

AUTOPILOT PROFIT FORMULA

The Complete Step By Step System
To Automated Income



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Finding A Niche

Choosing your niche can mean the difference between success and failure, so we need to devote some time to finding a good niche that will yield results.

So what is a niche?

Basically a niche is a subset of people within a market with a particular interest. Here's what Wikipedia says:

"A niche market is a focused targetable portion (subset) of a market."

So our job right now is to find a group of people who we can provide value to, who in turn will buy the products we recommend.

What makes a good niche?

A niche you are passionate or knowledgeable about

This isn't by any means necessary. However, if you can find a niche that you have some knowledge on, it will certainly help you to write content and think up product ideas. It's a whole lot easier to write about something you enjoy than to write about something you don't know anything about.

If the niches that you are passionate about are not profitable (with 'hungry buyers'), then you'll need to start looking outside your interests (develop some new ones!). You'll need to spend some time reading up on your niche and learning about it. You could outsource content creation, but it's still important that you get to know your market and what makes them tick.

Niche size

Size does matter in niche selection, although not necessarily the bigger the better. One of the biggest misconceptions regarding niche marketing is that there is less money in it than with the larger, mainstream markets.

In truth, if you approach niche marketing the right way, you can actually make MORE money in LESS time than with any of the larger markets because when there's less competition, it's far easier to penetrate markets and target your customer base.

You need to make sure that there are enough people searching each month to make you a good income, but not so many that the niche is really competitive. If you want to go with a huge niche such as weight loss you can drill it down to a sub niche such as 'weight loss for 40+', 'low carb weight loss', 'post pregnancy weight loss' and so on. Or you could build a review site targeting a specific weight loss product or diet.

Are they buyers?

The commercial intent of the people searching is vitally important, if your niche does not like to spend money then you are going to have a hard time selling to them. Sometimes you'll come across a niche that gets thousands of monthly searches, but the searchers are only looking for free information, pictures, etc. You need to look for niches that are selling lots of different products that people need/want.

Are your potential customers reachable?

How easy is it for you to reach the people you want to sell to? Are there big forums you can visit? Will you be able to get any positions in the search engines? Will article marketing work?

Are there lots of keywords?

You will want to target one main keyword (that gets at least 5000-15000 searches per month), but there should be lots of other related keywords too. You can't have a site with just one article (or a number of articles written on one keyword). You'll need at least 20 other supporting keywords for your site.

How many products can you sell?

For this method we will be choosing just ONE product to sell as it's much easier to get a one product site up to \$1000 a month than a bigger multi product authority site. That doesn't mean the multi product site method isn't valid – I use both successfully. However for newbies, focusing on one product is easier. It's how I started making enough money to leave my day job in 2007, and the same method works just as well today.

Will they buy what you are offering?

This seems simple, but it's easy to get caught out. Just because people are searching for something, doesn't mean they are going to buy. As an example, say you want to sell an infoproduct on high blood pressure, but you check out the market and they only really buy pills to cure their blood pressure. Then you might want to rethink your strategy.

What about someone suffering from a yeast infection – would they order an infoproduct (that they could get immediately) offering relief within 12 hours, or would they order a cream or pills product that could take days to arrive? I know which one I'd order! Put yourself into the shoes of the person searching – what would YOU want to buy to solve your problem?

Competition

Sure, competition in the search engines can make your life more difficult, but if other affiliates and websites are selling your future products successfully - that is good news!

If someone else can sell those products successfully to the market then it means the market is receptive to that kind of product and they will buy. This increases your chance of success hugely, because as long as you promote the same product (or a similar one) then you can start to take some of their traffic and hopefully some of their sales too.

Now let's move on and talk about the BEST kind of niche...

Hungry/desperate Niches

If you can find and target a niche is that are hungry or desperate for the kind of product that you can provide, then you can drastically increase your chances of success and make your marketing a lot easier.

I've always found desperate niches to be the absolute easiest to get started with, and because they convert so well you don't even need a massive amount of traffic to make a respectable income!

So what are some 'desperate' niches?

- *The teenager desperate to get rid of his/her acne quickly.*
- *The mother frustrated by not being able to potty train her toddler.*
- *The guy who will do anything to win his ex back.*
- *The bride to be looking to lose weight for her wedding in 6 weeks time.*

The list is endless!

When NEED is there, rather than just desire, you've got a winning niche. That, along with a laser targeted site that provides the SOLUTION to their problem, and you'll start making some serious bank!

The late Gary Halbert used to ask his students if they had a hamburger stand, then what is the one advantage that they would want in order to beat their

competition and make a crazy amount sales? The audience suggested a wide range of different advantages they would want – location, price, ingredients and lots more. But none of them hit the nail on the head. He revealed that the one advantage he would want (the only one he would need to beat EVERYONE) is a starving crowd!

If the people you are targeting are desperate then that makes your job a lot easier, because the people searching for a solution to their problem are highly motivated to spend money to cure whatever it is that is causing them a problem or pain.

Now is this taking advantage of them? I know that is the first question that most people ask when they are told to seek out a 'desperate' niche, but in fact it is quite the opposite. As long as the information you are providing does give a genuine, useful solution to that problem, then you are not taking advantage of them, you are actually helping them out of a bad situation.

Too many affiliates take advantage of their visitors by selling them false hope and garbage information – you should be doing the opposite!

What about a hungry/passionate crowd?

These are people who are not quite as desperate, and they are not in pain or any serious danger, but these are people who are really passionate about either finding a solution or mastering the niche that they are in.

For instance the anti-aging market could be an example of a hungry crowd, they will spend large sums of money on all the latest products just to see if they can get some of the results that are promised on the packaging. Therefore if you open up a website which catered to this market then you could expect your visitors to be more motivated to buy products than if you just sold ordinary makeup etc

This also applies to sports, a lot of people are passionate about their sports and hobbies and will spend great sums of money on getting the best equipment, advice, and training in order to improve their skills and show off to their friends!

So this is another criteria you need to think about, if you have a list of niches and you know that one of them is either a desperate or hungry niche then you are probably best to aim for that niche as it will make everything you do a lot easier when the people you are targeting are eagerly awaiting your offers!

Do a keyword search for the following phrases and you might be surprised by the types of things that come up:

- | | | |
|----------------------|-------------------------|--------------|
| • How to | • How to quit | • learn |
| • How do I | • How do I quit | • get rid of |
| • How do you | • How do you quit | • fix |
| • How to fix | • How to get rid of | • remove |
| • How do I fix | • How do I get rid of | • prevent |
| • How do you fix | • How do you get rid of | • cure |
| • How to prevent | • How to lose | • quit |
| • How do I prevent | • How do I lose | • lose |
| • How do you prevent | • How do you lose | • get |
| • How to cure | • How to get | • eliminate |
| • How do I cure | • How do I get | • restore |
| • How do you cure | • How do you get | • stop |

- How to remove
- How to stop
- How do I remove
- How do I stop
- How do you remove
- How do you stop

The Niche Selection System

Selecting a niche is a 3 step process. First of all we must find niche ideas, then we must analyse those niches to see if they're viable, and then we will analyse their profitability.

Niche Idea Generation

Grab a pen and paper for this step. We are going to use a variety of different techniques to uncover a range of niches which we will then narrow down before moving on to the next step.

Look inside yourself

Assess your own expertise and interests. Do you have any experience or special knowledge of any particular subject? Make a list of your hobbies, skills, jobs etc. that could be good niches.

Take 15 minutes and write as many as you can – don't worry about analysing them right now, just write whatever comes into your head.

Get help from your friends

Think about what your friends do for fun or what they spend money on. Ask them to help you brainstorm – two heads are better than one!

For instance you might have a friend who spends a lot of money on dog toys and vet bills... that gives you some ideas straight away - dog health and dog

toys. People are passionate about their pets, so although it's not a 'desperate' niche (which is the easiest to target), people also spend a lot of money on passionate niches.

Online research

Here are some great places you can go to get more ideas:

[Magazines.com](#) – Any market that has magazines on the topic must be popular.

You could also visit your local newsagent and see what they're selling.

[Google Hot Trends](#) – The top 20 fastest rising US search queries in Google, updated throughout the day. I found acai weight loss on Google Trends about 2 months before it started to get really popular – I was lucky enough to get a site up before many affiliates and got some great rankings.

[eBay Pulse](#) – A daily overview of the top searches made on eBay, the top items being watched and the largest stores on eBay.

[Amazon](#) & [Amazon Bestselling Books](#) – This is one of my favorite places to look for niche ideas. Just find a category and start looking through the best sellers. For the purpose of this WSO we won't be looking at promoting Amazon products (the commission is just too low), but you can get lots of great ideas there.

[Clickbank Marketplace](#) – It's hard to tell which products are selling the best, but the higher the 'gravity' the more affiliates are selling that product successfully. Choose a category and browse through what is selling to get an idea for good niches. For a better idea of what's happening at Clickbank I like to use [Cbengine](#). On this site you can see new products to the marketplace (if you can find a niche that you anticipate will do well you can get your site up before the majority of affiliates). You can also access CB Insider which has the Top 20 underexposed and slowly climbing products, and Best Gains – a section that shows you the Clickbank 'movers and shakers'.

43Things.com – This is a site where people post the things they'd like to do, be, learn etc

eHow.com - A site that teaches you how to do all sorts of things, browse through the categories on the left to get niche ideas.

EmbarrassingProblems.co.uk - This site allows you to pick up on more desperate niches - if people have what they consider an **embarrassing** problem then they will pay good money to get rid of it!

SoYouWanna.com - This site gives you instructions on how to do all sorts of things.

Basically if you visit even a few of the sites above, you should find enough ideas to get you moving. Just try not to get bogged down and spend TOO long looking through those sites – we want to get our site up and earning as soon as possible!

Now that we should have at least 10-20 ideas, we need to find some products in each niche, and then check the viability of our niches to see if they're worth pursuing.

Choosing a Product

For each niche you come up with, you will also need to find some products that you can promote.

The following is a list of my favourite affiliate networks:

[Market Health](#)

[Moreniche](#)

[SellHealth](#)

[Shareasale](#)

[Google Affiliate Network](#)

[Commission Junction](#)

As you can see, a few of these are predominantly health supplement networks.

The reason I like promoting health supplements so much is a) they're normally bought by people who are desperate to solve a particular problem (e.g. weight loss, nail fungus, teeth whitening etc)

and b) the payouts are usually quite high (anything from \$30 up to \$150 depending on the number of bottles the customer buys)

I also like Clickbank, but I don't recommend it for this particular method (single product review sites). For Clickbank products you really need to build an authority site and a list (for best results), and that's not something we'll be going into in this ebook – we want to keep things simple for now!

If you want to get your site earning \$1000 a month you really need to focus on products that pay \$30 or more (over \$50 would obviously be better as you would only need 20 sales per month).

Low competition affiliate programs

This is where the vast majority of the 'easy' money is. A hot product that gets lots of searches, but has little affiliate competition – yes, they do exist! But where are these 'secret' affiliate programs and how do you go about finding them?

Remember I told you in my introduction about my first 'proper' affiliate site? It was a review of a product called Hoodithin, and at the time the product was getting 12000 searches per month.

Yet there were only 2 or 3 serious affiliates promoting it? The reason for this was that Hoodithin wasn't advertised on any affiliate network – it had its own independent affiliate program. Most affiliates just didn't know about the product, and when I made a site promoting it, my site went straight to page 1

of Google. Not because I had any great SEO skills (I didn't), but because it had so little competition.

Needless to say, when this happens, other affiliates will eventually catch on and your competition will grow. However because you got in there first, it will be difficult for another affiliate to outrank you.

So how do you go about finding these affiliate programs?

Affiliate Directories

First of all you can check out affiliate directories. Few affiliates bother to do this (it's quite time consuming to trawl through the thousands of listings), but it's well worth it when you come up with a product that gets searches but is virtually untapped. Many of the products in these directories are independent affiliate programs that can't be found on any network.

Here are the two main directories that I use:

<http://www.affiliatescout.com>

<http://www.associateprograms.com>

Use Google



Go to Google and type in a keyword, for example let's say we type in 'weight loss pills'



weight loss pills



About 49,100,000 results (0.15 seconds)



Advanced search



Ads

[Lose Weight Safely - Learn about the alli diet plan. | alli.co.uk](#)  
www.alli.co.uk
Contains orlistat. Read the label.



[Top 3 Weight Loss Pills - 2011's Top Weight Loss Pills.](#)  
www.bestweightlosspills.net/Weight_Loss
Fast Shipping. Lifetime Guarantee.


[Weight Loss Pills £39.95 | SlimmingSolutions.co.uk](#)  
www.slimmingsolutions.co.uk/Weight
Burn Fat, Eat Less, Lose Up To 9lb p/wk. Free Pu Erh Tea Worth £14.95.
[Show products from Slimming Solutions for weight loss pills](#)



[Best Weight Loss Pills - Weight Loss Secrets](#)  
www.weightlosspills.com/ - Cached
Best **weight loss pills** that works! Top 4 **weight loss pills** of this month based on our multi-stage research, consumers report, price, effectiveness and other ...



[Weight Loss Pills - 5 Safest and Best Weight Loss Pills That Work Fast](#)  
bestdietpills4weightloss.com/ - Cached
Learn More About **Weight Loss Pills** By Reading Our Reviews. Start Losing Weight With Best **Weight Loss Pills** Now.



Ads

[Kick Start Your Diet](#)  
www.desirablebody.co.uk
Super Strength 7 Day Slimming Pill.
Try Forza T5 Kick Start Diet Pills

[10 Best Weight Loss Pills](#) 
weight-loss.buybestdietpills.com
2011's Top 10 **Weight Loss Pills**
Free Shipping & 100% Risk Free!

[Natural Weight Loss Pills](#)  
www.adiosdiet.co.uk/WeightLossPill
All You Need To Know About Slimmin
& Adios Fast Natural Slimming Aid!

[I lost 46lbs with Slimpod](#)  
www.thinkingslimmer.com
See how Darin's **weight loss** is
so easy with our no-diet method

[Buy Fullfast™ Online](#)  

Just in that screenshot alone I can see a number of different products being promoted in the PPC ads – Alli, Forza T5, Adios, Slimpod, Fullfast (3 of those I’ve never even heard of).

Also you can see the following results:

Top 3 Weight Loss Pills

10 Best Weight Loss Pills

Click through to those affiliate sites, and I’ll bet you’d find some more ideas for products to promote.

Let’s try another keyword – this time we’ll look for ‘scar cream’:

scar cream

About 11,300,000 results (0.16 seconds) Advanced search

The Harley Medical Group - New Laser Scar Removal from £350.
www.harleymedical.co.uk/Scars
 Book a London Clinic Consultation.

Carboxytherapy £300 Off - Scotland's premiere cosmetic clinic
www.essencemedical.co.uk
 Free consult. Excellent results.

Kelo Cote Scar Repair Cream
www.dermacaredirect.co.uk/
 Buy Online! Fast, Free Delivery
 Kelocote 15g Tube - Kelocote 150ml Spray - Kelocote Solaire

Google has given us some brand name ideas

Related searches for **scar cream**:
 Brands: [Mederma](#) [Scar Zone](#) [Neosporin](#) [StriVectin](#) [Palmer's](#)
 Stores: [Amazon](#) [Make Me Heal](#) [CVS](#) [Walgreens](#) [Walmart](#)

Scar Removal Cream - Which Scar Treatment Really Works?
scarhelpcenter.com/ - Cached - Block all scarhelpcenter.com results
 Looking for scar removal and the best scar treatment? Click here to get up to date information on scar removal and the latest scar treatments and creams.

Shopping results for **scar cream**

Mederma Scar Healing Cream Plus SPF 30 - \$11	Scar FX Scar Esthetic Cream 2 oz - \$24	Scar Zone Topical Scar Diminishing - \$8	Quantum Research Medicinal skin - \$7
(11)	(43)	(7)	

Check out other affiliates sites to see what they're promoting

More product ideas

More product ideas in 'Shopping Results' (unfortunately these are too cheap to promote but you get the idea)

Scar Removal Cream
www.cremedelamer.co.uk
 cremedelamer.co.uk is rated ★★★★★
 Miracle renewal treatment by Crème de la Mer. Free delivery + sample.

Scar Removal Cream -40% Off
www.lifepharmacy.co.uk/PharmaClinix
 lifepharmacy.co.uk is rated ★★★★★
 Quality PharmaClinix Product at 40% Discount. Fast Shipping. Shop Now!

Scar Removal Cream
www.amazon.co.uk/scar+removal+cream
 amazon.co.uk is rated ★★★★★
 Low prices on Scar Removal Cream. Free UK Delivery on Amazon Orders

Tamanu Oil Cream
www.naturalfigure.co.uk
 Reduce Scars and Stretch Marks Only £9.71. Give your skin a treat

Acne scar removal cream
www.veilcovercream.com/Veil_Cream
 Hide Scars, Birthmarks, Age Spots, Tattoos etc. Fast Delivery! Buy Now

Natural Scar Cream
www.amoils.com
 amoils.com is rated ★★★★★
 Amazing scar removal cream. Trv risk free. Money back Guarantee

Best Scar Removal Cream | Scar Treatment Review Site | Keloid Scars ...

As you can see, Google itself is a wealth of information!

How do you go about finding the affiliate programs for these products? It's very simple – just click through to the merchant site and look for a link that says 'Affiliates', 'Affiliate Program', 'Webmasters' etc. More often than not, you'll be able to find the affiliate page pretty easily, particularly if you've clicked through from an affiliate site.

If you find a merchant site being advertised through PPC it might be a little more difficult. Go back to Google and type in 'product name' + affiliate and see what comes up – if there is an affiliate program you should see it in the first few results. If not, then maybe the product doesn't have an affiliate program and you should just go on to the next product.

Once you've found products for some of your chosen niches we need to analyse niche viability.

Analysing Niche Viability

Ask yourself the following questions:

Are there enough searches?

How many searches do you need? How long is a piece of string!

It varies so much that it's hard to give set figures, for instance 1000 searches a month in the 'buy a private jet' niche might be enough to make you a fortune, but you might need 1,000,000 in the 'buy paperclips' niche!

You'll find that the more targeted you get then the easier it should be to make a sale, and the less searches you need to have. For that reason, we're going to look for specific products in our niche and build a site based on one specific product.

If you can find a product that has at least 5000 searches a month for the product name AND a bunch of other keywords also related to the product then you might be on to a winner.

So head over to the Google Keyword Tool at
<https://adwords.google.com/select/KeywordToolExternal>

Then you need to select the country you are targeting, so if you are outside of the US then click the 'edit' link shown on the image below (1) and up will pop a list of countries - you can either select just the United States or 'All countries and territories'. Make sure that the language is set to English on the left.

Then enter your keyword into the box provided and type out the captcha characters which help to stop automated searches.

Let's say our niche is 'fat burners' and I want to check if the product 'Proactol' gets searches:

The screenshot shows the Google Keyword Planner interface. On the left, the 'Include terms' and 'Exclude terms' sections are visible, along with a list of categories. The 'Match type' section is set to '[Exact]'. The main search area shows the search term 'proactol' and the 'Advanced Options and Filters' section with 'Locations: All' and 'Languages: English'. The results table shows the following data:

Keyword	Competition	Global Monthly Searches
[proactol]	Low	22,200
[proactol reviews]	Low	2,900
[proactol plus]	Low	1,300
[proactol scam]	Low	1,300
[buy proactol]	Low	1,300
[proactol review]	Low	1,300

As you can see, this could be a potential product as it gets 22,000 'exact match' searches per month, and has other keywords that we could also try to rank for e.g. proactol reviews, proctol scam, buy proactol etc.

As much as possible you should be looking out for buyer keywords – now you could say that any keyword with the product name in it is a potential buyer keyword (which is true), but some buyer keywords are stronger than others.

Here are a few of the best ones:

- buy
- where to buy
- purchase
- order
- discount
- sale
- coupon
- in stock

- free shipping
- overnight shipping
- price
- cost

Also colors, sizes, model numbers and specific model names (although these normally apply more to Amazon products which we won't be targeting this time.)

We would then type 'fat burners' into the keyword tool to see what other related keywords we could write articles on. Here are just a few that came up:

Keyword ideas (100)		
Keyword	Competition	Global Monthly Searches ?
☆ [best fat burners]	<div><div></div></div>	4,400
☆ [fat burner]	<div><div></div></div>	27,100
☆ [15 fat burners]	<div><div></div></div>	1,900
☆ [fat burners for men]	<div><div></div></div>	2,400
☆ [green tea fat burner]	<div><div></div></div>	5,400
☆ [best fat burner]	<div><div></div></div>	8,100
☆ [fat burners that work]	<div><div></div></div>	390
☆ [best fat burner supplement]	<div><div></div></div>	880
☆ [the best fat burner]	<div><div></div></div>	720
☆ [natural fat burners]	<div><div></div></div>	1,900
☆ [most effective fat burner]	<div><div></div></div>	320
☆ [fat burner reviews]	<div><div></div></div>	1,600
☆ [fat burner foods]	<div><div></div></div>	720

Lots of great ideas for articles for your site – 'best fat burners', 'natural fat burners', 'fat burner foods' – these are all keywords you can write informative articles on for your site.

You now have an idea of traffic for your niche. If there aren't that many searches for the niche, or there aren't any good products that are being searched for then you can just scrap that niche and move onto the next.

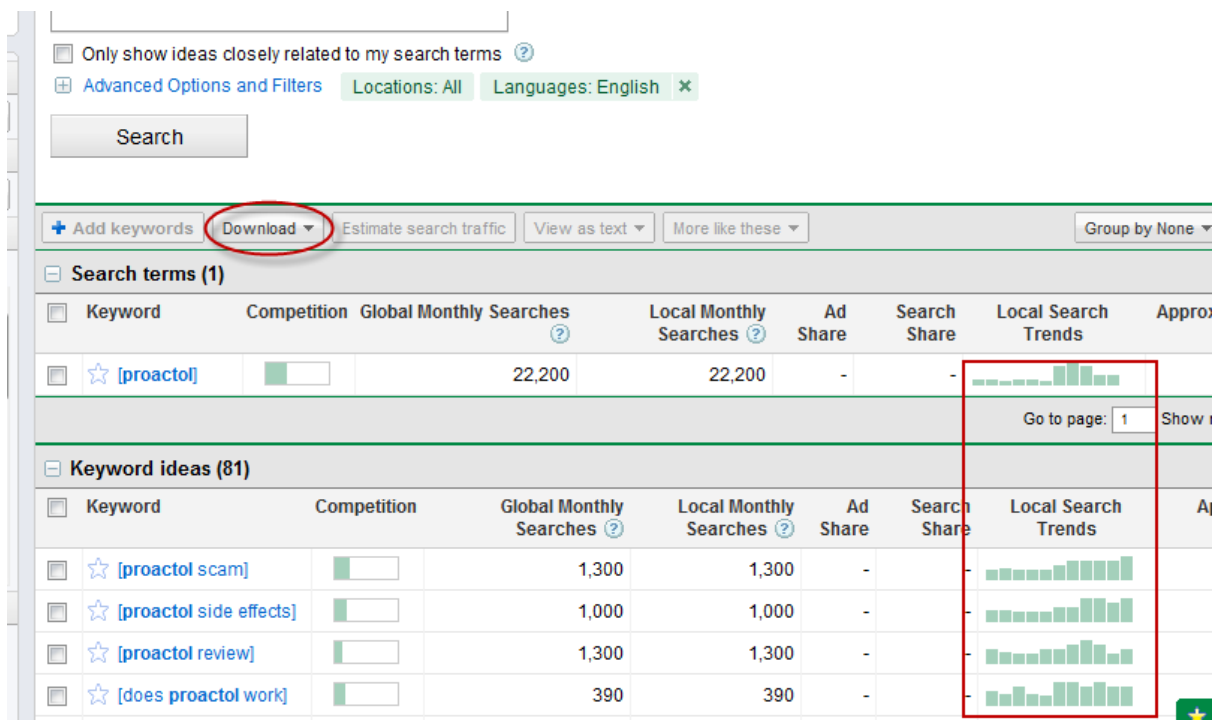
Once you have an idea of search volume you can look at the trends.

Are the searches increasing, decreasing or static?

To check this, you should sign up for a free Google Adwords account. You don't ever have to actually use Adwords, but by having an account you can log in and see some extra data that you wouldn't see otherwise.

Once you have your account, just go to the Google Adwords keyword tool, click on 'Sign In' up at the top right hand corner. Do your product name search again (making sure you've checked 'exact match').

This time you can see the search trends.



Now click on the 'Download' button to download the CSV file and you'll get the searches for each of the keywords for the last 12 months.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Keyword	Comp	Global	Local	N	Approxim	Jun-11	May-11	Apr-11	Mar-11	Feb-11	Jan-11	Dec-10	Nov-10	Oct-10	Sep-10	Aug-10	Jul-10	
2	proactol	0.26	60500	60500	€ 0.38	-	74000	201000	90500	90500	74000	40500	33100	40500	40500	40500	40500		
3	proactol scam	0.23	1300	1300	€ 0.29	-	2400	1900	1900	1600	1600	1300	880	880	1000	1300	880		
4	proactol side effects	0.19	1300	1300	€ 0.34	-	1900	1600	1600	1900	1300	1300	880	880	880	1000	1000		
5	proactol review	0.25	5400	5400	€ 0.46	-	9900	8100	8100	6600	5400	4400	4400	3600	4400	4400	4400		
6	does proactol work	0.14	880	880	€ 0.61	-	1300	880	1300	1000	880	1000	480	590	720	720	720		
7	proactol in stores	0.23	590	590	€ 0.37	-	880	720	720	720	480	320	480	480	390	590	480		
8	proactol reviews	0.25	5400	5400	€ 0.46	-	9900	8100	8100	6600	5400	4400	4400	4400	4400	4400	5400		
9	proactol discount code	0.23	480	480	€ 0.37	-	1000	480	720	1300	260	140	140	260	260	260	210		
10	proactol fat binder	0.29	320	320	€ 0.57	-	390	260	260	390	480	480	170	260	320	260	480		
11	proactol plus	0.21	2400	2400	€ 0.43	-	12100	9900	6600	480	390	260	210	36	0	-	-		
12	cheap proactol	0.54	590	590	€ 0.51	-	880	590	1000	880	720	880	210	390	390	390	480		
13	cheapest proactol	0.59	590	590	€ 0.52	-	720	480	880	720	720	880	210	320	390	390	390		
14	buy proactol	0.29	3600	3600	€ 0.47	-	8100	5400	5400	3600	3600	2900	1900	2900	2400	2900	2900		
15	buy proactol cheap	0.42	170	170	€ 0.57	-	390	140	390	320	91	46	58	91	140	91	91		
16	proactol consumer reviews	0.26	260	260	€ 0.62	-	480	320	320	390	170	110	140	320	210	260	210		
17	proactol weight loss	0.29	590	590	€ 0.93	-	590	590	720	880	880	880	320	590	590	390	480		
18	proactol discount code	0.23	480	480	€ 0.37	-	1000	480	720	1300	260	140	140	260	260	260	260		
19	proactol price	0.25	590	590	€ 0.27	-	1000	720	720	720	720	390	480	390	480	480	590		
20	proactol ingredients	0.12	390	390	€ 0.61	-	480	480	390	390	480	480	170	320	390	320	210		
21	where can i buy proactol	0.29	3600	3600	€ 0.47	-	8100	5400	5400	3600	3600	2900	1900	2900	2400	2900	2900		
22	proactol discount	0.22	1000	1000	€ 0.40	-	2400	1000	1900	3600	880	590	320	480	480	390	590		
23	proactol australia	0.24	480	480	€ 0.24	-	480	590	320	390	390	390	480	720	590	590	480		
24	is proactol safe	0.2	170	170	€ 0.27	-	260	260	260	260	140	73	91	110	110	110	91		
25	proactol nz	0.2	140	140	€ 0.15	-	170	91	110	110	140	170	170	260	140	91	73		
26	proactol.com	0.21	12	12	€ 0.07	-	-	-	-	-	-	-	-	-	-	-	-		
27	www.proactol.com	0.21	0	0	€ 0.07	-	-	-	-	-	-	-	-	-	-	-	-		

This CSV file is very useful as it shows what months the searches are highest, which keywords are gaining momentum, and which are losing momentum.

Sometimes a product that seems to be getting lots of searches (when you do the normal search which is the 12 month average figures) is actually declining in popularity. The best way to find this out is to check the trends.

If you find there's a steep decline in searches, the product may have been just a 'fad' and could now be fading into obscurity. If the searches are steadily rising, you could be on to a winner.

Are they buyers?

If people are not willing to spend money on the information or products in your niche then you are dead in the water, no matter how many searches people make per month!

There are a few ways to check for buyers:

1. Are there products already selling in that niche?

Check on your competition, people who are already trying to sell to this niche - are they selling successfully? You can see how long they have been in business, check how much traffic they are getting by looking at their Alexa rating from Alexa.com, or check their traffic using Compete.com.

2. Look for recurring paid adverts

The fact is that if someone is paying for an advert consistently then it's likely they're making sales.

All you have to do is look at the Google PPC ads to find out what other affiliates are advertising. When you type a search term into Google then you can see all the PPC ads down the right-hand side.

If you see only one or two ads, it's safe to say that there probably isn't much money to be made in that niche.

Just remember, there are thousands of new marketers trying PPC every day and these people will pay for ads in markets like this until they run out of money or move on, then another will step up and take their place. Therefore it's a good idea to watch the ads over a number of days to see which ones are there long term. An ad that runs consistently for 30 days **MUST** be making money (otherwise they would be seriously out of pocket), so we can assume that the ad is profitable and the product is selling. If you see people advertising consistently then go visit their sites and see what they are selling, there is a good chance that it is what the niche wants and are willing to pay money for!

3. Look at magazines

Does this niche have a magazine? Or even better does it have multiple magazines that cater to it? Magazines rely on advertisement revenue to keep them going, and advertisers won't pay consistently if they are not making sales (just like on PPC), so if people are not buying from the adverts the advertisers would leave and the magazine would be forced to stop.

Grab some back issues of magazines and see the kind of things people are advertising consistently in it, you might be able to sell similar things online.

4. Can I reach them?

It is no use having a niche with plenty of searches and plenty of buyers, if you can't reach them! This is the step where you start to think about exactly how you can reach out to people in your market...

5. Search Engine Competition

Will you be able to rank for the keywords you've chosen?

The main keywords like 'lose weight fast' in the weight loss niche are virtually impossible to rank for - the sites on the front page for that term will have been around for a long time and had a long time to build up pages, authority and links.

However product related keywords are often a lot less competitive, especially those with less searches. To analyse a keyword I recommend you download and install the free version of [Traffic Travis](#).

When you open up the program, click on SEO Analysis > Analyse Keyword



So type in one of the keywords, let's say 'proactol reviews' which has 2900 searches a month, approximately 100 a day.

Then look at the results you get:

SEO Analysis

Phrase to Analyze

Search Location

Analyze Top

Difficulty Rating

Search Engine Competition

proactol reviews


United States






10 results


Analyze

Save report

Relatively Easy

 1,040,000



 1

Rank	Website	PR	Age	BL	BLS	TBL	DMOZ	YAH	Title	Desc	H1 Tag	GCA	CEXT
1	http://www.merchantbuster.com/weightloss/proactol/	0	2	41	342	0	✖	✖	✖	✖	✖	2	30
2	http://www.review-before-you-buy.co.uk/proactol-reviews.html	3	0	9	29	0	✖	✖	✔	✔	✖	2	7
3	http://www.slimmingresources.com/proactol-review	3	0	447	45800	0	✖	✖	✖	✖	✖	2	416
4	http://www.proactolreviewsonline.com/	1	0	250	250	0	✖	✖	✔	✖	✔	5	176
5	http://proactolreviewhere.com/	2	4	264	265	0	✖	✖	✖	✖	✖	1	216
6	http://www.proactolreviewer.com/	0	0	49	49	0	✖	✖	✖	✖	✖	4	44
7	http://www.weightloss-hq.biz/diet-supplements/proactol-reviews-f...	1	3	7	248000	0	✖	✖	✔	✖	✖	5	3
8	http://www.weightlossnpills.com/proactol-review/	3	2	36	2030	0	✖	✖	✖	✖	✖	3	26
9	http://dietpillsworks.com/proactol-reviews.html/	0	0	18	84	0	✖	✖	✖	✖	✖	11	75
10	http://www.diet-world.co.uk/proactol-reviews.html	1	2	1	14	0	✖	✖	✔	✖	✔	2	0

Here is a breakdown of what they mean:

1. PR (Google Pagerank) - This is a value assigned to a page by Google based on how many other pages link to this page and the Pagerank of the pages linking to it. The higher the better for them, the worse for you – for the keyword ‘proactol reviews’ you’ll see that there are 3 x PR 0’s and 3 x PR 1’s. This is a good sign.
2. The age of the domain, Google likes domains that have been around for awhile – for this keyword, there are a few domains that have been around for less than a year (again, a good sign for us).
3. BL - The number of links Yahoo is showing as pointing to this page, the more the better for them (quality matters too) but worse for you, this is the approximate number of links you are going to need to get to beat them.
4. BLS - The number of links to the whole site.

It also shows you which sites have the keyword in their title, description and H1 tag – as you can see, very few of these are properly optimized for the keyword ‘proactol reviews’.

You need to look out for weak spots (pages you can outrank), and when you see that some of the pages are poorly optimized, have few backlinks, low PR, and are less than a year old then you're in with a fighting chance.

Work through some of the product keywords for each niche and get an idea of which ones are just too tough to crack, and which should be easier.

6. Forums/Groups

Forums are great places to find people active in your niche who have problems that your product can solve. By getting involved in a forum you will get to know your market – what their needs are, what their wants are, the type of language they use, and so on. By gaining an understanding of your market, you will be better able to provide what they need.

You can search for forums using Google, just type in the main keyword plus 'forum' or you can search at Big-Boards.com which has a database of over 2000 forums and message boards. It will usually tell you at a glance how many members are joined up to it too, visit the site and look at the dates of the last posts to scope out how much activity there is.

Also check out groups on Facebook, MySpace and other social networking sites, along with Yahoo Groups and Google Groups.

Assessing Your Niche For Profitability

Let's see exactly how much potential the niche has - we need to assess:

How well current products sell

Many affiliate networks have ranking systems that allow you to see how well a site is performing, this gives you a general idea of how that niche performs.

How much products sell for

How much commission do you make per sale? You know roughly how easy it is to get traffic from your previous research, so you can see if it will be worth the effort. You should be looking at promoting products that make you at least \$30 per sale. I like promoting health supplements as the commissions on these usually range from \$30 up to \$150 per sale.

How many products are selling in the market

The more products for sale in a market, the more profitable it is likely to be. Think of acai berry and colon cleansing products in the last few years – there have been literally thousands of products all claiming to do the same thing. There's obviously a serious market for them.

Choosing Your Domain

The domain name that you choose for your blog is more important than you might think. Exact match domains can still help you rank well in the search engines (although a lot of people will tell you that they're not as strong since the Google Panda update). I buy my domains at Namecheap.com – domains cost \$10.16, although with a coupon code you can get your domain for \$9.28. The coupon code changes each month, but it's pretty easy to find online. Just Google 'Namecheap coupon code July 2011' (or whatever month you're looking for) and you should be able to find it. One of the things I like about Namecheap is that they provide FREE WhoisGuard (protection of your personal details) with every new domain registration.

Anyway, here are some tips that you should take into consideration when choosing your domain:

- Include your main keyword (which should be the product name) in the domain – don't worry if you can't get the exact keyword because you can add on a word if necessary. You could use a word such as 'review', 'reviews', 'blog', 'scam', '101' etc.

- Keep it short and memorable – try not to go over 2-3 words UNLESS you have a really good exact match domain with a lot of searches.
- If possible, don't get a domain with dashes. If you have a good two word phrase available as a .com, then one dash is okay.
- .com is always best, but if you really can't find a .com then choose a good .net or .org
- I personally don't use .info – that's not to say you couldn't rank well with it (I don't believe that there are any adverse SEO effects for .info domains). If you ever wanted to sell the blog though, you'd generally earn less on the sale price of a .info
- Don't use 'quirky' spelling – spell your words correctly

Hosting For Your Blog

If you've already got hosting, feel free to skip this step.

If you don't already have hosting though, I highly recommend [Hostgator](#). This is the hosting I use myself, and if you do a search on Warrior Forum you'll see that Hostgator is probably the most widely used hosting for Internet Marketers. I'm not saying it's the best (I really don't know which IS), but I've never had a problem with it, and I always find their support to be super quick at getting back to me when I have questions.

Get Started with HostGator Web Hosting Today!



HostGator is one of the world's top **10** largest **web hosting** companies with more than **2,500,000** hosted domains. We have over **400** employees to provide you superior around the clock support. We are the perfect choice whether you are looking for business, personal, or even Fortune **500** hosting.

Every web hosting plan comes with a **45** day money back guarantee, **99.9%** uptime guarantee, and is fully guaranteed by the owner himself. If you ever have a problem with the regular support, just ask that your ticket be assigned to Brent and he will personally take the time to give you the VIP attention that you deserve.

» Hatchling Plan

- Single Domain
- **UNLIMITED** Disk Space
- **UNLIMITED** Bandwidth
- Shared SSL Certificate

Starting at \$4.95/mo ▼

[Compare All Hosting Plans](#)

ORDER NOW ►

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- **UNLIMITED** Bandwidth
- Shared SSL Certificate

Starting at \$7.95/mo ▼

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ORDER NOW ►

» Business Plan

- **UNLIMITED** Domains
- **UNLIMITED** Disk Space
- **UNLIMITED** Bandwidth
- **FREE** Dedicated SSL & IP
- **FREE** Toll-Free Number

Starting at \$12.95/mo ▼

[Compare All Hosting Plans](#)

ORDER NOW ►

[Hostgator](#) is a good choice for the hosting of blogs because they offer Fantastico. Fantastico DeLuxe will allow you to install Wordpress instantly without having to manually create a database (which can be a bit of a pain). All you have to do is login to your control panel, click Fantastico, choose Wordpress as the script you want to install, and it takes you through a really simple process for setting up your blog. We'll go into this in more detail in the next step.

A suitable package for blog flipping would be the 'Baby' Hostgator at \$7.95 per month which offers hosting of unlimited domains. Another package that is popular with blog owners is the 'Reseller' hosting at \$24.95 per month. This isn't really necessary though unless you like to have a separate cpanel for each blog.

If you're not sure which to start with, why not try out the Baby Hostgator and you can eventually upgrade if you need to. As a special offer for readers of this ebook you can get [Hostgator](#) hosting for just \$0.01 for the first month if you use the following coupon code: **WSO1CENTHOSTING**

Installing Wordpress On Your Domain

Now we're getting to some of the more technical stuff. This can be a bit daunting if you've never done it before, but believe me it's actually really easy and quick to do once you get used to it. You should be able to get your blog up and running in less than 60 minutes once you've done it a few times.

I'm now going to go through how to set up Wordpress on your domain using Fantastico in the Hostgator cpanel. If you have hosting other than Hostgator, your hosting provider should be able to help you out with this.

If you haven't already done so, now is the time to update the nameservers in your Namecheap account so that they are pointing to your hosting. You will have been given your nameservers in your Hostgator welcome email.

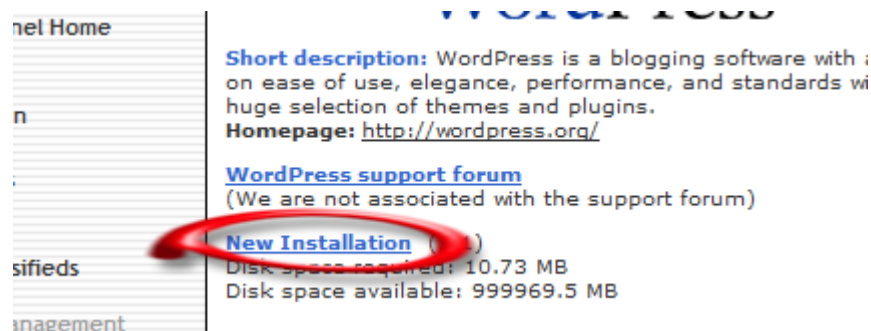
- First of all log in to your cpanel – you should be able to do this at <http://www.yourdomainname.com/cpanel> using the url, username and password you got from Hostgator when you signed up.
- Look for the Fantastico DeLuxe logo and click on it:



- Now look at the left navigation panel – click on 'Wordpress' under the 'Blogs' section.



- Then click on 'New Installation'



- Now you will have to enter the details for your blog. Here's the screen you will see:

The screenshot shows the 'WordPress' logo and the title 'Install WordPress (1/3)'. The page is divided into three main sections: 'Installation location', 'Admin access data', and 'Base configuration'.
Installation location: Includes 'Install on domain' (a dropdown menu) and 'Install in directory' (a text input field). Below these is a note: 'Leave empty to install in the root directory of the domain (access example: http://domain/). Enter only the directory name to install in a directory (for http://domain/name/ enter name only). This directory SHOULD NOT exist, it will be automatically created!'.
Admin access data: Includes 'Administrator-username (you need this to enter the protected admin area)' and 'Password (you need this to enter the protected admin area)', each with a text input field.
Base configuration: Includes 'Admin nickname', 'Admin e-mail (your email address)', 'Site name', and 'Description', each with a text input field.
 At the bottom right is a button labeled 'Install WordPress'.

Let's go through each of the details:

Install on domain: Choose the domain you want to install Wordpress on.

Install in directory: Leave this blank as you will want to install Wordpress in the root directory.

Administrator username: Choose the username you want to use to log into your wordpress blog.

Password: Choose a password – make sure it's a secure password including letters, number, symbols etc.

Be careful not to lose the username or password as these are not straightforward to retrieve if you do (although it IS possible if this happens – there are videos on Youtube that will show you how to do this).

Admin nickname: Just use 'admin' for the sake of simplicity – you could also use your own name, or a pen name.

Admin email: You can use your own email address for now.

Sitename: Very straightforward – just enter the name of the site (making sure you use your main keyword)

Site description: Enter a description or 'tagline' for the site (try to include your keyword again)

- Click on 'Install Wordpress', and on the next page click on 'Finish Installation' and you're done! You've now installed Wordpress and are ready to move on to the next step.

Configuring Your Blog

In this step we will be making a few small changes to the blog that optimize it for the search engines and get it ready to add the content.

Firstly you will need to log in to your site. You can log in at

<http://www.yourdomainname.com/wp-admin> with the username and password you created during installation.

Now for this section I'm assuming you've installed Wordpress 3.1 or greater – these instructions may not apply to older versions (although there are only very slight differences).

- The first thing I do is click on 'Settings' (at the very bottom of the navigation on the left).

Where it says 'Wordpress address (URL)' and 'Site address (URL)' I add in www in front of the domain – so instead of <http://yourdomainname.com> you will have <http://www.yourdomainname.com>

When have done this click on 'Save Changes' at the bottom of the page – you will be logged out of Wordpress so you will have to enter your details to log back in.

- The next thing to do is change the permalinks. Back to the navigation bar on your dashboard you will see 'Permalinks' under the 'Settings' section.

Click on 'Permalinks', select 'Custom Structure' and type in %postname% and then 'Save Changes'

This is done for SEO purposes and makes each post url look like <http://www.yourdomainname.com/this-is-the-name-of-the-post>

- Delete the links in the Blogroll. Click on 'Links' in the navigation bar on the left of the dashboard:

Select each of the default links, go to 'Delete' and then 'Apply'.

Don't forget to go ahead and delete the 'Hello World' post, and either add some information to the 'About' page or delete it.

Installing A Theme And Plugins

Installing a Wordpress Theme

WordPress comes with a default theme that can easily be changed. You can find hundreds of free themes from Wordpress themselves -

<http://wordpress.org/extend/themes/> - or you can choose to use one of the many Premium WordPress themes on the market. To install them, you can do it through the WordPress admin section or by downloading them and then uploading to your webhost by using an FTP program.

When you first install your blog, you will have the default theme installed – this isn't a bad theme to start with if you haven't yet chosen a different one.

Here's how to upload and change the theme to something that you like and that also suits your topic.

Check out the following sites:

<http://www.topwpthemes.com>

<http://www.wordpressthemesbase.com>

<http://www.wordpressthemespot.com>

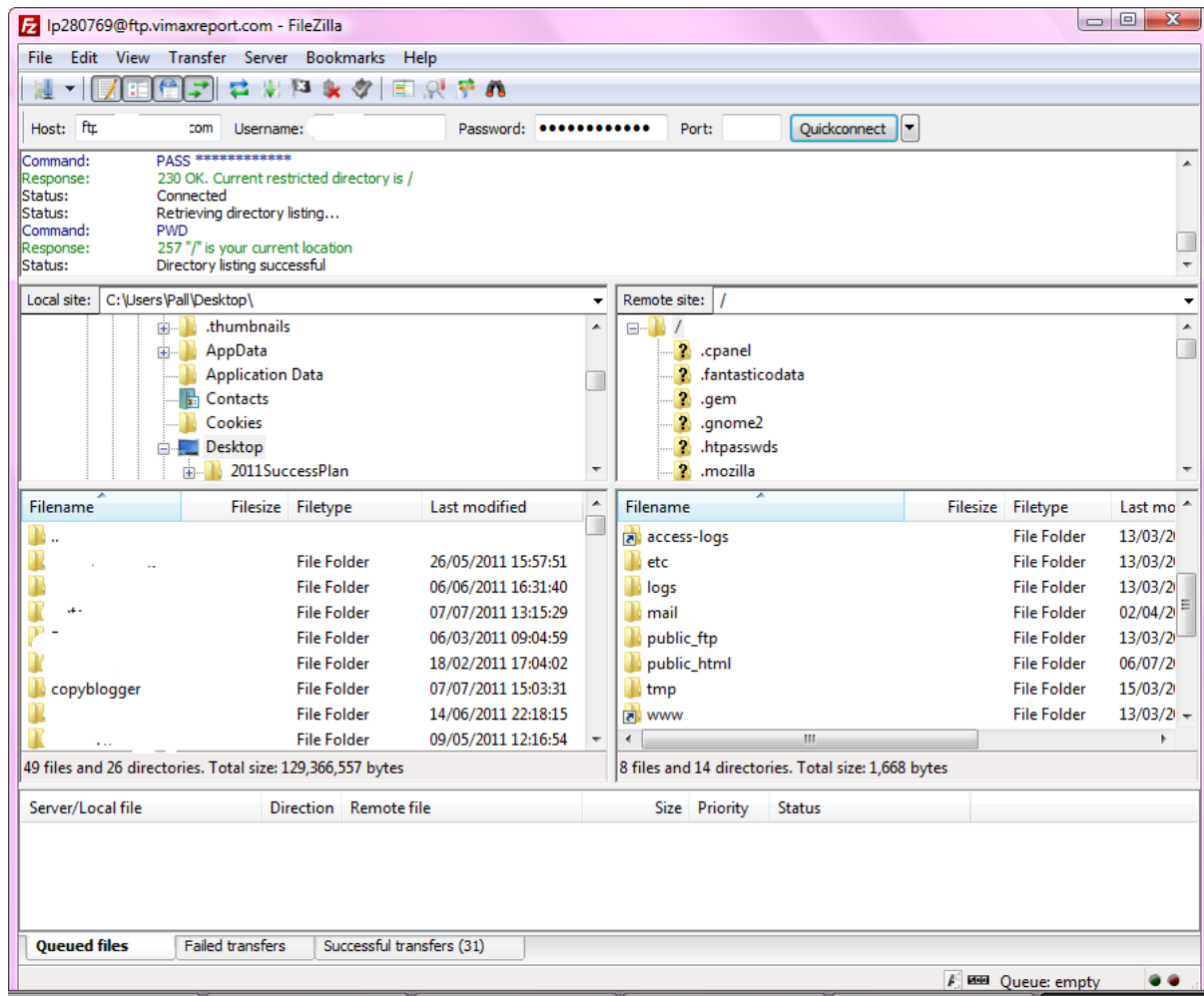
To find a theme that will suit your niche topic, just do a search like 'health wordpress theme' etc. Just make sure that the theme you choose supports Widgets. Make sure your theme is as simple and uncluttered as possible – I prefer sites with a predominantly white background and black text as they're easier to read. 2 columns is best – the main column, and the sidebar. Fancy looking themes (e.g. magazine themes) won't convert well for this type of site.

Once you've found a suitable theme, download it and unzip it.

1) Now in order to upload the theme (or anything) to your hosting account you will need something called an FTP Client. I recommend using Filezilla (I use this myself) and it's free and very easy to use.

Go to <http://filezilla-project.org> and download it. Next install it and open it up and log in using your hosting account details (username, password and IP address (Host)).

Below is what Filezilla looks like when you open it up and log in. On the left are the files on your computer and on the right side is the files on your website:



2) On the left side (your computer files side), find the place (for example, your desktop) where you put the Wordpress theme you found earlier that you unzipped.

3) On the right hand side (the website files side), find the folder called 'wp-content' and click on it. In my files above it's inside the public_html folder.

4) Click on the 'themes' folder

- 5) Now drag your theme from left over to the right hand side, into your 'themes' folder:
- 6) Now go and log into you blog by typing the URL of your blog followed by 'wp-admin' at the end. E.g. <http://www.yourdomain.com/wp-admin>
- 7) On the left hand side you should see a category called 'Appearances'. Click on it, then click on 'Themes'.
- 8) You should see a few available themes, including the default theme and the theme you just uploaded. Find the theme you just uploaded and click 'Activate'.
- 9) Now visit the site URL to see if the theme has uploaded properly.

If you would prefer to use a paid theme, I use Thesis from <http://www.diythemes.com> (I don't just use the paid theme though – I use free themes too). You don't NEED the paid theme to make money, I just like Thesis because it's easy to customize and looks good.

What goes in the sidebar?

To edit what goes in the sidebar you need to go to Appearance > Widgets. Drag across a text widget (to the sidebar widget area). In this widget box you will put either an image of the product, or a banner. If your affiliate program offers banners (which most do) you should be able to get the banner code, paste it into the box, and save.

Later on you will be adding 2 Custom Menus to the sidebar, but you don't need to worry about that until you get to the content creation section.

In the footer, we will add small links to the About, Contact, and Privacy Policy page. Go to Appearance > Editor > Footer (in the templates section on the right hand side)

You can use the following code:

Contact

| About Me

| Privacy

Policy

Remember to change the red links to your own domain.

Plugins

Plug-ins are small software programs that improve the usability and effectiveness of WordPress sites. Whilst there are some plug-ins that you have to buy, the vast majority of them are completely free to use.

You don't need to add too many plugins to start off with (you can add more later if you wish). Usually I just add the following:

[All In One SEO Pack](#)

[Google XML Sitemaps](#)

[Contact 7](#) - An easy way to add a contact form

[WP Touch](#) -Transforms your blog into an iphone friendly site if visited from an iphone._

[Yet Another Related Posts Plugin](#) -Good for internal linking

If you want to be able to check your stats I recommend adding [Google Analytics For Wordpress](#) (if you want to use Google Analytics), or the [official Statcounter Wordpress plugin](#) if you want to use Statcounter.

Just like the themes, each of these will need to be downloaded to your computer and unzipped. And again like the themes, you will need to upload them using your ftp program, but this time to the 'plugins' folder.

If you don't know how to do this you can follow [this link](#) to find tutorials on Youtube.

Once you have uploaded the plugins you will again need to log in to your Wordpress dashboard and activate the plugins. It is advisable to read the tutorials that come with each plugin so that you know how to use them correctly.

Now that your theme and plugins are installed you are ready to start adding content.

Creating SEO And Reader Optimized Content

Have you ever heard the saying 'one great page is worth a thousand good pages'? Well it happens to be true. If you want your potential customers to take you seriously you've got to provide them with quality, helpful information (keeping the search engines in mind at the same time!).

If you can't write well yourself, then I highly recommend you outsource your article writing. It's not always cheap to get GOOD articles, but it's well worth it if you want to build a quality site that is going to be a long term earner.

Although I have a few individual writers on my books, I also use sites such as <http://www.seogenerals.com> and <http://www.textbroker.com> for affordable content.

Here are a few tips for writing optimized content to improve your chances of ranking:

- Your article/page **title should contain your keyword or phrase**, but should also describe what the article is about. Leading with the keyword will help you rank in the search engines, but the title also needs to be catchy and interesting enough for the reader to want to click on it. Keep your titles short and to the point.

- Wherever possible, **use pages rather than posts** (it's easier to decide where you want to put your content if you use pages as you can use 'custom menus')
- Write **SEO optimized descriptions** for each page – use the keywords you wish to rank for at least once in your description. Tell your reader in simple terms what the post is about, and what they can expect to read, making it as interesting as possible. It's easy to add a **custom title, description and keywords** using the All In One SEO Plugin – you'll see this box at the bottom of the page when you're posting your content:

The image shows a screenshot of the 'All in One SEO Pack' meta box, which appears at the bottom of a WordPress post or page editor. The box has a grey header with the text 'All in One SEO Pack' and a link 'Click here for Support'. Below the header, there are several input fields and labels:

- Title:** A text input field with a character count of '0' and a note: 'characters. Most search engines use a maximum of 60 chars for the title.'
- Description:** A larger text input field with a character count of '0' and a note: 'characters. Most search engines use a maximum of 160 chars for the description.'
- Keywords (comma separated):** A text input field.
- Title Attribute:** A text input field.
- Menu Label:** A text input field.
- Disable on this page/post:** A checkbox.

- Keep your **keyword density at about 2-3%** - it's not necessary to overload your text with the keyword you wish to rank for and it certainly won't look good to your readers.
- Remember to include **LSI keywords**. LSI or Latent Semantic Indexing is one way that the search engines evaluate site content through 'related keywords'. These synonyms or closely related terms can be used as supporting keywords when writing your article. Where can you find LSI keywords? Type your main keyword into Google and take a look at the left hand column. Click on 'Related Searches'.

Now take a look at what comes up at the top of the page.

Related searches for **acne treatment**:

[best acne treatment](#)

[proactive](#)

[acne medication](#)

[pimple treatment](#)

[natural acne treatment](#)

[accutane](#)

[acne scars](#)

[blackhead treatment](#)

[home acne treatment](#)

[zyporex](#)

[acne products](#)

[bacne treatment](#)

[acne treatment reviews](#)

[neutrogena](#)

[acne home remedies](#)

[zit treatment](#)

[exposed acne treatment](#)

[acnezine](#)

[acne free](#)

[blemish treatment](#)

You don't need to squeeze in as many as possible – just pick a few relevant keywords that will support the topic you're writing on.

- Always try to include your main keyword in the **first sentence of your article, and also in your last paragraph.**
- What about length? I rarely write articles (blog posts or pages) of less than **500 words**. If you want to provide useful information, then you've got to put the time in and research your topic properly. Your readers will appreciate that you've put in the effort, and so will Google. A product review should be longer (about 800 -1200 words).

Writing The Main Page – Your Presell (Product Review)

A good product review can make you SERIOUS cash, so it stands to reason that as an affiliate, you need to be able to write quality product reviews that convert.

The first thing we need to do is evaluate the product.

Product Research

Although it's always better to review a product you've actually used yourself, this usually isn't feasible.

The best way to research a particular product is to find customer reviews online. These aren't always easy to find (buried underneath all the biased affiliate reviews) but sometimes you'll get lucky and find people talking about your product. Check out related forums, discussion boards, Facebook,

and sites such as Yahoo Answers to see if anyone has used your product and commented on it.

Spend some time reading any info that you find, both the positive AND the negative, and make some notes on the main points that crop up.

After you've looked at the 'real' reviews (if you found any), you can look at how other affiliates are reviewing the product – normally if you find affiliates that are ranked well for the product name, and have lots of backlinks then they're probably making money. You can model your review style on other affiliates reviews – just don't copy!

When you're doing your research think about the kind of questions a potential buyer might have and how you will address them.

For instance:

- What does the product promise?
- Does the product deliver on its promise?
- What is the cost?
- What are the payment options?
- How easy is it to use (and is it easy to learn)?
- What kind of results can you expect?
- How long does it take to get results?

and so on...

Writing The Review

Once you've collected the information you need about the product, it's time to start writing your review. I always recommend writing detailed reviews -

at least 800 words (preferably 1000+), with lots of sub headings and points to break it up and make it easy to read. You don't really need to worry so much about keyword density as you will be including the keyword a number of times as you talk about different aspects of the product. A good rule of thumb is about 2-3% keyword density, but it's more important to write for the reader than to write for the search engines.

It's important to remember that your job is to pre-sell the product, NOT to sell. The merchant site should do the selling for you (if it's good enough).

The following are just a few different elements you should include in your review.

Title

Keep this simple. Just title your review 'Product Name Review'. This is enough to explain exactly what it is to your readers, and it is important to do this as you are trying to rank for the 'product name' and 'product name review' keywords in the search engines.

Introduction

The introduction can be a few sentences outlining the problem and introducing a possible solution for the reader.

Or much better, you could try telling a story as your introduction. I'm not saying make one up (although some people do), but if you have tried the product and have a story about it, why not tell it? It makes the review more friendly and personal, as well as making it stand out from the rest. It doesn't have to be elaborate – just a few sentences about why you bought the product and what prompted you to write the review.

Product Overview

This is a detailed description of the product, for example: size, color, benefits, features, potential results, the ordering process etc. You can use these as subheadings and write a few sentences on each. Think about all the things YOU would want to know if you were to buy the product today, and make sure you include them for your reader.

Your Personal Thoughts

Talk about what YOU think of the product, based on either your own experience, or on your research. You can talk about the pros and cons, and whether or not you think the product is value for money.

Don't be afraid to point out negatives with the product as this will make your review more objective. No product is perfect, and your readers will be sceptical if you don't find at least one negative aspect. Negatives don't have to be a deal breaker, instead they will increase your credibility as a reviewer. When talking about a negative, you can immediately follow it up with a solution. Or you can give a reason why that particular negative shouldn't deter them from making the purchase.

Buyer Description

Talk about who the product is for, and who the product is NOT for. No product is suitable for everyone (even with the same problems we all have slightly different needs). Describe the ideal buyer so that your reader will know if this product is right for them, or not. Your job is to match the right buyer with the right product, and this will increase your conversion rate.

If there are similar products to the one you are reviewing, you could always include an alternate recommendation for people who your product doesn't suit.

Images

An image or two can really enhance your review, and help to draw the reader in (as well as break up the text and make your review more visually appealing). If you own the product amateur photos look good (photos of the product, photos of the product in use etc), or you can use one of the merchant's images.

Video

Many people love to watch videos, so it's a good idea to include one to increase your conversions. If you do a search on Youtube you'll find that there are reviews there on many popular products. If you're lucky enough to come across a real 'amateur' video these can really increase conversions. Sales videos (particularly those with someone else's URL emblazoned across them) are not what you're looking for here – you want to find an unbiased review if possible.

If you have some video making skills yourself, then by all means make one of your own, upload it Youtube, and embed the video into your review article. You don't need to own the product, you could just film yourself talking about it. This will take more time, but the more effort you put into your review, the better it will convert in the long run.

OR another option is to get a video review done at Fiverr.com – I've seen quite a few people offering to create 2-3 minute videos of themselves talking about a product of your choice. It's only \$5, and some of these video creators are actually very good (especially for the price!).

Proof

If you did come across some real customer reviews or comments take a few snippets and include them in your review. If you really can't find any, you could borrow a few excerpts from the testimonials on the product sales page.

Call To Action

It's important to always include a compelling call-to-action at the end of your review. This tells your readers exactly what they should do next, so it's important to make your direction clear and concise. Here are a few examples:

- Get 8% Off If You Order Today Using The Coupon PROAC8 (if you have a coupon or the product has a discount)
- Click Here To Visit The Official Proactol Website
- Click Here To Order Proactol & Receive X Bonus

And so on.

Read the merchant sales page and see what other incentives you might be able to mention in your call to action.

For instance for a weight loss product you could say something like:

Click Here To Find Out How Tracy Lost 21lbs In 3 Months (if there's a testimonial stating that)

More Tips

Be yourself – show your personality, be friendly, and engage your readers. Your reviews are there to inform and educate, not to sell the product. If you do your job right, you will get a high click through, and a good conversion rate.

Be original – there are already hundreds or even thousands of reviews out there, you want yours to stand out from the rest. Don't take short cuts, or copy anyone else's work or style. Go the extra mile, even if it means taking half a day or more to write your review. Consumers are becoming more internet savvy and most can see through reviews that are nothing more

than glorified sales pages. Your aim first and foremost should be to HELP people, rather than to make sales – if you do this, the sales will come.

Writing a product review that engages readers and converts is a skill that anyone can learn – the more you do it, the better you will get.

Create a static page

When you've finished your review and published the page, you will need to make it a static page. To do this, go to your dashboard then Settings > Reading. Where it says 'Front page displays' check 'A static page'. Then select your review as the front page, and click on 'Save Pages'.

Adding The Essential Pages

There are a few pages that you need to add to EVERY single blog you make, and these are the following:

Contact

About Me

Privacy Policy

You can create them all in about 20 minutes as there are many different templates available.

First of all for the contact page I use the Contact 7 plugin. Once you've uploaded the plugin, enable it and copy this code: **[contact-form 1 "Contact form 1"]**

Create a new page called 'Contact', paste the code into the body of the article, and click on publish.

Visit your url at www.yourdomain.com/contact to make sure the contact form has shown up properly. It should look like this:

Contact

Your Name (required)

Your Email (required)

Subject

Your Message

Next create the Privacy Policy. There are lots of privacy policy generators available on Google – I use this one: <http://www.bennadel.com/coldfusion/privacy-policy-generator.htm>

All you need to do is fill out your company name (use your URL if you don't have a company name), and fill out your company state or country. Click on 'Generate Terms Of Service Agreement' and you'll get a free privacy policy document that you can copy and paste to your site. Create a new page called 'Privacy Policy', paste the document into the body, and click on publish.

I just want to provide a quick disclaimer here – I don't know anything about internet law, so if you're using any legal forms I recommend you talk to somebody who does know about legal matters. Use the above site at your own risk.

Your About me page is something you'll have to make up yourself – it doesn't have to be anything elaborate. Just introduce yourself (or use a pen name), welcome your visitors, talk about why you created the site, how to use the site, what you hope to achieve etc. 5 or 6 sentences is enough. Check out other

affiliate sites and read their 'about me' pages if you're stuck and looking for inspiration.

The Main Content For Your Site

This is something that a lot of people struggle with – not knowing what kind of articles to add to the site, or how to write them. Realistically, you do need to be a reasonably good writer with a good level of English. If you're not, then you need to think about outsourcing.

The first thing I do when adding content to my site is create two menus. One that will contain articles specifically about the product, and the other will contain informative articles about the niche.

In your dashboard, go to Appearance > Menus

Create 2 menus - for our 'proactol' example I would create the following menus:

- About Proactol
- Weight Loss Articles

As you write your articles, you can add them to your custom menus in the Appearance > Menus section.

Each menu can be added to the sidebar in the Appearance > Widgets section (drag the 'Custom Menu' widget into the Sidebar widget area on the right).

Add no more than 5-6 articles to each menu - these are the articles you want your readers to read, they have to be the best quality, and they all have to presell your readers in some way.

Here are the keywords that I would write on for my 'About Proactol' menu (these are all keywords I found earlier using the Google Keywords Tool):

- **Proactol Reviews** - This can be your main presell page, the page that everyone sees when they first visit your site. It should be a long, detailed review and include both the pros and the cons.

To learn how to write good reviews it's a good idea to visit Amazon and check out some of the product reviews there - it doesn't matter what topic or product, you'll see a lot of consumers go to great trouble to provide lengthy, informative reviews. The same principles can be applied to your affiliate reviews.

- **Proactol Scam** - This is your chance to explain why some people 'might' think the product is a scam, and to provide proof that it's not.
- **Buy Proactol** - Write about everything the buyer needs to know when buying proactol - where to buy it, how to buy it (can you use credit card, buy over the phone, mail order etc), mention any discounts, how many bottles the buyer should purchase for optimum results, any bonuses offered by the merchant etc.
- **Proactol Side Effects** - talk about any potential side effects e.g. don't take the product when pregnant, if on medication etc.
- **Does Proactol Work** - Anyone that visits a product review site will want to know whether the product works or not.
- **Proactol Discount** - This is a good one because Proactol actually do have an 8% discount offer with a special coupon code. This is one particular article that would be pretty difficult to write a full 500 words on, so just try and make it as long and informative as possible.

For my other menu – 'Weight Loss Articles' I would write informative 500+ word articles about fat blockers/binders, fat burners (to keep the content as relevant as possible to the product), and I might write any of the following:

- Fat Binders Vs Appetite Suppressants
- The Best Fat Binders (you could do a top 3 with Proactol obviously being your number 1)
- 3 Tips For Buying Weight Loss Pills
- How Do Fat Binders Work?

And so on.

Any articles that you write after the initial 10 or 12 (that you will be adding to the main menus) don't have to be added to any menu – these will content mainly for the search engines rather than the readers. Your readers won't see them as you won't be linking to them from the main page, but Google will.

What about using PLR?

PLR (or private label rights) is content that you can rewrite, and make your own. Quality varies considerably, so if you're on the market for PLR make sure you do your homework and find a good provider.

If you're writing about a specific product, there often isn't much suitable PLR available. That means you'll either have to write the content yourself, or outsource it. However for your niche information articles, you may well be able to find some that you can use as a basis for writing your own articles.

My favourite PLR sites are as follows:

<http://www.plrminimart.com>

<http://www.plralacarte.com>

<http://www.easyplr.com>

<http://www.allprivatelabelcontent.com>

and you can also get some really cheap PLR at <http://www.master-resale-rights.com>

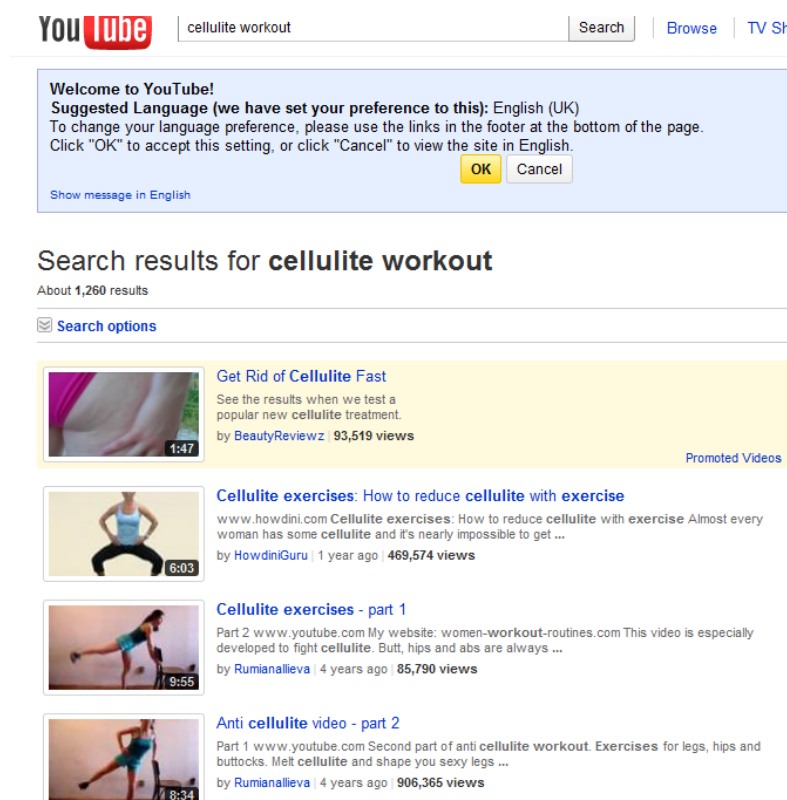
I don't ever recommend using private label rights content 'as is'. Rewrite it, add to it, and make it unique and really good quality.

Adding Video

Video is one type of content that really draws people in and grabs their attention. The best thing is you don't even have to create your own! I don't (although it's definitely on my 'to do' list to learn how to create videos) – I just use relevant videos from Youtube when I find them. All you have to do is copy the embed code from any Youtube video, and add it on your blog.

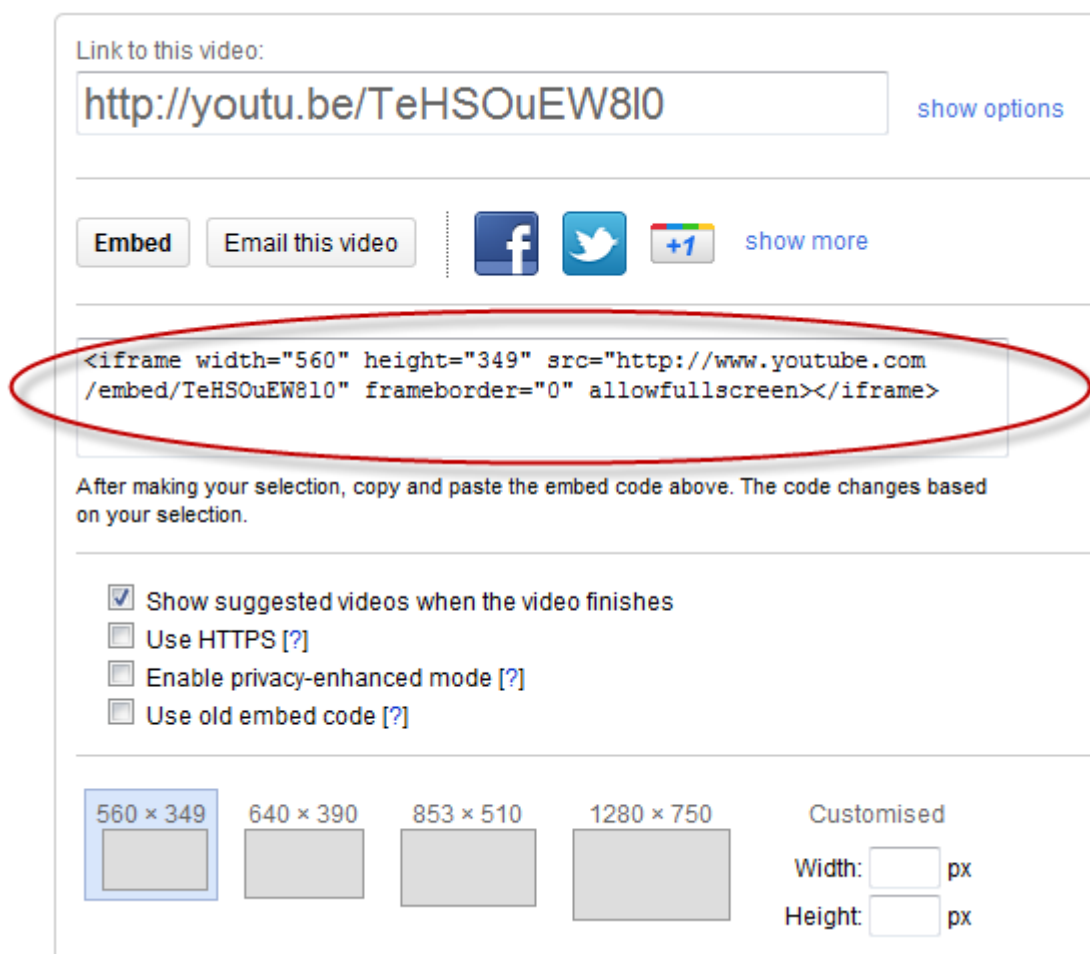
Here's how to do it:

1. Go to [Youtube](https://www.youtube.com) and search for videos using your keywords. Let's say we have a website on getting rid of cellulite, and we want to write an article on cellulite workouts. Look for the keyword 'cellulite workout' on Youtube, and you'll get lots of videos that you could use:



Take a look at some of them and see which would be of most interest to your readers. Make sure you choose a video that doesn't have the video uploader's own URL emblazoned across it (you want to keep the focus on your own site).

2. Choose the video you want to use, and click the 'Share' button located below the video. Next click on the 'Embed' button and you'll be given the code you need.
3. Choose the relevant options (size etc.) and right click and copy the code.



The image shows the YouTube video embed interface. At the top, there is a text input field with the URL "http://youtu.be/TeHSOuEW8l0" and a "show options" link. Below this are buttons for "Embed", "Email this video", and social media sharing icons (Facebook, Twitter, and a "+1" button). The "Embed" button is highlighted with a red oval. Below the buttons, the embed code is displayed: `<iframe width="560" height="349" src="http://www.youtube.com/embed/TeHSOuEW8l0" frameborder="0" allowfullscreen></iframe>`. Below the code, there is a note: "After making your selection, copy and paste the embed code above. The code changes based on your selection." Below the note are four checkboxes: "Show suggested videos when the video finishes" (checked), "Use HTTPS [?]", "Enable privacy-enhanced mode [?]", and "Use old embed code [?]". At the bottom, there are four video size options: "560 x 349", "640 x 390", "853 x 510", and "1280 x 750". The "560 x 349" option is selected. To the right of these options are input fields for "Width: px" and "Height: px" under the "Customised" label.

Now paste the code into your blog post or page. Make sure you have the post in HTML view, not 'Visual' view otherwise this won't work.

When to Add Your Content

A lot of people worry about when they should add their content to the blog. Here's a sample schedule (it doesn't have to be set in stone):

Immediately: Add the contact, about me, privacy policy, 2 blog posts, and the main presell page.

Day 3: Add a blog page

Day 6: Add a blog page

Day 10: Add a blog page

Day 15: Add a blog page

Day 20: Add a blog page

Day 30: Add a blog page

After that, just add 1 new blog page every week to 10 days (approximately).

Getting Your Site Indexed

Ping Your Site

This step is actually not even necessary because Google will eventually find your site anyway, but it doesn't hurt to give it a helping hand.

Make sure your site is up and running properly first, optimized for the search engines, and your initial content added.

Then all you have to do is go to [Pingomatic](#) and submit your site.

Blog Details

Blog Name:

Blog Home Page

RSS URL (optional):

Services to Ping

Common Services **(Check All)**

☐ Weblogs.com [↗](#) ☐ Blogs [↗](#) ☐ Feed Burner [↗](#)

Specialized Services

☐ Audio.Weblogs [↗](#)

Just enter your Blog Name, your Blog Home Page URL, 'Check All' (to make sure each service is pinged), and then click on the 'Send Pings' button. This will notify all these services that you have added content to your site, and should get you indexed in about 24 hours.

Alternatively, you could open the pinglist (included in the main WSO folder), and copy and paste this list into the 'Update Services' box in your Wordpress dashboard.

To find this, just log in to your dashboard, go to Settings > Writing and then at the bottom of the page you'll see this box:

Update Services

When you publish a new post, WordPress automatically notifies the following breaks.

Paste the pinglist in this box

Save Changes

Paste in the pinglist, 'Save Changes' and then whenever you add new content, Wordpress will automatically send pings to that list.

Social bookmarking

Another way to get indexed quickly is to social bookmark your site. You can do this using <http://www.socialmarker.com>. This is a fairly long and tedious process when you first do it as you'll need to sign up to the sites in the list, but after that you can bookmark your site in about 20 minutes.

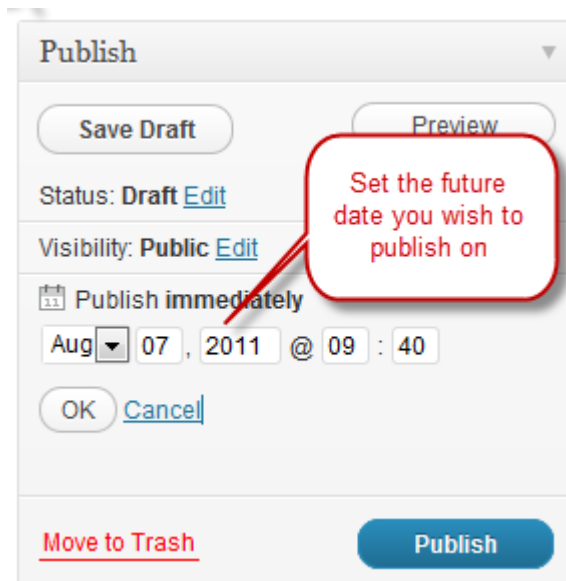
Personally, I'm not a fan of social bookmarking because it's so time consuming – instead I go to a site like [Fiverr](#) and pay someone \$5 to do it.

Again, this isn't necessary to get your site indexed (Google will still find your site), but bookmarking can mean some extra backlinks for you too.

Keep Your Site Updated

We know that Google doesn't like thin affiliate sites (sites with just a few pages), and if we want to keep our sites riding high in the search engines, we need to keep them updated with fresh content. You might wonder how a site can be on 'autopilot' if you need to update it regularly?

That's one of the great things about Wordpress. You can add as many articles as you like to your blog, and 'schedule' them rather than publish. This means the content is published on the day and time of your choosing, rather than immediately. You can easily schedule 6 months' worth of content or more, and your site will build itself slowly over that time to keep Google happy - how cool is that!



It saves you the hassle of having to maintain it every week, and your site looks like it has steady growth... just make sure you don't set the same day and time every week for the content to be published...

Linking Secrets

Google classes a link as a 'vote' for your website, as most people only link to a site if they are talking about it or referring to it as a good resource. This means the almighty link has become a huge factor in how well you rank in the search engines.

Before we get into how to build links, let's talk through a few concepts first:

Google PageRank™

This is a number from 0 - 10 that is applied to a page on the internet by Google. The way that you get pagerank is by having links coming to your site from other sites with pagerank.

Every link that comes to your site (apart from the ones talked about next) gives you a little bit of their pagerank, just a tiny bit, but that all adds up. Now if a PR 8 site gives you a link, then yes it will give you more juice than a PR 1 site, but don't forget that this is a sign of authority in Google's eyes, and a PR 8 site is obviously a well thought of and powerful website. Therefore if they are giving you a link then you must be also be pretty good, so the effect of a PR 8 link is many many times more powerful than a PR 1 link.

For instance 8 PR 1 links does not equal a PR 8 link, it might take thousands... nobody knows apart the people who work at Google though what the exact figures are!

Internal Linking Structure

The linking structure within your website can effect how well you rank, the most obvious thing to start doing to rank better is to stop wasting pagerank round your site. Don't forget it is **pagerank** not siterank, so every page of your site can and does accumulate and distribute PR, therefore why do you want your contact page or 'about us' page to get pagerank?

Make all the links to those pages nofollow and you save a bit of pagerank for every page that has one of those links on. Here's how to make a link 'nofollow':

Your average link looks like this:

```
<a href="www.example.com">Example.com</a>
```

but you can add in some extra text like this:

```
<a rel="nofollow" href="www.example.com">Example.com</a>
```

Which changes the link, now it does NOT pass any pagerank through that link. This is useful to try and preserve your pagerank.

Now there are all sorts of fancy internal linking structures that people recommend, but the easiest way to create internal links is to use a related posts plugin. This will automatically link each of your posts to other related posts on your blog. If you don't want to use this plugin, you could always create manual links within your blog content.

External Backlinks

Getting traffic to a Wordpress blog normally isn't too difficult a task especially if you've picked the right keywords. Sometimes (if your keyword is REALLY uncompetitive) you could end up on page 1 or 2 as soon as you get indexed.

If you're lucky enough to have this happen, that doesn't mean you should stop there. If you want to improve your position (or maintain it) then you DO need to build backlinks.

The following are some of the easiest ways to get backlinks to your site:

Article Marketing

Article marketing used to be a great way to drive massive amount of free traffic to your blog. Unfortunately, since the Google Panda update this isn't the case anymore (article directories don't rank particularly well in Google since the update). However, that doesn't mean you should give up on it altogether. It's still a valid way to get SOME traffic and backlinks.

Article marketing is where you write (or outsource the writing of) articles and submit them to online article directories. Most article directories will allow you to use an author resource box at the end of the article, and in this resource box you link back to your blog. Anyone who reads your article can click through to your blog from this link.

Visitors can find your article by visiting the article directory, or they may find your article in the search engines. Not only will you receive traffic, but the link that you create back to your blog is counted as a backlink – which increases your blogs authority in the search engines.

To use article marketing to your advantage you simply come up with a list of keywords that you would like to target (keywords related to the topic of your blog). Write, or have written, articles that use each of these keywords in the title and several times throughout the body of the article.

After the articles have been written, submit them to several different article directories. You should choose 15-20 of top article directories and submit your articles there.

The most popular article directory by far (even since the update) is [Ezinearticles](#), and many people only submit to this directory because it gets more traffic than all the rest. It is also the best directory to get your articles syndicated. The following are some other popular directories:

[Goarticles](#)

[Articlesbase](#)

[Article Dashboard](#)

[Article City](#)

[Idea Marketers](#)

[Searchwarp](#)

[Article Alley](#)

[Easyarticles](#)

[Isnare](#)

Another benefit to submitting to article directories is that your article can get picked up and distributed on other blogs and websites with your backlink intact (syndication). For this reason, it's absolutely imperative that you create quality articles that are genuinely helpful to your readers. Your articles should be at least 500 words in length, but for syndication purposes 700+ words is best.

Start out by submitting at least 10 articles that link back to your new site – after that you can submit articles occasionally as an ongoing strategy to build backlinks over time.

RSS Feed Submission

The next thing you can do is submit your RSS feed to RSS submission sites. Your RSS feed will usually look something like this: <http://www.yourdomainname.com/feed>

The following are a list of sites that you can submit your RSS feeds to:

[Feedster](#)

[2RSS](#)

[Feedagg](#)

[FeedReader](#)

[Feedfury](#)

[Feedeast](#)

[RSSMountain](#)

[GoldenFeed](#)

[Feedboy](#)

[Feedplex](#)

[Feeds4all](#)

[Azfeeds](#)

Web 2.0

There are many Web 2.0 sites that you can use to create search engine friendly pages that link back to your blog AND bring traffic. [Squidoo](#), [Hubpages](#) and [Blogger](#) are the three most popular 'hub' sites for creating links back to your site. Never put your best content on these sites as you don't own them and they could be deleted at any time. Make sure you read their terms and conditions to make sure your chosen niche is acceptable before signing up – Squidoo and Hubpages are both quite strict about the type of content they allow.

Press Releases

Submitting press releases are a great way to get backlinks. Press releases are short and you can easily write one good one and rewrite it a number of times for the different press release sites.

Here are some good sites to distribute your press releases to:

- [Free-Press-Release.com](#)
- [PRLog.org](#)
- [PR.com](#)
- [OpenPR.com](#)
- [1888PressRelease.com](#)
- [NewswireToday.com](#)

- PR-Inside.com
- 24-7 PressRelease.com
- EcommWire.com
- TheOpenPress.com
- PressMethod.com
- Free-Press-Release-Center.info
- I-Newswire.com

If you're not keen on writing your own press release you can get one written on Fiverr for just \$5. There are also services available to submit your press release.

Wiki Sites

Write some content (just rewrite some of the articles you've written for your site, the article directories, or the web 2.0 sites) and add it to any of these wiki sites:

<http://www.wikidot.com>

<http://www.wikispaces.com>

<http://www.wikiboy.net>

<http://www.wikihost.org>

<http://www.wiki-site.com>

Do a search on Google and you'll find lots more.

Directory Submission

Directories are websites that categorize other websites on the Internet and contain links to those sites. While their SEO benefits have decreased recently they can still have an impact on how your blog ranks.

The following site has a list of directories you can submit your site to:

<http://info.vilesilencer.com/top>

It's important to look at the directories you are submitting to carefully. You should avoid directories that use redirects or dynamic URLs. These sites basically leave you without any benefit at all. Ideally, you'll want one-way links from quality directories to your website.

Forum Posting

Forum posting is by far one of the most underutilized ways to get backlinks to a site, but it's actually very easy and can even be outsourced. All you have to do is find related 'dofollow' forums and hire people to post including a link back to your blog in their signature. Google 'dofollow forums' and you'll find lots of different forum lists.

To outsource some forum posting go to the Content => Services section at [Digitalpoint Forum](#) and add a thread looking to hire forum posters.

There are lots of people there willing to post at very cheap rates. The going rate is typically around 10-15 cent per post, and as long as you require the poster to post in good English and each post be at least 2 lines then you shouldn't have a problem. Always check links to the posts before you pay.

Of course you could easily do this yourself if you don't want to outsource.

Blog Commenting

Commenting on other people's blogs (and linking back to yours) can bring you direct visitors to your own blog as well as provide you with some valuable backlinks. Although you can use your chosen keywords as anchor text this can be seen as spammy and your comments may not be approved, so just use your own name (or pen name if that's what you're using).

When commenting on a post you should read through the post quickly, and make a relevant and interest comment on the content. It doesn't have to be long, but if you try and add some value, this will help to get your comment approved.

You will need to find do-follow blogs, because ordinary blogs with the no-follow attribute won't be of much benefit to you with regard to backlinks and increasing your ranking. You can find do-follow blogs by looking for 'do follow blogs' in the search engines or you can check out this directory:

<http://www.dofollowblogs.com/>

Another way to find do follow blogs is to search for the popular "U comment, I follow" image in Google images. This is an image that do follow bloggers use to set themselves apart from their no follow peers.

<http://www.actuallyrank.com/plans.php> is a service that provides you with 2000+ high PR dofollow backlink sources every month. Starting at \$69 a month it's not cheap, but once you have a few sites up and have run out of blogs to comment on then this is a good resource.

Develop a schedule for commenting on blogs within your niche, however don't let this become a time wasting activity. Visit five to 10 relevant blogs in your niche each week and make comments.

Conclusion

So there you have it! Now the sooner you get started and take action, the sooner you will start to see some serious profits. I recommend working on just one site at a time, building that site up to a reasonable autopilot monthly income, and then moving on to the next.

If a site really isn't working out for you (unfortunately despite your best efforts some sites just won't), you can just sell it on Flippa, and with your profits start another.

The reality is that with this plan you could build a business that makes \$1000 a month, or \$30000 a month. It depends on how much work you are willing to put in. Even if you only manage to build **ONE** good site per month for the rest of this year, you could be making \$6000 per month by the end of 2011!

Keep your sites fresh, try to update them at least once a week - and make sure you don't get lazy with marketing. Fresh links and visitors are the lifeblood of a website and the more people you get to your site, the more money you can make! Just because your site is earning money on autopilot doesn't mean you can forget it and leave it sit for the next 2 years.

Also make sure you test! Simply rewriting your presell or improving it could double your income if it converts to clicks and/or sales better than the one you currently have. Don't fall into the trap of constantly trying to increase your traffic and not testing – it's important to maximize your conversion rate for the

traffic you're already getting, and sometimes the smallest of changes can improve this.

So that's it - get out there and start to learn the ropes, as you go along you'll inevitably make mistakes, hey we all have, but things will get easier! Things you struggle with today will be second nature soon, and then you can enjoy the real Internet lifestyle that all those people trying to sell you the 'magic bullets' are promising you!

Resources

These are some of the resources mentioned throughout the ebook that I recommend:

Web Hosting

[Hostgator](#)

Domain Registration:

[NameCheap](#)

Keyword Research:

[Google Keyword Tool](#)

WordPress Themes:

Free <http://wordpress.org/extend/themes/>

Free <http://www.wordpressthemesbase.com/>

Paid [Thesis Theme](#)

Recommended Plug-Ins:

All In One SEO Pack

Google Sitemap Generator

WP-Cache

Contact 7

Yet Another Related Posts Plugin

WPTouch

Recommended Social Bookmarking Services:

[SocialMarker](#)

Recommended Web 2.0 Sites:

[Blogger](#)

[Squidoo](#)

[HubPages](#)

Selling Your Site:

[Flippa](#)

Other Recommended Tools:

[Traffic Travis](#)