

Commission Blueprint Evolution

Week 2

Quick Update on Content Delivery

- We WILL be Taking the 5th week!
- Spend one whole session on site promotion
- Move detail site specifics, content development, and mechanics to a case study model in week 4
- Sound issue from last week

Previous Schedule

- DONE - Introduction and overall strategy
- Week 2 - Traffic, the site and the offer
- Week 3 - Deep dives into AdSense, Amazon, thin and passion sites
- Week 4 - Putting it all together and the “work” plan
- Week 5 - If we need it...we'll use it

New Schedule

- DONE - Introduction and overall strategy
- Week 2 - Traffic, the site(very basic) and the offer
- Week 3 - Site promotion (other traffic), may also need to revisit KW research
- Week 4 - Deep dives into Adsense, Amazon, thin and passion sites - More detailed site design and CONTENT IDEAS!
- Week 5 - Putting it all together and the “work” plan

A Word About Expectations

Categories of Sites that Still Thrive

- Adsense - reasonable \$1000-\$2000 per month
- Amazon - reasonable \$500-\$2500 per month
- Thin - reasonable \$500-\$1500 per month
- Passion - reasonable \$500-\$5000 per month

Toughest Week
to...”Get”

Traffic, Site , Offer

Agenda

- Overall process
- Finding traffic source
- Evaluating traffic sources
- Site building - JUST the basics this week, the infrastructure
- Figuring out what to Offer - How to monetize

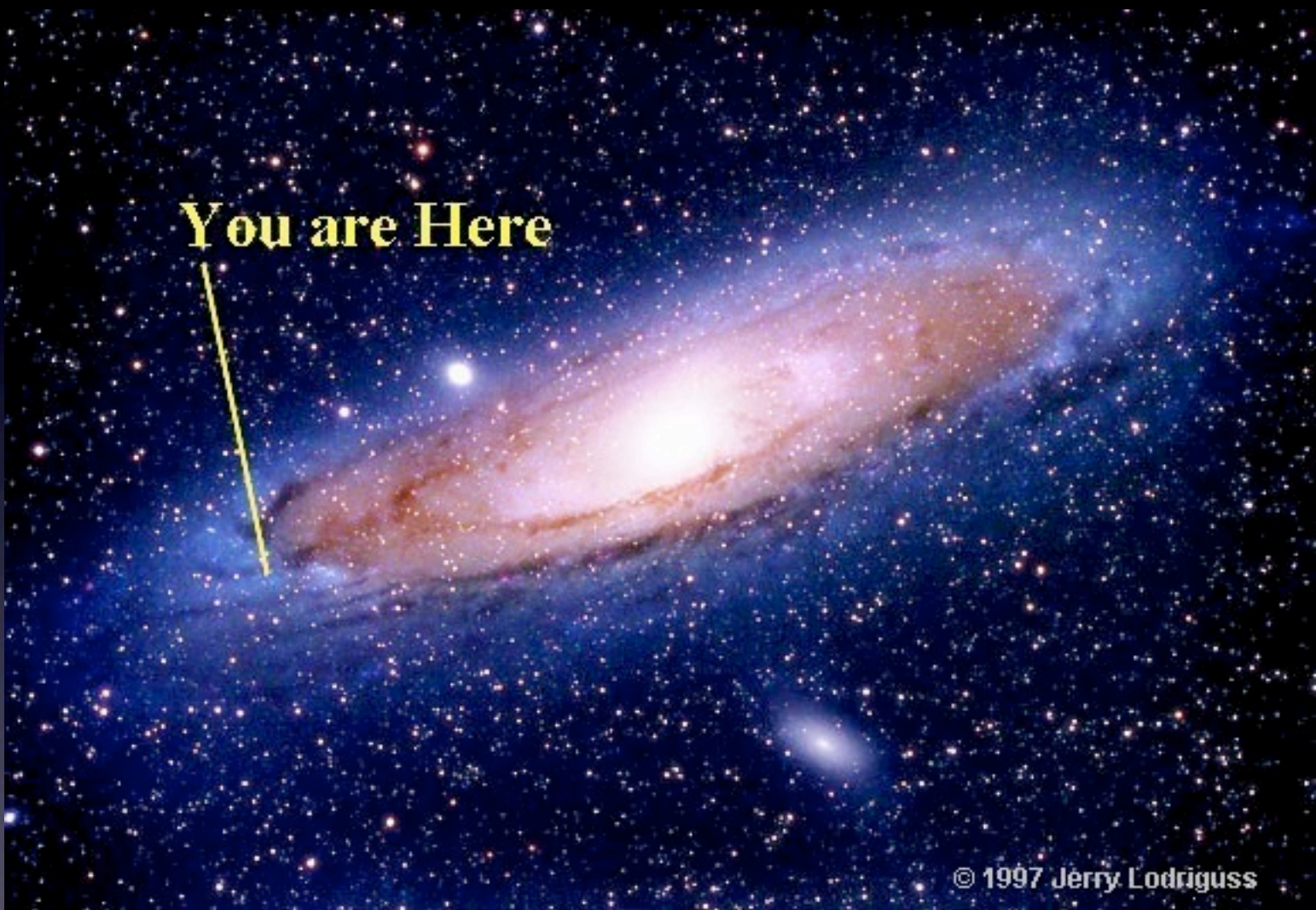
Overall Strategy

- Use SE traffic
- Leverage repeat visitors
- Leverage Social Networking
- Mitigate strike out risks with testing and/or tool selection
- Commit to the traffic and work the “room” with site and offers

Real Life Traffic Lesson ... Repeat Visitors and Social Networks

Finding Traffic Sources

- Block and Tackle Keyword Research along with some help (KWB2 PRO)
- Tools like IMeye, Microniche Finder etc
- Tools “like” DOF



You are Here

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Niche

Sub Niche

Sub Niche

Sub Niche

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

Long Tail KW

Block and Tackle

- Start with a Market or a niche (repeat visitors!)
- Use the Robot with that as a seed KW
- Look for a niche + 2-4 sub niches with longtails
- Traffic volume to examine: only the longtails
- 100 exact match per day min. total of 500 or more
- Test

Where to Find that Seed KW?

Magazines

Idiots Guides

TV Shows, Commercials

The News



Frickin' Pay Attention -
When Surfing

Inspiration From Almost
ANYTHING is Possible!

Other Sites : find Them,
Then use Google's
Keyword Tool



Use the Robot!

Look For and Tag KW's That Build Your Silo

Block and Tackle

Example - Quick Meals

Keywords

- easy appetizers
- 30 minute meals
- simple recipes
- easy desserts
- quick and easy dinner recipes
- quick dinner ideas
- easy dinners
- quick chicken recipes
- quick and easy desserts
- quick dinners

quickandeasyme
als.com

*Easy Appetizers

*Quick Dinners

*Quick and Easy
Desserts

Easy Appetizers

Quick and Easy
Dinner Recipes

Easy Desserts

Quick Dinner Ideas

Easy Dinners

30 minute meals
simple recipes
quick chicken recipes

Test I : Google insights

Test 2: Adwords Test!

Adwords Test

- Send traffic to someone else's site!
- Set up a campaign for each kw, exact match
- Run it for a set time
- Examine the impressions, CTR, CPC
- Extrapolate volume out to 12 hours

Honey's Video!

Adwords Test

- Impressions = searches , check on 100 per day and total of 500
- Look at CTR - see what it says to you. Is it at least 1% or so?
- Look at CPC to get an idea of the value of this kw. Is it .75 or more?

Using IMeye, You May “Start” Anywhere in the Silo

IMeye Example - Cost of Living in Australia

movingtoaustralia.com

*Living in Australia

*Moving to Australia

Jobs in Australia

study in Australia

Emigrating to Australia

Jobs in Melbourne

Australian customs

Australia Flights

Jobs in Brisbane

Cost of living in Australia

International movers

Jobs in sydney

Shipping to Australia

Jobs in Perth

Notice Where My
Original KW Was

Domains On Fire Example






Simple DOF Overview

Real Example

Organic keywords - 77

Max in US (77) ▾

Exp

Keyword	Pos	Δ Volume	CPC	URL	Traffic %	Costs %	Competition
unsecured credit cards	1 (1)	2,900	7.22	 unsecuredcreditcard...edit.net/	35.88	38.33	0.94
unsecured credit card	1 (1)	1,900	7.14	 unsecuredcreditcard...edit.net/	23.51	24.83	0.96
unsecured credit	1 (1)	1,000	7.24	 unsecuredcreditcard...edit.net/	12.37	13.25	0.94
unsecured cards	1 (1)	320	9.44	 unsecuredcreditcard...edit.net/	3.95	5.53	0.94
unsecured card	1 (3)	320	5.63	 unsecuredcreditcard...edit.net/	3.95	3.29	0.92

Full Report (77) >

Real DOF Example

- Gets around 100-200 visitors per day
- Lead generation for credit.com
- Makes \$500-800 per month in profit
- Totally hands off

Goal: Niche with 2-4
Sub Niches (Good
Volume and
Competition Levels)

Traffic Review

- Start with a niche/market idea (if using block and tackle method)
- Find KW's to make up the Silo structure using Block/tackle, IMeye, DOF etc.
- Test the kw's
- Layout the structure of the site



Finding a Domain

Domains

- Godaddy auctions easiest to use
- Like to see age of more than 1 year...older is better
- PR not that critical, but a bonus
- KW in domain .. not important
- domain should “make sense”

Building the Site - Wordpress

Plugins

- <http://wordpress.org/extend/plugins/pubsubhubbub/>
- <http://wordpress.org/extend/plugins/seo-ultimate/>
- <http://wordpress.org/extend/plugins/wp-no-category-base/>

Plugins

- <http://wordpress.org/extend/plugins/google-xml-sitemaps-with-multisite-support/>
- <http://wordpress.org/extend/plugins/w3-total-cache/>
- <http://wordpress.org/extend/plugins/akismet/>

Plugins

- <http://wordpress.org/extend/plugins/ultimate-google-analytics/>
 - Adwords and adsense only
- <http://dannyvankooten.com/wordpress-plugins/scroll-triggered-box/>
- <http://wordpress.org/extend/plugins/allow-rel-and-html-in-author-bios/> - discuss later

KEY Plugin : [http://
www.punchtab.com/](http://www.punchtab.com/)

Bare Bones

- Contact us
- Privacy
- Terms and conditions
- Make sure the contact us is the right country!



Ranking for a Specific Country

Finally...some DATA!

Ranking for a Specific Country

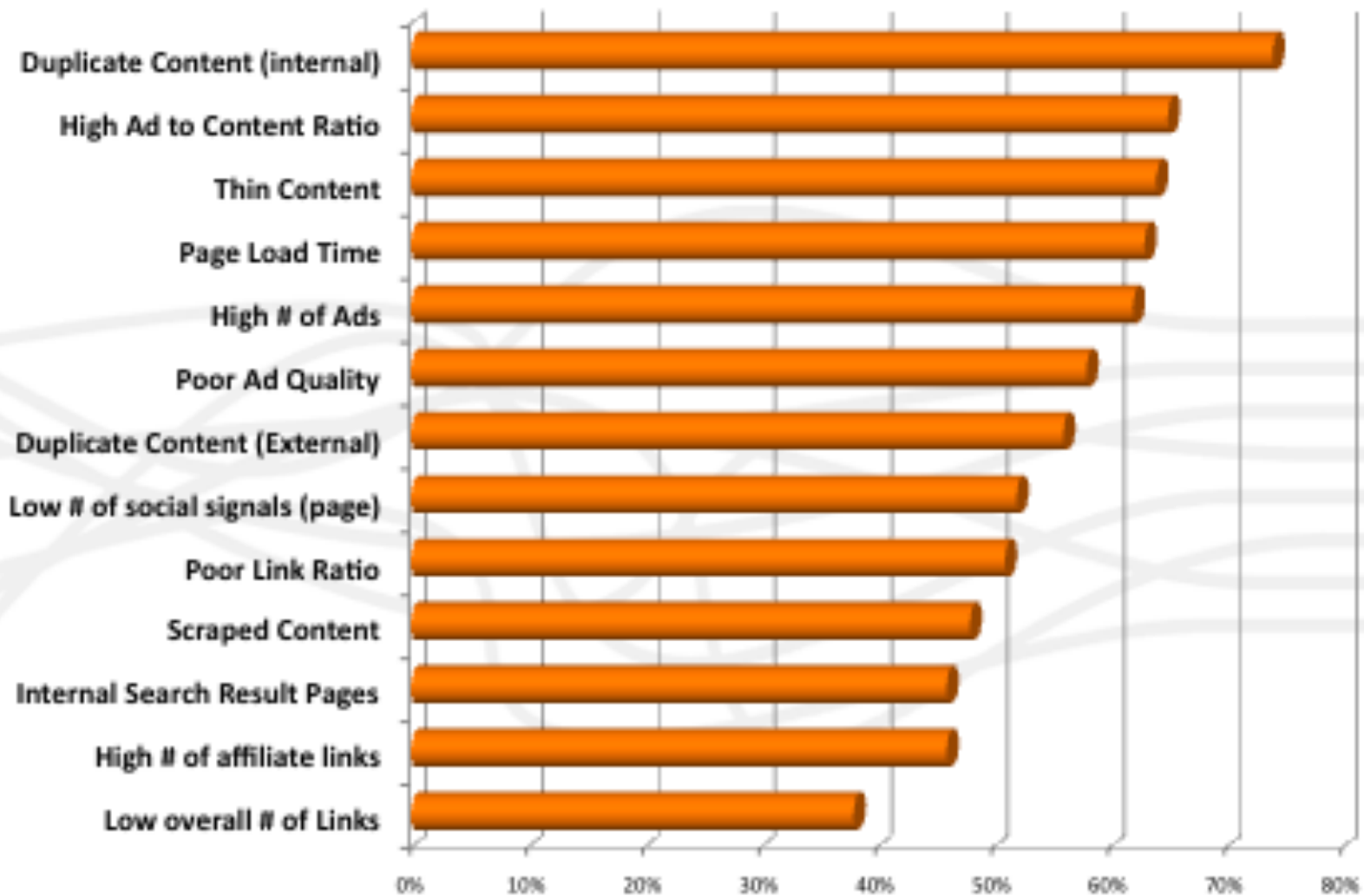
- Hannah Smith - Distilled.net
- Hard to get aged domains with the right extension
- Can use an aged .com with /uk as oppose to co.uk
- Link location/language don't matter
- Server location doesn't seem to matter any longer
- Contact us page



Panda Factors

What the Hell is Panda ?
(Other than those cute
cuddly things)

Panda Factors



Sample of Panda-affected sites across different verticals.
Surprises: Page Load Time and # of links

Source: Matthew Brown - AudienceWise.com

Machine Learning +
Quality Review (manual)
= Panda Screw

Andrew Hansen's Peek Behind the Curtain!

[http://
andrewhansen.name/
affiliate-marketing/
google-checkmates-me-
but-reveals-internal-
secrets/](http://andrewhansen.name/affiliate-marketing/google-checkmates-me-but-reveals-internal-secrets/)

Andrew's Takeaways

- Banners, adsense ads above the “fold”
- Banners above first post, banners in header or top of sidebar
- Ads Vs. Content
- Multiple links to same URL
- They like review sites??

CONTENT

Content

- We'll get HEAVY into this during session 4
- Need a piece of original content for each level of the silo
- Will be publishing the content over a schedule, not all at once
- Will start SEOing when the initial content is all published
- We're going to make this EASY!

quickandeasyme
als.com

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Offers

Affiliate Nexus Laws

- Amazon and Commission Junction hate affiliates?
- Affiliate marketing is dead? Again??
- States hate affiliate marketing?

Affiliate Nexus Laws

- Affiliate marketers are simply caught in the crossfire of this epic battle
- It's all about money...specifically sales tax
- The “presence” test
- Lawmaker's solution to get more of their “fair share”
- Amazon and CJ's response

Affiliate Nexus Laws

- What can you do??? - Make your company's "presence" elsewhere
- Incorporate in Delaware or Nevada - simple LLC corp is just fine...easy tax stuff
- Have an agent mailing address
- Won't change a thing as far as your personal taxes etc. go
- Don't need local bank account etc.

Up to This
Point...Everything is the
Same for ALL Types of
Sites



Gather Intelligence

Gather Intelligence

- CPC 's from Adwords tests
- Google searches on all the kw's
- Study affiliate pages that come up in your searches...how do they monetize??
- Is ecommerce happening on these kw's?

Offer Decisions

- High CPC (> 2.50), consider adsense
- ecommerce happening? consider amazon
- Confirm this with what most others are doing
- If most others are doing CPA, find the offer

Offer Vault

Offers

- Amazon
- Adsense
- Clickbank
- CPA type stuff

Quick Tip:
www.moat.com

Action Items - Things You CAN Start Now

- Keyword research for up to 3 different projects
- The keyword testing
- Initial research and content creation
- The monetization / offer strategy for each project

Discussion