

So you've read the main manual, and now it's time to get started. I created this 8 step action plan to give an easy to follow guide, which will help you to achieve your goal.

The purpose of the guide is to break down the information into steps, so that you can see at a glance what you need to do next.

Print it out, or keep it on your desktop so that you can check it whenever you need to. You can always refer back to the main manual if necessary.

Depending on the time available to you (and your current level of experience) you might want to spread the steps out over the course of a week, or you might want to fly through all the steps in one day.

Whatever you decide to do, you should at least try to set aside 2-3 hours per day in the beginning to get your site up and running. Work on getting your site profitable, and only then move on to a new site.

If you've worked on a site for a few weeks and it really isn't working out for you (getting ranked or starting to make a few sales), you can always sell the site on Flippa, and move on to the next one.

Step 1

Pick A Niche & Product

It would be easy for me to tell you to spend only 15-20 minutes doing research, but in reality it takes most people a lot longer. I often spend hours on research myself (although it's something I happen to enjoy). Just remember there's no such thing as the 'perfect' keyword or niche. Sometimes it's best just to bite the bullet and pick one – as long as it meets the criteria there's a chance you'll make money with it.

Check out <http://www.associateprograms.com> and <http://www.affiliatescout.com>

When looking at products remember to look for a desperate niche where people tend to buy a lot of stuff online to fix their problem.

If possible, try to find a product with an independent affiliate program (one that's not listed in an affiliate network). This will make it a lot easier to make money with.

Step 2

Choose Your Main Keyword

Head on over to the Google Keyword Tool and start researching the product you chose in step 1. If it doesn't meet the criteria, then it's back to the drawing board. Just find another product and repeat the steps again!

The product should get at least 5000 'exact match' searches per month and is searched for using a variety of different phrases.

Pick one main keyword to base your site around (e.g. product name review)

Evaluate the top 10 Google results on Google (your competition) using the following criteria:

- ✓ Page rank (look for sites with 0-2 page rank)
- ✓ On site optimization (is the main keyword in the h1 tags, description etc.?)
- ✓ No. of backlinks (look for sites with few backlinks)
- ✓ Site authority (large authority sites vs web 2.0, video sites etc)
- ✓ Age (the older the site, the harder it will be to outrank)

It's important to spend enough time on this step as you want to be sure you can rank relatively easily for your main keyword.

If your keywords don't meet the criteria, then go back and look for another product and different keywords. This step is absolutely essential to your success!

Step 3

Buy domain name and install Wordpress

Buy your domain at Namecheap.com (or whichever registrar your prefer)

If your main keyword isn't available just add on a word e.g.

Blog

Review

Scam

Info

Set up hosting for your domain and install Wordpress.

Configure the blog:

- ✓ Install the theme
- ✓ Install and configure the plugins
- ✓ Change the permalinks
- ✓ Delete the 'Hello World' post
- ✓ Add the name and tagline
- ✓ Delete the default links
- ✓ Choose which widgets you want to use in the sidebar
- ✓ Add pinglist

Step 4

Find related keywords

You've chosen a product and you've found a keyword that isn't overly competitive. Now it's time to find some other keywords that you can write articles on.

Type your product name into the Google Adwords Keyword Tool and make a list of what comes up.

Here are a few examples:

Does product name work?

Product name ingredients

Where can I buy product name?

Product name discount

Product name trial

And so on.

Another good place to find supporting keywords is by typing your keyword into Google itself. When you do that, take a look at the bottom of the page (underneath the 10 search results), and you'll see a list of 'searches related to _____',

You can also use other keyword related to the topic, but without the actual product name.

For example:

How can I get rid of?

..... home remedy

Etc

Step 5

Add the essential pages

Add the following pages:

✓ About Us

- ✓ Contact
- ✓ Privacy Policy

Set up 2 menus in the 'Custom Menus' Section – one for your product related articles, the other for your niche articles.

Step 6

Content creation

You will need to create the following content to start with:

2 information articles based around your product's keywords

Your main 'presell article' for your landing page – this should be at least 800 words in length – preferably over 1000 words.

Each should be added to your blog in the form of a 'page' (not posts)

In the 'Reading' section of your blog, make your presell page a 'static page'.

If you don't want to write the content yourself, you can outsource. I recommend [SEOGenerals](#) for affordable articles.

Add approximately 2 new pages of content per week for the first 2 weeks, after that you can add just 1 page of content every 7 – 10 days.

Step 7

Get Your Site Indexed

Bookmark your site using [Socialmarker](#) – this unfortunately is a fairly long and tedious process the first time you do it, as you have to sign up to each site individually.

If you want to save time, and you're willing to spend a few dollars, you can get your site bookmarked for just \$5 at [Fiverr](#).

If you added the pinglist (back in step 3) this will also have been pinged when you added the content.

These 2 steps alone will be more than enough to get your site indexed.

Step 8

Start Getting Backlinks

- ✓ Forum posting
- ✓ Press releases
- ✓ Rss Submission
- ✓ Social Bookmarking
- ✓ Article Marketing
- ✓ Blog Commenting

The better your keywords chosen earlier, the less backlinking work you'll have to do to get your site ranking well. Remember most of these services can be outsourced – many can be outsourced for as little as \$5 at Fiverr.com.

Now Rinse And Repeat!