or search engines using pay-per-click advertising. That's what you'll be doing.

CPA Affiliate Networks

There are lots of CPA Affiliate Networks out there, but here are two of the top networks and ones that I personally use for most of my CPA marketing campaigns.

- **Neverblue**
- **Peerfly**

Site Flipping

Another great way to make money from your mini-authority sites is by selling them or what is commonly referred to as site flipping.

This is where you sell your site outright to someone who will take it over. The great thing about mini-authority sites is that you can typically get a higher sales price than most sites that are commonly flipped.

There is a major void in the marketplace for the sites you will now be building, and the demand for this product is high, and we can fill that void while dominating this market segment.

Here's a listing of a few great places where you sell of your sites when you decide you are ready:

- Warrior Forum Completed Websites for Sale Section
- Flippa.com
- Digital Point Forum Site Section
- WebsiteBroker.com
- Buysellwebsite.com

Monetization Wrap-up

As you can see, there are lots of different ways that you can make money with your sites, from displaying ads in your content to promoting physical and digital products.

The best strategy to make the most money from your websites is to use a combination of all of the monetization methods mentioned here.

Affiliate programs and products come and go, so you never want to rely on one source of income. As they say, you don't want to leave all of your eggs in one basket!

Monetization Review

- Don't add any monetization methods to your site until you have your first 10 pages of content written and your site is indexed in the search engine results
- Use multiple monetization methods to make the most money from your site.
 - Contextual Ads (AdSense)
 - Affiliate Products (Amazon, ClickBank)
 - CPA Marketing
- Sell your mini-authority site for a quick profit on website selling marketplaces

Conclusion

I hope you enjoyed this guide on how to start earning a real online income with mini-authority sites. I have been extremely successful with all types of authority sites, and I know it's difficult sometimes to continue with a positive attitude. Always keep learning and always keep trying.

These are the methods I currently use to build and rank mini-authority sites – nothing left out and no fluff. Many of the authority site books I've read use old methods and leave quite a bit out, and I really hope that I have given you enough information to start building your own mini-authority sites that will last the long haul and provide that passive income stream that you've been looking for.

One of the biggest things you need to remember is to TAKE ACTION! 99% of the people that read guides like this FAIL because they never follow through with it.

Be the 1% that actually follows through, takes action, and reaps the rewards.

I wish you the best with your online business and hope you hit your financial goals very soon.



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