

NICHE SITE CODEX

Rank High In Google, Drive Targeted Traffic,
Dominate The Niche & Rake In The Money!



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What is a “Niche Site”?

There's no clear definition of what a niche site is. But in my own opinion, a good niche site is an accepted source of “expert” advice or information where the content is targeted against one particular niche or sub-niche. Those sites are often linked to and referenced on other websites which is covering the same subject matter or they even may linking to each other and they can also have hundreds if not thousands of pages, post, etc. that's covering that subject matter.

A niche site is also focusing on relevant content, links and all advertising should pertain to the “theme” of the site.

Credibility is everything. A niche site needs to put the visitors first with good content.

Well, this is my definition of a niche site. And it's these types of sites we want to build. My definition may look like a definition of an authority site, but in my opinion, an authority site is something much bigger that takes much longer time to create. Often up to several years before you can call it for an ‘authority site’.

If you aren't new to Internet Marketing, you've probably heard of Google's two new updates that every 'Internet Marketer' is talking about and fear. Those two updates are the "Google Panda" update and the "Google Penguin" update.

These two updates were mainly made to filter out spammy search results and it has affected many 'Internet Marketers' businesses because their websites has dropped far away from the top search results. And some websites has even got penalized.

But these updates weren't the first ones to shake away spammy websites and to get fresh material up in the search results. The first 'big' Google update was the "Boston" update which came into effect for about 10 years ago. And it was the beginning of a pattern Google follows today: keep it fresh and shake things up.

In this guide I'll teach you how to work WITH Google and not work against Google as many does.

So what does Google like & dislike in these days?

1. Google wants unique & relevant high-quality content that's constantly being updated. NEVER copy content from another source and use it as your own content! This will hurt your rankings badly because Google want it unique. Google does also want some sort of keyword density in the content to find it relevant. But I'll come back to that later.
2. Google wants a good mix of both nofollow and dofollow backlinks that has a human pattern when they are inbound. An inbound backlink is a link back to your site, and Google find your site more relevant if you have a lot of "quality" (yeah I hate that word too) backlinks to your site because then Google think your site is popular among the public/audience and it's being shared. Don't spam your link to for example 10,000 different directories, use link farms, or blog comment spam anymore because these methods doesn't follow a human pattern. And don't link back to your site from your own sites that's being hosted from the same IP address or that has the same WHOIS data. Goggle doesn't like that!

3. I don't know if this will affect your rankings in any way, but you may want to consider being honest and trustworthy while you build your reputation and try and keep it on your sites. Try not to use a rough language as well like swearing and sexual content in your content. But I've no idea if this will affect your rankings either. And if you for example want to get an site about sexual problems in the top of Google, you need to include some sort of sexual content so I have no idea if it will affect your rankings at all. But you may want to consider it.
4. Google doesn't like affiliate links because Google find sites that has a lot of affiliate links in the content to be 'spammy'. So try not to include too much affiliate links in the content. Keep the number as low as possible. But I'll show you later in this guide how you can "hide" your affiliate links from Google.

In this guide, I'll walk you through step-by-step on how to create search engine optimized niche sites that you can earn some good cash from. But I will teach you much more than just how to find a market, how to build your niche site and how to rank high in Google. I'll also teach you how you can drive targeted traffic from other sources than just from the search engines and how to monetize your site in the most efficient way + a bunch of other goodies. This guide is pretty basic up to page 56 since I also want the newbies to understand the whole process.

I'll use the niche "ADHD" and the domain name "ADHDsolutions.com" as examples in this guide.

Finding The Market

Maybe you already know what market you should target. But if you don't know, I would recommend you to pick a market in the health niche.

These markets are desperate and evergreen because their problem is causing them both physical and emotional pain and problems. And for them, money doesn't matter so much if they can get something that can help them with their problems.

For example, if you had some serious trouble with acne, wouldn't you be willing to pay like \$37 for something that could help you with your acne problem just a little bit? I think you would if you had the money.

So basically, all you need to do is to show your market the solution to their problems, and they'll "show you the money". That's exactly WHY I love the health niche.

When I want to find a possible market (sub-niche) in the health niche, I use to look for it in this list of common diseases:

<http://www.ranker.com/list/list-of-common-diseases-most-common-illnesses/diseases-and-medications-info?page=1>

It's a list over the 200+ most common diseases and illnesses that people are suffering from.

I found this list in a thread by a guy named Jarrett on WarriorForum.com once and I've used it ever since, so all credits goes to him.

If I go to disease/illness number 5 on the list – "Attention Deficit Hyperactivity Disorder" (ADHD/ADD), I'll see that this disorder is ranked on 70th place.

And if I search for "Attention Deficit Hyperactivity Disorder" (ADHD/ADD) in Wikipedia, I'll also see that this psychiatric disorder is affecting about 3 to 5 percent of children globally and diagnosed in about 2 to 16 percent of school-aged children. So there's DEFINITELY a market here! And the market isn't the children themselves, but their parents.

Keyword & Competition Research

The first thing we need to do is to find a keyword in our niche that receives enough monthly searches in Google to make it profitable for us to have a site that rank in the top of Google for that particular keyword. This keyword will build the foundation for our site. We will focus on this keyword under the whole SEO process, but not too much because won't build one of those "Sniper sites" that were popular and which worked very well back in the days. Because a lot has changed in the past 2-3 years and the Google algo find those keyword matching domains and low quality content "sniper sites" spammy. And if you create one of those sites, your site will most likely be penalized or sent flying far out of the SERPS.

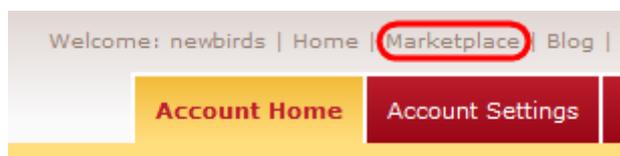
We can either find the keyword first, and then a targeted product that we can promote through the site, or we can find a product first and then a targeted keyword that's relevant to the product. It's completely up to you what you choose.

But let's say that I choose the last method – To find the product first and then the keyword.

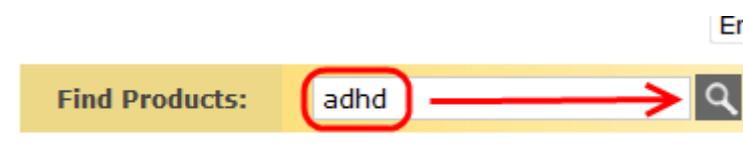
I prefer the digital marketplace ClickBank.com when I'm looking for products to promote, mainly because they have a lot of products to choose from and that they are reliable when it comes to payment.

If you don't have a ClickBank account, you can go to ClickBank.com and register a free account. It's easy and it only takes 5 minutes.

Then login to your account and click on "marketplace":



And type in a search term for your niche, like "ADHD":



You'll probably get a lot of search results when you search for products in your niche at ClickBank because they have a lot of products in their marketplace.

But when it comes to which product you should choose, you must sort out the good ones from the bad ones because the quality of the products varies a lot.

Many base their decision on the "Gravity" of the product. But if a product has high gravity, it doesn't mean that it is a good product. The "gravity" is only a number that shows how popular the product is among affiliates because if an affiliate make a sale, the product's gravity will get a number between 0.1 and 1 regardless of how many sales the affiliate has made. The affiliate can make 1 sale or 10,000 sales, but the gravity that will be added from that affiliate will be the same.

When I determine if a product is good or not, I use to read the product's sales letters and see if the product can cover the target groups' needs, if the sales letter is "eye catching" / catch the visitors attention, its price, the commission percentage, the earnings I will get for each sale I make and sometimes I even buy the product by myself to see its quality.

So in this example, I found a good quality product in the "ADHD" niche at the ClickBank marketplace:

<p>Adhd/add Natural Remedy Report - New 1-click Upsell!</p> <p>New 1-click Upsell! This Report Is Backed By Leading Authorities In The Field And Has Proven Results. Highest Converting Adhd Remedy Site In Cb. \$39.97/sale, 70% Comms Payout. For Promotional Tools Visit www.bartonaffiliates.com Or Search 'barton' Here.</p>	<p>Avg \$/sale \$25.15</p> <p>Promote</p> <p> Add To Bookmarks</p> <p>Vendor Spotlight</p>
--	--

Stats: Initial \$/sale: **\$25.15** | Avg %/sale: **70.0%** | Grav: **1.83**
 Cat: **Health & Fitness : Remedies**

My Stats: Hops Generated: **43** | Earnings Per Hop: **\$0.00** |
 Refund Rate: **0.00%** | Chargeback Rate: **0.00%** | Initial Sales: **\$0.00** |
 Rebill Sales: **\$0.00** | Upsells: **\$0.00**

It has the best sales letter among the "ADHD" products and I think the sales letter catch the visitors' attention pretty fast. The product's payouts aren't so bad either.

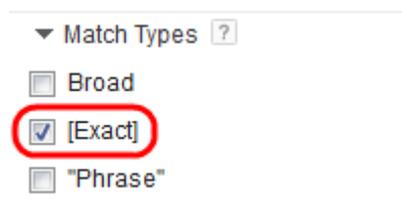
Now when we have found the product we want to promote, we have to find a keyword that's relevant for the product. This keyword will be our main keyword. We will focus on this keyword during the whole process. We will use this keyword:

- * **NOT** as a EMD (Exact Match Domain)
- * As title in some of the articles
- * In the meta description in some of the articles
- * As meta keyword in some of the articles
- * In the content with 0.5%-1% keyword density in some of the articles

We will also use parts of the main keyword as “seed” keywords in the content. But I will come back to all that later.

To find our main keyword, we have to use the [Google AdWords Keyword Tool](#) to see which keywords in our niche that is popular search terms in Google.

It's very important that we only choose the match type “[Exact]” in the “Match Types” settings before we search after keywords:



When we have enabled the “[Exact]” match type, we have to select “*Only show ideas closely related to my search terms*”, select “all locations” if we're interested to get traffic from all around our world but I would recommend you to choose local results from United States to filter out traffic from other countries (you'll still be able to see the global search amount) because we'll do the competition research on the US version of Google later with [Traffic Travis](#). But we can also do this research on, for example, Canada, Australia, etc.

Set English as the language and desktops and laptops as devices. Then we can search for our potential main keyword. The easiest way to find the potential main keyword on is, in this example, to search for the word

“ADHD”:

Find keywords

Campaign: C

Based on one or more of the following:

Word or phrase

Website

Category

Only show ideas closely related to my search terms [?](#)

Advanced Options and Filters

Locations: Languages: Devices:

We will then get these results:

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> [adhd] ▾	Medium	368,000	110,000
<input type="checkbox"/> [adult adhd] ▾	Medium	90,500	60,500
<input type="checkbox"/> [adhd symptoms] ▾	High	27,100	18,100
<input type="checkbox"/> [adhd test] ▾	High	40,500	18,100
<input type="checkbox"/> [what is adhd] ▾	Medium	14,800	8,100
<input type="checkbox"/> [adhd in adults] ▾	High	9,900	5,400
<input type="checkbox"/> [adult adhd symptoms] ▾	High	6,600	4,400
<input type="checkbox"/> [symptoms of adhd] ▾	High	6,600	4,400
<input type="checkbox"/> [adhd treatment] ▾	High	6,600	3,600
<input type="checkbox"/> [adhd diet] ▾	High	4,400	3,600
<input type="checkbox"/> [adhd in children] ▾	High	6,600	2,900
<input type="checkbox"/> [add adhd] ▾	High	5,400	2,900
<input type="checkbox"/> [signs of adhd] ▾	High	2,900	1,900

After evaluating the keywords, I found that the keyword “*adhd in children*” (marked in red) is very relevant to the product I have picked and the market I want to target.

The keyword does also receive a good amount of exact local monthly searches in Google – around 2,900 searches. Everything over 1000+ exact local monthly searches are after my opinion good.

But how higher the exact monthly searches are for a keyword, the competition for the keyword is generally higher in Google.

The competition part in the Google Adwords Keyword Tool is only relevant for AdWords advertisers. So don't care about that. I'll show you later how you can figure out the competition for keywords in Google.

The keywords that I like are long tail keywords.

A long tail keyword is a keyword that has at least three and some times as many as five to six words in the phrase like the keyword in this example, "adhd in children". Usually, these keywords have low competition in the search engines and tend to draw more quality traffic, which leads in more conversions than normal keywords.

But these aren't the only types of keywords that I like. I also like something that I call for "serious" keywords.

These keywords are keywords that has, for example, the words "how to cure", "how to fix", etc. in the phrase, like "how to cure adhd in children".

When someone is searching for these types of "serious keywords", they're usually looking for a solution for a problem, and not mainly general info about the subject.

It's hard to find "serious" keywords that receive enough exact monthly searches in Google to make it worth our time to create a site about it.

Ok, back to the example.

Now I want to find a domain name that's related to the topic and that's easy to brand.

I don't want to use my main keyword "ADHD in children" as a EMD (Exact Match Domain) because Google's algo find those keyword matching domains "spammy" in these days.

But I want to use a part of the main keyword (seed keyword) in the domain name because Google value that. So I can for example go for the domain name "ADHDsolutions.com". It's related to the topic, easy to brand and it has a seed keyword in it. But first I must check if the domain is available.

To do that, I simply go to Domain.com and search for it:

✖ Results for: "adhd solutions"

.com \$9.99 <input checked="" type="checkbox"/>	.co \$9.99 <input type="checkbox"/>	.net \$8.99 <input type="checkbox"/>	.org \$10.47 <input type="checkbox"/>	.info \$2.99 <input type="checkbox"/>	.biz \$9.99 <input type="checkbox"/>	.us \$8.99 <input type="checkbox"/>	.tv \$19.99 <input type="checkbox"/>	.mobi \$11.95 <input type="checkbox"/> \$... <input type="checkbox"/>
---	---	--	---	---	--	---	--	--	---

Add Domain Privacy to selected domains for \$8.99 per year. [\(What's this?\)](#)

Search again:

As you can see, it's available as a .com TLD (Top Level Domain). And when it comes to SEO and search engine rankings, no TLD's have more power than others when it comes to SEO and search engine rankings.

So it doesn't matter if you choose a .com, a .org, a .net or a .co extension.

But if the .com extension is available, I'll recommend you to go for that one because a .com extension looks more professional than the others and it's easier to brand. Users will also find the .com extension to be more trustworthy than the other TLD extensions.

But before I register the domain name, I want to check our main keyword's competition in Google.

You have may heard from those so-called "SEO experts" that you can figure out the competition by using the Google AdWords Keyword Tool or search for the keyword in Google and base it on the number of results

you're getting. But this is WRONG. That's NOT how you figure out the competition.

Until now, I've been doing the competition research manually with the browser plugin [SEOquake](#). But now I'm using the keyword & SEO software Traffic Travis.

Traffic Travis will do the competition research automatically for you. But the principle is the same.

To figure out the keyword's competition in Google, we have to base it on:

- * The PR (Page Rank) of the competing sites
- * The competing sites page authority
- * The backlinks to the competing sites' page that shows up in Google for our keyword
- * The total amount of backlinks to the site
- * Backlinks from EDU & GOV domains
- * The backlinks PR
- * If seed keywords appear in the competing sites domain
- * If the keyword appear in the competing sites title
- * If the keyword appear in the competing sites meta description
- * If the keyword appear in the competing sites meta keyword tag
- * The density of the keyword on the competing sites content. The optimal keyword density of the main keyword is around 1%

As I said, I used to do this manually with the browser plugin [SEOquake](#) and based it on the top 20 results I got and it was very time consuming.

But I discovered that the keyword & SEO software Traffic Travis could do this research automatically with a push of a button.

[You can download the free version of Traffic Travis here](#)

[Or you can download the \\$1 trial version of the Pro version here](#)

[And if you want to, you can purchase the Pro version here](#)

You can fine use the free version of Traffic Travis. I use that version too.

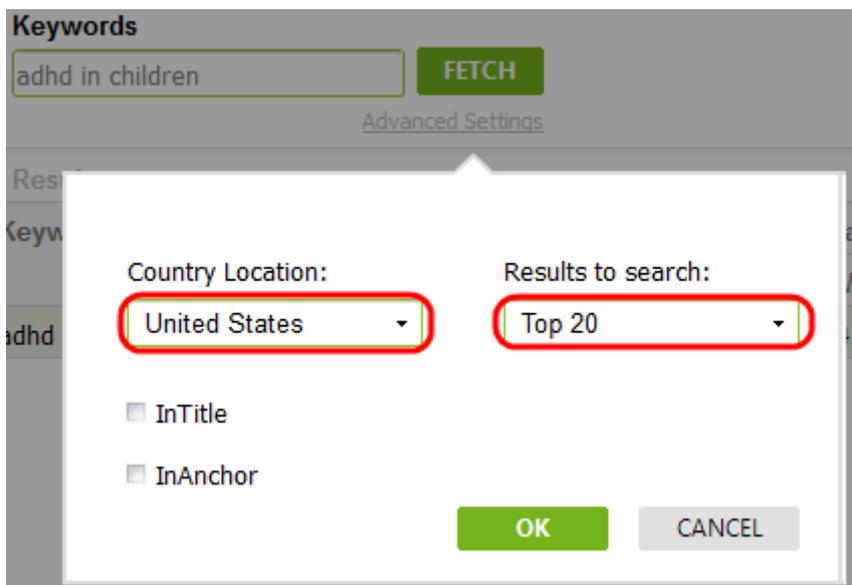
After you've installed Traffic Travis, just click on "SEO" and then on "Competition" to start the competition research:



And then add your keyword:



After you've done that, you have to click on "Advanced Settings", choose the location and set it to research the top 20 results:



You can't choose "All Countries" in the "Country Location" settings. So choose "United States" because the majority of the traffic comes from that country anyways.

But you can also do the research on other English speaking countries to in addition to United States. Like UK, Australia & Canada.

When you click on the “FETCH” button, you’ll get info like the top-20 competing sites’ average page rank, their average amount of backlinks to the page that show up in the result and the average amount of backlinks to their sites.

You’ll also get info about the difficulty level to rank for that particular keyword. And for the keyword “adhd in children”, the difficulty level was “relatively easy”:

Keyword	Difficulty	PageRank	
		Avg	Median
adhd in children	Relatively Easy	5	5

Backlinks Page		Backlinks Site	
Avg	Median	Avg	Median
13,974	1,174	1,846,761,2	3,948,974

Traffic Travis is a professional tool and it’s very good and reliable so I use to trust the information I get from it.

You can also get a detailed report about the competing sites by clicking on “View Details” under “Reports”. There you’ll see if the competing sites have the keyword in the title, in the meta description and in the meta tags. And if they don’t have that, it will be even easier for us to rank a site for that particular keyword:

(See next page)

Keyword: adhd in children
Search Engine: Google - United States

Url	PR	Page Authority	BL	BLS	EDU/GOV	DMOZ	TITLE	DESC	H1TAG
http://www.webmd.com/add-adhd/guide/ast_oneadhd-children	4	0.00	1577	308840770	2	✓	✗	✗	✗
http://www.helpguide.org/mental/adhd_add_signs_symptoms.htm	5	74.48	4573	1158888	7	✓	✓	✗	✓
http://kidshealth.org/parent/emotions/behavior/adhd.html	5	74.61	2584	8826815	12	✓	✗	✗	✗
http://www.mayoclinic.com/health/adhd/DS00275	4	0.00	3794	13357718	10	✓	✗	✓	✗
http://www.bupa.co.uk/individuals/health-information/directory/a/attention-deficit	3	0.00	63	1307241	0	✓	✗	✗	✗
http://www.nlm.nih.gov/health/publications/attention-deficit-hyperactivity-disorder/what-are-the-symptoms-of-adhd-in-children.shtml	6	0.00	258	2992683	0	✓	✓	✓	✓
http://www.nlm.nih.gov/health/publications/attention-deficit-hyperactivity-disorder/complete-index.shtml	6	0.00	21593	2992683	44	✓	✗	✗	✗
http://www.additudemag.com/channel/parenting-adhd-children/index.html	4	0.00	5499	515155	0	✓	✗	✗	✗
http://www.chadd.org/	7	88.39	219292	344645	1000	✓	✗	✗	✗
http://www.cdc.gov/ncbddd/adhd/data.html	6	81.87	3754	50063650	6	✓	✗	✗	✗
http://www.youtube.com/watch?v=1Glx-JYdLZs	5	49.98	22	19805622093	0	✓	✗	✗	✗
http://en.wikipedia.org/wiki/Attention_deficit_hyperactivity_disorder	6	83.48	14565	4689707597	5	✓	✗	✗	✗
http://www.amazon.com/Parenting-Children-ADHD-Medicine-Lifetools/dp/1591471826	4	56.12	75	11887601899	0	✓	✗	✗	✗
http://www.nmha.org/go/information/get-info/ad/hd/ad/hd-and-kids	4	0.00	100	700305	0	✓	✗	✗	✗
http://www.medicinenet.com/tips_for_parenting_a_child_with_adhd/article.htm	4	0.00	45	62932276	0	✓	✗	✗	✗
http://www.aacap.org/cs/adhd_a_guide_for_families/how_common_is_adhd	4	0.00	14	587467	0	✓	✗	✗	✗
http://www.helpguide.org/mental/adhd_add_parenting_strategies.htm	5	0.00	525	1158888	2	✓	✗	✗	✗
http://www.sciencedaily.com/releases/2011/01/110105094117.htm	3	61.35	1281	95419245	1	✓	✗	✗	✗
http://pediatrics.about.com/cs/adhd/bl_adhd_quiz.htm	4	65.96	1066	721080	2	✓	✗	✗	✗

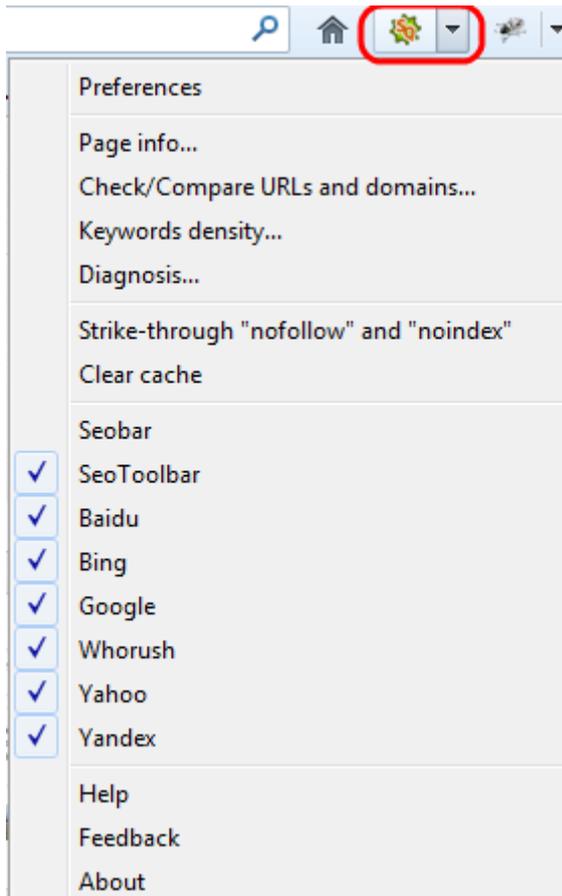
But the free version of Traffic Travis doesn't show the density of the main keyword in the competing sites' content.

So to figure that out, we have to use the browser plugin [SEOquake](#).

[SEOquake](#) is a popular and handy analytic seo-tool for Firefox, Chrome and Opera browsers. [SEOquake](#) helps to obtain information about any site for a wide range of parameters such as page rank, Google index, Alexa and many others.

SEOquake's Keyword Density tool serves to demonstrate a number of times a keyword or phrase appears on a web page. [SEOquake](#) also has a parameter that highlights no-follow links.

After you've installed [SEOquake](#) on your browser, make sure it's enabled and that the following features is enabled also: (See next page)

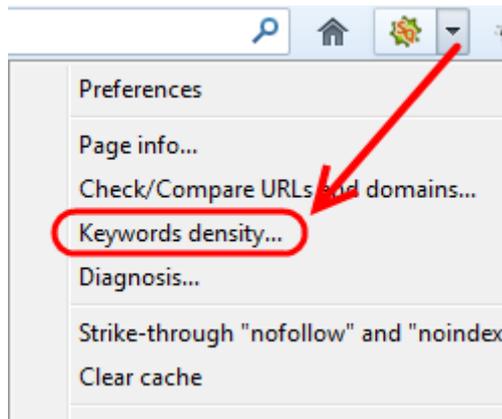


Then we have to go to Google and search for our keyword. If you for example did the SEO analysis for the country location “United States” in Traffic Travis, you’ll need access to the US version of Google.

But the problem is that if you go to google.com or google.us and your computer isn’t located in the United States, you will automatically be redirected to your country’s Google search engine. But we can solve this by adding “/ncr” at the end of the URL. So if you want to do research on the US version of the Google search engine and you’re located in for example Germany, you can type in “http://www.google.us/ncr” in your browser’s URL bar.

To check the competing sites keyword density of our main keyword in the content, we have to type in our keyword in Google and research the top-20 results (the same results that showed up in Traffic Travis).

To research the density of our main keyword on the competing sites, we have to click on them (from the results of our Google search) and click on SEOquake’s “Keywords Density” tool:



Here we'll be able to see the density of our main keyword on the competing site's page that we got result on:

Total 3 word phrases: 110

Keyword	Found in	Repeats	Density
with add adhd		32	3.20
of add adhd		21	2.10
attention deficit disorder	T	20	2.00
children with add		19	1.90
signs and symptoms		15	1.50
symptoms of add		11	1.10
add adhd are		9	0.90
add adhd in	T	8	0.80
adhd in children	T	8	0.80
of attention deficit	T	8	0.80

If the competing site's page has a keyword density of our main keyword on about 1%, it will be harder to outrank that page than it would have been if it had lower keyword density or none at all of our main keyword. And if the competing site's page has a keyword density of our main keyword on, let's say 4-5%, it should be easy to outrank that page because Google doesn't like "keyword stuffed" content.

The research methods I now have showed you is how I use to evaluate if it will be easy to rank for a keyword or not. And I've learned that sometime the easiest solution is the best. And this is quite easy. Isn't it?



Ok. Now when we have found a niche, a market, a product to promote, a relevant low-competition keyword and a relevant and easy-to-brand domain name, it's time to register the Top Level Domain and create the site.

Creating The Site

To create the site, we'll need to start with two things. First, we need to register our domain name through a domain name registrar and we need a host so we can host our files through the domain name.

I prefer to use namecheap.com as a domain name registrar and HostGator.com as a host.

When you register the domain, you have to enter the name servers to your hosting in order to “connect” the domain to your hosting. Just copy the name servers from your host’s control panel:

Account Information	
Package	Baby Croc
IP Address	[REDACTED]
Server Name	[REDACTED]
Name Servers	
	[REDACTED].hostgator.com
	[REDACTED].hostgator.com
Home Directory	/home/[REDACTED]
Operating System	Linux CentOS
Server Time	May 06 03:35 CDT
Server Status	Click to View
Program Paths	Click to View
Program Versions	Click to View
Resource Alerts	0 Alerts

And paste them into the name server “details” when you register the domain:

Use Custom Name Servers
Please enter the DNS servers you want to use and make sure they are valid.

After you have done that you need to log-in to your host's control panel again and click on "Addon Domains":



Then just fill in the details like this:

Create an Addon Domain

New Domain Name: ✓

Subdomain/FTP Username: ✓

Document Root: ✓

Password: ✓

Password (Again): ✓

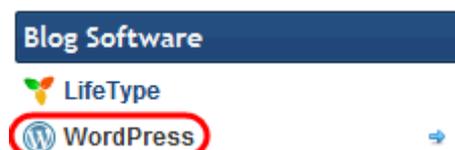
Strength (why?): Strong (70/100) [Password Generator](#)

The "Subdomain/FTP Username" and the "Document Root" will be added automatically when you enter the domain name.

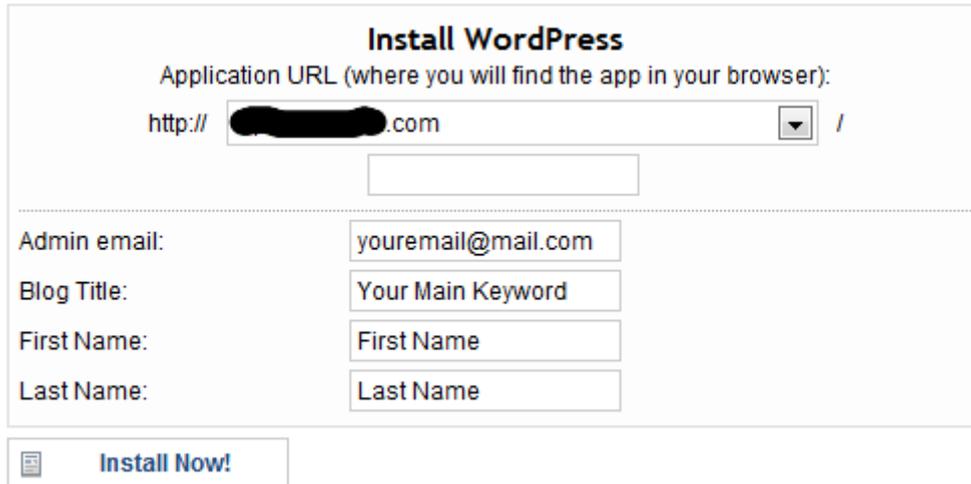
After you have added the domain, it's time to install WordPress on it. Go back to your host's control panel and click on the "QuickInstall" icon:



And then click on "WordPress":



After you've clicked on "WordPress", you have to choose which folder you want to install your WordPress blog in. The folder you have to install WordPress on is your domain. And then simply fill in the other details like your email, the title of the blog and your name:



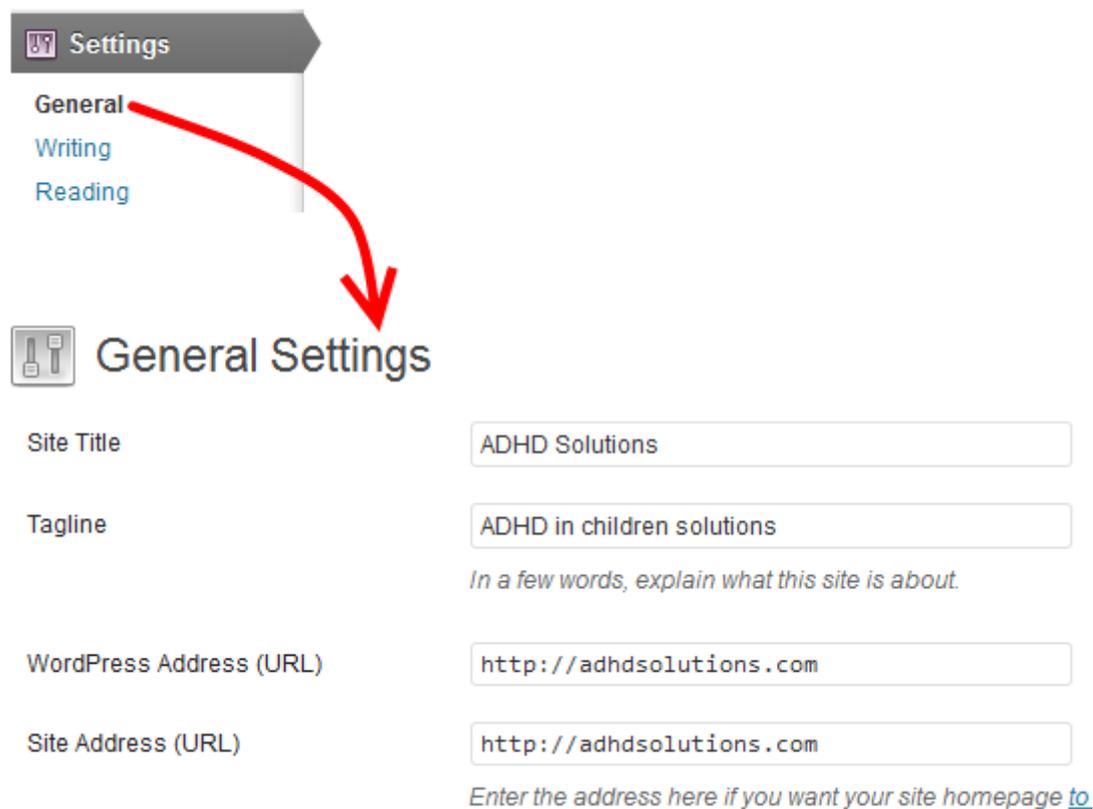
The screenshot shows the "Install WordPress" form. At the top, it says "Install WordPress" in bold. Below that, it asks for the "Application URL (where you will find the app in your browser):" with a text input field containing "http:// [redacted] .com" and a dropdown menu. Below the URL field is a horizontal dashed line. Under the dashed line, there are four rows of labels and input fields: "Admin email:" with "youremail@mail.com", "Blog Title:" with "Your Main Keyword", "First Name:" with "First Name", and "Last Name:" with "Last Name". At the bottom left, there is a button with a gear icon and the text "Install Now!".

Important! The blog title has to be your main keyword ONLY.

After you have clicked on "Install Now!", you'll receive an email where you'll get your password and username. You can then easily change your password by logging in to your blog, click on "Users" and then on "Your Profile".

Ok, now when we've installed WordPress on our site, we have to login on the site and make sure that the title, the site address, the WordPress address is correct and add a short tagline that includes the main keyword. To do that, we have to go to the admin dashboard and click on "Settings → General":

(See next page)



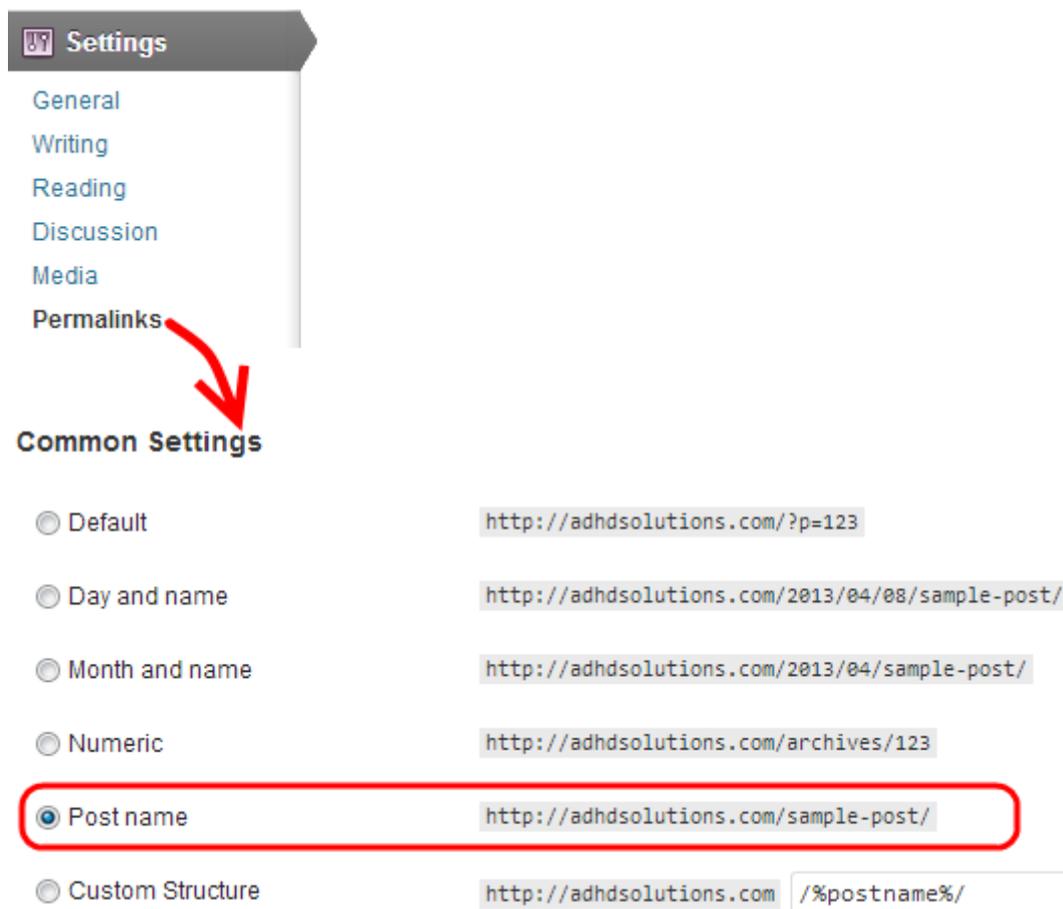
The site title should be the same as the domain name (in this case “ADHD Solutions”) because of branding reasons. The tagline should be a short description where the main keyword is included only once. In this example I wrote “ADHD in children solutions”. But it can fine be a few words longer.

The “WordPress Address (URL)” and the “Site Address (URL)” must be the domain name of the site. When we have done everything and checked that everything is correct, we have to click on “Save Changes”.

Ok, when we have done that, we have to change the structure of the permalinks.

To do that we have to click on “Settings → Permalinks”:

(See next page)



The reason why we want to use this permalink structure is because it's more SEO friendly to have a post's or page's headline/title as a permalink than the post's or page's number.

Ok. When we have done that we have to click on "Save Changes".

How to Change The Theme

If the standard theme is boring for your site, you can download other themes for your WordPress site, just go to <http://wordpress.org/extend/themes/>, choose a nice theme for you site and download it.

Here is a theme that I like to use for my niche sites:
<http://catchthemes.com/themes/simple-catch-pro/>

This theme is based on HTML5, CSS3 and a responsive web design for easy viewing in various devices. Some of the key features include: featured image slider, responsive design, additional layout options, custom footer editor, ad space widget for advertisement and much more.

I basically love this theme because of its simplicity, fast load speed and responsive design.

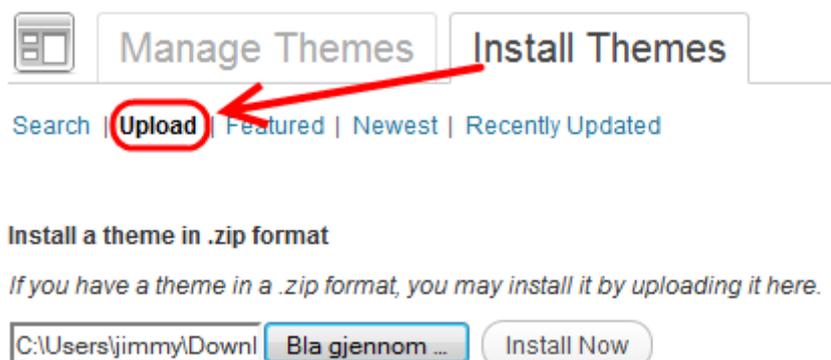
You can try out the free version here before you buy the Pro version:
<http://catchthemes.com/themes/simple-catch/>

After you've downloaded a nice theme for your site, you have to upload it to your site.

Login to the admin dashboard and click on:



And then click on:



After you've uploaded the theme, remember to activate it.

Since this isn't a guide about web design, I will not go any deeper into

that. But choose a theme that's related to your niche and your upcoming content.

Some themes do also have their own design options page where you easily can change the design of the theme.

All in One SEO Pack

After you've installed a nice theme on your site that's related to your niche and to your upcoming content, it's time to install the "All in One SEO Pack". All in One SEO Pack is a free WordPress SEO plugin to automatically optimize your WordPress blog for Search Engines.

Some of All in One SEO Pack's features:

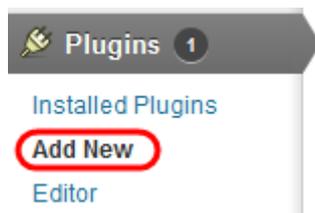
- Google Analytics support
- Support for Custom Post Types
- Advanced Canonical URLs
- Fine tune Page Navigational Links
- Built-in API so other plugins/themes can access and extend functionality
- ONLY plugin to provide SEO Integration for WP e-Commerce sites
- Nonce Security
- Support for CMS-style WordPress installations
- Automatically optimizes your titles for search engines
- Generates META tags automatically
- Avoids the typical duplicate content found on WordPress blogs

- For beginners, you don't even have to look at the options, it works out-of-the-box. Just install.
- For advanced users, you can fine-tune everything
- You can override any title and set any META description and any META keywords you want.
- Backward-Compatibility with many other plugins, like Auto Meta, Ultimate Tag Warrior and others.

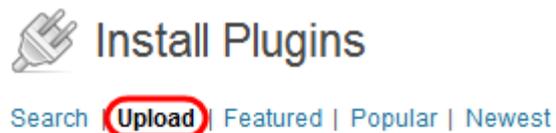
You can download the “All in One SEO Pack” here:

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

To upload the plugin, login to your admin dashboard and click on:

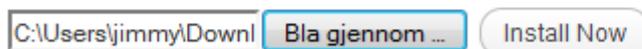


And then upload the plugin:



Install a plugin in .zip format

If you have a plugin in a .zip format, you may install it by uploading it here.



And when you've uploaded it, you have to activate it:

(See next page)

Installing Plugin fro

Unpacking the package...

Installing the plugin...

Plugin installed successfully.

[Activate Plugin](#) [Return to Plugins page](#)

After you've activated it, you have to go to the admin page to enable and configure the plugin:

Plugins [Add New](#)



All in One SEO Pack must be configured. Go to [the admin page](#) to enable and configure the plugin. All in One SEO Pack now supports Custom Post Types and Google Analytics.

Plugin Status: Enabled
 Disabled

Home Title: ADHD Solutions - Signs, Symptoms & Treatments of ADHD in Children

Home Description: Information about ADHD in children, how to deal with it, solutions and types of treatment.

Home Keywords (comma separated): adhd in children, adhd solutions

Enable the plugin, write a short title where you include the domain phrase and our main keyword once, write a short description about the site and include the main keyword once there too and add the main keyword and our domain phrase as home keywords. That's what I use to do. But if you use to set it up different and if your setup works well, you can fine use your own setup because there's no clear "blueprint" on this.

When we have done that, we should add Google Analytics to the site. I don't know if this will impact anything on the rankings. Some say it does

while some say it doesn't. I don't believe it does, but I use to do it anyways.

To add Google Analytics we have to go to:

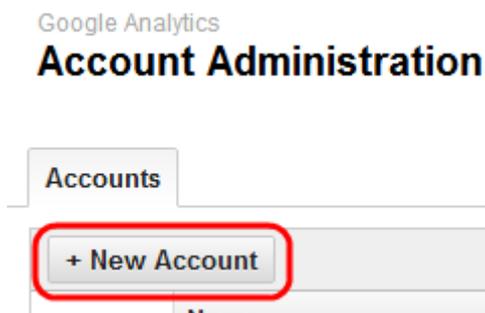
<http://www.google.com/analytics/>

If you already don't have a Google account you have to register one.

To create an Google Analytic ID for our site we have to click on:



And then on:



After then we have to fill in the details:

Website Name

adhdsolutions.com

Web Site URL

http://

Example: <http://www.mywebsite.com>

When we create the account we will get the tracking ID:

Tracking ID: UA-31041624-1

Then we have to copy the tracking ID and paste it into the field "Google Analytics ID" in "All in One SEO Pack":

Google Analytics ID:

UA-31041624-1

When we have done that, we're finish with the "All in One SEO Pack" settings and then we have to update the options. You don't need to do anything else if you're new to on-page SEO.

When you've done that, click on "Update Options" at the end of the page:

A blue button with rounded corners and a red border, containing the text "Update Options »".

The Content

As I wrote, Google want unique high-quality content. So don't use any re-hashed articles or copy anything from other sites.

You can find a lot of information about your niche by just searching for it in the search engines. And the articles must be related to your niche, to your sub-niche and to the product you want to promote to make the product targeted against your site's audience.

But if you don't want to write the articles by yourself, you can pay an article-writing service to write the articles for you.

If you want to outsource the article writing part, I would recommend you the article writing service [Articlez.com](https://www.articlez.com). They charge \$10 for a 500-word unique article, so it's not that expensive.

It's important that you tell them to include the main keyword with a density of maximum 1% in the content because after my experience with content after Google's Panda & Penguin updates is that less focus on keywords is better. So if you for example order or create a 500 word article, it's actually enough that the main keyword is included once in the article.

But we don't only want articles that focus on our main keyword. We want some articles (about half of them) that are focusing on our "seed" keywords and other keywords that are related to our niche/sub-niche.

So what's a "seed" keyword? A "seed" keyword is a single-word keyword from our main keyword. So the "seed" keywords for our main keyword "*adhd in children*" is "adhd" & "children".

We want some of these articles so Google don't think that we've created a site that's only focusing on one keyword to drive traffic.

When it comes to how many articles you should post, the answer is:

Google wants unique, fresh and relevant high-quality content that's constantly being updated. So you can't just post a few articles, set it and forget it and hope that your site will rank high and keep the rankings forever. You HAVE to constantly work with it. You can for example post four 600 words unique high-quality articles each week where 2 focuses on the seed keywords and other keywords that are related to your niche/sub-niche and where the other 2 focuses on the main keyword.

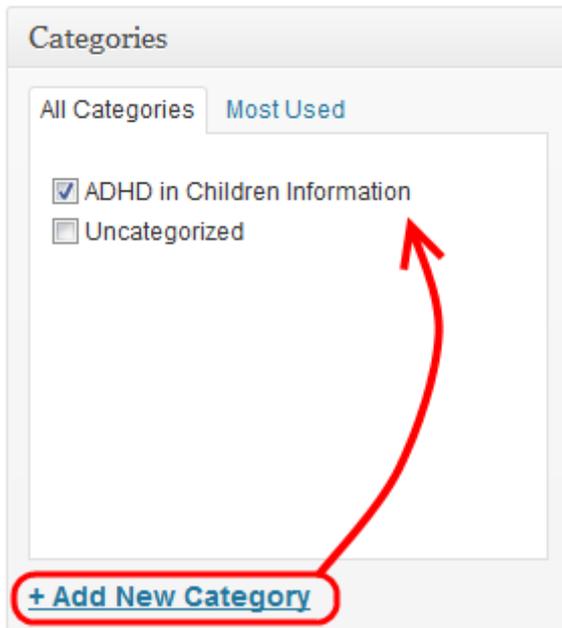
Some Tips For The Articles/Posts:

- Open the door for real discussion. Present a divisive situation, controversial information, or a stance where opinions vary wildly and provide links to more information or opposing viewpoints. Lead the conversation to an educated place and get beyond the simple, "What do you think?"-type call to action.
- Spark conversation. Get people thinking.
- State your beliefs boldly. Trying to please everyone will turn your readers off. The ones who believe what you believe will share your work because it's in line with their own thoughts. That's how you find the true evangelicals among your audience.
- Tell a story. In the rush to be entertaining and provide value, storytelling is a lost art. That's exactly why it's such a valuable tool

to encourage sharing of your content: stories appeal to a wider audience than your niche.

- Series posts/articles are fascinating. Not only will these types of posts/articles keep your audience engaged and talking among themselves about what happens next, you'll get more subscribers when people are afraid of missing something. These types of posts/articles are great if you have a subscribe option on your site where users can subscribe to new posts/articles.
- Debunk or "bust" a myth. Because there's a reason why Mythbusters is such a popular TV show.
- Report important news. Give important news in your niche your spin and present the info to your audience and give a commentary on what it means for you, your audience, or the rest of the world and why exactly everyone is up in arms over it.
- Update a popular post. Update your own or someone else's trafficked post with refreshed stats, images and research (keep it unique!). This method is great if you don't have a clue what you should write about.
- Post free reviews. Review a new tool or popular information source. Make sure your readers know it is done for their benefit, and isn't a paid promotion.

Remember to create a category for your articles. This category should also include our main keyword once. In this example, I created the category “ADHD in Children Information”:



But don't just have categories that have your main keyword in it. Create other categories also where you put other articles related to your niche.

But before we post the article, we'll need to add some meta data to the article with All in One SEO Pack. You'll find this option below the post editor:

All in One SEO Pack

[Upgrade to All in One SEO Pack Pro Version](#)

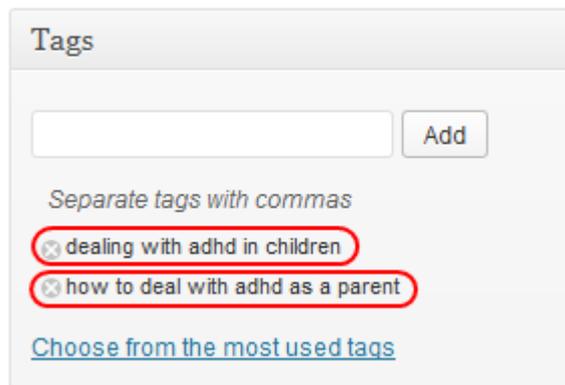
Title: 29 characters. Most search engines use a maximum of 60 chars for the title.

Description: 126 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated): Disable on this page/post

As you can see, I added the article's title as title, wrote a short, relevant description about the article where I included the main keyword's once

and added the title as meta keyword. I also added the meta keywords to the tags:



Tags

Separate tags with commas

- dealing with adhd in children
- how to deal with adhd as a parent

[Choose from the most used tags](#)

Now when you know how we're doing it with the post/articles, I'll show you the compensation disclosure you should add to your site. (See next page)

Adding The Compensation Disclosure

Now let us add a Compensation Disclosure page to the site so it's FTC compliant.

To do that, we have to log-in to our admin dashboard again and click on:



And then we have to write “Compensation Disclosure” in the title field. Then we have to add the Compensation Disclosure itself. A Compensation Disclosure can be formed in many different ways depending on the site, but I use to add this one to my site (You can fine copy it and use it on your own site):

“This policy is valid from DATE MONTH YEAR

This blog is a personal blog written and edited by me. For questions about this blog, please contact YourEmail@email.com

This blog accepts forms of cash advertising, sponsorship, paid insertions or other forms of compensation.

This blog abides by word of mouth marketing standards. We believe in honesty of relationship, opinion and identity. The compensation received may influence the advertising content, topics or posts made in this blog. That content, advertising space or post will be clearly identified as paid or sponsored content.

The owner(s) of this blog is compensated to provide opinion on products, services, websites and various other topics. Even though the owner(s) of this blog receives compensation for our posts or advertisements, we always give our honest opinions, findings, beliefs, or experiences on those topics or products. The views and opinions expressed on this blog are purely the bloggers' own. Any product claim, statistic, quote or other representation about a product or service should be verified with the manufacturer, provider or party in question.

This blog does not contain any content which might present a conflict of interest.”

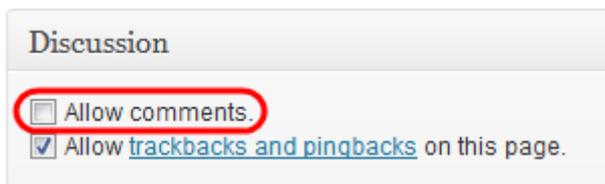
But before we publish the Compensation Disclosure as a page on the blog, we want to disable the commenting function on that page. To do that, we have to click on:



And then select “Discussion”:



And then disable “Allow comments”:



When we have done that we can just publish the page so our site is FTC compliant.

On the “Compensation Disclosure” page we don’t have to add anything to the “All in One SEO Pack” options when we create it.

XML Sitemap

A XML sitemap will help search engines like Google, Bing, Yahoo and Ask.com to better index your blog. With such a sitemap, it's much easier for the crawlers to see the complete structure of your site and retrieve it more efficiently. Additionally it notifies all major search engines every time you create a new post with new content.

One way to easily create a XML Sitemap for your WordPress site is to install this plugin: <http://wordpress.org/plugins/google-sitemap-generator/>

There's no need for me to explain how to install it since the installation is pretty straight forward: <http://wordpress.org/plugins/google-sitemap-generator/installation/>

Social Sharing Options

You should also add some social sharing options to your site.

One good method is to create a Facebook page about the site that you can update with relevant info and include links back to your site.

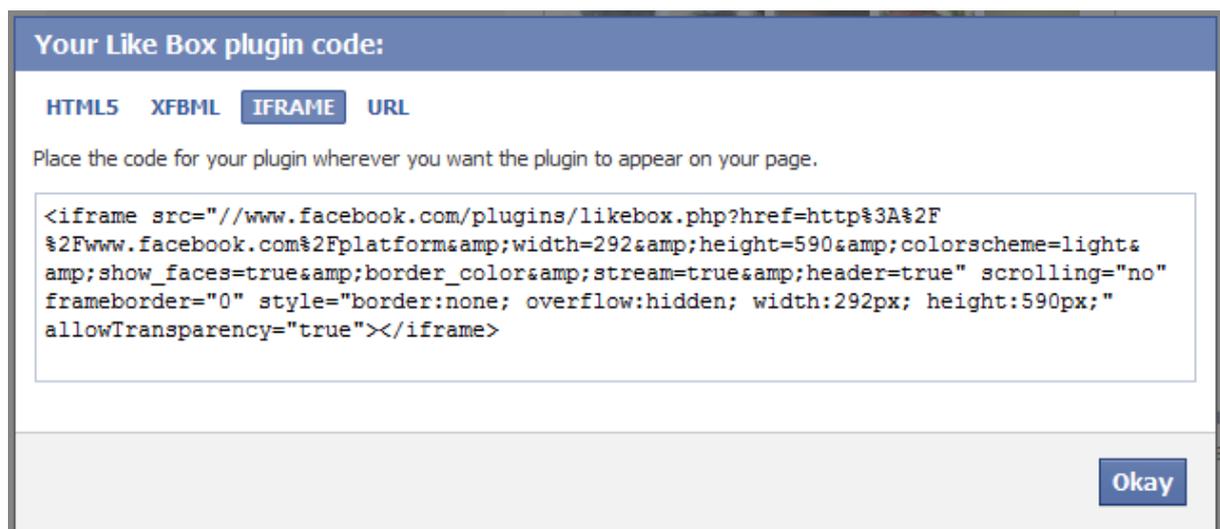
Just go to [Facebook.com](https://www.facebook.com) and create a page about your site. It's pretty straight forward.

After you've created the Facebook page, you should add a "Facebook like box" to the site. Just go to:

<http://developers.facebook.com/docs/reference/plugins/like-box/>

And then insert your Facebook page's link into the "Facebook Page URL" field, modify the box as you want and click on "Get Code".

The code we need is the iFrame code:



The screenshot shows a web interface for generating a Facebook Like Box plugin code. At the top, it says "Your Like Box plugin code:". Below this, there are four tabs: "HTML5", "XFBML", "IFRAME" (which is selected), and "URL". A message says "Place the code for your plugin wherever you want the plugin to appear on your page." Below this is a text area containing the following code:

```
<iframe src="//www.facebook.com/plugins/likebox.php?href=http%3A%2F%2Fwww.facebook.com%2Fplatforms&width=292&height=590&colorscheme=light&show_faces=true&border_color&stream=true&header=true" scrolling="no" frameborder="0" style="border:none; overflow:hidden; width:292px; height:590px;" allowTransparency="true"></iframe>
```

At the bottom right of the interface is an "Okay" button.

Just copy this code, login to your admin dashboard at your site, click on "Appearance" → "Widgets", add a Text widget to your widget area and paste the code into the Text widget and save it. You'll now have a Facebook like box on your site.

You should also install the plugin Sharebar on the site if you don't have any other social sharing buttons:

<http://wordpress.org/extend/plugins/sharebar/>

Sharebar adds a dynamic and fully customizable vertical box to the left of a blog post that contains links/buttons to popular social networking sites. For wide blogs, a vertical bar with popular sharing icons appears on the left of your post. If the page is resized below 1000px (default), the vertical bar disappears and a horizontal sharebar appears under the post title.

Big Buttons are used in the vertical Sharebar to the left of the post, while the Small Buttons are used in the horizontal Sharebar that appears under the post title (by default) if the width of the page is less than 1000px (or whatever value you set).

Your Website's Load Time

Something else that will affect your rankings is your website's load time. This is something that many don't know, but it is very important. Because Google tend to rank websites that load quickly higher than similar websites that load slowly.

You can easily check out your website's load time at <http://tools.pingdom.com/fpt/>

Just enter your site's URL and hit 'Test Now'. When you've analyzed your site, you'll see how quickly or how slowly it loads. You'll also see how quickly certain files and paths load on your site such as, for example, plugins and images.

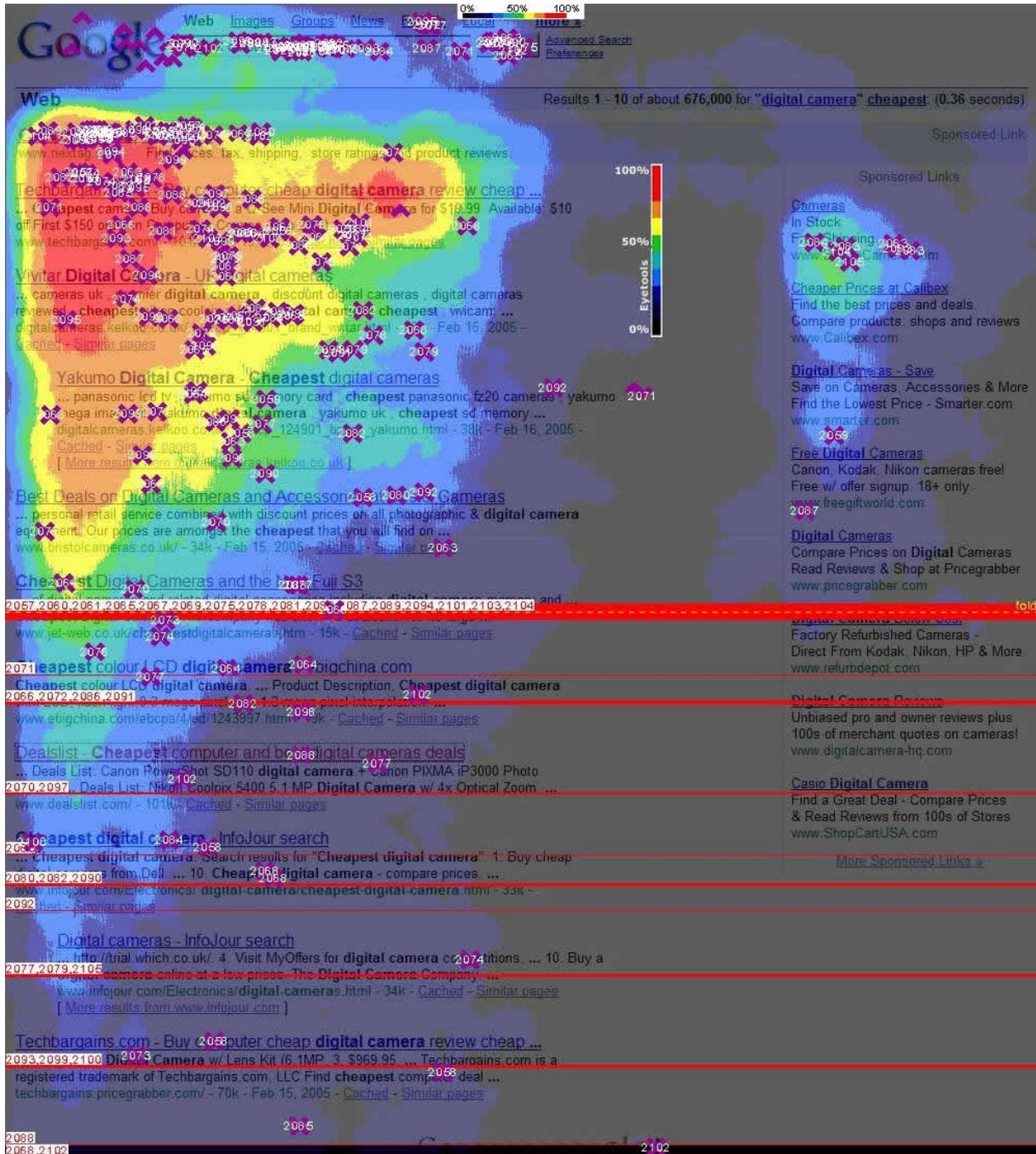
To improve your site's load time, you have to test with various themes and evaluate your plugins. If there are some plugins that load slowly, you have to evaluate if you really need those plugins. If you don't need them, delete them because disabled plugins can also slow down your site's load speed.

You should also use a cache plugin to improve the site's load time. I would recommend you to use WP Super Cache: <http://wordpress.org/extend/plugins/wp-super-cache/>

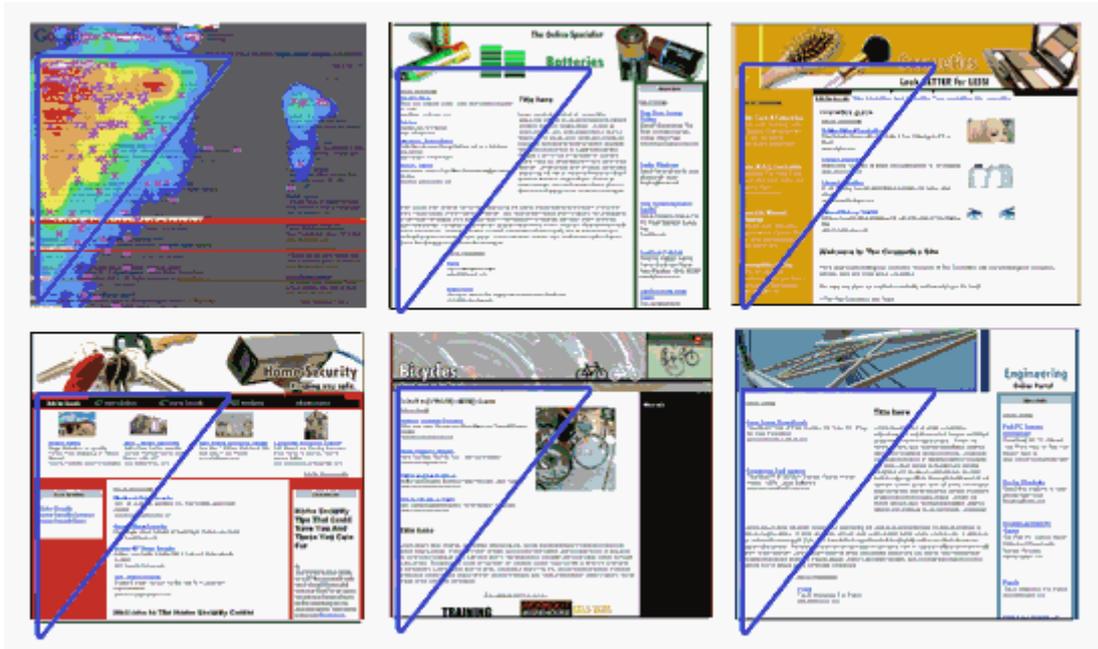
The “Golden Triangle”

The “Golden Triangle” is where Internet users usually look on a webpage when they first visit it, and is something you should take into consideration when you create your site.

This image shows an eye-tracking map, showing where people look and click first when they do a search on Google:



Other studies have shown that web users follow a similar pattern on most of the sites they view.



And you can use this "Golden Triangle" to make sure you get maximum exposure and click-through rates on your, for example, AdSense text ads by placing the ads, or parts of them, within this triangle.

The off-page SEO

The first rule is not to submit the site to the search engines. This doesn't boost your search engine rankings in any way. In fact, submitting the site to the search engines can actually hurt the rankings.

And I would strongly recommend you to have a good mix of both nofollow and dofollow backlinks back to your site that has a human pattern. Yes, it is the dofollow links which pass the link juice, but Google still counts nofollow links as outgoing links for distribution of page ranks even if the crawler doesn't follow the links. And since there's so much disagreement about what's best, I would highly recommend both inbound dofollow and nofollow links. And always remember the good old SEO proverb *"It doesn't matter if a link is paid for or not. Important is if the end product looks like a paid link or not."*, which means that it doesn't matter if you pay for the link or not, what's important is that the link doesn't look paid – but natural.

A backlink is a link back to your site, and Google find your site more relevant if you have a lot of relevant backlinks to your site because then Google think your site is popular among the public/audience and it's being shared. Don't spam your link to for example 10,000 different directories, use link farms, or blog comment spam anymore because these methods doesn't follow a human pattern. And don't link back to your site from your own sites that's being hosted from the same IP address or that has the same WHOIS data. Goggle doesn't like that!

"But what is nofollow and dofollow backlinks?"

These two types of backlinks can both be inbound and outbound and the principle is the same either they are on your site or on someone else's site.

nofollow:

Nofollow backlinks are ignored by search engine crawlers. Whenever you are linking to any website which is not of high value then use `rel="nofollow"` attribute in your html of the webpage like this:

Upload/Insert  Visual HTML

b *i* link b-quote del ins img ul ol li code more lookup close tags proofread fullscreen

```
<span style="text-decoration: underline;"><span style="color: #0000ff;"><a href="http://d44e08ttghzzusfzqekjp6r747.hop.clickbank.net/?tid=ADHDINCHILDREN.INFO" rel="nofollow" target="_blank"><span style="color: #0000ff;"><strong>ADHD-Remedy</strong></span></a></span></span>.
```

A link with "rel=nofollow" will indicate the crawlers not to follow them. You should for example add the rel="nofollow" attribute to your outbound affiliate links. This should only be done with outbound affiliate links and not with links to related, non-affiliate authority sites, blogs, sites, etc., which can actually help your rankings. I know that what I described now is on-page SEO, but I thought that it was easiest to describe the whole topic at the same place.

dofollow:

Search engine crawlers crawl the whole content on your webpage including images, links, keywords etc. Whenever they find a link, if the link is dofollow link then the crawlers follow the link and land on other webpage. If you want to get indexed in Google and rank high in Google then you have to focus on these types of outbound backlinks. But as I wrote, you should have mix of both nofollow and dofollow backlinks when they're inbound to your site.

A link is "dofollow" by default so there is nothing such as a "rel=dofollow" attribute. You've may heard from so-called "SEO experts" that it will help your rankings by including the "rel=dofollow" attribute in your links HTML. But that's wrong! These so-called "SEO experts" likes to call themselves for experts even though they're in reality are newbies who doesn't have a clue what they're talking about. I personally think it can hurt your rankings by including the "rel=dofollow" attribute in your links HTML because a lot of newbie spammers use to do that.

When you create inbound backlinks to your site, you shouldn't only create backlinks back to your index page like "http://YourSite.com", but you should also create some backlinks to your other pages as well like

“<http://YourSite.com/Your-Article/>”. This gives your backlinking a more human pattern.

Backlink Methods

There are two ways of building inbound links to your site (backlinks). One is to use automated tools, and the other method is to build those links manually. The last method is STRONGLY recommended in this post-Panda and post-Penguin world since the automated backlink tools usually spin content and post it on other sites (directories, web 2.0 sites, etc.) and link back to your site somewhere in the spun content.

It's NOT RECOMMENDED to use these automated backlink tools anymore, especially not in the long-term. Article spinners simply take ONE article and then do substitutions usually at synonym levels.

The problem here is that after you spin an article just a few times, the content gets more and more nonsensical. Google clearly runs content through grammar and syntax checkers, and is able to distinguish 'low quality' content that violates grammar and logical/normal syntax rules. Then the content may look 'off' to Google, and you'll get punished.

So if you want to have a long-term backlinking strategy for your niche site, build the inbound links manually.

I'll show you later how to use automated backlink tools, but that's only to teach you how the basic principles behind these tools works.

Methods to Manually Create Backlinks

1. **High Authority Directories** – Google still values backlinks from high authority directories. For example directories as dmoz.org and Yahoo Directory.

2. Guest post on blogs – This is a great way to get free high-quality backlinks back to your site that Google really values! What you do is to enable SEOquake on the Google search engine, search for blogs in your niche, choose a high PR blog, contact the owner/webmaster about guest blogging and tell him or her that you want to write an unique & awesome article for them and the only thing you want in return is a dofollow backlink back to your site (it can either be in the article's content itself, or at the end after the article). This will not only give you inbound link juice, but also direct traffic. You can also tell them that your site is a high-quality niche site with relevant, high-quality content that's targeting the same niche as their blog.

This is a win-win situation for both parts. You'll get inbound link juice to your site, and the blog you've guest posted on will get outbound link juice and free, unique and relevant content.

Most blogs who except guest writers will also allow you to embed some of your social profiles like Twitter, Google+ links, as well as a small bio about yourself. Using your Google+ social profile and writing for others is a great way to tell Google that you're a popular guy within your niche! 😊

3. Post on forums – No, I don't want you to spam forums! But instead write useful posts on forums that are relevant to your niche and leave a link back to your site at the bottom of the post, or in the content. Many niche forums allow you to do that and they don't see your posts as spam as long as you give some value to it. This can obviously not be done on Internet Marketing forums such as WarriorForum because everyone there know and understand this tactic, but the members and mods on an ADHD forum for example, they have most likely no clue about this tactic so this can be a great way to build free backlinks at the same time as you can get some solid referral traffic.

When you've written for example a 800 word high-quality post which gives the forum's members value, you can include a link back to one of your site's posts/pages at the bottom of the post that's relevant to the post you wrote at the forum and write, for example, *"I also have a blog that covers this subject, you can check it out here if you want: <http://example.com/example-post/>"*

It's not spam. You're helping them! 😊

4. Social bookmarks – Social bookmarking is basically to tag a website and saving it for later. Instead of saving them to your web browser, you are saving them to the web.

Here are a few examples of the many bookmarking services/sites out there:

- <http://delicious.com>
- <http://digg.com>
- <http://stumbleupon.com>
- <http://reddit.com>
- <http://newsvine.com>

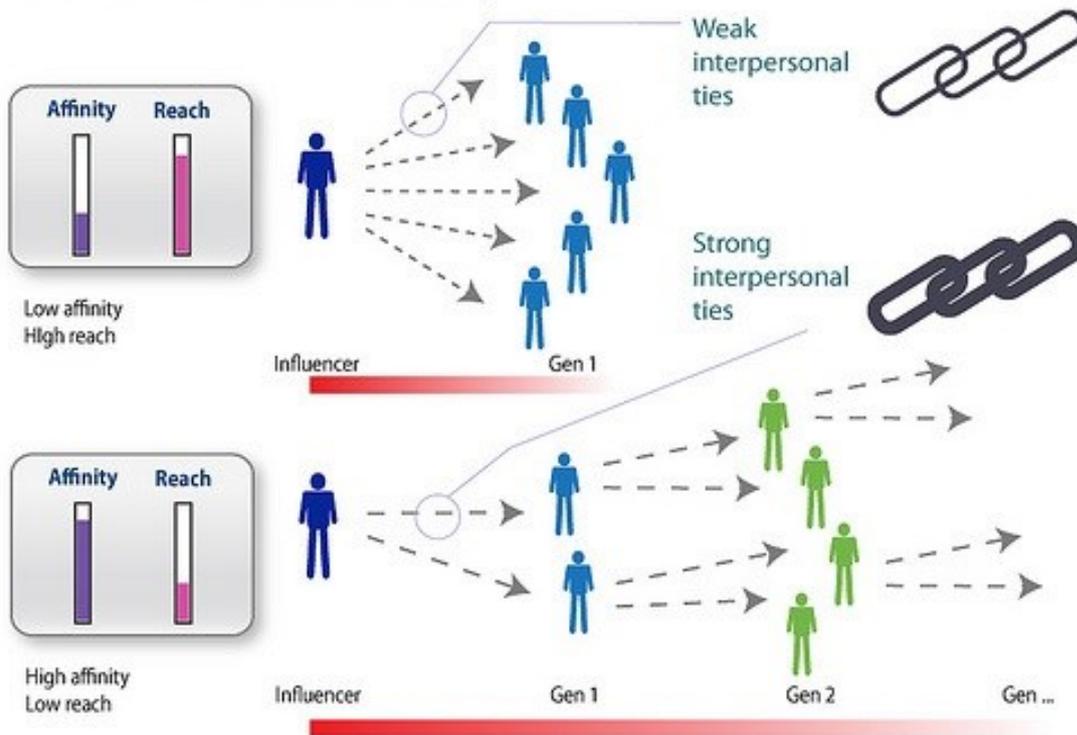
Before Panda and Penguin, social bookmarks were an easy way to boost your rankings. You could buy a social bookmarking gig at Fiverr, and increase you rankings. But that's not how it is in this post-Panda and Post-Penguin world.

Social bookmarking has been heavily misused by many as a cheap and easy method to generate lots of low-quality links to promote content (including 2nd tier links). Therefore, Google's recent algorithm updates can target these low-quality links and punish you because there's no value in these common purchased social bookmark links (such as the ones you can purchase from Fiverr).

But as with anything else, it can boost your rankings if you think quality instead of quantity, or affinity and influence in front of reach. As illustrated by this diagram:

(See next page)

Social Influence: reach vs affinity



You want strong interpersonal ties. So it's less about how many people are bookmarking your content, and more about WHO is bookmarking it.

- Who is your target audience, what topics do they like to discuss and where do they hang out online?
- What "social influence" do they have?
- Is that influence within your niche (or is the person an authority on another topic?)

If you figure this out, you can use the various social bookmarking services to share your stories and findings with your friends. You can curate relevant content that appeals to your target audience and that alone will gain you more followers and boost your credibility.

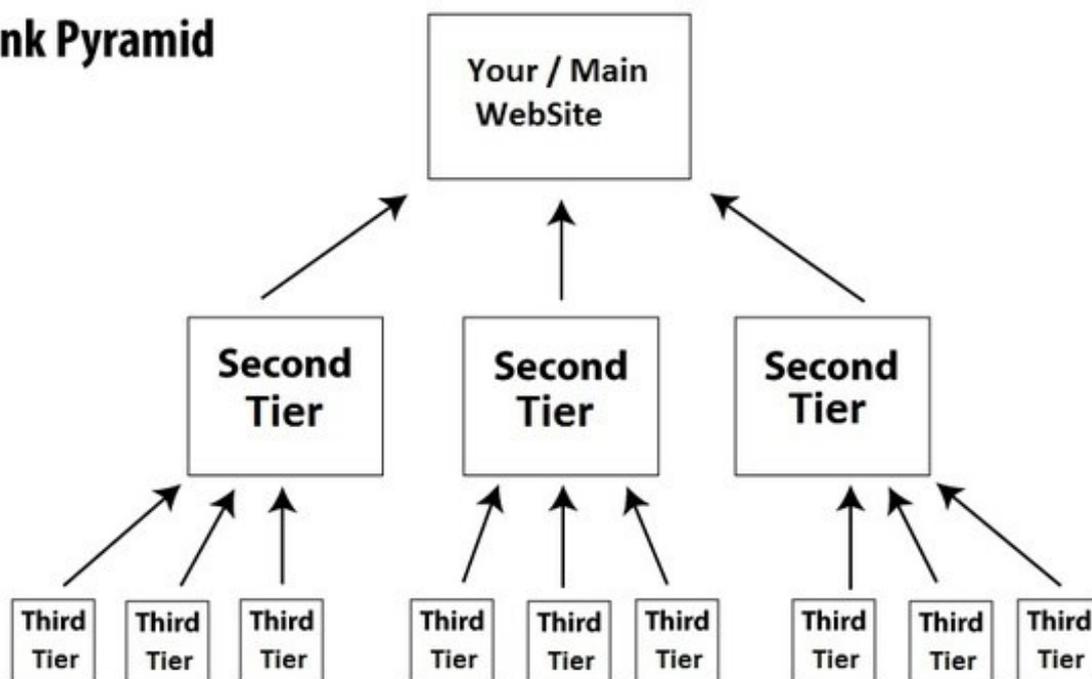
IMPORTANT! – I would strongly recommend you to use new accounts with different usernames and email addresses for each social bookmark you create.

5. Submit Articles To Web 2.0 Sites - A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators of user-generated content. Examples of such sites are [HubPages](#), [Squidoo](#), [Tumblr](#) and [Blogger](#).

The waste majority of these Web 2.0 sites are completely free to use, and they are great for creating inbound link juice to your site, and also to get referral traffic from people who read the articles you've posted on the Web 2.0 sites.

The key to see positive results by submitting articles to Web 2.0 sites, is to have a strong 'link pyramid/wheel' that have a human/normal pattern with unique, high-quality and relevant content. And what I mean with "link pyramid/wheel" is that not all links should point to your niche site, which you try to rank. You must also create Web 2.0 pages/articles/posts (call it whatever you want) + social bookmarks where the links points towards your second tier links, third tier links and so on:

Link Pyramid



You should also use RSS to form a tight network that will aid you in getting higher traffic on your website. It's a crucial tool for utilizing Web 2.0 sites because it acts as a connector between your blog, your Tumblr page, your Squidoo lens, your Twitter feed, etc. and all the other Web 2.0 sites you use.

RRS is a language that has the ability to format the content of your website in a standard way using which various RSS readers can use it and display it as well for other subscribers. When you go to, for example, a blog, you'll often see an orange button somewhere on the page that looks like this:



That's the RSS icon. If you click on that icon, it will bring up the RSS feed.

Every time you post a new article on, for example, a Squidoo lens, Blogger, Tumblr, etc. and have RSS enabled, the RSS feed will be automatically updated and consequently, any site that is using that feed. So by updating one site, you can effectively update many sites. But that's not all! Each update will also provide a link back to the original source for the RSS feed. What that means is that you can build a chain, or a network of sites and links that ends up pointing back to your main web site (your niche site), and thereby get some really juicy backlinks!

This is how the process can look in practice (Don't take the example I'm now going to show you as a rigid formula to be followed to the letter!):

1. Write (or buy) five 400-500 word, unique, high-quality articles that are relevant to your niche and are targeting the keyword you want to rank for, both in the compelling title, and in the content itself. Try to follow the same article formula as I've outlined previously in this guide. Write the articles in a such way that it looks like the articles has a purpose and direct readers to "take action".
2. Add one of the articles to Hubpages.com and include a keyword text link back to your main site (your niche site).

3. Go to [Twitter](#) and tweet your new Hubpage to get it indexed by the search engine spiders.
4. Create a [Tumblr](#) page where you add another article. Again, make sure to include a keyword text link back to your main site. You should also add the RSS feed from your Hubpage to your Tumblr page.
5. Tweet your new Tumblr page to get that one indexed too.
6. Post the Tumblr page to [Digg.com](#)
7. Create a high-quality [Squidoo](#) lens (Important! Otherwise the lens can get deleted) where you post one of your articles and make sure to include a keyword text link back to your main site. Then add the RSS feeds from your Hubpage and your Tumblr page to the new Squidoo lens.
8. Tweet your new Squidoo lens.
9. Go to [Blog.com](#) and create a blog where you post one of the articles. Include a keyword text link back to the Squidoo lens you just created, and then add the RSS feeds from your Hubpage, your Tumblr page and your Squidoo lens.
10. Tweet your new Blog.com blog.
11. Go to [Blogger.com](#) and create a blog where you add the last article with a keyword text link back to your main site. Then add the RSS feeds from your Hubpage, your Tumblr page, the Squidoo lens and the Blog.com blog to your new Blogger blog.
12. Go to [Reddit.com](#) and create a Reddit post about your new article at you Blogger blog and link that Reddit post to the article at your Blogger blog.
13. Tweet your new blog so it gets spidered by the search engines.
14. Create a public RSS feed sharing account at a RSS feed sharing service, where you can have all the RSS feeds you've created in one place (list them in one place). For this, you can for example use [FeedBite.com](#), and add the RSS feeds from all the previous sites.
15. Tweet your FeedBite feed.

16. Go to PingFarm.com and ping all the pages you've created. Including the links to the RSS feeds and the page for the Twitter account you used to tweet your links.

17. And on, and on, and on, and on... Well, I think you understand the point. 😊

IMPORTANT! - Also here I would strongly recommend you to use different usernames, page names, blog names, email addresses, etc. for each account/user/page you create.

And don't use the example which I've just given as the formula. Mix it up in other different ways. Because how more original the pyramid/wheel is, the better.

Methods to Automatically Create Backlinks

Remember what I said earlier - It's NOT RECOMMENDED to use these automated backlink tools anymore. If you don't know how to use these automated tools properly, don't use them! The risk is high that you'll be punished by Google.

3. [Unique Article Wizard](#) - Unique Article Wizard is more than simply an Internet Marketing Tool ... over the past five years UAW has evolved to meet the Internet Marketing community's requirements, needs and wants while remaining the most advanced public community where they increase traffic and search rankings.

Just use their software to create an article, either your own or a pre-written one and the software will spin it. Then will UAW's team review the spun article and then submit the spun article to hundreds of article directories in your niche.

4. [The Link Juicer](#) – This tool comes with a free trial the first 30 days and let you build social bookmarks and dofollow backlinks from articles dispersed randomly throughout the network, with varying anchor text and descriptions thanks to Spyntax. It's recommended that you get 10-20 backlinks per day with this tool.

This was my #1 favorite automated backlink tool before Panda and Penguin. The Link Juicer will progressively create a massive network of inbound links to your site. This includes direct links, as well as links to your links. This method had been proven to get rankings with all major search engines before Panda and Penguin. You would literally have to hire a full-time link builder to get as many links, and you would not likely get as good a job. The Link Juicer did this for a fraction of the cost, and still does though.

It's wasn't designed to build thousands of backlinks overnight, it was more of a slow and steady win the race strategy. What starts out slow, will eventually end up as massive amounts of links over time. This looks more natural to Google so it doesn't raise any red flags to get your sites sandboxed.

Just [sign up](#) for the free 30-day trial.

After you've signed up and want to create a new campaign, you have to login to your account and click on:

[Policies](#) [My Account](#) [Su](#)

Then click on:

[Edit Campaigns](#)
Create and manage your link campaigns here.

And then click on:

(See next page)

Edit Campaigns

[Click here to create a new campaign.](#)

The trial and the standard version of The Link Juicer allow you to build up to maximum 50 links per day. You can have as many campaigns as you want, but you can only build maximum 50 links per day.

Ok, when you have clicked on “create a new campaign”, you’ll access the campaign editor.

The first thing you’ll need to do is to add a campaign name (it doesn’t matter what you type in):

Complete campaign details then Confirm or Cancel to return to Edit Campaigns.

Campaign Name: *Give your campaign a meaningful name. This will not be posted anywhere, it is only for your reference.*

After you’ve added a campaign name, you have enter your target URLs’:

Target URL: *The **target url** is the url of the web page you wish to promote. It can be your home page, or any page on your web site, or even an article or video that points to your site. It can be spun like this:*

{http://www.somesite.com|https://www.anothersite.com/mypage.html}

This must be the URLs’ of your site. Type in the full URL including http:// or https://.

You can spin the URLs' by using Spyntax. Spyntax will randomly rotate the URLs' throughout the network. This is to give the campaign a human pattern.

This is how it works:

```
{http://YourSite.com| http://YourSite.com/page1/|
http://YourSite.com/page2/| http://YourSite.com/page3/}
```

The URLs' must be surrounded by braces {}. The vertical bar between each URL is called a pipe. If you can't find it on your keyboard, then copy and paste it from here. Each time a social bookmark is made, a random URL will be taken from among the ones you supplied.

Ok, now when you know that let us continue with the title:

Title: *The **title** can be spun using Spyntax, like this:*
{Version {1|One} Of {The|Your} Title|Version {2|Two} Of {The|Your} Title|Version {3|Three} Of {The|Your} Title}
Spun text should be from 1 to 20 words, and at least 5 characters.

```
{ADHD|Hyperactivity} in {children|kids}
{information|resources}, {about ADHD|about
hyperactivity|what is adhd} in {children|kids}, {how
to|how you should} {deal with|handle} it {and|&}
{|natural} {treatments|cures}
```

This is the title which will be used as titles' for the articles. It's very important that you have a spun text on 1-20 words, but I'll recommend you something like 10 words. But DON'T embed any links in the title!

Also here you'll need to create spun text. Not URLs' like we did in the "Target URL" option, but text. But the principle is the same.

Spun text must be surrounded by braces {} and separate the words or phrases with the pipe.

Here is an example of spun text that has been spun: (See next page)

{ADHD|Hyperactivity} in {children|kids} {information|resources}, {about ADHD|about hyperactivity|what is adhd} in {children|kids}, {how to|how you should} {deal with|handle} it {and|&} {natural} {treatments|cures}

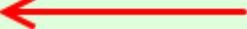
Can be spun into these versions:

1. *ADHD in kids information, about ADHD in kids, how you should handle it and cures*
2. *Hyperactivity in kids information, about ADHD in children, how to deal with it and natural treatments*
3. *Hyperactivity in children information, about hyperactivity in kids, how to handle it & treatments*

When you're creating a spun title (this does also apply for the bookmark text & the blog text), it's very important that you use your own, unique, high-quality, relevant and handwritten text because otherwise it can get rejected. And include the main keyword and some other relevant keywords in the text.

When you're creating a spun title, you should attempt to meet or exceed a unique score on 0.20.

You can test your spun text and see the scores with the Spyntax tester which you can find under the "Blog text" field:

*Create your Spyntax using the [Spyntax Generator](#).
Test your Spyntax using the [Spyntax tester](#).* 

Just paste your spun text into the Spyntax tester and test it:

Paste your text here:

```
{ADHD|hyperactivity} in {children|kids}
{information|resources}, about {ADHD|hyperactivity} in
{children|kids}, the {problem|issue} of {ADHD|hyperactivity}
in {children|kids}, {how to|why you should} {deal
with|handle} it {and|&} {natural} {treatments|cures}
```

The higher the score is, the more unique each spun title will be.

Now we're continuing to the tags.

Tags: *Tags can also be spun like this:*
`{order:::2:4:tag one|tag two|tag three|tag four}`
In this example, the 'order' command will output from 2 to 4 of the tags in random order, separated by a comma. Always specify a comma as the separator in your tags, that is, there must be a comma between the first and second colons.

```
{order:::2:4:adhd in children|children with adhd|adhd treatments|adhd resources}
```

Just copy the text `{order:::2:4:tag one|tag two|tag three|tag four}`, paste it into the box and replace the tag examples with your own tags/keywords. It's important to include your main keyword and some other relevant & targeted keywords/tags.

The bookmark text should be 8-25 words long and spun like I have showed you. Also here you'll need to include your main keyword and other relevant & targeted content:

Bookmark Text: *Bookmark text will be posted as a comment on bookmarking sites. The voice is that of someone talking to themselves about a site they found. Avoid talking directly to the reader, and avoid direct promotion of your site as this looks spammy. Your text should be **8 to 25 words** when spun. Do **not** embed a hyperlink in your bookmark text*
*We **strongly** recommend that you use the [Spyntax Generator](#) to create syntactically correct Spyntax. No typing required.*

```
{When it comes to dealing with|If you are trying to deal with|If you are wondering on how you are handling|If you are wondering on how you should deal with|If you are wondering how you can handle}  
{ADHD|hyperactivity|Attention Deficit Hyperactivity Disorder} in {your children|children|your
```

Don't embed a link in the bookmark text either.

The bookmark text's unique score should be 0.25 or higher.

And now the last text, the blog text:

(See next page)

Blog Text: *Blog text will be posted to blog sites and should be written like you would expect a blog post to be written. The voice is that of a **neutral** third party talking directly to the reader about a subject related to your site. Avoid promotion or even talking about your site or product as this will result in blog accounts being suspended. As long as your text is on topic it will get the job done. Its job is not to sell. Your text should be **100 to 250 words** in length when spun. Texts shorter than 100 words will not be posted.*

Important: Be sure to include your link in the Blog Text field like this:
`your keyword here`

```
{Concerned|Worried|Anxious} {parents|family
members} {should|must} know that there {are|is}
{remedies|treatments|cures|} for {ADHD in
children|children with ADHD|kids with ADHD|children
with Attention Deficit Hyperactivity Disorder}.
{Many|A lot of} {doctors|medical
doctors|physicians} immediately write prescriptions
for {|potentially} {dangerous|harmful}
{medicines|drugs} at the {|very} first {signs|sign}
of {the|this} condition. At best, this {|will} only
{sedates|calms|calms down|soothes} the {child|kid}
until they {do not|don't} show {|any}
{symptoms|signs of symptoms|symptoms anymore|signs
```

Create your *Spyntax* using the [Spyntax Generator](#).
 Test your *Spyntax* using the [Spyntax tester](#).

The blog text should be between 100-250 words long and spun like I have showed you and with a unique score on 0.30 or higher. Also here you'll need to include your main keyword and other relevant & targeted content. You also have to include your link here (once) in HTML format:

```
<a href="http://www.yoursite.com">your main keyword here</a>
```

I haven't found a way to spin the link in HTML format yet, so you may want to change the link manually sometimes to other pages on your site to give it a more human pattern.

If you have the pingback option enabled for your post/posts, you'll get notified when The Link Juicer post an article that has a link to one of your blog's pages.

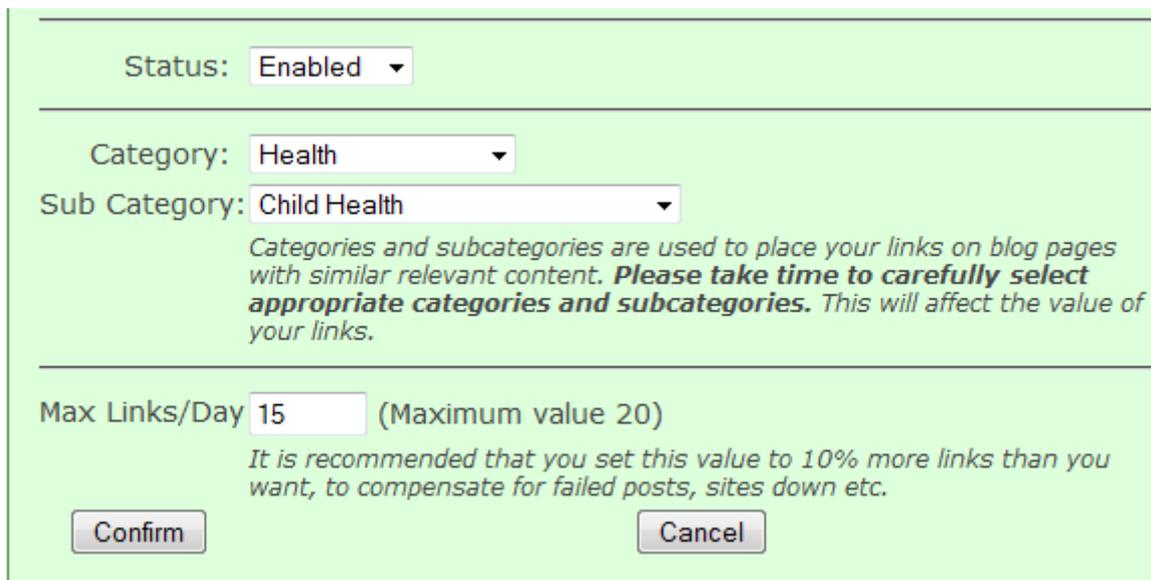
A pingback is a type of linkback method to notify you if someone has posted a link to one of your blog's permalinks in an article.

The thing about Pingbacks is that there is no definitive answer if this is positive or negative for your site's SEO. But nothing negative will happen

if you have the pingback option turned off or if you don't approve the pingbacks if you have the option enabled.

So I would recommend you to not approve the pingbacks.

Now to the last step. Enable the campaign, choose your categories, set the amount of daily links to 10-20 and click on "Confirm":



The screenshot shows a light green form with the following fields and text:

- Status:
- Category:
- Sub Category:
- Max Links/Day: (Maximum value 20)

Below the fields, there is a paragraph of text: *Categories and subcategories are used to place your links on blog pages with similar relevant content. **Please take time to carefully select appropriate categories and subcategories.** This will affect the value of your links.*

At the bottom, there are two buttons: "Confirm" and "Cancel".

You'll then be taken to a page where you'll see a spun version your campaign. Refresh the page a few times and review carefully to ensure there are no errors in the spun text, and take note of the suggestions given, if any, regarding each field.

Your links should begin to appear within 24 hours.

7. [SEnuke](#) - This easy to use and automatic SEO software let you design your own link building strategy by using the diagram designer. Simply drag and drop the different types of links you want back to your website and tell SEnuke how many days it should run your link building campaign on autopilot.

The pro version have a "30 second turbo wizard" where you only need to add your websites URL, your keywords and press start and SEnuke will do everything automatically for you. Perfect for the complete newbie!

SEnuke is also fully compatible with Google's latest changes in 2012, if used properly. No matter what the niche is: dog training, weight loss, ADHD in children or any of the other thousands of niches, they are getting success reports on a weekly basis where users are saying that their rankings haven't been hurt one bit by the latest Google changes. A lot of them even say their rankings have improved!

SEnuke comes with a free 14 day trial so you can test it before you have to pay for it.

8. [PingFarm](#) – This isn't required in any way, but if you want to index your backlinks faster, or make sure that they really get indexed, you can use [PingFarm.com](#) to ping your backlinks for faster indexing.

Just copy the website's page URL that has your outbound backlink and paste it into PingFarm and ping it. For example:
"http://BacklinkSite.com/PageWithBacklink.html".

I would strongly recommend you to do this to ensure that the backlinks really get indexed.

Tip – When you use article spinners, change the article once in the while. By doing this, Google's algo will have it more difficult to detect if the spun content is spun.

Adding The Affiliate Links to The Site

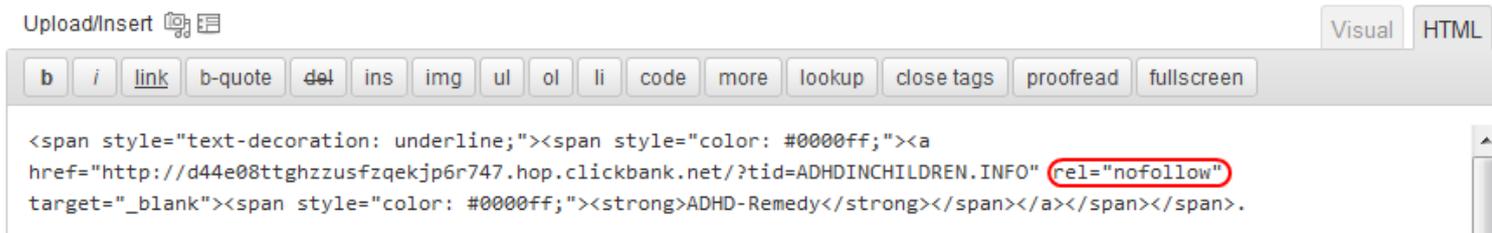
I have no idea how you're planning to monetize your site so I will not go further into that but the most common methods is to include the affiliate links in the content, add banners to the site, etc.

A link in the content is a part of the content that's hyperlinked, like this:

not treat the condition, but merely turn the interested in treating the children the right way distractions. There are some very good resc treated from home at [ADHD-Remedy](#).

But don't add your affiliate links straight away. Give it some time first so your site gives enough value to the audience.

And when you add your affiliate links, remember to add the `rel="nofollow"` attribute in your html of the webpage like this (on the right of the affiliate link URL):



Upload/Insert  

b *i* link b-quote del ins img ul ol li code more lookup close tags proofread fullscreen

```
<span style="text-decoration: underline;"><span style="color: #0000ff;"><a href="http://d44e08ttghzzusfzqekjp6r747.hop.clickbank.net/?tid=ADHDINCHILDREN.INFO" rel="nofollow" target="_blank"><span style="color: #0000ff;"><strong>ADHD-Remedy</strong></span></a></span></span>.
```

This should only be done with outbound affiliate links and not with outbound links to related, "non-affiliate" authority sites, niche sites, etc. which can actually help your rankings.

But don't exaggerate when you add your affiliate links to the content. It's better to have one hyperlink with good placement than three or four hyperlinks with bad placement in an article.

That's exactly what I use to do. I include one hyperlink linked with my affiliate link in every second article. I also make sure that the hyperlink is visible for the audience so they know that it's a link there which they can click on. It had been stupid if the hyperlinked text had the same color as the rest of the content, wouldn't it? So if my content is black, I use to make sure that my hyperlinked text is blue, bold and underlined. I don't

use to change the fonts sizes or anything because it will make it look ugly and obtrusive.

Tracking With Prosper202

Before I show you other ways of driving targeted traffic to your site, I want to teach you to track everything so you see what's working and not. We will use the free tracking script Prosper202 for this.

To download and install Prosper202, go to:

<http://prosper.tracking202.com/apps/download/>

Prosper202 is a free tracking script that can be installed on any domain and subdomain. But it won't work on subdirectories.

For example:

www.yourtracking.com (or any other TLD extension) = Works

www.yourtracking.yourdomain.com = Works

www.yourdomain.com/yourtracking = Do NOT work!

But you should consider getting yourself a VPS hosting plan if you're planning to track paid traffic or 500+ clicks a day. This is because shared hosting plans aren't made for handling large amounts of traffic. But if you plan to track free traffic and less than 500 clicks a day, a shared hosting plan shouldn't be a problem.

Creating a new MySQL database and user

Before you start to install Prosper202, you need to create a new MySQL database and user that Prosper202 will use.

First, login to your cPanel dashboard and click on MySQL Databases:



Then create a new database:

Create New Database

New Database: ✓

You should copy it down to a safe place. And remember to copy down both the prefix and the suffix.

When you've created the database, scroll down and create a new MySQL user:

MySQL Users

Add New User

Username: ✓

Password: ✓

Password (Again): ✓

Strength (why?): OK (42/100)

Copy these down

Make sure to copy down this information too.

When you've added the new MySQL user, scroll down further, and add your new username to the new database:

Add User To Database

User: ▼

Database: ▼

When you've clicked on "Add", you have to add privileges to the new user. Select "All Privileges" and hit "Make Changes":

(See next page)

Manage User Privileges

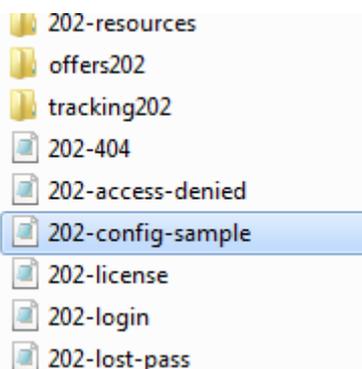
User: **taskeman_data1**
 Database: **taskeman_data1**

<input checked="" type="checkbox"/> ALL PRIVILEGES	
<input checked="" type="checkbox"/> ALTER	<input checked="" type="checkbox"/> CREATE
<input checked="" type="checkbox"/> CREATE ROUTINE	<input checked="" type="checkbox"/> CREATE TEMPORARY TABLES
<input checked="" type="checkbox"/> CREATE VIEW	<input checked="" type="checkbox"/> DELETE
<input checked="" type="checkbox"/> DROP	<input checked="" type="checkbox"/> EXECUTE
<input checked="" type="checkbox"/> INDEX	<input checked="" type="checkbox"/> INSERT
<input checked="" type="checkbox"/> LOCK TABLES	<input checked="" type="checkbox"/> REFERENCES
<input checked="" type="checkbox"/> SELECT	<input checked="" type="checkbox"/> SHOW VIEW
<input checked="" type="checkbox"/> TRIGGER	<input checked="" type="checkbox"/> UPDATE

You are now finish with the MySQL database and the new user.

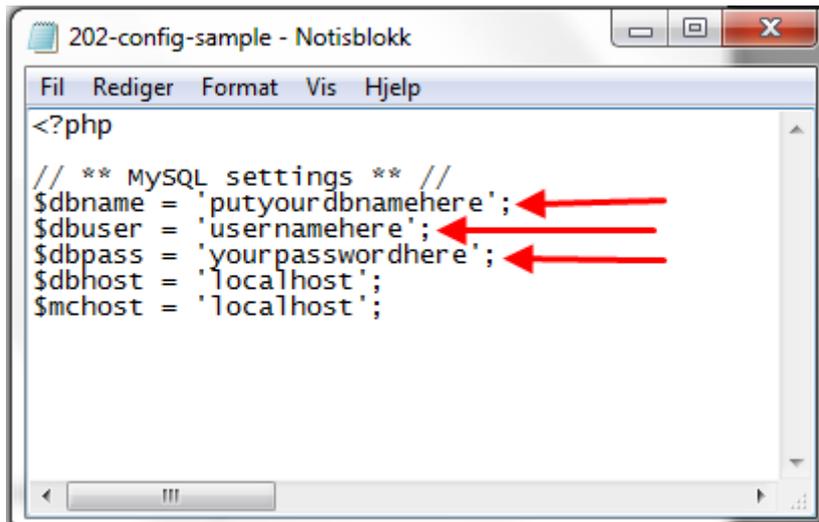
Modifying the “202-congig-sample” file.

Before we can upload the Prosper202 files, we need to modify the “202-congig-sample” file which is located in the Prosper202 folder:



Just open the file with notepad and replace the values “\$dbname”, “\$dbuser” and “\$dbpass” with the details that you copied when you created your database:

(See next page)

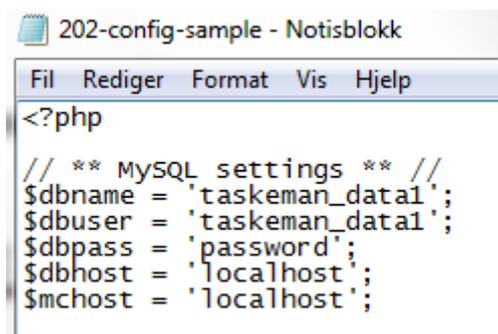


```

<?php
// ** MySQL settings ** //
$dbname = 'putyourdbnamehere';
$dbuser = 'usernamehere';
$dbpass = 'yourpasswordhere';
$dbhost = 'localhost';
$mchost = 'localhost';

```

Change these values to these:



```

<?php
// ** MySQL settings ** //
$dbname = 'taskeman_data1';
$dbuser = 'taskeman_data1';
$dbpass = 'password';
$dbhost = 'localhost';
$mchost = 'localhost';

```

Don't change anything else in the file (unless you have to, but you shouldn't need to).

When you've updated the file with your values, save it, close the notepad and rename the file from *202-config-sample.php* to *202-config.php*.

That's it! Now you're ready to upload the files to your server.

Uploading Prosper202 to your server

To upload the files to your server, you need to use an FTP client.

Many hosts, for example HostGator, have a file manager on the cPanel dashboard. But if you don't have access to a file manager on your cPanel dashboard, you can use the [free FTP client Filezilla](#).

But before you upload them, I would recommend you to create a subdomain on your niche site where you upload the files. To create a

subdomain, simply login to your cPanel dashboard and click on “Subdomains”:



And then simply add a subdomain to your domain, and it's all done:

Create a Subdomain

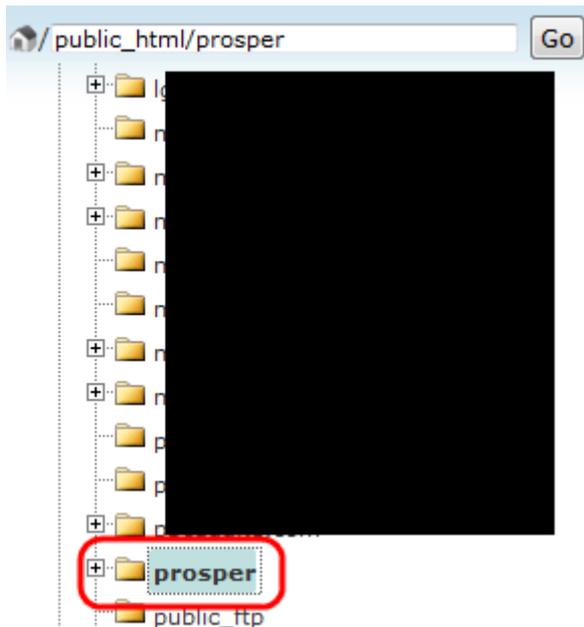
A screenshot of the 'Create a Subdomain' form in cPanel. The form has two input fields. The first is labeled 'Subdomain' and contains the text 'prosper'. The second is a dropdown menu containing 'sweatygeek.com' with a green checkmark to its right. Below these is a 'Document Root' field containing a house icon and the path '/public_html/prosper' with a green checkmark to its right. At the bottom of the form is a 'Create' button.

Now it's time to upload the files to your subdomain. If you use HostGator, simply click on “File Manager”:

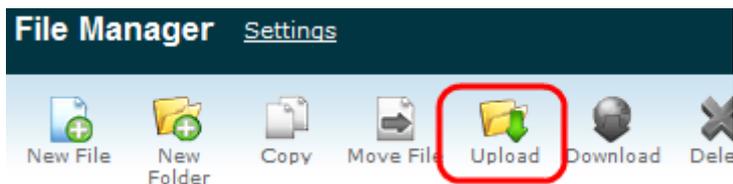


And then go to your subdomain folder:

(See next page)



And upload the Prosper202 files by clicking on the “Upload” icon (you can compress them as a .zip file and unzip them once you’ve uploaded them):



Now when you’ve uploaded the files, you can access Prosper202 on your subdomain, which in my case is <http://prosper.sweatygeek.com>.

The first thing you have to do when you access Prosper202 on your server for the first time is to create your account. The username and password you enter will be what you use to log in to Prosper202, and it doesn’t need to be the same username and password which you used when you created your new MySQL user:

(See next page)

Create your account

Please provide the following information. Don't worry, you can always change these settings later.

Your Email

Time Zone

Username

Password

Verify Pass

Double-check your email address before continuing.

Once you've hit "Install Prosper202", Prosper202 has successfully been installed!

How to set up a new campaign.

To set up a new campaign, click on the "setup" tab and then click on "Traffic Sources" because entering the traffic sources will be out first step:



Those traffic sources could be literally anything. PPC, PPV, Social Media, etc. But in this example, I'm going to use banners as traffic source. So I add "Banners" as traffic source:

1st - Add Traffic Source

What Traffic Sources do you use? Some examples include, Facebook, Plentyoffish, MSN Adcenter, and Google Adwords.

Traffic Source

For every traffic source you create, you want to have at least one account associated with that traffic source.

Ok, after you've added the traffic source, you have to add an account to that traffic source:

2nd - Add Traffic Source Accounts and Pixels

What accounts do you have with each Traffic Source? For instance, if you have two Plentyoffish accounts, you can add them both here. This way you can track how individual accounts on each source are doing.

Traffic Source	<input type="text" value="banners"/>
Account Username	<input type="text" value="taskemann"/>
Pixel Type	<input type="text" value="--"/>
Pixel Code	<input type="text"/> <input type="button" value="Add"/>

Don't worry about the tracking pixel, we won't use that.

When you've added the traffic source and created a traffic source account, click on "Categories":



Here you have to add your affiliate network, which in this example is Clickbank:

Add Campaign Category

What Campaign Categories do you want to use? Some examples include Commission Junction, A4D, Mobile, Dating etc.

Campaign Category	<input type="text" value="Clickbank"/>	<input type="button" value="Add"/>
-------------------	--	------------------------------------

When you've done that, it's time for the affiliate campaign setup. Click on the "Campaigns" tab:

(See next page)



And add the product you want to promote:

Add A Campaign

Here you add each of the affiliate campaigns you are promoting.

Affiliate Network

Campaign Name

Rotate Urls No Yes

Affiliate URL [?]

The following tracking placeholders can be used:
[[subid]], [[c1]], [[c2]], [[c3]], [[c4]]

Payout \$

Cloaking

For the *Affiliate Network*, simply select the affiliate network.

For *Campaign Name*, add the name of the product you're going to promote.

For the *Affiliate URL*, insert your affiliate link with the `[[subid]]` variable as a subID / tracking ID. So if you for example insert a Clickbank hoplink, it should look like this:

`http://27a8baumkb130123ryw5lgqv2m.hop.clickbank.net/?tid=[[subid]]`

In the *Payout* field, add the earnings per sale, lead, etc.

The *Rotate URLs* and the *Cloaking* options aren't necessary, only enable these options if you want to split test different links or cloak your links.

If you're not going to direct link to the offer you're promoting, but instead redirect your traffic to a page on your site first, go to step 4 – *Landing Pages*:



And then add your landing page:

Add A Landing Page (optional)

Here you can add different landing pages you might use with your ppc marketing.

Landing Page Type [?] Simple (One Offer on the page) Advanced (Mutiple Offers on the page)

Aff Network

Aff Campaign

LP Nickname

Landing Page URL

If it's a standard landing page where you only promote one offer on the page, choose "Simple" as *Landing Page Type*.

Then select your affiliate network & your campaign.

Under *LP Nickname*, just name your landing page whatever you want, and then add your landing page URL to the *Landing Page URL* field.

Now you should add your text ads to the campaign. This is optional, but recommended to make each traffic source easier to track. To add text ads, go to step 5 – *Text Ads*:



Then simply add your ads:

(See next page)

Add Your Text Ads

Here you can add different text ads you might use with your PPC marketing.

Text Ad For Direct Link Setup, or Simple Landing Page Setup
 Advanced Landing Page Setup

Aff Network

Aff Campaign

Ad Nickname ?

Ad Preview

[ADHD Natural Treatment](#)
 ADHD can be cured with natural remedies!
[ADHDsolutions.com](#)

Ad Headline

Ad Description

Display URL

But this does not only apply for PPC text ads, you can also create these “text ads” to track other things also such as ad spaces on other niche sites & blogs with the link you’ll get when you create the tracking links later at step 7. Remember to create one “text ad” for each ad to track everything properly.

A “text ad” for an ad/banner space purchased on a niche blog that’s in the same niche as yours and the product you promote can look like this:

(See next page)

Add Your Text Ads

Here you can add different text ads you might use with your PPC marketing.

Text Ad For Direct Link Setup, or Simple Landing Page Setup
 Advanced Landing Page Setup

Aff Network Clickbank ▾

Aff Campaign ADHD/ADD Natural Remedy · \$25.15 ▾

Ad Nickname ? ParentsAndADHD.com - ad 1

Ad Preview
[Skyscraper banner 160x600](#)
 The banner is located on the left side of the site.
[www.example.com](#)

Ad Headline Skyscraper banner 160x600

Ad Description The banner is located on the left side of the site.

Display URL

As you can see in the example above, the *Ad Nickname*, *Ad Headline* and the *Ad Description* helps us to get a better overview later in our Prosper202 reports when we want to see how well that ad space converts.

When that step is done, go to step 6 – *Get LP Code*:



And then click on *Simple Landing Page*:



Here you have to select your affiliate network, you campaign, method of promotion (*Landing Page* is default) and your landing page:

Setup a Simple Landing Page

to setup your landing pages, installing the javascript and PHP code prior to getting yc

Affiliate Network	Clickbank ▾
Campaign	ADHD/ADD Natural Remedy · \$25.15 ▾
Method of Promotion	Landing Page ▾
Landing Page	Landingpage 1 ▾

When you generate the tracking link for your landing page, you'll get three different codes.

The first code is the *Inbound JavaScript Landing Page Code*:

```
<script language="JavaScript" type="text/javascript">
cbr202=Math.random()*10000000000000000;document.write('<scr'+ 'ipt
language="JavaScript" src="http://prosper.sweatygeek.com/tracking202
/static/landing.php?lpip=211&202cb='+cbr202+' " type="text/javascript">
</scr' + 'ipt>'); </script>
```

This JavaScript code should be put right above your `</body>` tag on only the page(s) where your visitors will first arrive to. This code is not supposed to be placed on every single page on your website. For example, it can not to be placed in a WordPress template file.

To place the code to a single WordPress page (don't misunderstand, this also includes WordPress posts), you must do some modifications to your theme. This is a bit tricky in WordPress since you need to add the code to your theme's footer.php file, a file that loads on every single page on your WordPress site. But it can be done though.

NickyCakes have posted one way of doing it which is recommended by the Prosper202 team: <http://www.nickycakes.com/tracking-wordpress-landing-pages-with-prosper202/>

That's one way of doing it. One other way is to align a new Custom Field to the post where you insert the Javascript code only for that post via the Custom Field. It should be possible, at least in the theory.

Ok, when you've managed to make the Javascript code show on only your landing page, you have to create a .php redirect file which you will direct your visitors to. Just copy the *Option 1 Outbound PHP Redirect code*:

Option 1: Landing Page: Outbound PHP Redirect Code: This is the php code so you can [cloak your affiliate link](#). Instead of having your affiliate link be seen on your outgoing links on your landing page, you can have your outgoing links just goto another page on your site, which then redirects the visitor to your affiliate link

So for example, if you wanted to have yourdomain.com/redirect.php be your cloaked affiliate link, on redirect.php you would place our [outbound php redirect code](#). When the visitor goes to redirect.php with our outbound php code installed, they simply get redirected out to your affiliate link.

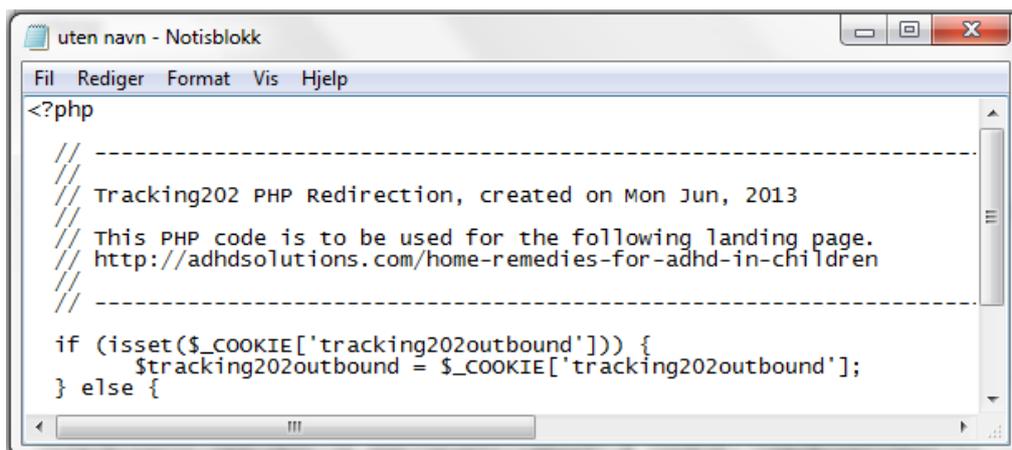
You must have PHP installed on your server for this to work!

```
<?php

//
-----
//
// Tracking202 PHP Redirection, created on Mon Jun, 2013
//
// This PHP code is to be used for the following landing page.
// http://adhd-solutions.com/home-remedies-for-adhd-in-children
//
// -----

if (isset($_COOKIE['tracking202outbound'])) {
    $tracking202outbound = $_COOKIE['tracking202outbound'];
} else {
    $tracking202outbound = 'http://prosper.sweatygeek.com
/tracking202/redirect/lp.php?lpip=211&pci=' . $_COOKIE['tracking202pci'];
}
```

...And paste it into Notepad like this:



```
uten navn - Notisblokk
Fil Rediger Format Vis Hjelp
<?php
// -----
//
// Tracking202 PHP Redirection, created on Mon Jun, 2013
//
// This PHP code is to be used for the following landing page.
// http://adhd-solutions.com/home-remedies-for-adhd-in-children
//
// -----

if (isset($_COOKIE['tracking202outbound'])) {
    $tracking202outbound = $_COOKIE['tracking202outbound'];
} else {
```

Then save it as a .php file:

Filnavn:

Filtype:

When the .php redirect file is ready, simply upload it to your site and link your landing page's "Buy It Now", "Check It Out", etc. button or text to this file. The file will then redirect them to the sales page via your affiliate link.

The next and final step is to go to step 7 and create links which we will use for directing people to our landing page:



Just select the correct options for your URL and generate it:

Get the Destination URLs to be used in your Text Ads

Here is where you generate your tracking links to be used in your PPC advertisements. Please make sure to test your links. If you are using a landing page, you should have already installed your landing page code prior to coming to this step.

Get Text Ad Code For Direct Link Setup, or Simple Landing Page Setup
 Advanced Landing Page Setup

Affiliate Network

Campaign

Method of Promotion

Landing Page

Ad Copy

Ad Preview

[ADHD Natural Treatment](#)
 ADHD can be cured with natural remedies!
[ADHDsolutions.com](#)

Cloaking

PPC Network

PPC Account

Max CPC \$ you can now enter cpc amounts as small as 0.00001

Tracking ID c1 c1-c4 variables must be no longer than 350 characters.

Tracking ID c2

Tracking ID c3

Tracking ID c4

When you've generated your tracking link, your link will show up further down on the page:

```
http://adhd-solutions.com/home-remedies-for-adhd-in-children?t202id=931&t202kw=
```

This is the tracking link we'll use for directing people to our landing page.

When you have the `[[sibid]]` tag to the end of your affiliate link from Clickbank, right after the "&tid=" variable, Prosper202 will assign an ID to every click, and it will pass that information along to Clickbank in the form of a subID. When a sale takes place, the subID information will be available in your Clickbank reports, under Reporting => Transactions.

Next, you'll want to bring that conversion data back into Prosper202. From the Transactions tab, you want to copy all the information that appears in the TID column. Then, go ahead and paste them into the Update tab in Prosper 202. These will tell Prosper which clicks converted for you, and you'll be able to see that information in your reports.

Important! When you've set everything up, test and see if it works before you place your tracking link wherever you're going to place it.

Well, this covers pretty much all the basics of Prosper202. And it's the same process whether you're going to advertise and drive traffic to your landing page via PPC, ad spaces on other blogs/sites, etc.

Now when you understand the basics of Prosper202 and tracking, I'll show you other ways to drive targeted traffic to your site.

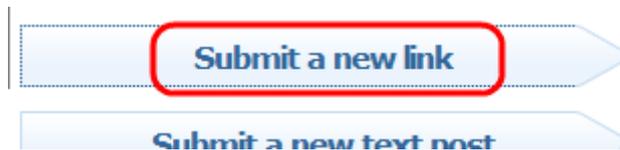
Other Ways to Drive Traffic to Your Site

There are plenty of ways to drive traffic. I can obviously not mention every single one of them in this guide. But I'll mention a few ones for you.

1. Reddit

[Reddit](#) is a great place to drive targeted traffic from. You can reach millions of potential viewers with just a minute of work and it's free.

When you've registered a free account, you can easily submit Reddit links by clicking on 'Submit a new link' on the right side of the site:



Then just simply create your link by adding an informative title, your post's / page's URL and the subreddit (it's more like a category). When you've done that, just click on 'submit' when you're finish:

(See next page)

link text

You are submitting a link. The key to a successful submission is interesting content and a descriptive title.

title

Approximately 10 percent of school age children suffer from ADHD at this point in time. There are many symptoms that can arise in children that

url

<http://adhd-solutions.com/how-to-deal-with-adhd-in-children/>

suggest title

choose a subreddit

ADHD

popular choices
 AdviceAnimals AskReddit atheism aww bestof funny gaming IAmA
 movies Music news pics politics science technology todayilearned
 videos worldnews WTF

 please be mindful of reddit's [few rules](#) and practice [good reddiquette](#).

submit

If the other Reddit users who read your Reddit post find it useful, they can vote it up so it gets even more exposed to other Reddit users. Therefore, it's very important that you have an informative & relevant title and link your Reddit post to an informative, high-quality article on your niche site that gives the readers of the chosen subreddit value.

Here's an example on a Reddit post I created yesterday which I linked back to my site. It was about the top 5 backpacks for hiking, and in less than 24 hours, this Reddit post gave me 941 targeted visitors and banked me over \$100 from Amazon:

(See next page)

Referrers	
Today	Yesterday
Summaries	
Referrer	Views
 + Reddit	941

But be aware, you shouldn't only post Reddit posts where you link to your own site. This can be considered as spam. You should also post Reddit posts where you link to other sites now and then so your activity doesn't look so "spammy". Because we don't want to spam! 😊

2. Advertise on Reddit

Reddit also gives their users the opportunity to advertise their site towards the other Reddit members.



When you advertise on Reddit, you can get your message to millions of viewers and target the ad against what THEY are interested in, not what their demographic is. And with Reddit's bid-based system, you'll get a fair piece of the daily pie.

For targeting, you have two options:

1. No targeting (displays site-wide)
2. Targeting (runs on a specific subreddit, which is a Reddit category)

To create an ad, simply click on 'Advertise' at the bottom of Reddit:



(Or simply follow this link: http://www.reddit.com/ad_inq/)

Then you just simply create your ad:

(See next page)

create a promotion

title

A good title is important to the success of your campaign. reddit users are an intelligent, thoughtful group, and reward those who engage them

url

Provide the URL of your ad. No redirects please!

By clicking "next" you agree to the [Self Serve Advertising Rules](#).

When you click on 'next', you'll be taken to the Campaign Area:

campaign dashboard

This dashboard allows you to easily place ads on reddit. You can target a specific community or simply run on the main page.

duration -

total bid \$ → \$33.33 per day for 3 day(s)

targeting no targeting (displays site-wide)

minimum \$20 / day

enable targeting (runs on a specific subreddit)

minimum \$30 / day

- By targeting, your ad will only appear in front of users who subscribe to the subreddit that you specify.
- Your ad will also appear at the top of the hot listing for that subreddit
- You can only target one subreddit per campaign. If you would like to submit to more than one subreddit, add a new campaign (its easy, you just fill this form out again).

popular choices

[AdviceAnimals](#) [AskReddit](#) [atheism](#) [aww](#) [bestof](#) [funny](#) [gaming](#)
[IAMA](#) [movies](#) [Music](#) [news](#) [pics](#) [politics](#) [science](#) [technology](#)
[todayilearned](#) [videos](#) [worldnews](#) [WTF](#)

At the Campaign Area, you can set the campaign's duration, set the bid and choose targeting. Just like I have done in the example above.

When you've set everything, click on 'create' and pay for the ad.

NB! Remember to upload an image to your ad because an image will increase your ad's click-through rate:

look and feel images will be resized if larger than 70 x 70 pixels

upload header image:

Type: JPEG PNG

C:\Users\jimmy\Pictures

The ad when the image has been uploaded:



I would only recommend you to choose no targeting at all if you for example have a site where you promote various technology products (such as USB gadgets, iPhone accessories, etc.). Because Reddit's users mainly consist of highly educated young people with a passion for IT and technology, which makes an ad about, for example, a wooden USB stick kinda targeted anyways.

3. Promote your Facebook Posts

This is actually a pretty underestimated way to brand your site on, and to get more likes to your Facebook page and traffic to your site if it goes viral.

All you have to do is to click on the “Boost Post” button under one of your Facebook page’s posts and it will be promoted towards the ones who already like your Facebook page, towards the friends of those who like your Facebook page and towards other users as well once you’ve paid and your promotion has been approved.

The screenshot shows the Facebook Boost Post interface. At the top, it says "2,473 people saw this post" and has a "Boost Again" button. A yellow warning box states: "Your promotion has exhausted its budget. Increase your budget to reach more people." Below this, a table shows "2,291 Paid Reach [?]" and "\$10.00 Budget Spent". Underneath, it lists "Current Budget" as "\$10.00". There is a dropdown menu for "Add Budget" currently set to "\$20". A note says: "The increased budget will reach an estimated 4,500 - 8,300 total people." Below that is an "Add To Budget" button. At the bottom, it shows "End Time" as "May 28 at 1:33pm".

This way of promotion won’t bring much traffic to your site if you’ve included a link to your site in the Facebook post you’ve promoted, unless if you have a super-cool or hilarious image or video in your promotion that goes viral. But it’s great for branding and to get more likes since you’ll be able to get a lot of impression for a few bucks.

Be creative, use images. Because if you use an image in the post you promote, it will be much more “eye-catching”. And even better – use a cool or hilarious video, and it may go viral!

Here's an example of one of my promotions that went viral:



[Redacted name]

==> [http://\[redacted\].com/jumping-stilts/](http://[redacted].com/jumping-stilts/)

With these insanely cool jumping stilts, you can run faster than Usain Bolt himself and jump higher & further than a kangaroo!

==> [http://\[redacted\].com/jumping-stilts/](http://[redacted].com/jumping-stilts/)

Do you want a pair? Press 'Like' & share it with your friends!



It was shared and 'liked' thousands of times and brought me about 5,000 unique visitors to my site in 2 days. The post I promoted was about a pair of jumping stilts and it had an awesome video about them where different guys performed incredible tricks with them.

4. Traffic Exchange

Joining a traffic exchange network is a great way to get free traffic, and probably one of the easiest.

You could for example join the 'Knowd' traffic exchange network:

<http://exchange.knowd.com/yourwidget>

Knowd is probably one of the easiest ways to drive engaged readers to your website or blog, and it's free. Once your website is part of the Knowd community, your content will be promoted on Knowd widgets throughout their global network of leading websites.

Example of a Knowd widget from one of my own sites:

Weird Stuff Around The Web



15 Otherworldly
Place On Planet
Earth



The Five Greatest
Mysteries Of
Human History



The Most Amazing
Trees In The World



How Sexy Is This
Car?



The Worlds Most
Expensive Cop
Cars

“So how does it work?” - After the 5-minute installation of your new widgets, you will be asked to upload links of your best content to their system. Once uploaded and approved, their system will deliver your content to widgets across the Web and start sending readers back to your site. Of course, it is a lot more complicated than that as they use a number of algorithms and real time data to understand specific readers' interests and deliver content they find compelling. The result: engaged readers are introduced to your website and your content, increasing your revenue and building your audience.

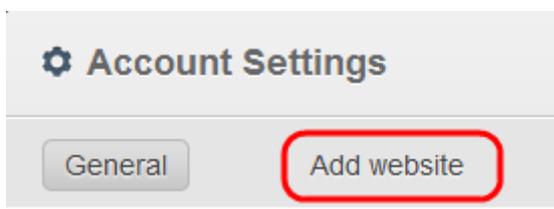
“How much traffic should I expect?” - Well, that depends on two things: (i) the amount of traffic you send Knowd through your widget and (ii) the "clickiness" of your content on their network. For instance, if 100 readers click on your Knowd widget in a day, you should expect to get 100 to 200

readers sent to your website. Where in that range your returned traffic ultimately falls is largely dependent on the quality of your content. Why? It's not easy to find the reader who gets excited about a link to "5 Boring Stamps".

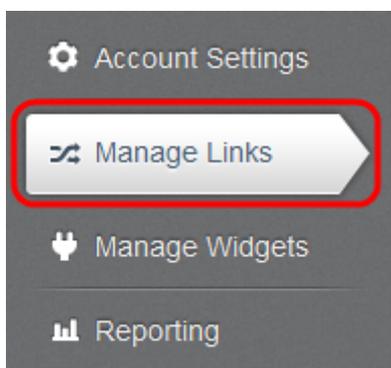
When you've created a Knowd account and placed the widget on your website, you can login to your Knowd account here:

<https://admin.knowd.com>

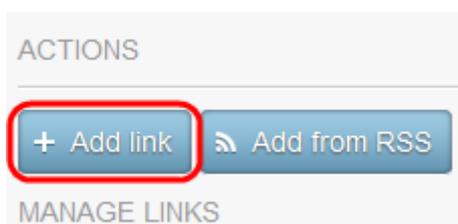
To add your website to Knowd you need to click on "Add website" under 'Account Settings':



After you've added your site's info, you need to click on "Manage Links":



And then on "Add Link":



Then add the link like this:

Link URL:

Title: 27 characters left

Description: 100 characters left

Date published:

CARRIER WAVE IMAGE

Paste image URL:

Upload image:

MAIN AND SUB CATEGORIES

Main Category:

Secondary Category:

Rating: ⓘ

FINALIZE

When you've added and set everything, click "Save".

Now you only need to wait for it to be approved.

How more eye-catching the image and the title is, the more traffic you'll get.

Here's an example of one of my Knowd links:

	THE CREEPIEST COMPUTER MOUSE EVER	Days	Date
	And yes, it's a REAL spider inside!	41	04/16/13
	Read more » Category:tech&science	CTR	Clicks
		0.463%	292
		APR	ID
			30055

Its click-through rate is on almost 0.5% and it has led to 292 clicks to my site in the 41 days it has been live. So it's a great way to get free, targeted traffic.

5. Pay Per Click (PPC) Advertising

PPC stands for Pay Per Click which means that if you are a PPC advertiser, you will pay for each click your ad gets. The ad can both be published by publishers/affiliates and by the PPC network itself.

After you have created your ad, you have to place bids on keywords you want your ad to show up for. So if you create an ad about a fitness product and place the top bid for a relevant keyword, your ad will show up in the #1 place when someone search for that keyword and they will see your ad in the publisher's ad. And if you place the second highest bid for that keyword, your ad will show up in the #2 place and so on.

Over the past years I have tried a lot of different PPC networks, but the last two years I have mainly used [7Search](#) to drive PPC traffic to my niche sites. And the reason for that is that [7Search](#) is very easy to use, they allow their advertisers to link directly to the product's/offer's sales/offer page with their affiliate link, they don't care if you promote an affiliate product on your landing page, they have a great support team and the keywords bids are generally really low compared to other PPC networks. So if you're promoting products as an affiliate on your landing page, I would recommend you to use 7Search or a similar PPC network since the major PPC networks such as Google AdWords reject sites and landing pages that are promoting affiliate products.

You can now bid as low as \$0.01 for your keywords at [7Search](#). It was \$0.01 until January 2013, then they raised the minimum bid to \$0.05 for non-adult keywords, but now they've apparently lowered the minimum bid back to \$0.01 again.

You will rarely find keywords with bids over \$0.50. This is something that will impact positively on our ROI, or Return On Investment (in addition with how well the keywords convert).

The traffic you'll get when you're an 7Search advertiser is traffic from the publishers' text ads, search boxes, etc. that the publishers' has put on their site. One new feature 7Search has is graphic ads.

But something that I see a lot when I read reviews from 7Search advertisers is that they write that the traffic “sucks”. They don’t seem to get conversions on their ads.

I don’t understand why they don’t get that because when I’ve advertised through 7Search, the traffic has converted pretty well! So these advertisers must bid on very irrelevant and untargeted keywords or they must write pretty untargeted and crappy ad copies.

Because if you want to get good conversion rates (and high click-through rates), you have to bid on targeted and relevant keywords and write targeted, relevant and “exciting” ad copies. You can’t bid on the keyword “get huge biceps” if you promote a “get flat abs” product. But you can be creative when you choose keywords for your campaign. You never know how a keyword performs before you’ve tested it!

For example one time when I promoted a “make money online” product, I bid on the keyword “nigerian money scam” and guess what. That keyword performed actually pretty well! So you don’t need to think in just one direction. Be creative also!

And one of the single most important things you have to do is to TRACK, TRACK and TRACK! Otherwise, you can’t see which keyword that led to a sale or lead and you can’t filter out the unprofitable keywords (keywords that convert bad). We’ll use Prosper202 for tracking so please read the Prosper202 chapter and make sure you understand everything.

7Search does also have a great blacklist tool where you can block bad traffic sources. Just insert the tracking variables like `###KEYWORD###`, `###AFFID###` and `###RID###` into the tracking link and you’ll see which traffic sources that’s providing bad traffic/traffic that’s not converting well. Then just block their sub-IDs’ with the blacklist tool!

`###AFFID###` is the affiliate’s ID.

`###RID###` is the affiliate’s website where your ad is running.

`###KEYWORD###` is the keyword variable and 7Search will pass the keyword automatically into the stats just like 7Search will do with the

other two tracking variables. So when you use the `###KEYWORD###` variable, you don't need to add any other tracking IDs' to track which keyword that led to sale, led, etc.

To create an [7Search](#) account, simply go to [7Search.com](#) and register an “advertiser” account:



Home **Advertise** Partner About Contact

When you create your advertiser account, you have the opportunity to create a campaign right away, but you don't have to do this (it's optional). I will recommend that you wait creating campaigns until after you have read this guide.

Creating Your First Campaign

Ok, now when you have created your advertiser account at [7Search](#) and learned how to use Prosper202, it's time to create your first campaign.

But before you create your campaign, you might want to use the 7Search's *Keyword Suggestion Tool* to get keyword ideas, to see how many exact searches a keyword got last month and the keywords bids before you create a campaign.

Just go to <http://7search.com/KST/> and enter a keyword in the “Keyword” field:

(See next page)

Keyword Suggestion Tool

Show Click and Cost Estimates
 Include Adult Keywords

Get Suggestions
▼

Keyword	Searches ↓	Top Bid	Bid2	Bid3	Bid4	Bid5
adhd	10,387	\$0.18	\$0.10	\$0.09	\$0.09	\$0.09
adhd child child help school attention	2,499	\$0.04	\$0.01			
adhd symptom	1,684	\$0.12	\$0.07	\$0.07	\$0.07	\$0.06
amino acids for adhd	1,473	\$0.03				
adhd medication	1,081	\$0.10	\$0.07	\$0.07	\$0.02	\$0.02
adhd treatment	838	\$0.18	\$0.07	\$0.07	\$0.05	\$0.05
adhd test	788	\$0.10	\$0.02	\$0.02	\$0.01	
adderall adhd insomnia	742	\$0.05				

...And you'll get keyword ideas related to your search term, their last month's exact search amount and their bids.

Ok, now when you have created your 7Search account, created a landing page for the product you want to promote on your site and created a new Prosper202 campaign for that promotion, it's time to create your first [7Search](#) campaign!

Just log-in to your [7Search](#) advertiser account and add some funds. The amount of funds you want to add are up to you. But the more you add, the less often you have to add more funds.

After you have added funds, click on "Campaigns → Create Campaign" and do the following:

(See next page)

Default Ad Preview

[ADHD in Children Treatment](#)
 ADD/ADHD CAN Be Cured! This Natural Remedy Have Proven Positive Effects On Children Who Are Suffering From ADD/ADHD.
<http://www.ADHDsolutions.com>

Customize your ad using the ###KEYWORD### variable. [Learn more](#)

Edit Campaign: adhd school attention

ID: 14571719 (created 2012-11-27 :: Active)

Campaign Name: (ex: Campaign #1, SiteABC.com, etc.)

Default [?] Ad Title:
 26 chars entered, 14 chars remaining

Default Ad Description:
 116 chars entered, 74 chars remaining

Display URL:
 (the URL shown in the ad - http://www.yoursite.com/)

Default Destination URL: [\[test this URL\]](#)
 (the web page that customers go to when they click your ad)

Adult Oriented Website?

Website Category:

Approximate daily budget for this campaign

Daily Budget \$ / day (optional) ?

Target your customers by geographic location

- Allow all customers to see your ad
- Select specific countries

243 Available Countries

- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda

4 Selected Countries

- United States
- Canada
- United Kingdom
- Australia

The *Display URL*: Use the URL of your site and **NOT** your Prosper202 tracking link.

The Default Destination URL: Use your Prosper202 tracking link with all the three 7Search tracking variables.

To add the tracking variables to your Prosper202 tracking link, simply add them to the subID fields like this when you create your link (*Tracking ID c1, Tracking ID c2 & Tracking ID c3*):

Get the Destination URLs to be used in your Text Ads

Here is where you generate your tracking links to be used in your PPC advertisements. Please make sure to test your links. If you are using a landing page, you should have already installed your landing page code prior to coming to this step.

Get Text Ad Code For Direct Link Setup, or Simple Landing Page Setup
 Advanced Landing Page Setup

Affiliate Network

Campaign

Method of Promotion

Landing Page

Ad Copy

Ad Preview

[ADHD Natural Treatment](#)
 ADHD can be cured with natural remedies!
[ADHDsolutions.com](#)

Cloaking

PPC Network

PPC Account

Max CPC \$ you can now enter cpc amounts as small as 0.00001

Tracking ID c1 c1-c4 variables must be no longer than 350 characters.

Tracking ID c2

Tracking ID c3

Tracking ID c4

When you create your tracking link, it will look like this:

```
http://adhd-solutions.com/home-remedies-for-adhd-in-children?t202id=954&c1=###KEYWORD###&c2=###AFFID###&c3=###RID###&t202kw=
```

When you're using these three tracking variables, 7Search will pass the info automatically into your Prosper202 stats.

Here is an example of a CPA report (not Prosper202) where 7Search has passed this information automatically into the reports:

Reports

◆ SubID 1	◆ SubID 2	◆ SubID 3	◆ Unq	◆ Raw	◆ Conv	◆ CR	◆ EPC	▼ Pay
free-amazon-gift-card	75282	50onred-z-1269-61921	1	1	1	100.00%	\$1.40	\$1.40
amazon-gift-card	64436	41986	1	1	1	100.00%	\$1.40	\$1.40
gift-cardgift-card	73232	198473-96-27681	1	1	0	0.00%	\$0.00	\$0.00

SubID 1 is the Keyword, subID 2 is the affiliate's/ publisher's ID and the subID 3 is the affiliate's/ publisher's website ID.

TIP - Some great ad titles / ad title openers for your campaign:

Discover the Secret to ...

1 Simple Trick to ...

1 Weird Trick to ...

Revealed: ...

How to ...

Ok, now when you've created the ad, it's time to add the keywords for the campaign:

1. Keyword Suggestion Tool

Enter a word: [Click-Free™](#) Keywords

Click to Add	Keyword	Estimated Searches/Month	Est. Top Clicks/Month	Bid1	Bid2	Bid3
+	adhd	10,387	656	\$0.18	\$0.10	\$0.09
✓	adhd child child help school attention	2,499	0	\$0.04	\$0.01	
+	adhd symptom	1,684	27	\$0.12	\$0.07	\$0.07
+	amino acids for adhd	1,473	0	\$0.03		
+	adhd medication	1,081	4	\$0.10	\$0.07	\$0.07
+	adhd treatment	838	0	\$0.18	\$0.07	\$0.07
+	adult adhd	790	18	\$0.12	\$0.07	\$0.05
+	adhd test	788	1	\$0.10	\$0.02	\$0.02
+	adderall adhd insomnia	742	0	\$0.05		
+	adderall adhd	673	0	\$0.12	\$0.02	\$0.02

When you want to add the relevant & targeted keywords from the “Search Keyword Suggestion Tool”, just click on the “+” icon left for the keyword to add the keyword to the campaigns “keyword list” (you can also type them in manually or copy & paste the relevant keywords you found earlier):

2. Keywords to Add

Type or copy-and-paste up to 500 words or phrases (one per line). You can also use the Keyword Suggestion Tool on the left to fill this textbox with keywords.

Tip: Quickly add keywords using this format:
*keyword **bid ** Custom Title ** Custom Description **http://custom-destination-url.com*

adhd treatment
 adhd medication
 adhd
 adhd child child help school attention

4 keywords entered, 496 remaining [\[clear all\]](#)

Starting Bid \$

(individual bids can be adjusted later)

When you have added the keywords that are relevant and targeted for the campaign, you should set the starting bid on all keywords to \$0.05. This is because \$0.05 is the minimum bid in the campaign's "Keyword list" and also the absolute minimum keyword bid after January 2013 (except adult keywords). We will raise the bids on some keywords later. And don't worry if you add the same keyword more than once. [7Search](#) will automatically delete duplicates.

"But What Are "Click-Free" keywords?"

With the *7Search Keyword Suggestion Tool*, you will also get "Click-Free" keyword suggestions (cf {keyword}):



This is how "Click-Free" keywords work: When an end-user visits a website through direct navigation like type-in traffic, outdated bookmarks, expired links, etc., the domain name will be analyzed based on the URL keywords and the visitors are automatically redirected to the top bidder's website.

You can read more about "Click-Free" keywords here:

<http://7search.com/advertise/direct-navigation.htm>

You can try these keywords, but I have personally no success with them. And I think that's because the visitors aren't looking for the product /offer that they are being redirected to through the "Click-Free" keywords, but something else.

So if I were you, I would focus on the ordinary keywords instead of the "Click-Free" keywords.

Which keywords you shouldn't add

You want the keywords as targeted as possible in relation to the product/offer you promote and the product's sales letter/offer page. The reason for this is simple; the more targeted the keywords are in relation

to the product you promote and the sales letter/offer page, the better they convert!

For example, if you promote a fitness / diet product that costs \$39, then you wouldn't add a keyword like "free diet guide" because the product isn't free! This keyword will simply not convert well because those who are searching for this keyword are looking for free guides, and not guides that cost. I think you understand the principle!

But as I mentioned earlier, you can fine be creative with your keywords. You never know how a keyword performs before you've tested it!

For example one time when I promoted a "make money online" product, I bid on the keyword "nigerian money scam" and guess what. That keyword performed actually pretty well! So you don't need to think in just one direction. Think in all directions and be creative!

Making The Ad's Title And Description Targeted Against The Keyword

This function is an excellent feature that [7Search](#) has. You can add custom ad titles and descriptions to each individual keyword to make the ad as targeted as possible against the keyword that the searcher searches for. This will increase the keyword's CTR (Click Through Rate) drastically. And the keyword's conversion rate can also be improved with an ad title and description that's highly targeted against the keyword.

To add custom ad title and description to a keyword, you have to go to the campaign's "keyword manager". You can easily access the campaign's "keyword manager" by clicking on your campaign's name in "My Campaigns".

To add custom titles and descriptions, you have to click on the certain keyword and add the custom title and the custom description into the fields "Custom Title" and "Custom Description" in the box that will appear, as I illustrate in this example: (See next page)

Edit Keyword adhd medication	
Field	New Value
Custom Title (up to 40 characters)	Natural ADHD Medication
Custom Description (up to 190 characters)	Yes, It IS Possible To Cure Your Child's ADHD With Natural Medication. This Is The 5 SIMPLE Ingredients You Need.
Custom Destination URL (e.g. http://www.yoursite.com/?s=123)	<input type="text"/> [check URL]
Bid in USD (e.g. \$0.05, \$0.10, \$1.23)	0.05
Phrase Bid [learn more] (empty = same as Bid above, 0 = disabled)	<input type="text"/>
Broad Bid (empty = same as Bid above, 0 = disabled)	<input type="text"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

In the illustration above, I added the custom title “*Natural ADHD Medication*” and the custom description “*Yes, It IS Possible To Cure Your Child's ADHD With Natural Medication. This Is The 5 SIMPLE Ingredients You Need.*” to the keyword “*adhd medication*” to make the ad laser targeted against the keyword.

NB! The ad’s custom title and description does also need to be targeted against your landing page, the product/offer and the sales letter/offer page in order for the keyword to convert well.

In brief -- all elements must be targeted to each other:

Keyword → Ad → Landing page → The products sales page/offers offer page → Product/offer.

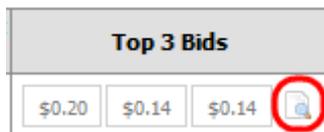
The Keywords Bids

Ok, now when we’ve have added all the keywords that are relevant and targeted for the campaign, it’s time to raise and lower the bids on each individual keyword. This is a little difficult in the beginning (the testing phase) because we don’t know which keywords that convert well and which keywords don’t convert well or don’t convert at all.

If we are bidding too low on certain keywords, our ad may not be seen by the searchers because we are lower on the search results. If we bid high enough, it will put us in the top 3 positions, meaning when that keyword is searched after, our ad would be one of the first to appear. It is among these top 3 positions we want our ad, but there are two ways to do it: The cheap and slow method, and the fast but “costly” method.

The cheap and slow method

With the cheap and slow method, we DON'T raise the keywords bids to be among the top 3 positions. But you raise the keywords bids to be in the 9th or 10th position. Just go to your campaign's “keyword manager” and click on this icon right of the certain keyword's “Top 3 Bids”:



Then you will see this box where you can see the top bidders of that certain keyword:

Top Bidders for [adhd]		
Show bids in all countries and exact matches Apply		
1.	Signs of ADD/ ADHD ? adhdcareoptions.com	\$0.18
2.	ADDERALL 30mg Shipping to All U.S States medicalshop.com	\$0.10
3.	ADDTabz x 40 Tabs \$69 - EXPRESS DELIVERY addtabz-mental-performance.com	\$0.09
4.	ADDERALL Alternative 25mg x 30 Qty \$77.4 rx-store.com	\$0.09
5.	ADDTabz x 40 Tabs \$69 OVERNIGHT DELIVERY addtabz-mental-performance.com	\$0.09
6.	ADDERALL Alternative! ADDTabz 40ct \$69 addtabz.com	\$0.08
7.	PROVIGIL 200mg x 30 Qty \$125 - ALL U.S 24x7pharm.com	\$0.08
8.	Overcoming ADHD Without Medication amazon.com	\$0.03
9.	ADDTabz Adderall Alternative! 40ct \$69 addtabz.com	\$0.02
10.	Alternative To ADDERALL: ADDTabz 40x \$69 adderallalternative.com	\$0.02

Here can you see which campaigns that are the top bidders for that certain keyword and their bids. In this example, I have to set the keyword's bid to \$0.04 to be on the 8th position. But I wouldn't recommend the "cheap and slow method" on low-traffic keywords since you'll get very few clicks.

****IMPORTANT**** Make sure that you research "exact matches".

You can easily change the keyword's bid in the "Your Bid" field and click on "Save Bids":



If you are the only bidder on a keyword, then you can just lower the bid to the minimum bid on \$0.01. And if the keyword's top bid is no higher than for example \$0.03-\$0.05, you don't need to bid on the 9th-10th positions, just leave the bid on \$0.05 or raise it to the 1th position.

What you basically have to do later is to delete the keywords that don't convert well and the ones that convert badly, and raise the bids on the keywords that convert well so they have one of the top 3 positions or let them have their positions if it's not profitable to raise their bids.

The fast but costly method

With this method you raise all the keywords bids to be among the top 3 positions. When you do this, your ad will be one of the first to appear on all the keywords you have in your campaign's keyword list.

Your ad will rapidly get clicks and you will quickly see which keywords that don't convert at all, which keywords that convert badly and which keywords that convert well. Then you just delete the keywords that are not profitable.

The “Daily Budget”

You can add a daily budget to the campaign if you want. You may want to do this in the testing period (when you try to figure out which keywords convert well and which do not) to limit the traffic and thereby brake the PPC costs to get a better overview. But you don't need to do this of course.

If you have set a daily budget on your campaign, you can easily update or remove the daily budget by logging in to your [7Search](#) advertiser account and click on the campaign and then on “Edit Campaign”.

Here you can update the campaign's daily budget, or remove it. If you want to remove it, then just leave the field blank and click on “Save Campaign” as I show you on this illustration:



The Phrase Bid & the Broad Bid

In the “keyword editor” (the box that will appear when you click on one of your campaign's keywords), you'll have the ability to adjust the bids on phrase match & broad match:

(See next page)

Bid in USD (e.g. \$0.05, \$0.10, \$1.23)	<input type="text" value="0.12"/>
Phrase Bid [learn more] (empty = same as Bid above, 0 = disabled)	<input type="text"/>
Broad Bid (empty = same as Bid above, 0 = disabled)	<input type="text" value="0.1"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

So what is actually phrase & broad match?

Broad Match : This is the broadest matching option. Broad Match keywords are displayed when a surfer searches for a term that contains your keywords, in any order.

Example: The Broad Match keyword “hcg diet” would be displayed for searched terms such as “hcg female diet”, “hcg complete diet”, “hcg hormone diet” and "best hcg diet".

Phrase Match: This matching option will display your listing when a searched term includes your keywords in the exact order given, in combination with other words.

Example: The Phrase Match keyword “hcg diet” would be displayed for the searched terms “hcg diet plan” and “hcg diet recipes”, but NOT for the searched terms “hcg drop diet” or "hcg complete diet".

When I use to change these bids, I use to leave the phrase bid blank and only change the broad bid. This is because it’s the phrase match I want to spend most money on because it’s the phrase matches that normally convert best.

Blacklisting Bad Traffic Sources

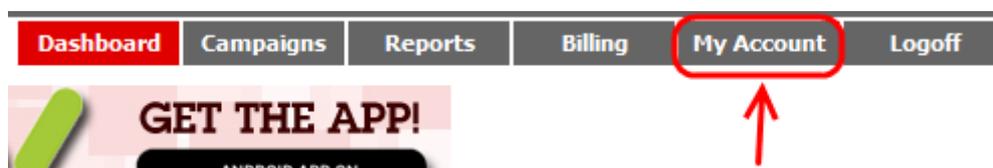
This is a great feature that 7Search has. They allow you to block bad traffic sources to increase your conversion rates.

Before you can blacklist bad traffic sources, you have to get 100+ clicks on your ads and then send an email/contact message to 7Search and

ask them if they can activate the “blacklist tool” for you. Provide them with your full name, email address and 7Search username.

The “blacklist tool” isn’t pre-activated when you create a new advertiser account so you have to contact them about it. I don’t know why, but that’s how it is.

When 7Search have activated the “blacklist tool”, you can get access to it by clicking on:



And then on:

Account Information

Username	██████████
Password	change ...
First Name	<input type="text" value="Jimmy"/>
Last Name	<input type="text" value="Bredesen"/>
Contact Email	<input type="text" value="██████████"/> <small>(must be domain-based or corporate: mary@yourwebsite.org or john@xyzcorp.com)</small>
Preferences	edit ... (newsletter, outbid notifications, etc.)

And then click **Manage SubID blocks >>** under your Account Tools and you’ll get access to the blacklist tool:

(See next page)

Block SubIDs

Total of 5000 SubID blocks are allowed for this account. There are 2 SubID blocks in your account and a maximum of 4998 SubID blocks can be added.

Select a campaign to block SubID: -- All Campaigns-- Show

Enter SubIDs to block for the above selected campaign:

Enter one SubID per line as:
 xxxxx-something|reason for blocking optional
 xxxxx-123*

Block SubIDs While SubID blocks are done to the best of our ability. We can't guarantee that all the traffic from the SubIDs would be excluded.

SubID	Date	Who Added	Reason	
73232	08/08/2012 16:27	self	(CampaignID 14533885)	Edit Delete
73232	08/08/2012 04:28	self	(CampaignID 14532331) Bad traffic	Edit Delete

When you block sub-IDs' from bad traffic sources, you'll conversion rates will increase. And the sub-IDs' you can block is the affiliates IDs' (###AFFID###):

Reports

SubID 1	SubID 2	SubID 3	Unq	Raw	Conv	CR	EPC	Pay
free-amazon-gift-card	75282	50onred-z-1269-61921	1	1	1	100.00%	\$1.40	\$1.40
amazon-gift-card	64436	41986	1	1	1	100.00%	\$1.40	\$1.40
gift-cardgift-card	73232	198473-96-27681	1	1	0	0.00%	\$0.00	\$0.00

When I created this campaign, I added the Affiliate's ID variable (###AFFID###) to the 'SubID 2' field. So if the traffic from, for example, the affiliate '73232' (marked in red) converts badly, I can block all traffic from that affiliate with the blacklist tool.

But please, don't remove low-performing keywords and block bad traffic sources right away. Give it some time first because a keyword or a traffic source can perform bad one day, and very well the next day.

Dynamic Keyword Variables in The Ad

You can also use the “###KEYWORD###” dynamic variable in the ads title, in the description and in the display URL.

The dynamic keyword variable works like this when it’s implemented in the ad: When a searcher is searching for a keyword that you have in the campaign’s keyword list, that keyword will appear in the ad’s title/description/display URL instead of the ###KEYWORD### variable.

How to include the dynamic keyword variable in the ad:

Just insert the ###KEYWORD### tag where you want the keyword to appear in the title, in the description or in the display URL. And “###KEYWORD###” will show the keyword that the searcher has searched for as I illustrate in this example where I’ve created an ad about a fitness product:

[How to Get ###KEYWORD###!](#)

Do You Want ###KEYWORD###? It Has Never Been Easier to Get ###KEYWORD### Than Now! Grab Your Free Trial Today And Achieve Results Right Away!

<http://SalesPage.com/>



[How to Get Flat Abs!](#)

Do You Want Flat Abs? It Has Never Been Easier to Get Flat Abs Than Now! Grab Your Free Trial Today And Achieve Results Right Away!

<http://SalesPage.com/>

If you bid on the keyword “flat abs” and a searcher is searching for that keyword, your ad’s “###KEYWORD###” variable will show that keyword in the ad.

By including the search term (###KEYWORD###) in the ad’s title, description or display URL, it can increase the keywords click-through and the conversion rates.

But you don't need do this if you have added custom ad titles and descriptions to each keyword to make them targeted against the keyword. Because then you already have highly targeted ads to each keyword!

Start Small And Scale Up When You See it's Working For You

One mistake many make is that they just throw themselves into it without testing it on a small scale first.

Maybe PPC advertising isn't for you. So start small so you don't blow away a lot of money and scale up when you see it's working for you.

You can for example add \$25-\$50 to your advertising funds and create a campaign with 30-40 relevant & targeted keywords with targeted custom ad titles and descriptions in the beginning and scale up with more keywords or campaign's when it's working for you.

When you advertise with 7Search you won't get the same volume of traffic as you can get with, for example, Google AdWords. But this doesn't mean you can't make a lot of money with it!

But you don't have to use 7Search as PPC network, there are tons of PPC networks out there and the principle is exactly the same, even at the PPV (Pay Per View) networks.

6. The “Find And Pull Method”

This sneaky little method is easy, but very effective.

What you basically do is to find popular blogs in your niche and bring the already existing traffic back to your niche site. It sounds easy, but trust me, it is!

For this method to work, you need to use [Google Alerts](#), which is a free Google service that notifies you about new content across the web that may be of interest to you via email, to find out about relevant posts on high traffic blogs in your niche as soon as they are published, and write a relevant and helpful comment below the article (you obviously need to read the article first) as soon as the article has been published and link your “name” back to a relevant post/article on your site. Sounds easy huh? Well, that’s all!

When you set up Google Alerts, type in a term that’s related to one of your posts/articles that you want to bring traffic to:

Alerts

Search query:

Result type:

How often:

How many:

Your email:

These settings will make sure that you only get notified about relevant posts from popular blogs as soon as they’ve been published.

7. Post On Forums

Write useful posts on forums that are relevant to your niche and leave a link back to your site at the bottom of the post. It's not spam as long as it provides value to the other members. Many niche forums allow this, but obviously, Internet marketing forums might not since the moderators and the other members understand this "tactic".

If it's a high-traffic forum with a lot of members and you write a good post that the other members value, it can bring a really good amount of traffic back to your site.

8. Offer Freebies On Forums

Instead of writing helpful and relevant posts on forums that are related to your niche and link back to your niche site, you could also try to offer the forum's members a helpful and relevant freebie such as an eBook where you for example include a link to your niche site at the last page or something.

You can also promote a relevant and helpful product as an affiliate in the eBook and link to the sales page with your affiliate link. And if your niche isn't the Internet Marketing niche, they'll most likely never know that it's an affiliate link and that you try to profit on them.

9. Create A Course

I've seen this done by dozens of different companies and Internet marketers and it never gets old. Information is valuable. Entice readers with a series of posts, videos, or even automated emails teaching them something vital through your niche site. Make them sign up with their email to access the free training area. And if the course is good, many will recommend the course to others and BOOM! You'll get more traffic to your site plus you're building your list.

10. Interview Influencers / “Gurus” In Your Field

By interviewing power players such as “gurus” and posting the interview on your site, you are not only enhancing your existing audience’s experience of your site, but you’re building an important relationship with someone in your field. Not only that but a slice of their audience will come your site way as well, to hear what their favorite guru shared with you!

11. Create a Forum

By creating a forum on your niche site, you don’t only attract more users by letting them discuss stuff that are interesting them and things that are relevant to your niche on your site, the content they write will also show up in search results on search engines, something that will give you more targeted traffic to your site.

If you use WordPress, you could for example use the free forum plugin [bbPress](#) and the [s2Member membership plugin](#).

Remember to keep the forum open & visible for the public so the search engine crawlers can index the forum posts and so the non-members can read the posts.

12. Buy Ad Spaces On Other Niche Blogs And Niche Sites

This method is actually pretty simple, but it works very well.

The Internet is FULL of blogs and websites in various niches.

Many of those who have niche blogs and niche websites don't have any ads on them. And many don't know how they should monetize them either. This is something that we Internet marketers can exploit to get very cheap ad spaces where we can place banners linked to our niche site. And this can be very profitable for us if the blogs and websites receive a lot of targeted traffic.

This is an easy method where you basically search for niche blogs or websites that's in the same niche as your site in Google and contact the owner or the webmaster of the site and ask if you can have one or more banners on his site linked to your site for a monthly fee.

This is a win-win situation for both parts. You pay the niche blog's or the niche website's owner a fee, and you can have a banner on the niche blog or niche website that you can get traffic from.

The goal is to profit more than what you pay for the ad spaces, which you probable will do because you can get these ad spaces very cheap if you follow the steps in this guide.

I almost gave this up when I tried it for the first time. I contacted blog after blog, but I didn't get any response back. I was so tired in the end that I almost gave up. But a couple of days later, I received an email from one of the blog owners which I had contacted and he agreed on that I could have a banner on his blog. And the fee was very cheap too.

And the best part was that this blog received a lot of traffic. And the keyword it ranked for in the top of Google, received around 28,000 exact searches each month. And how fast did I earn my monthly advertising fee back? Well, it took me two days and three sales to do it!

This boosted my motivation so I started to contact more blogs and sites, and I still get a lot of “no’s” and no response at all for each “yes” I get. But for each yes I get, I get a nice amount of cheap traffic.

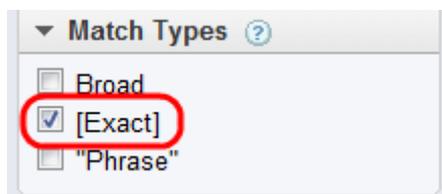
I will not use the “ADHD” niche as an example here, but the “diet” niche instead since it was much easier to find relevant keywords related to that niche.

Keyword research

The first thing we have to do is to find keywords that are related to our niche that receives a nice amount searches in Google each month.

The easiest way to do this on is to use the [Google AdWords Keyword Tool](#).

First we have to select the match type “[Exact]” under “Match Types” and deselect the match type “Broad”.



The reason why we want exact matches is because we want to see the keywords realistic search volume, and not the sum of the search volumes for the keyword idea with related grammatical forms, synonyms and related words.

Now when we have chosen the right match type, we should select “*Only show ideas closely related to my search terms*”, the locations where we want the results for and languages:

(See next page)

Find keywords

Based on one or more of the following:

Word or phrase	diet
Website	www.google.com/page.html
Category	Apparel

Only show ideas closely related to my search terms [?](#)

[+ Advanced Options and Filters](#) Locations: All Languages: English ✕ Devices: Desktops and laptops

Search

If you want to advertise a English product on English niche blogs or niche websites (not the country “England”, but the language), you want to find English search terms and the results from these. And English is used all around the world and especially in Northern America, in Europe and in Oceania. So I prefer to select “All” locations because the traffic from all these regions convert pretty well.

Some prefer to get local results from the U.S only, but I prefer results from the whole world when I do this type of research for this method. In addition, over 90% of searches usually come from Northern America, Europe and Oceania anyways.

Ok, so when I searched for “*diet*” in the [Google AdWords Keyword Tool](#), I got these results when I sorted them after the global monthly search volume (high to low):

(See next page)

+ Add keywords			Download ▾	Estimate search traffic	View as text ▾	More like these ▾
[-] Search terms (1)						
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?				
<input type="checkbox"/> ☆ [diet]	Medium	165,000				
[-] Keyword ideas (733)						
<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?				
<input type="checkbox"/> ☆ [hcg diet]	High	301,000				
<input type="checkbox"/> ☆ [dukan diet]	Medium	301,000				
<input type="checkbox"/> ☆ [17 day diet]	Medium	201,000				
<input type="checkbox"/> ☆ [diet]	Medium	165,000				
<input type="checkbox"/> ☆ [paleo diet]	Low	135,000				

As you can see, the results that receive a lot of monthly searches are closely related to the niche. And I think I'll go for the keyword "*hcg diet*".

But before I start to search after HCG diet blogs, I want to check if the niche or/and the keyword is trending.

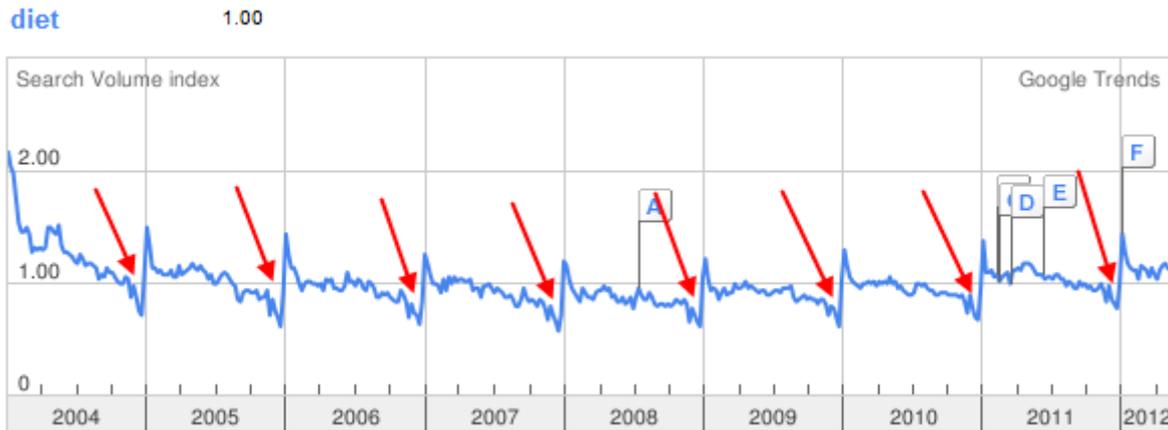
(NB! The competition part is irrelevant. That information is only relevant for AdWords advertisers.)

Google Trends research

To check if the niche and the keyword/sub-niche is trending, we can use this handy tool: www.google.com/trends/

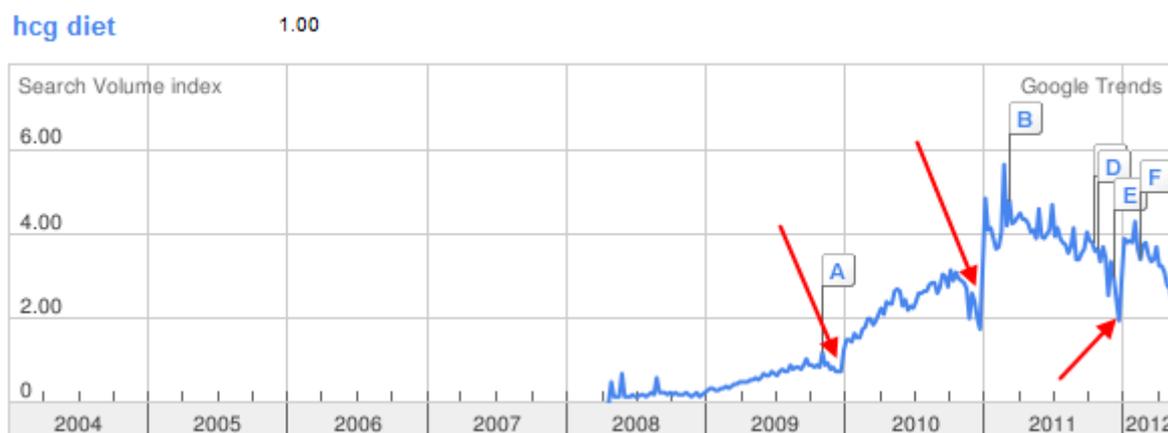
When I search for a niche, which in this case is the *diet* niche, I get this information:

(See next page)



As you can see, the *diet* niche is trending. And the niche is more popular right after Christmas and during January than the rest of the year. This means that the *diet* niche is most profitable during that time of the year.

But that's just to get an overview over the niche itself. The part that's important is the keyword, which also is the sub-niche we have chosen which is related to the niche. In this case the sub-niche "*hcg diet*":



As you can see, the sub-niche "*hcg diet*" does also trend in the same periods as the niche itself and it was exactly as expected, but sometimes it can be some differences. Like the sub-niche "*gluten free diet*":

(See next page)



As you can see here, the sub-niche “gluten free diet” trends irregular and has no fixed trend periods. And there is great potential in this sub-niche because it has a steady growth rate for each year which means that the sites that rank in the top in Google for that keyword, receives more and more targeted traffic for each year.

Niche blog & niche site research

Ok. Now when we have found our sub-niche which is “*hcg diet*”, we have to see if there is any niche blogs or niche websites in that niche that’s suitable for buying cheap ad spaces on.

“So which niche blogs and niche websites is suitable?”

The niche blogs and niche websites that’s suitable for buying cheap ad spaces on is mainly blogs and websites that have no banners at all, and those who’s monetized with PPC ads like AdSense.

If the niche blog or the niche website has, for example, banners to “ClickBank products” or other “affiliate banners” to CPS (Cost Per Sale) products, I wouldn’t recommend you to spend time on contacting the blog owner / webmaster about purchasing those ad spaces if the banners are linked to targeted CPS products since it will be hard to get those ad spaces cheap enough to make it profitable for us to place a banner on that ad space linked to a, for example, product review of a similar (or the same) product on your niche site. That’s my experience.

So the most relevant blogs and websites are those without any advertising at all and those with PPC publisher ads implemented!

For those who don't know how these ads look like, they look like this:

Ads by Google

[Weight Loss Diet](#)

[Healthy Diet Plan](#)

[Diet Lose Weight](#)

This is a AdSense advertisement. You can see it on the text "Ads by Google" nearby the advertisements.



And this is a AdChoices banner. AdChoices ads are ads on websites that you visit where the online advertising companies try to provide you with advertising that is as relevant and useful as possible. Some of the online ads you are served may be based on the content of the Web page you're visiting; some others may be based on registration information you provide; and other ads may be customized based on predictions about your interests generated from your visits to other websites. They are easy to recognize by the icon I have marked in red above in the right corner.

Ok, now when you know that, we have to find the niche blogs and the niche websites itself.

The only thing we have to do is to go to Google.com and search for “hcg diet”, and we’ll get these results:

(See next page)

About 28,400,000 results (0.15 seconds)

[Official HCG Diet Info - HCG Diet Weight Loss](#)
hcgdietinfo.com/
 What is the **hCG diet** plan? Learn more about **hCG diet** through our huge collection of information and resources on the weight loss system. Visit our site now ...
 ↳ [HCG Diet Info Forums - Dr Simeons hCG Diet - What is the hCG Diet? FAQ](#)

[HCG Diet, Medically Supervised, and Available Nationwide.](#)
nuimagemedical.com/
 Learn how to do the **HCG Diet** plan the right way. Shed pounds of fat in just weeks with our medically supervised online **HCG Diet** Program.

[HCG Diet Dangers: Is Fast Weight Loss Worth the Risk? - US News ...](#)
health.usnews.com › [Health](#) › [Diet & Fitness](#)
 14 Mar 2011 – It’s dubious. There’s no good evidence it works. But **hCG** dieters insist they’re dropping pounds fast.

These are the top results in Google for that keyword. Everyone who searches after the keyword “*hcg diet*” will see these results, and they will most likely click on one or more of them.

But there is a few more criteria’s which determines if the sites are suitable for this type of media buys. These are:

- ✳ The niche site has to be only or mainly about our sub-niche. Because if the niche site is about generally everything in the “*diet niche*” for example, we’ll pay for exposure for visitors who is maybe looking for something else than for info about *HCG diets*. Then our ad will not convert as well as it would do if the site ONLY were about *HCG diets*. But if we, for example, find a blog post about

HCG diets that rank in the top of Google for our keyword from a blog which isn't only our mainly about our sub-category, we can contact the blog owner / webmaster and ask if we can advertise on that post only! 😊

- ✳ Web stores, manufacturers' homepages, sites that provide services, consultations, etc. are not suitable for this type of media buys, or media buys generally.

Ok, back to results I got in Google for my keyword/sub-niche "HCG diet".

The site that really interested me and got my attention was the first one. This site is perfect to buy ad spaces on. It's monetized with AdSense which is good, it's a info site about only *HCG diets*, it was easy to find their contact info and it rank #1 for the keyword "hcg diet".

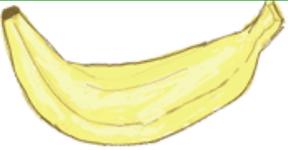


The World's Largest Source of hCG Diet and Weight Loss Information

hCG Diet News | hCG Diet Q&A | hCG Diet Forums | hCG Diet & Food | Where to buy hCG | hCG Diet Providers | hCG Diet Search Engine

Ads by Google HCG Diet Plan HCG Diet The HCG Diet HCG Injection Diet

5 Foods you must not eat :
 Cut down a bit of stomach fat every day by never eating these 5 foods.

Never eat 

Read the latest reviews of Kevin Trudeau's Best Seller!
[The Weight Loss Cure](#)

+26 Recommend this on  3.4k

Welcome to the Official website for hCG Diet Info. Interested in learning about the hCG Diet? We are the world's largest and most popular resource for information on hCG for weight loss, featuring over 20,000 articles for our 2 million monthly readers.

If you are seriously overweight, hCG may just be what you're looking for. hCG Dieters lose an average of 1 to 3 lbs per day while modifying their metabolism and eating habits for long term results. Ready to get started?

Search for hCG Diet Info now:

Google™ Custom Search

Getting started: hCG Diet for weight loss...

hCG Diet Info Sections:
 hCG Diet Info Home
 hCG Diet Q & A
 hCG Diet Forums
 hCG Diet Blog

hCG Diet Information
 What is the hCG Diet? FAQ
 hCG Diet Dangers
 hCG Diet Side Effects
 hCG Diet Tips
 hCG for Weight Loss
 hCG Diet Plan Overviews
 Dr Simeons hCG Diet
 Pounds and Inches
 hCG Injections
 hCG Diet Reviews
 hCG Injection for Weight Loss

Which hCG diet protocol is right for you?
 Dr Simeons hCG Diet
 hCG Diet Drops - Oral hCG
 hCG Sublingual Drops
 Homeopathic hCG diet
 Releana hCG
 Kevin Trudeau hCG Diet
 Platinum hCG
 Mediral hCG Drops

Ads by Google
[HCG Diet Plan](#)
[HCG Diet](#)
[The HCG Diet](#)

Subscribe!
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Read!
[hCG Diet Info Blog Before You Buy hCG](#)

hCG Diet Supplies!
 hCG Diet All Inclusive Kit
 The Weight Loss Cure Book
 Diet Supplies
 hCG Weight Loss Guide
 hCG Diet Drops

So this is the site I want to go for. Now I have to contact its owner or webmaster.

Contact The Owners of The Blogs / Websites

This is the hard part. We have to expect that we'll receive lots of "no's" or no response at all for every "yes" we get. But it's still worth it if each "yes" provides us with a cheap ad space we can profit well on with targeted traffic!

How to find the contact information

Usually, we'll find the blogs & websites contact info on pages called "Contact us" or "About", and sometimes on other places on the sites. On the site which I want to contact, the contact info was in a sort of "text box" located on the right side on the site:

Contacting the team at hCG Diet Info

Please note that we receive several hundred emails weekly and we regret that we cannot respond to all emails in a timely manner. For questions regarding the hCG Diet, we suggest asking in the [hCG Diet Info Forums](#) or on [hCG Diet Info Q&A](#).

But if we can't find any contact information on the niche blogs or on the niche websites itself, we can find the domain owners contact information by doing a "WHOIS lookup".

We can do WHOIS lookups with this free tool: <http://www.whois.net>

Or we can search for the domain name followed with "whois" in the end in Google like this: "example.com whois", and take a look on the results.

The contact emails/messages

When I have done this, I have tried with a lot of different emails/messages. But the one that converts best for me is this one (change “BLOG” with “SITE” if it isn’t a blog):

“Subject: Advertising on BLOGNAME

Hi! My name is YOUR NAME and I found your blog BLOGNAME in the Google search engine and I must say that it is a really good blog! Therefore, I am very interested in having a banner on your blog. You will of course get paid for this and what I want to advertise (it’s my own site) is very relevant to the content on your blog. If you are interested, I must know how many unique visitors your blog receives each month so that we can agree on a price.

Please let me know if you are interested or not.

Best regards,

YOUR NAME”

If the owner or webmaster of the blog/website doesn’t reply within 4-5 days, I use to contact him or her with a new email/message which looks like this one:

“Subject: RE: Advertising on BLOGNAME

Hello! I contacted you a few days ago regarding advertising on your blog, but I haven’t heard from you regarding this. Therefore, I assume you might be a bit skeptical about this. But I can assure you that I keep my word and you will receive payment on time each month. The only thing we have to do is to agree on a price, and this can we best do by basing it on your blogs monthly unique traffic amount.

I look forward to hear from you!

Best regards,

YOUR NAME”

If the owner or the webmaster of the blog/website replies with a “no” and if the blog/website has AdSense or other PPC advertisements on the blog/website, we can try with this one:

“Okay. But I've noticed that you have AdSense advertisements on your blog, and I would like to offer you \$5 more per. month for an ad space than what you earn with AdSense from the same ad space to have my banner there.

Best regards,

YOUR NAME”

If the owner or webmaster of the blog/website agree on this, he or she will most likely tell you that the blog/website earn around \$5-10 per month from each ad space, so \$10-15 isn't that much if the niche blog/website receives for example 10,000 unique visitors each month!

Placement of the ad/banner

We want as good placement as possible for our banner and the best banner sizes and banner placements on a blog/website, after my experience is:

- ✳ 728x90 banners in the header area.
- ✳ 160x600 “skyscraper” banners either on the left side or on the right side from the middle of the site and up to the top of the site.
- ✳ 300x250 banners on the right side of the site near the top of the site.

(See next page for illustration)

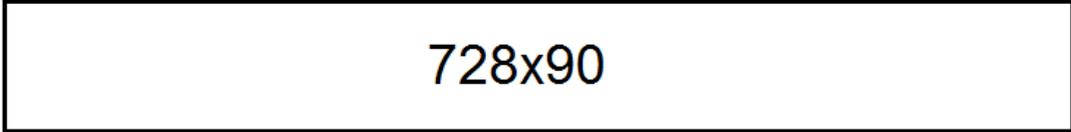


The World's Largest Source of hCG Diet and Weight Loss Information

[hCG Diet News](#) | [hCG Diet Q&A](#) | [hCG Diet Forums](#) | [hCG Diet & Food](#) | [Where to buy hCG](#) | [hCG Diet Providers](#) | [hCG Diet Search Engine](#)
[Ads by Google](#) | [HCG Diet Plan](#) | [HCG Diet](#) | [The HCG Diet](#) | [HCG Injection Diet](#)

hCG Diet Info Sections:
[hCG Diet Info Home](#)
[hCG Diet Q & A](#)
[hCG Diet Forums](#)
[hCG Diet Blog](#)

hCG Diet Information
[What is the hCG Diet? FAQ](#)
[hCG Diet Dangers](#)
[hCG Diet Side Effects](#)
[hCG Diet Tips](#)
[hCG for Weight Loss](#)
[hCG Diet Plan Overviews](#)
[Dr Simeons hCG Diet](#)
[Pounds and Inches](#)
[hCG Injections](#)
[hCG Diet Reviews](#)
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Read the latest reviews of Kevin Trudeau's Best Seller!
The Weight Loss Cure

+26 Recommend this on [Like](#) (3.5k)

Welcome to the Official website for hCG Diet Info. Interested in learning about the hCG Diet? We are the world's largest and most popular resource for information on hCG for weight loss, featuring over 20,000 articles for our 2 million monthly readers.

If you are seriously overweight, hCG may just be what you're looking for. hCG Dieters lose an average of 1 to 3 lbs per day while modifying their metabolism and eating habits for long term results. Ready to get started?

Search for hCG Diet Info now:

Getting started: hCG Diet for weight loss...

[Jeg mistet magefettet](#) [www.Nuvorvn-Norge.com](#)
 og nå er jeg 10 kg tynnere! Trygg, rask og naturlig pille.

[Økologisk.no](#) [okologisk.no](#)
 Inspirasjon til økologisk livsstil. Finn økologiske produkter nær deg.

[Slankepillen.no - Nyhet](#) [www.slankepillen.no](#)
 Sterke tilskudd for slanking og fettforbrenning. Raskt levert

[Chaqwa fra Coca-Cola AS](#) [www.altavdrikke.no](#)
 Ferskbrygget kaffe - Høy kvalitet. Vi leverer til din arbeidsplass.

AdChoices

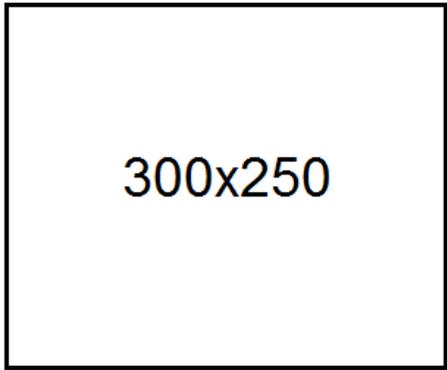
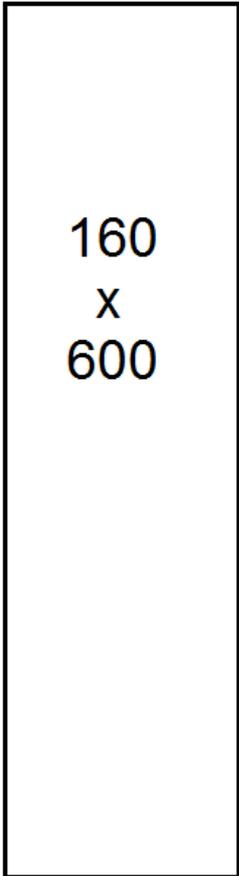
First, [Bookmark this page](#)- you will find the information provided on this site to be an invaluable resource for your hCG weight loss journey. Second, read about the original hCG diet protocol, "Pounds and Inches." even if your weight loss specialist has provided you with a different protocol, it can be helpful to know how the hCG diet was initially intended. You may also want to pick up a copy of Kevin Trudeau's book. This book details a varied version of Dr. Simeons original hCG diet protocol but is widely considered essential reading for hCG dieters.

Designed to answer frequently asked questions, the diet [hCG Diet protocol overview](#) page covers the basics of hCG diet shots according to Dr. Simeons' original protocol.

While many hCG Dieters consider following the diet alone, an hCG Diet Specialist is always recommended and are becoming more available everyday. hCG weight loss clinics, pharmacies, and providers can be found using our [hCG Diet Provider Directory](#). hCG Diet Professionals and suppliers also advertise on [hCGDietInfo.com](#), along with EVERY REPUTABLE hCG DIET-RELATED SITE ON THE WEB. If you're looking for hCG diet

[hCG Recipes Cookbook](#)
[hCG Diet Recipes 101](#)
 More coming!

[hCG Diet Scams](#)
 Please read & forward to your fellow hCG Dieters. [hCG Scams](#)



Kevin Trudeau hCG Diet Reviews

The Weight Loss Cure - Have you read Kevin Trudeau? Author of "Natural Cures" Kevin Trudeau's recent book, ["The Weight Loss Cure"](#) covers questions people have been asking about the hCG diet for decades. While Kevin Trudeau explicitly declares the information provided in his book comes from medical professionals and not himself, the book has become highly controversial. [Read more hCG Diet reviews on Kevin Trudeau and The Weight Loss Cure...](#)

hCG Diet Providers &

This is, after my experience and opinion, the best banner spaces on a blog/website to get high exposure.

And the average click-through rate is somewhere in between 0.40% and 0.60% with these types of banner sizes and with these placements if the banner for the product we advertise is very targeted against the sites

audience. Which are pretty good click-through rates. But the click-through rates can sometimes be even higher than that, up to 1.00% or even 2.00%, if it's a:

- * Banner that's easy to spot. Because in these days it's really hard to grab the attention with some fancy banner design or a catchy slogan – every banner is exactly like that. So banners that “stand out from the crowd” usually receive higher click-through rates than the rest. And it's the unprofessional looking banners that stand out.
- * Banner that express that the product or whatever it is, can cover the viewers needs with a short text. Make sure it's exciting so the viewer “have to click on it” when they read it.

This is similar to what Kelly Felix aka “The Rich Jerk” wrote in his best-selling eBook “The Rich Jerk” where he explained how he got incredible high click-through rates on his AdWords ads by having, for example, ads like “You're Both Ugly And Poor While I'm Sexy And Rich!”. And the reason he got high click-through rates was because no other ads was similar to his ones.

Here is an example on a banner which I made by myself for a HCG diet product:



This is a banner that I created for a HCG diet product which I found very targeted against a HCG diet blog's audience. And I made it only with some images I found in [Google](#) and with [Paint.net](#).

It “stands more out from the crowd” and are more targeted against a HCG diet blog’s audience than this banner for example:



But of course, I would have made my banner as a “flashy” .gif to make it a bit more “eye catching”. But I can’t obviously show that in a PDF document like this.

We can fine include where we’re interested to have our banner in the first contact email/message. I use to do that sometimes and I do also include an attachment or a link to a screenshot that I’ve uploaded to imageshack.us about which ad space I’m interested in. This does also make the email/message more personal.

If you want to test with different banners to optimize your click-through rates, amount of sales and maybe conversion rates, you can host the banner from your own server (the owner/webmaster have to use your link to display the banner) so you can change the banner when you want.

This is how you do:

1. Upload the banner to your server. For example:
<http://example.com/images/banner728x90.png>
2. When you want to change the banner, just delete the old one from the server and upload a new banner with the same size (pixels), file type and name to the same directory on your server.

3. You'll then be able to experiment with different banners as much as you want to achieve higher click-through rates.

Price negotiation

The best way to agree on a price for the ad space is to base it on the niche blogs/niche sites amount of unique monthly visitors.

Two methods which I use to figure out a blogs or a websites amount of unique monthly visitors is to check out the data which the blog's/website's owner or webmaster provides me with and compare it with the results I get from compete.com.

Compete is committed to providing marketers with the most actionable digital intelligence in the industry. It's not 100% accurate, but it's one of the most accurate third party traffic stats tools on the web. Compete does only show stats from the U.S. So you have to be aware on that the real traffic amount is a bit higher than the info you'll get.

The reason why I compare the data the owner or webmaster has provided me with Compete is because the owner or webmaster can easily lie about the data. So if the data match more or less, I'm more "secure" on that he or she doesn't lie to me.

"So how much should I pay for each unique visitor?"

This is a really god question.

You want the ad space as cheap as possible, but you can't get it for free so you have to pay something.

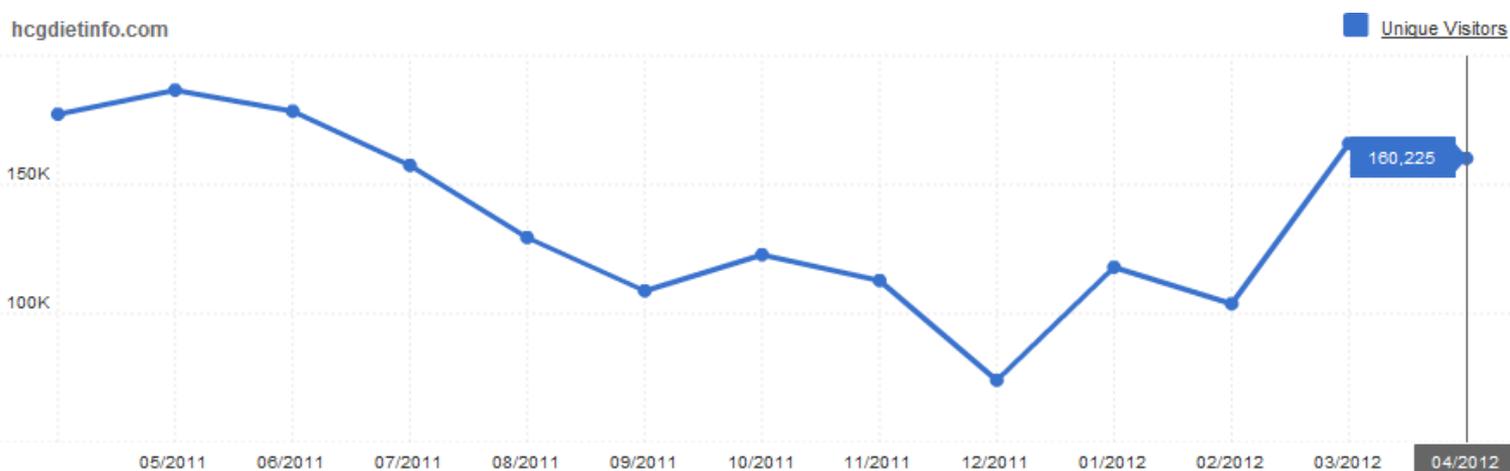
If the niche blog for example receives 20,000 unique visitors each month and the click-through rate of the banner is on 1.00%. We'll get 200 unique clicks on our banner each month.

If we earn \$35.00 commission from each sale and the sales page's

conversion rate is on 2.00%, we'll make around 4 sales each month which means we'll earn \$150.00 each month from that ad space in commission. This means we'll have to pay under \$150.00 for that ad space each month to make it profitable. But these are only rough estimates because we don't know how well anything will perform until we have tested it.

The banner can just as well get a click-through rate on 2.00% and the sales page can just as well convert 4.00%!

According to Compete, the niche site "hcgdietinfo.com" received 160,225 unique visitors from the U.S alone in April 2012 which is a really good amount of traffic!:



If I can get an ad space on that site for \$150 or \$200 each month, it's no doubt I'll make a killing from that ad space between January and May (remember the trend analysis on page 11 of the keyword "hcg diet") if I advertise the right product with the right banner! 😊

What to advertise?

I will recommend you to use ClickBank.com to find targeted niche products that you promote through your own niche site via review-style articles, which you link to with your banners. ClickBank is the Internet's largest digital marketplace with ten thousands of products in hundreds of

different niches where you can register as an affiliate and earn commission from your sales.

If your site and the niche blog or niche website you've contacted are both in the "*diet & weight loss*" niche for example, it would be right to promote a diet & weight loss product. And if the sub-niche is "*HCG Diets*", then you should promote a "HCG Diet" product. Because how more targeted the product, your review article(your landing page), the banners and the sales page itself is against the audience, how better it will convert!

You should track each ad space to track everything properly, so please make sure that you've understood how use Prosper202.

13. Take Advantage of Every Opportunity Internet Gives You

You should always "think outside the box" when you're doing Internet Marketing, something that also applies to the traffic part.

Let's take an example; Last year I created a site where I listed different "geek" products from Amazon as an Amazon Associate (Amazon's affiliate program).

Then I came up with a clever idea; Why not make a meme where I promote the site and post it on Norway's most popular meme site which receives about 300,000 unique visitors each day?

So I made this meme, posted it to the meme site and it got approved by the moderators:

(See next page)



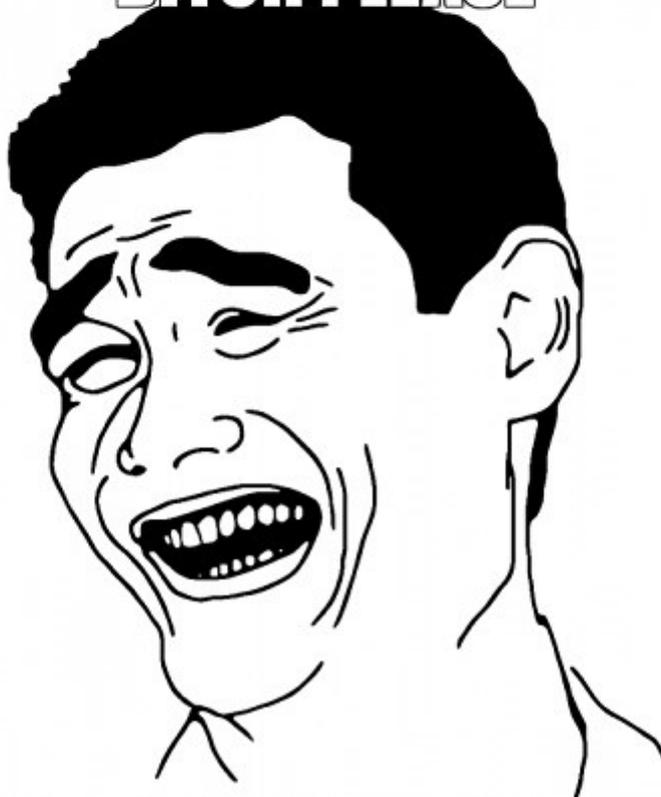
Awesome Geek Stuff

<http://awesomegeekstuff.com/apocalypse-tactical-tomahawk/>

The Zombie Apocalypse Tactical Tomahawk is perfect for the upcoming zombie apocalypse.



BITCH PLEASE



(Continues on next page)



BRING 'EM ON

The first image in this meme is simply a screenshot of a Facebook post I posted about a new product I added to the site. So when the meme site's users saw this meme, they searched for the site, the site's Facebook page and shared it on their Facebook wall so all their "geek" friends could see it. And because of that, my new site received thousands of unique visitors and hundreds of new likes to the site's Facebook page during that week.

Comments From Your Readers – Be Aware

I would recommend you to have the discussion option enabled for your posts because relevant, high-quality comments can boost your SEO. But you should be aware of that people can link back to their site when they comment which many use to do.

And some of these outbound links can be linked to sites with bad reputation, “spammy” websites, websites with malicious behavior such as phishing or installing viruses, trojans, or other badware and to none-relevant websites.

So only accept comments that link back to relevant, high-quality websites with good reputation and relevant comments without links. And when the outbound links is to a relevant website with good reputation, it’s good for your SEO.

Something else you may want to consider is to turn spam comments and low-quality / bad comments into your own favor. Many use to delete them because they think they’re useless. But they can boost you rankings if you edit the comments in a such way that you link back to relevant websites, both high and low PR, and add some relevant quality content to the comments.

Other Things to Avoid When You Create your Site

There are 8 “specific guidelines” to avoid to get penalized by Google or to get bad rankings:

1. Avoid hidden text or hidden links (don't confuse it with the `rel="nofollow"` attribute).
2. Don't use cloaking or sneaky redirects.
3. Don't send automated queries to Google.
4. Don't load pages with irrelevant keywords.
5. Don't create multiple pages, subdomains, or domains with substantially duplicate content.
6. Don't create pages with malicious behavior, such as phishing or installing viruses, trojans, or other badware.
7. Avoid “doorway” pages created just for search engines, or other “cookie cutter” approaches such as affiliate programs with little or no original content.
8. If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.

Some of them are more black and white than others. For example, avoiding hidden text or hidden links seems like a pretty obvious thing. Just don't do it. The duplicate content one is a little different. What does Google consider “substantially duplicate content”? How much is too much?

Besides these specific guidelines, Google also lists 4 “basic principles”. These are:

(See next page)

1. Make pages primarily for users, not for search engines. Don't deceive your users or present different content to search engines than you display to users, which is commonly referred to as "cloaking."
2. Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"
3. Don't participate in link schemes designed to increase your site's ranking or PageRank. In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
4. Don't use unauthorized computer programs to submit pages, check rankings, etc. Such programs consume computing resources and violate Google's Terms of Service. Google does not recommend the use of products such as WebPosition Gold™ that send automatic or programmatic queries to Google.

Bypass the original sales letter

Ok. This is something really cool. If you find a good product that's targeted against your target group that you want to link to and don't like the sales letter or the sales page itself, you can download the sales page, edit the design on it or edit the sales letter in the way you want it and link the "Order Now" button directly to the ClickBank order form with your affiliate link and link to the sales page, which you've edited, in your niche site's content just as you would have done if you had linked to a sales page with your affiliate link.

This is how you do:

Step 1 - Download "[HTTrack Website Copier](#)", install it and download the sales page to your computer.

Step 2 - If you aren't satisfied with the sales letter or the sales page itself, you can edit it with a HTML editor or just with Notepad.

Step 3 - Link the "Order Now" button with this code:

`http://clickbank.net/sell.cgi?YOURID_MERCHANTID/ProductNumber/Product Name`

Replace "YOURID" with your ClickBank ID, replace "MERCHANTID" with the vendor's/seller's ID, replace "ProductNumber" with the product's product number and replace "Product Name" with the product's name.

Step 4 - Upload the files to your host and you're good to go! 😊

I haven't been able to add tracking ID's to the "direct to the order form" code when I've done this. I have asked ClickBank, but they didn't know by themselves how it could be done...

Last Words

I hope you liked this presentation and that it was useful for you!

You can fine use the methods in this guide if you for example want to promote products from Commission Junction, Wall Mart, Amazon, ClickBank or from other affiliate networks/retailers.

And you're almost not taking any risks at all when you create sites like this because the investments are minimal!

Best regards & good luck!

Jimmy Bredesen