

By Johnny Roberts

### Earnings Disclaimer:

Due to all sorts of rules, regulations and laws, I cannot guarantee you will make money using this course. Just because I have made money with my method, doesn't mean you will, and any results you get will be due to how much effort and work you have put in.

Well that was a fun start! Now that's taken care of, let's begin:

## Introduction:

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My name's Johnny Roberts, I've been involved in Internet Marketing since late 2009, and have slowly but surely built up a small affiliate empire which generates me a consistent income online, without me needing to do any work!

Recently, I've had floods of \$100 days, lots of \$200 days and my biggest day I generated close to \$500 in a single day! However it wasn't always like that.

I started off as an 18 year old newbie, barely knowing how to make a clickable link, and too scared to even buy a domain!

I wasted 000s of dollars on rubbish IM programs, and even got involved with MLM, allowing myself to be suckered into some really shoddy MLMs and basically losing so much money.

I was broke (totally skint, not a penny to my name) on Christmas 2009, but due to focusing on one business model, and working to build a selection of niche sites with high converting products, I now make plenty of cash!

I've also been pretty laidback (hence the name ☺) with my IM work and have tried to keep things as simple as possible.

Bottom line, IM isn't as tough as people make out, and you certainly don't need to put in 12+ hours every day for months on end!

You can literally copy and paste my exact method, and you'll be making money too in no time. I'm gunna keep things very simple in this course, mixing in videos too, so you can follow along even easier!

PS. If you actually follow along and TAKE ACTION then you're going to make money with this. If you're just gunna skim through and "come back to it later" then this will just be more money you've wasted.

DON'T DO THIS!

Instead do this:

Read my stuff + watch my vids + take action = \$\$\$ 😊

Got it?

Ok, let's do this thing!

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# Niche Selection

## Niche Selection Video #1: Review Site Espionage



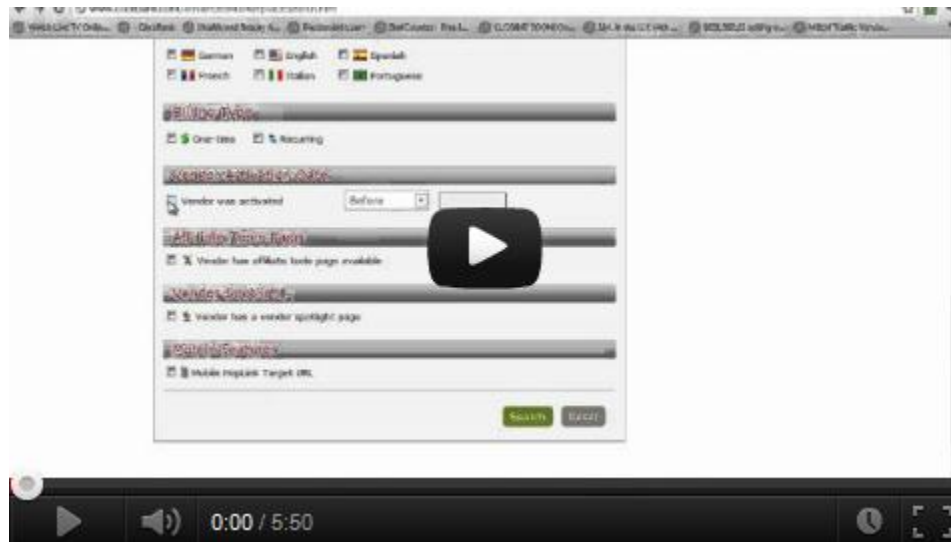
<http://www.youtube.com/watch?v=ekD5MU1FpnI>

This is a really cool technique that requires practically no work on your behalf, but you can use to uncover niches that other people are already making BIG money from!

Go to Google, type in a category name, (weight loss for example) then type "reviews" after. This will bring up loads of authority sites reviewing a selection of products, which you can set up a site to promote yourself!



## Niche Selection Video #3: Clickbank Expert



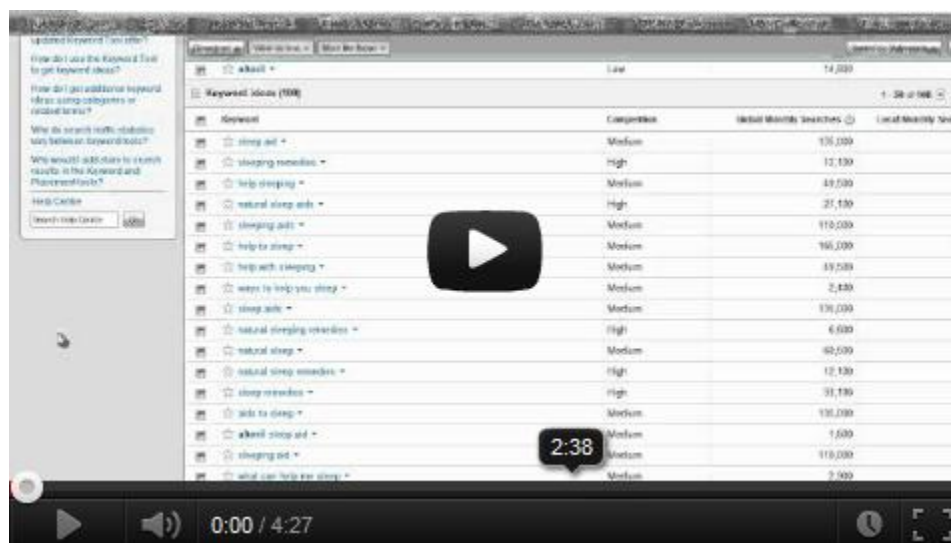
<http://www.youtube.com/watch?v=qw8AZ1Z5JRU>

This method involves clickbank, where there is tons of money to be made with offers that actually get searched and are very high converting! You can get tons of cool product name KWs to write around and promote with this take on things...

NB. When it comes to registering a domain, having the product name KW in it isn't essential, and you can still make a quality niche site by having a niche related title.

For example, if you are in the "sleep aids" niche, if you don't want to get into any potential issues with trademarked names in your domain, simply go for a niche related domain such as "bestsleepaids.com"

# Keyword Research and Content



<http://www.youtube.com/watch?v=Hc94IEckYbQ>

This video is very important. I'll show you how to create a real authority niche blog that google is going to LOVE.

A lot of people are still making niche sites that USED to be effective, but will now get you in danger of a major G slappin'! Watch to learn how to do things in 2012 properly. NB. *I use the word "thin" when I actually mean small, niche focused sites, thin affiliate sites SUCK whereas niche site ROCK!*

You see, it's all about creating quality, and avoiding the "spam" trap that so many niche sites fall into nowadays.

It's important to write articles containing more than just 1 keyword, but incorporate several keywords. This will allow you to rank that one article for SEVERAL keywords.

Google is getting smart now. If you have 2 different articles, one called "way to lose weight" and "ways to lose weight", they know that that's basically the same keyword, yet you've written about it twice, and they look unfavorably on posts that are TOO similar.

Just combine it into one longer, more detailed article!

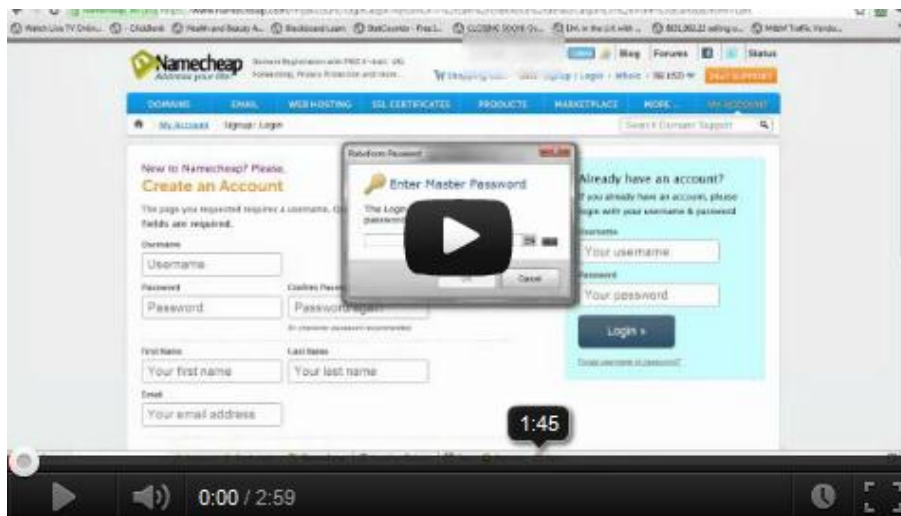


# How to Set Up a Website

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If you have already built WP websites and are familiar with installing them, then you can go ahead and skip onto the next part. If not, then watch all of these carefully!

## **Video #1: Choosing and Purchasing the Domain**



[http://www.youtube.com/watch?v=rwK8\\_yOfCNw](http://www.youtube.com/watch?v=rwK8_yOfCNw)

## **Video #2:**      **→ Get Hostgator Here ←**

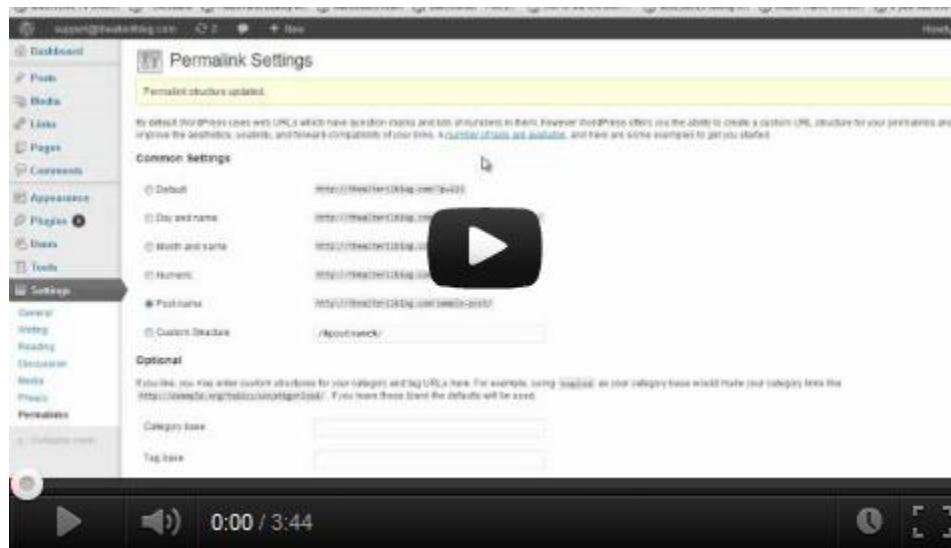


<http://www.youtube.com/watch?v=C4rgaKroGpA>





## **Video #5:**



<http://www.youtube.com/watch?v=wWV5on6BuFM>

Well done! You should have installed Wordpress onto your blog now, and have made some slight tweaks to your WP dashboard.

Now that this is taken care of, lets talk more about how to get the most from Wordpress, in order to make it look sexy and function effectively for the best conversions!

# WP, Thesis and Plugins

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Ok, once Wordpress has been installed and you've done the tweaks I've laid out in the vids, now it's time to get this site off the ground!

## Theme:

Your site theme is basically the look of the website. People who have no idea that all you need to do is install a theme and you can get a kick ass, sexy site in seconds, without having to do all the coding yourself!

There are 000s of free and paid WP themes available on the net. You can go here for some sexy but free themes:

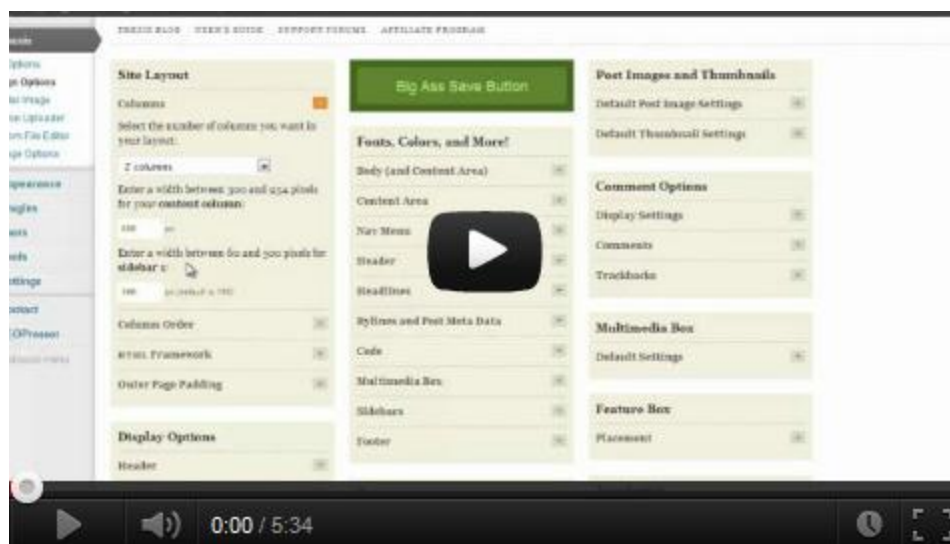
<http://www.freewpthemes.net/> <http://www.freewpthemes.com/> <http://newwpthemes.com/>

To use the EXACT theme I use to build niche affiliate sites, then use Thesis. Thesis is an awesome plugin that is so easy to customize and looks damn good for these types of sites too.

## **→Get Thesis Here**

To Install WP themes, simply go to your WP dashboard (when you log in) then Appearance > Themes > Install Themes > Upload. Then find the WP theme you have found, or upload the thesis theme here and activate it. That's it!

If you've bought thesis, here's a video to help you get it all configured so your on-site SEO and the look of your new site is pretty sweet:



<http://www.youtube.com/watch?v=77hpEM334xY>

## Plugins:

Plugins are very important for wordpress sites. They help a lot with SEO, conversion and enabling google to see your sites easily. Here are the free plugins you need to install.

All in One SEO

WP Hide Post

One Click Close Comments

Google XML Sitemaps

Hyper Cache

Contact Form 7

## Paid Plugin:

NB. Paid Plugins are not essential, and you do not need them in order to make lots of cash with this system.

These plugins are what *I use* to make life easier, and better optimize and boost conversions on my websites.

### **Qody's Redirector Plugin**

This plugin is awesome for conversions. I have almost doubled my hops conversion rate on my main site using this plugin.

It works when visitors try to leave your website and before they click away they are re-directed to any URL of your choosing (ie your affiliate link).

[→Get Qodys Redirector Plugin here](#)

### **SEOPressor:**

This plugin was essential for On-site SEO, however due to the latest Google updates, especially concerning Over-Optimization, this plugin is less essential than it used to be.

Due to recent updates, I don't feel as though it's as necessary as it used to be, so I am not recommending this particular plugin as you simply don't need it anymore.

If you are concerned about your on-page SEO optimization levels, then just make sprinkle your KWs throughout the article you write. If you write a 750 word article, include your KW at least 5-7 times and you should be good to go.

Seriously, if I'd released this WSO a year ago, SEOPressor would be essential, and I'd be going on and on about keywords in your h1, h2 tags blah blah blah, but panda and penguin have simplified it a bit!

# Content

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Ok, this is where you're gunna either get kick-ass conversions, or a kick-ass bounce rate!

Creating good content is easy, unfortunately 99% of IMer's focus far less of their energy in understanding good content, instead focusing on things like SEO and traffic generation.

Whilst these factors are important, you need to have quality content to get the best conversions.

Explaining all the ins and outs of content creation would be another course in itself, so I'm gunna keep things simple.

## **REVIEW:**

When it comes to writing your review of your product, the best thing to do is to go to other affiliate review sites, and the sales page itself, to draw inspiration.

Also, go to amazon and find some real testimonials to get a feel of the product and look at the feedback.

It isn't as hard as you think, and once you get good at it, you can whack out an awesome converting review in under half an hour!

Aim to get the length between 600-1000 words and include your product name KWs in this review.

You should sprinkle your affiliate link several times throughout the article, with strong calls to action, such as "click here to finally get the body of your dreams". If you don't know how to make links in wordpress, just whack it into google, it's very simple!

## **Important Tips:**

Inject your personality into the review. Don't come across as a robot, just try to sound like a normal human being and inject a bit of fun into the review!

Don't be over bias. You want to review the product, so it's good to give the negatives as well as the positives. Don't try to sell, just say what you liked and what you didn't like, this gives you far more credibility.

Try to include your KWs a couple of times throughout the article. Due to the latest updates in google, the amount really doesn't matter as much as it did. If you want a specific figure, then include it every 150 words or so.

I have written a review of Alteril over at my example site,  
<http://thealterilblog.com/>

This is the kind of review that converts pretty well, have a look and get a feel of it.

### **INTERESTING CONTENT:**

When it comes to filling out your site with content not directly related to your product, you don't need to target KWs, but instead address the main problems with your niche.

Therefore, go to forums that have people suffering with a particular problem your product can solve. For example, if I was promoting a sleep aid product, I could write articles such as:

Why do we get insomnia?  
Is 8 hours really the optimum time?  
This is a great way to cure insomnia...

At the end of each of these articles, you could link back to your main review!

Once you have written your reviews, posted them onto your site, your site is finally ready to start driving traffic! So let's not waste any time and get straight into exactly how I do things:



# Traffic Generation

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## Traffic Generation #1: Off-site SEO/Backlinking:

Trying to teach you every aspect of SEO (Search Engine Optimisation) would take literally hours, and I hate having to work harder than I need to.

In the early days, I would do SEO myself, but found it mindnumbing, time consuming and SO so boring.

I now outsource all my SEO to people that have a proven track record of delivering results.

I recommend you do the same to, as you'll save so many hours of your life that you can do other, way more interesting things ☺

Get yourself over to warrior forum, and search for SEO services that have a lot of good testimonials. Here are a few services that I have used in the past to get high rankings, and come with my full recommendation:

<http://www.warriorforum.com/warrior-special-offers-forum/490152-well-drive-your-existing-site-page-one-google-600-testimonials-new-improved.html>

<http://www.warriorforum.com/warrior-special-offers-forum/598991-post-penguin-guaranteed-search-engine-optimization-service-500-page-1-rankings-delivered-rising.html>

<http://www.warriorforum.com/warrior-special-offers-forum/522767-your-guaranteed-google-1st-page-ranking-service-lowest-price-warrior-forum.html>

I like to go for monthly subscription services, as this is totally hands off and links keep being built until you unsubscribe.

However, I do understand that some people may not want to outsource SEO, and that is fine. If you know how to do SEO, and you feel you can do it yourself, that is totally ok.

SEO traffic is massive, so don't miss out on all the free traffic you could potentially be getting!

## Traffic Generation Method #2: Article Marketing

Article marketing used to be HUGE a few years ago, and was my main source of income when I first started out.

With the Google Panda update knocking article directories a lot, the days of writing an article and ranking it #1 on google for highly searched terms are over.

However, article marketing is making a comeback, BIG time! I still do article marketing, for so many reasons.

First of all, its instant traffic. Once your article goes live, it will be seen by 000s of people for a few days and can get you lots of traffic in that time.

Secondly, you'll find other blogmasters who may pick your article up (if it's good enough), put it on their site with your links intact, and BOOM! You have visitors from their site going to yours!

This is really where article marketing can get VERY powerful.

Therefore, rather than writing very short 400 word articles that are carbon copies of others, take time to do your research, come up with a really good article that provides some great information, and you'll find it gets published by lots of blogmasters.

They'll leave links in tact (hopefully) and you'll have lots of referral traffic here, not bad aye?

Step 1: Sign up for an account over at <http://ezinearticles.com>

Step 2: Find some KWs or interesting topics to write around (look back at the KW video)

Step 3: Include links back to your site at the end of the article.

Step 4: Enjoy the traffic baby!

If you incorporate writing 1-3 articles a day for one month, you're going to have not only dozens of backlinks to your site, you'll also get a ton of traffic, and what does that end in?

\$\$\$ ☺

## Traffic Generation Method #3: Document Sharing

Document sharing is something I have been getting involved in recently, and it's a really awesome way to drive traffic.

D'you know the really good thing about this traffic generation method?

You don't need to write any more content, as you can use the articles you've written on your site or for ezine articles, and republish them!

Document sharing involves uploading pdf's to document sharing sites, and is also a great way to generate backlinks.

Combine this with article marketing and you're going to get floods of targeted traffic within hours.

The 2 sites I recommend uploading to both rank high in Google often, and they also have a large community that may directly find your document. Let's get into how to set this traffic stream up:

Step 1: Take an article you've written from ezine articles or from your website and paste this into a word doc

Step 2: Make sure the title is big and bold, and add pictures to make it look more enticing. Also, add links at the bottom, and highlight the last paragraph in bright yellow to make the links stand out.

Step 3: go to <http://scribd.com> and <http://docstoc.com> and sign up

Step 4: Upload your word doc to both sites, they will guide you through set up

Step 5: Edit title/description to make them appealing for visitors to read

Step 6: That's it!

There you have it, 3 awesome traffic generation methods, get to it right now!

## Conclusion:

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Phew! You made it to the end. I HOPE that you've taken action and followed through from start to finish.

If you have, you're well on your way to making money, congratulations.

If you haven't, there's still time. Don't let yourself down, go back to the beginning and TAKE ACTION

The bottom line is, someone out there is going to buy this course, take my advice, and make a consistent income online. Who will be the biggest success story of this program?

It's in your hands

Thanks for reading

Johnny Roberts, the Laidback Affiliate ☺

# Action Plan

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I don't know about you, but when I was starting out, I LOVED seeing guides with action plans.

Sometimes having all the information thrown upon can get a bit overwhelming, so it's great when someone is telling you EXACTLY what to do, and when to do it.

So here it is! My 30 day action plan to launch your first site and start gaining traffic, and hopefully, sales!

## Day 1:

Go over Niche Selection Videos, find 3 products that fit the specification outlined in the videos.

## Day 2:

Have a look at the 3 niches and products selected by reviewing the niche. Get a feel of the niche and see which one you'd most enjoy writing about.

Once you've picked the product and offer, you're ready to get going!

## Day 3:

Now you're niche and product(s) have been selected, it's time to head over to the google KW tool!

Find 10-12 KWs in your niche that get at LEAST 500-1000 searches/month.

Group these KWs into groups of 3. You'll be writing articles on these KW's later on in the action plan!

## Day 4:

This is where it can get a lil tecky, but should be simple enough if you follow the Website set up videos.

As you've selected a niche and product, head over the [Namecheap](#) and purchase a domain name related to your product/niche.

Once this is done, purchase hosting at [Hostgator](#) and then change the DNS servers so your domain is linked to your hosting.

### **Day 5:**

Install WP plugins recommended and install WP theme. If you have purchased [Thesis](#), configure this, if not, get a free theme at somewhere like <http://wpthemes.com/>

### **Day 6:**

Let's write some content! Spend today having a look at other reviews for your product(s) you've chosen to review, to get an idea of the product.

Once you've done your research, bust out that review article!

To get some free images, head over to <http://sxc.hu>

### **Day 7-9:**

Now your review article is done, get into the minds of the people of your niche, and write some content articles in order to make your site more interesting for users.

Go to forums in your niche and see what people are talking about. Go to bigger sites in your niche to see what they're writing about too.

### **Day 10:**

Time to start driving traffic! If you know basic SEO, begin building links to your site now.

However if you aren't experienced in SEO, I would recommend outsourcing.

Head over to <http://warriorforum.com> and find an SEO provider with good reviews, this should get your site racing towards the 1<sup>st</sup> page of Google!

### **Day 11:**

Article Marketing: Write 3, 400-600 word articles related to your product/niche.

Submit them to <http://ezinearticles.com/> as this is the best article directory out there.

Include a link back to your site in your article in the resource box.

### **Day 12:**

Document Sharing: Take the articles you have written and convert them into pdfs and submit them to the top 12 document sharing sites.

Follow the guidelines about document sharing above.

### **Day 13-14:**

Continue to write 3 articles/ day. Submit them to ezine articles.

Then take these articles, convert to pdfs and submit them to the top 2 doc sharing sites.

That's it! Keep up the traffic generation and you're GOING to make sales.

The only way you won't make money is if you go

"hmm, that looks cool, but I'm too lazy to do it"

Just do it guys, and you're already ahead of 95% of other IMer's!



# Dealing with Google Changes

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Over the last month or so, Google has been making several changes in the way it ranks websites and scores them on quality.

The forums have been going crazy with people saying that “SEO is over” and “Google has no idea what its doing” amongst many other things, but we’re guna ignore all this stuff here.

Instead, I’m gunna get straight to the point of how I think you should be making sites in 2012 after Google Penguin. Don’t worry, it’s nothing major, and as long as you actually take action, then you WILL succeed!

## **#1: Focus on Quality, not Quantity**

There was a time when you could build a one page website, throw a few backlinks at it, and it would rank in the top 3 for competitive buyer keywords.

Well it isn’t 2004 anymore and this isn’t really possible anymore, but forget that, let’s focus on niche sites in 2012!

Rather than trying to build tons of really tiny sites and trying to keep up with all of them, focus on 1-3 niche sites and regularly add content to them.

You could still do well with a blog with 5-10 posts on it, but if you want to give yourself a better chance, don’t just add a few posts and never touch the site again. Try to add at least 2 new posts, that are 100% unique, every week to your niche sites for a period of several months.

By doing this, your site is going to be MORE interesting for people visiting your website, and they'll be more keen to visit it again and recommend it to their friends!

When it comes to writing content, you should go to internet forums ***related to your niche*** and see what people's problems are.

You can then take the most common problems and write an article around them!

Better quality posts will make your visitors want to like, share or tweet that article, improving your social signals.

## **#2: Interlink your Posts**

This simply means linking to other posts on your niche site from posts you write. This helps with on-site SEO and has worked well for many years.

There are plugins that can help you do this, just search "internal link building plugin" in google.

## **#3: Make Sure Site Load Speed is Quick**

Google frowns upon sites that take ages to load. There is a plugin called "Hypercache" which you can install which helps improve the page load time.

## **#4: Add Social Signals to your Site**

The best plugin I recommend for this is 1-click retweet/share/like.

Google is beginning to take more and more notice of social signals, therefore you'll want your visitors to be sharing your content, increasing the amount of views your site gets.

This is why it's important to write lots of great content on your site!

## **#5 Don't Over-Optimize**

Back before the latest update, On-Site SEO was VERY important. I would use paid plugins to make sure my on-site SEO was 100% perfect.

I have now made changes to my sites making them less optimized as Google is cracking down on sites that appear too over-optimized.

## **#6 Focus More on the Niche, rather than the Product**

In the domain purchasing video, I recommended that you go for a domain with the product name in it.

This works great, but in order to be able to cater to your visitors BETTER, rather than just targeting the product, go for a domain that is niche related.

For example, I registered a domain called "thealterilblog" as I was promoting a product called alteril.

What I could have done instead would be to purchase a domain such as "gettosleepeasy.com" as this is niche related, and also means you can promote other products, rather than just one.

Whether you go for a product name domain or niche related isn't too important, but it simply gives you more scope to promote,

and the latest Google updates don't give anywhere near as much significance to exact match domains as they used to.

That's 6 changes you can make on your sites right away. These changes will get you a lot more love from Google and will put you above a lot of your competition!

## Resources

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[Hostgator](#)

[Qody](#)

[Thesis](#)

[SEOPressor](#)