Introduction.

Hello and thanks for requesting our report!

This report contains a simple but ridiculously effective technique from the main course and is something that we use to make thousands of dollars each month with very little effort on our part.

What we're going to show you is a highly effective technique to make substantial affiliate commissions by seeking out keyword phrases with high traffic and low competition then setting up a series of simple high converting websites to target to dominate the top spots in Google.

Week Ending	Gross Sales
2009-04-15 (current week)	$8,361.47
2009-04-08	$17,945.59
2009-04-01	$13,585.20
2009-03-25	$14,877.88
2009-03-18	$13,390.64

While this is just one of the strategies described in the full course, with a little work and determination, this method alone could be replicated repeatedly until at least $500 - $1000 per day is attained.

If you are struggling with affiliate marketing and are having a hard time trying to afford paid advertising costs, these methods will be highly beneficial. Even if you are an experienced affiliate marketer, you will almost certainly pick up some tricks and tips that will further boost your income. Let's begin...

Market and Keyword Research.

Much has been written about market research and we could write an entire book on the topic. For this report, though, we're simply going to give you a quick process that will get you up and running fast.

This process has 4 main parts:

1.   Brainstorm potential markets or niches and create a list of very high level/general "seed" keywords.

2.   Identify more targeted keyword phrases for each of the markets/niches listed in part 1 with medium to high search traffic but which have low competition. By competition, I mean the number of competing pages on Google's search listings.

3.   Run a quick and cheap test to validate search and click volume before committing any time and effort to building a website. (this step is optional)

4.   Pick a product from Clickbank that makes sense to promote to the searchers of the keywords you've identified.

To make it easier to understand and follow, I'm going to run through each part of this process, step by step.

Part 1

Brainstorm potential markets or niches creating a list of very high level/general "seed" keywords.

Here are a few ways you can do this:

- Explore the Clickbank marketplace (http://www.Clickbank.com/marketplace.htm) as each of the products listed there serve a market.

- Look at the magazine rack in your local newsagent (anything that has a magazine written about it is a market)

- Consider your own hobbies and interests.

Don't spend a lot of time on this. You should get 10-20 markets pretty quickly and here's our list for *this* example:

Muscle Building, Tattoos, Weight Loss, Making Money Online, Registry Fix

Identify more targeted keyword phrases for each of the markets/niches

Part 2

Take the phrases identified in Part 2 and find longer tail keyword phrases that match a set criteria for searches and level of competition.

This is the most crucial part of the process. The idea here is to find keywords with medium to high search traffic but which have low competition. By competition, I mean the number of competing pages on Google's search listings.
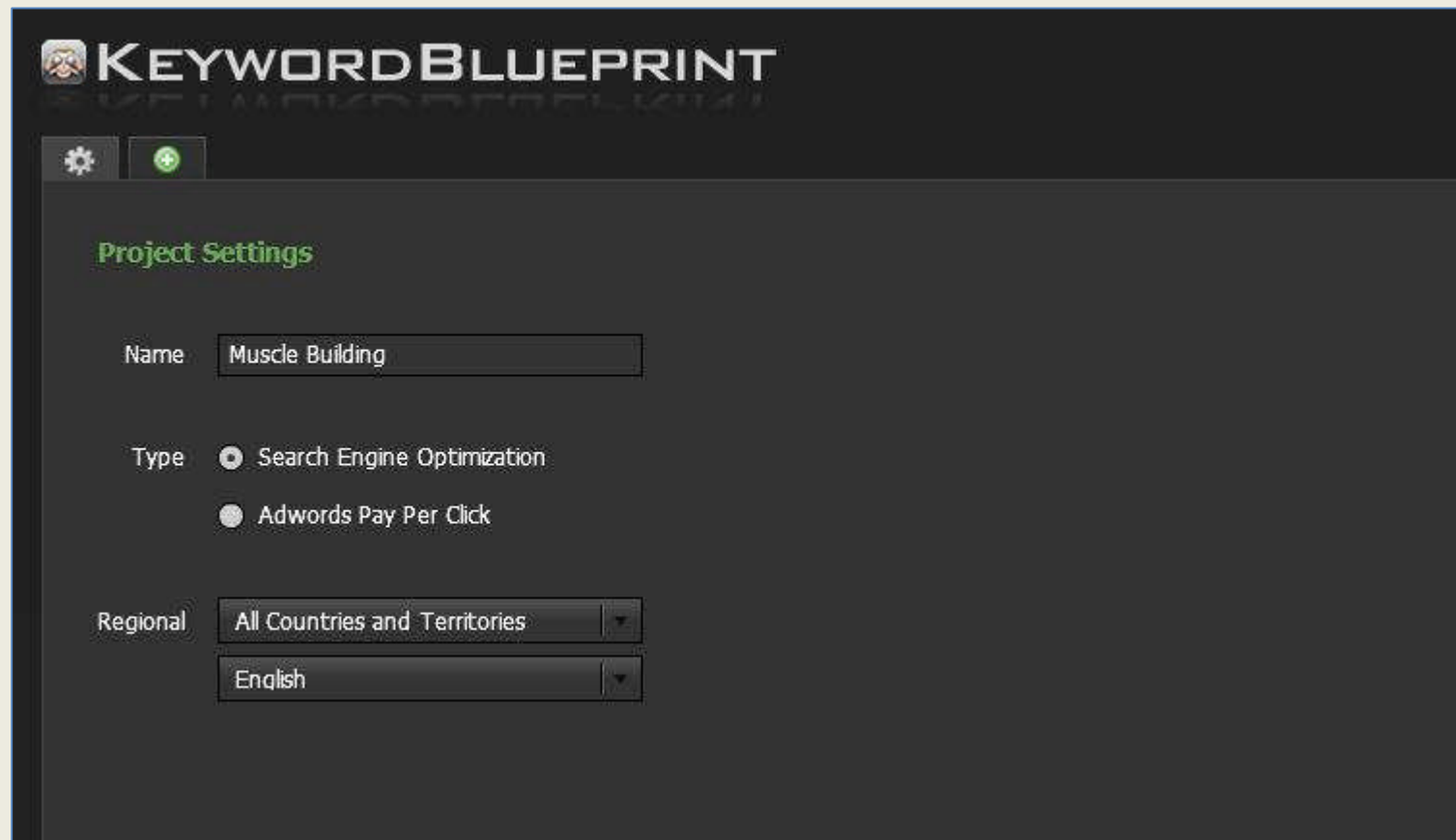
Step 1…

First, we need to open up the 'Keyword Blueprint' tool which we are using for demonstration purposes in this report. Keyword Blueprint is an amazing tool and an absolute necessity in my opinion, no matter what type of Internet marketing you currently do. It revolutionizes keyword research for internet and affiliate marketers.

What we need to do now is to dig deeper into the keywords we have researched to discover longer tail keyword phrases with a decent amount of traffic that we can realistically rank for on the search engines; not only with our own website, but also with pages from various Web 2.0 websites as I'll show you later on.

Let's take our first keyword 'Muscle Building' and create a 'Search Engine Optimization' keyword project for it in Keyword Blueprint as you can see on the next page…

Creating a keyword project...

After doing this we need to hit the green 'add' button at the top of the page, enter in our seed keyword, which again is 'muscle building', select 'all countries and territories' (assuming we want to target them all) and then press the 'Add Keyword' Button…

Keyword Blueprint will then search for, find and list relevant keywords for this niche as you can see on the screenshot on the following page…

KeywordBlueprint

Muscle Building

All Countries and Territories (English)   Evaluation Filter ☐

Keyword Phrase	Daily Searches ▼	Value	🔍 Score
muscle	447,074	●	☐
bodybuilding	134,451	●	☐
body building	27,054	●	☐
muscle building	9,894	●	☐
muscle milk	9,894	●	☐
gain muscle	5,424	●	☐
muscle mass	5,424	●	☐
muscle growth	5,424	●	☐
muscle and fitness	3,616	●	☐
lean muscle	2,432	●	☐
bodybuilding supplements	2,432	●	☐
how to build muscle	1,988	●	☐
natural bodybuilding	1,988	●	☐
big muscles	1,627	●	☐
muscle fitness	1,627	●	☐
bodybuilding workout	1,627	●	☐
muscle exercises	1,331	●	☐

My Keywords

So there are two things we need to look at here here…

Firstly, the 'daily searches' for each of these keywords and secondly, their 'value'.

What we need to do is pin point keywords that have both daily searches above 200 and *also* have either green or orange values. The colors in the value column represent the commercial viability of a particular keyword by assessing how many people are advertising under it on Google Adwords.
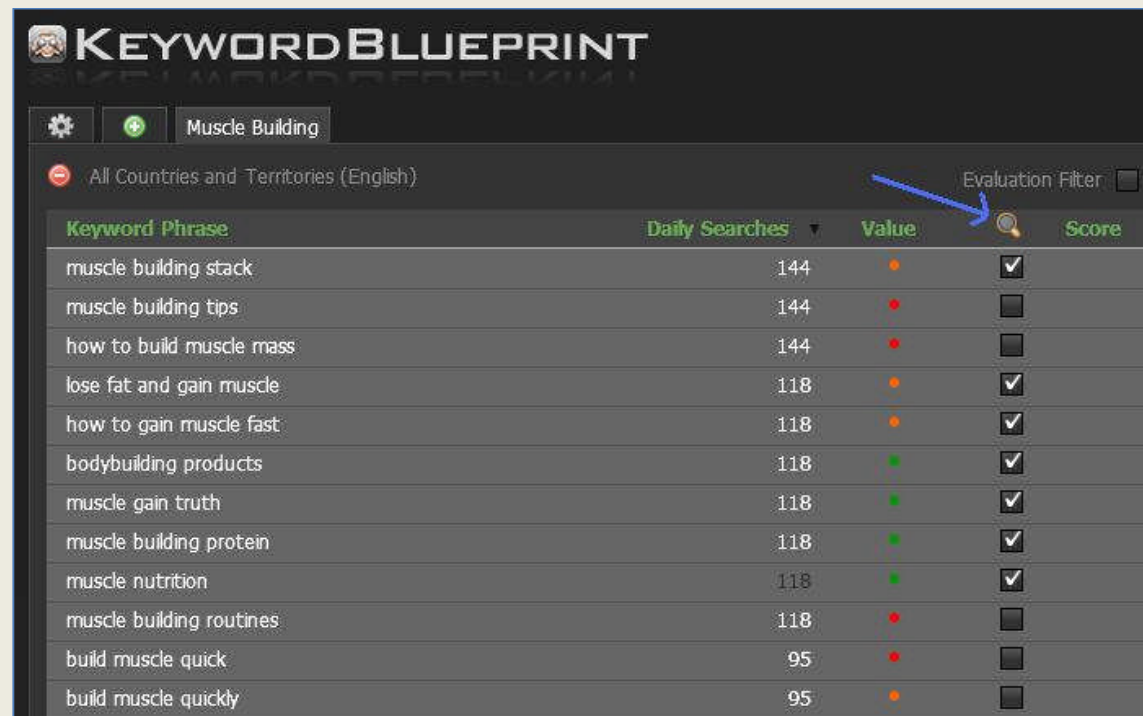
Green = **High Value Keyword**

Orange = **Medium Value Keyword**

Red = **Low Value Keyword**

Next, we need to tick the keywords that fall under these parameters and then press the 'magnifying glass' icon at the top of the column to analyze them. (You can analyze a maximum of 10 keywords at a time.)

Keyword Blueprint will then evaluate each of the keywords you've selected to discover whether you will be able to successfully rank for them in the top 10 of Google. You can see the results on the next page…

Keyword Phrase	Daily Searches	Value		Score
muscle building stack	144	●	☑	
muscle building tips	144	●	☐	
how to build muscle mass	144	●	☐	
lose fat and gain muscle	118	●	☑	
how to gain muscle fast	118	●	☑	
bodybuilding products	118	●	☑	
muscle gain truth	118	●	☑	
muscle building protein	118	●	☑	
muscle nutrition	118	●	☑	
muscle building routines	118	●	☐	
build muscle quick	95	●	☐	
build muscle quickly	95	●	☐	

To make this easier to explain, we're going to look at just 3 keywords I previously selected which you can see in the above screenshot.

What Keyword Blueprint has done here is to calculate the number of competing pages there are for each of these keywords in Google, assess the optimization levels of those pages which are currently ranking in the top 10, and then evaluate whether we could realistically target the top 10 of Google for each of the phrases ourselves to draw in free search traffic and consequently make money.

As you can see in the screenshot, the 'daily searches' and 'values' remain the same, as they would. However, in the evaluation column you can see three different symbols. A 'star', a 'tick' and an 'X'. Here's what they mean...

X   This means that this particular keyword has failed the evaluation process as Keyword Blueprint has determined that it would be too difficult to rank in the top 10 of Google. Therefore we ignore this keyword.

TICK   This means that although the keyword has successfully passed the evaluation process, it has determined that it would take some additional work (such as link building) in order to rank in the top 10. The Score you can see to the right of the tick is the evaluation score and this ranges from 1 to 20. The higher the score the easier it will be to compete for a keyword. As this keyword has a score of 9, we can assume that it would take a little more SEO work

in order to compete. As a further example, if we had ten keywords we were evaluating which all had the same 'value'... but nine of them had a score of 6 and one had a score of 16, we would obviously try and target the keyword with the score of 16.

STAR The gold star means that you would probably be able to set up a website or Web 2.0 page and rank in the top 10 of Google without having to do hardly any additional search engine optimization other than a few incoming links and optimizing your website pages properly (on-page SEO). These gold star keywords are exactly what we are looking for and in this case Keyword Blueprint is telling us that the keyword 'bodybuilding exercises' is something we could realistically target and hopefully make some money with without a whole lot of work.

Plus, people searching for a keyword like this would probably be interested in buying an ebook on the Clickbank marketplace such as this: http://www.vincedelmontefitness.com/home1.php so there would be something to sell once you hit the top of the search engines.

So far... so good. Before we move onto the next stage, let me just say that this is demonstrating just ONE of the features of Keyword Blueprint. There is SO much more to it and in the main course you will find numerous tutorials on how to make use of all of these features in order to cut down on work and increase your revenue simultaneously.

Part 3

Run a quick and cheap test to validate search and click volume before committing any time and effort to building a website.

There is just one more test we *should* do although this part it is totally optional. Now, as accurate as both Google's keyword tool and Keyword Blueprint usually are, it can sometimes be a good idea to *confirm* that the keyword phrase you're going to try and rank for is *actually* getting the levels of search traffic that we were shown.

The way we can confirm this is to run a very quick Google Adwords campaign, bid high enough so the Ad appears on the first page of results and check *not* for the amount of clicks you get, but for the <u>amount of page impressions</u> that your ad receives over a period of 24 hours. The number of page impressions will be a good and very accurate indicator of the number of searches the keyword gets on a daily basis.

So how do we set this up...?

Obviously we don't have a website to advertise yet. However, what were actually going to do in this case is advertise someone else's website; more specifically the website that Google is currently ranking at position 1 on the organic results of the keyword phrase that you are checking.

At first it may seem a little crazy to spend money advertising someone else's website without an affiliate link, but what we need to do is get this test done quickly and accurately, avoid any hassles with Adwords quality score and be absolutely certain that the Ad will be placed on page 1.

So if we link to the same website that Google deems to be the most relevant for our keyword out of the millions of sites that are online, you are pretty much assured of getting at least an 'OK', or more likely a 'Great' quality score (between 7 and 10) which will mean that *not only* will your ad be shown on the first page of results, your CPC (cost per click) will be

low so you will be able to generate the maximum amount of data (impressions) before your budget runs out which in turn will make the test more accurate.

Essentially what this is a 'throw away' campaign. You're going to spend (or waste) $5.00 but it can be worth it before you start registering domain names and setting up various websites.

Even though at first $5.00 may not seem like enough money to get a sufficient amount of data to properly evaluate the traffic levels, remember, if you are bidding 50 cents per click and the CTR of your Adwords ad is 3%, that still means that you will be able to receive 330 impressions before your budget runs out… and *that* will be enough to confirm the traffic levels.

So let's quickly run through setting up a test Adwords campaign for the example keyword (bodybuilding exercises) that we have found…

Step 1…

To begin, let's find the website we are going to advertise by typing our keyword into Google. As you can see below, the first website listed in the organic results is BodyBuilding.com so that's the site we are going to use. However, the very first page is a '404' (page cannot be found), so we'll use the next result, the 'Exercise Guides Database' page.
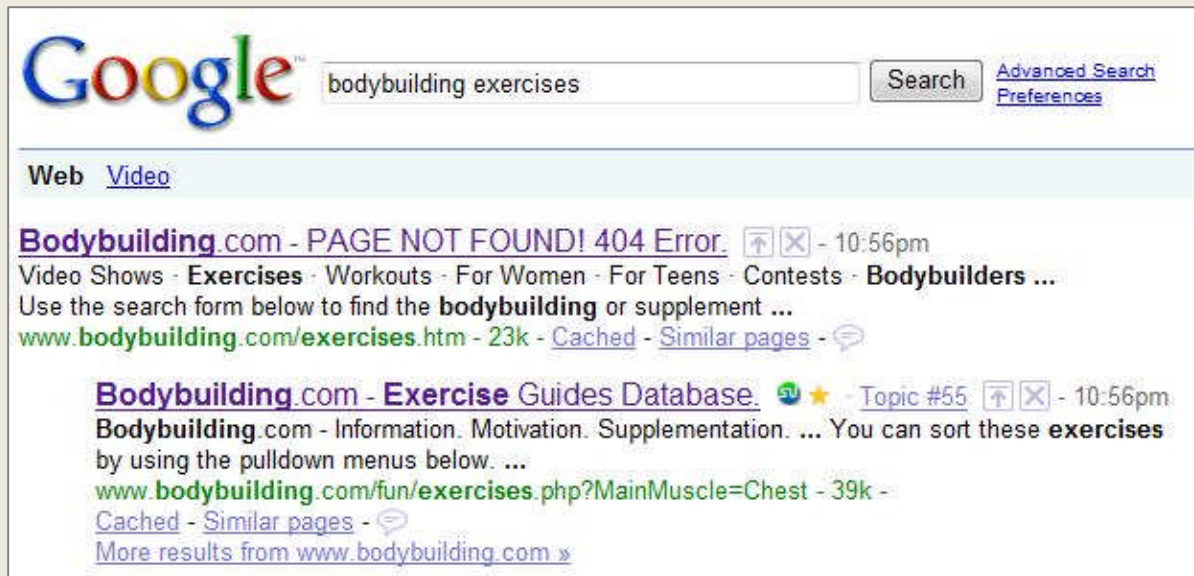
Step 2…

Next, we can go to our Adwords account and set up a quick campaign in this way:

Keywords:

[bodybuilding exercises]

"bodybuilding exercises"

You would only want to use phrase and exact match types here, not broad match.

Budget:

$5.00 per day

Cost Per Click:

Around $0.40 depending on the keyword and ad competition. Whatever it takes to get on page 1.

Ad Text:

A relevant ad with the keyword included twice. In this case I have written the following:

Step 3…

You would also want to turn the content network off (VERY IMPORTANT), target all countries and territories (unless your keyword was only relevant to a specific country(s)), and set the 'delivery method' to 'accelerated'. You can do these three things by following the 'edit campaign settings' link in your Adwords campaign area.

So after activating the ad, we get nicely placed on page 1 as you can see below. In fact, this site has a 'Google Checkout' too which in turn will also help quality score.

So after waiting 24 hours for our $5.00 to be used up, we can then check the number of impressions for our keyword (below) and can confirm that it will be worth our time creating a website, getting ranked and taking advantage of the traffic to make sales.

Side note: You may notice that the impressions are slightly lower than Keyword Blueprint said they would be. However, the reason why is because I ran this campaign on a vacation weekend and the search levels would have been lower as a result.

Keyword		Status	Quality Score	Current Bid Max CPC	Clicks	Impr.	CTR	Avg. CPC
"bodybuilding exercises"		Active	OK	£0.30	3	141	2.13%	£0.23
[bodybuilding exercises]		Active	OK	£0.30	24	130	18.46%	£0.19
Content network total		Off		Content Auto [Edit]	0	0	-	-

Part 4

Pick a product from Clickbank, Commission Junction or any other affiliate management company that makes sense to promote to the searchers of the keywords you've identified.

As I've already said, this main aim of this report is to show you a repeatable process that will allow you to identify keyword phrases that you can dominate in the Google search results very quickly.

Whilst picking a product to sell is a whole other topic (and one that's covered in great detail in Commission Blueprint 2.0 along with a great tool you can use to do the picking), getting traffic is typically the harder part of the equation for success, which is why we've focused on it here.

Just use common sense and pick a Clickbank, Commission Junction or CPA offer from your favorite affiliate management company that is a proven converter and which will appeal to all the searchers who'll be visiting your website. If a product doesn't sell, simply pick another. If by any chance you find a great keyword with lots of traffic but can't find anything to sell then stick some Adsense ads on your site and generate income that way.

OK, that's it for the market and keyword research. At this point you could repeat this process as many times as you like to find other keyword phrases, with each one you identify eventually becoming a website(s) to sell the product you identified to go along with it.

Setting Up Your Main Affiliate Website.

Part 1... Choosing A Domain Name

Once you have done all the necessary research on a keyword and have come to the conclusion that it will be possible to rank in the top 10 on Google's organic search listings, the next step is to buy a domain name for your main affiliate website.

Even though the method for doing this is extremely simple, the problem is availability.

Your domain MUST include all your keywords or it will be more difficult to rank and preferably it should be one *without* hyphens and *with* a .com extension.

In other words, for the keyword phrase that I researched in the previous section, the ideal domain name to buy for this would be www.BodyBuildingExercises.com. However, a quick search reveals that this domain has already been taken:

DOMAIN SEARCH RESULTS	GLOBAL DOMAINS		
Domain	Status	Price/Yr	
bodybuildingexercises.com	TAKEN		make offer
bodybuildingexercises.net	TAKEN		make offer
bodybuildingexercises.org	TAKEN		make offer
bodybuildingexercises.info	TAKEN		make offer

Not only that, the .org and .net extensions have also been registered so in this case it looks like we are going to have to use a domain with a hyphen in it.

However, as you can see below, the .com for this has been taken as well, so for this keyword we're going to have to use the next best thing which will be BodyBuilding-Exercises.org

DOMAIN SEARCH RESULTS	GLOBAL DOMAINS		
Domain	Status	Price/Yr	
bodybuilding-exercises.com	TAKEN		make offer
bodybuilding-exercises.net	AVAILABLE	$9.95	select ▸
bodybuilding-exercises.org	AVAILABLE	$9.95	select ▸

So as an overview, here are the domain names you should register in order of prefer ability

Preference 1 -   www.YourKeywords.com

Preference 2 -   www.YourKeywords.org

Preference 3 -   www.YourKeywords.net

Preference 4 -   www.Your-Keywords.com

Preference 5 -   www.Your-Keywords.org

Preference 6 -   www.Your-Keywords.net

After registering and setting up the domain name we can move onto the next stage – setting up your main affiliate website.

Part 2… Website Elements

One of the things we are going to be giving you in Commission Blueprint 2.0 is a number of highly optimized affiliate websites that you will be able to adjust and use to promote any product in any virtually any market. We'll even give you a tool that sets them up for you, in case you've never set up a website and don't know html.

We have tested them for their SEO effectiveness many times and the last one we set up got into the top 3 of Google's organic search listings for our chosen keyword in just 7 days *without* spending any money on paid links.

I'm not going to give away *too* much on their exact layout in this report as that information will be saved for Commission Blueprint 2.0 members and would be unfair of me to do this. However, what I am going to do is run through every single element that we use when setting up a new website that you want to rank highly in the search engines.

Please note: If you preferred you could use Wordpress (or Wordpress Direct) to create the site and, again, we will go into depth on that in the main course.

Website Pages…

You will need to set up 8 pages in total, which are:

Home Page:

Ideally, the home page for these affiliate sites should be a combination of a short explanation about your site, a product review, social proof, 2 keyword-rich articles as well as external and internal links. I will go into more depth about this in a moment.

Contact Page:

Create and add a relevant email address to this page. If you don't want to see comments or emails that are sent about your site, there's a simple solution – don't read them! Choose a 'Gmail' address which contains your keywords such as bodybuildingexercises@googlemail.com. If the email username has already been taken, try registering one with numbers on the end such as bodybuildingexercises2009@googlemail.com

Privacy Page:

You will need to add a privacy policy as this also helps with SE rankings and you can find a sample one that you can work with here: www.bbbonline.org/Privacy/sample_privacy.asp.

It is actually preferable and beneficial to have a 'machine readable' privacy policy and you can find one set out here: http://www.osec.doc.gov/webresources/policies/machine_readable_privcy_policy_statements.html

Terms of Service Page:

Even though it isn't strictly necessary to have 'Terms of Service' for this type of website, it will help with rankings and you can find a sample one here: http://www.businesslink.gov.uk/bdotg/action/detail?type=RESOURCES&itemId=1076142035

4 x Article Pages:

When you first set up a website it is advisable not to add *too* much content as this will look unnatural to Google.

To start with, add two additional pages with a relevant and unique article on each. Then after the site has been indexed, add the other two article pages at the rate of one a week. Four article pages should be sufficient in this case although gradually adding more unique and relevant content will be beneficial, especially if there is a lot of competition for the keyword you are trying to rank for.

You could either write these articles yourself or like we do get them written at www.need-an-article.net
I will cover how to link to these articles from other pages on your website later on.

Layout and Design…

In order to successfully rank in the search engines, the home page of your affiliate website not only needs to be optimized, it also needs to be set out in the correct way. We have tested numerous layouts and have proven that one particular layout seems to work the best when trying to get a new website ranked fast.

Take a look at the two images below which show recent ranking results from a site that was set up by one of our beta testers. To be fair on her I have blocked out the keyword and some other information.

What it shows is that her website was ranking at number one position in the organic rankings on the 12th April 2009 and in the screenshot from Whois.com on the next page you'll see that this same domain was registered on the 27th March 2009.
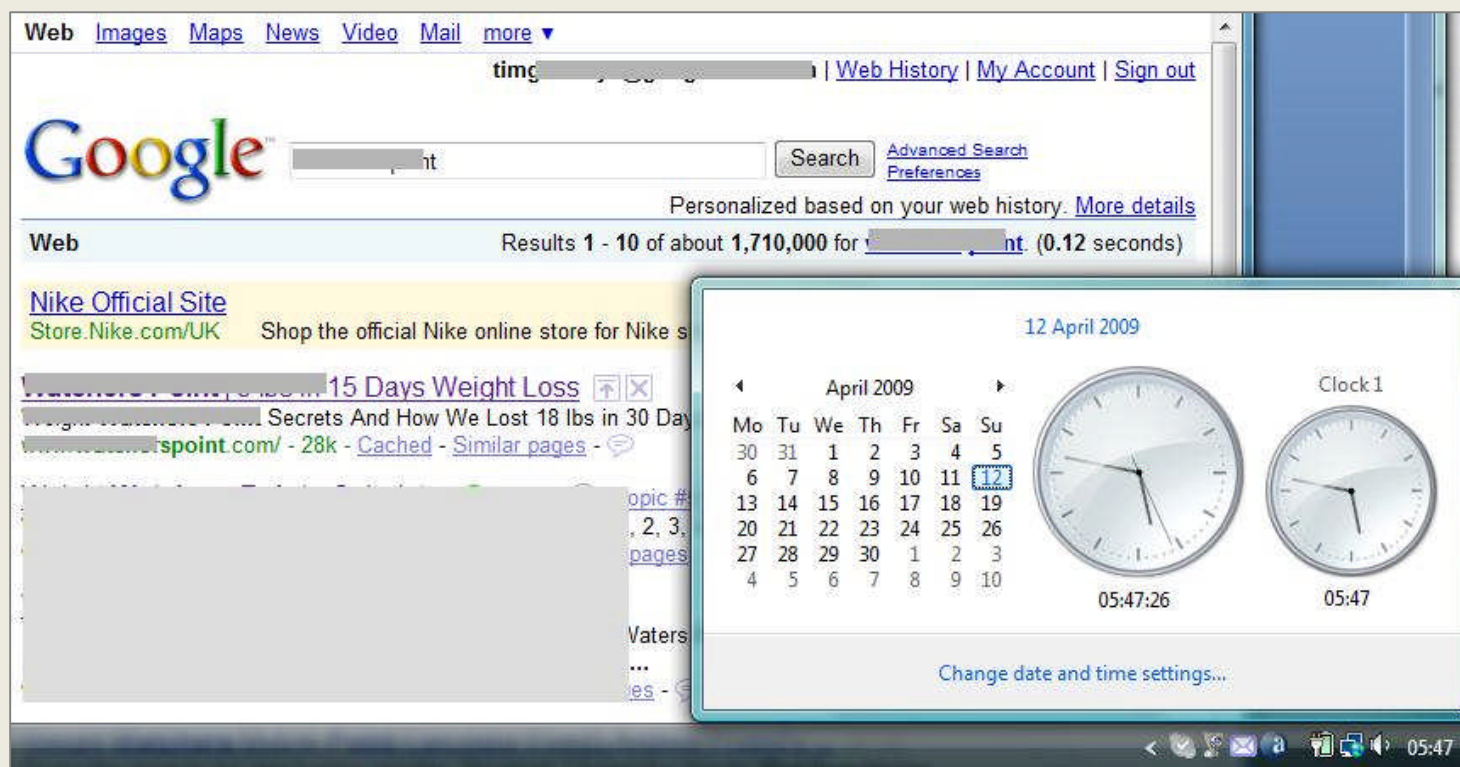
In other words, this brand new website went from no where to being listed at #1 in Google in just 16 days. In fact, it actually happened a little faster than that.

Plus, this was done without spending any money at all; in other words she didn't buy any links to achieve this position.

See, that's the whole idea with this particular technique. To do the research, set up a simple but effective affiliate website, get to the top of Google without spending any money and start making money. Then setting replicating the process over and over.

By following the techniques in Commission Blueprint 2.0, even if you can start earning $50 per day per site and were able to set up 3 simple websites each week (which will be very easy to do) then by the end of month 1 you'll have 12

sites, potentially be making $600 per day and by the end of the first year could even be making as much as $7200 per day which equates to a $2.5 million per year business.

Ok, it seems slightly unrealistic at this stage, but when you think about it, it's totally logical especially as you will be outsourcing everything once the money starts rolling in.

Another important aspect is design and it's crucial to make these websites look *really* good. And by good I mean *extremely* professional.

The reason why this is so important is that you need to create an immediate impression on the visitor by making yourself appear to be an authority on the market in question which in turn will boost the chances of making a sale.

In my opinion, this is why many affiliates have a tough time making sales as the whole point of a review or 'authority' site is to convey experience and create a sense of trust. If the site looks like shit (like most affiliate 'templates' that are sold do) this is not going to happen and your sales are going to suffer as a result.

Home Page Elements…

So here are the elements we need to include on the home page in order for the site to rank well and make sales. The placement of these areas is important but we will show you the best way when Commission Blueprint 2.0 is released.

A Review/Product Discussion Area:

We will obviously go into much more depth on this in the course; however, for these types of affiliate sites, we're not going to any sort of product comparison. Instead, we're going to combine three sections:

Section 1 - Headline

A short but smart headline which effectively outlines the major benefits of the product and will draw the visitor in as soon they open the webpage.

It would be set out and highlighted a little like this:

Featured Weight Loss Success Story:

Lose 15 Lbs In 15 Days Using This Unique Dieting System...

It would also combine a very simple graphical element which has been proven to add credibility.

Section 2 - Review

A short review of the product written by the 'website owner' (you). The nature of this 'review' will be discussed in the course and we will give you a number of text templates to use.

Section 3 - Testimonials

One thing we do need to mention is that at the time of writing it looks as though there may be a few changes in the affiliate marketing industry over the next few months and even though it's nothing to worry about as such, it *is* something that you should take note of.

According to a new report, it looks like the FTC (the US Federal Trade Commission) is going to be revising its guidelines for the first time since 1980 when it comes to online promotional techniques. Apparently this is due to the surge of popularity of Social Media and Blogging.

Essentially what this report talks about is about companies recruiting 3rd party individuals to promote or 'talk up' their products and how these individuals are misrepresenting the quality or effectiveness of these offers or services in order to generate more commissions. If the FTC has there way, the company (and not the affiliate) could be held liable for false

representation made by others and therefore the company could sue the affiliate for making these statements. They refer to these 3rd party individuals as 'bloggers' and 'viral marketers' although what they really mean are 'affiliate marketers'.

To be honest, it's all a little unclear. However, one of the things that we are going to do to promote products is swipe testimonials directly from the product creators' website and use them as "social proof". That way, you won't be mis-representing anything or anyone.

What you wouldn't do is integrate the actual testimonial text into your review, or obviously pretend to be the person who had originally written it. The way you would set it out is to place the testimonial within a separate section of your product review area so visitors would see the results that a particular person has had which would give them more urge to visit the website and make a purchase.

Simply put, if you are repeating what is on the website that you are promoting, then you are obviously not misrepresenting them.

Even though the general rule is that you should not repeat what is on the website that you are promoting, I believe this is an exception and will increase your Click through rates, especially as you will place this testimonial right next to the external link to the product.

An 'About' Section With The H1 tag included…

Placing an H1 tag on your page is an essential element of on-page SEO and I will tell you more about this in the next section. The problem can be finding a place to put it. What we do is rather than link out to an 'about' page on the website is integrate an 'about section' onto the home, place the H1 tag within in and then beneath that write a very short statement about what the website is about and its aims. ie *"…providing valuable information so you can make a decision etc…"*

Links Areas…

Two areas. One at the bottom of your webpage and one on the right-hand side of the page linking to your internal pages so Google can effectively spider them. See the next section, which covers this in more detail.

Two 468x60 Google Adwords Boxes…

Generally speaking combining a product review with Google Adsense on the same page isn't the best thing to do as it will distract the visitor from the main offer. This is especially the case if you're using Paid Advertising to generate traffic.

Our reasoning behind it and the way we make it work is simple. As we have just said, the main focus of the page is the product recommendation area and within that area there will be an affiliate link to the product. In fact, there will be several.

However, each of these product links, when clicked by a visitor, will open in a full screen new window. So, if the person goes to the sales page but decides not to buy the product, they will close the page down and will still be on your website. Then, as we have these Adwords boxes strategically placed, they will hopefully click a relevant and targeted ad which will result in additional income. Overall it's just a method of monetizing your page more effectively.

Obviously, some ad clicks are going to generate more revenue than others.

If your website was promoting a CPA offer in the legal niche for instance, these ads could certainly be worth dollars rather than cents and may even generate more cash that the main offer itself!

Want A Slimmer Summer?
Take Our Slimmer Summer Challenge. Now Even Easier With Shape Mate!

Lose 18 Lbs in 4 days
Yes you have read it correctly I will show you how step-by-step

Ads by Google
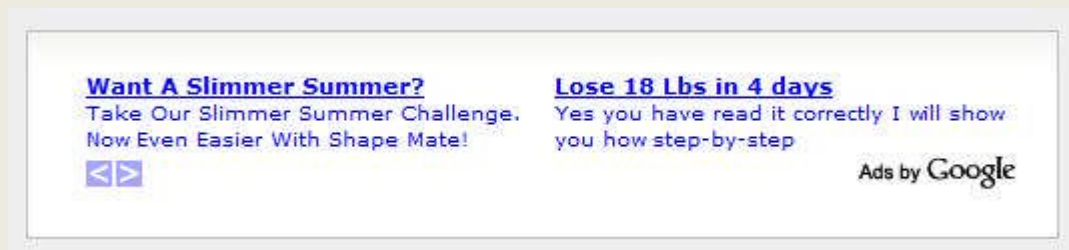
These Are The Type Of Ad Boxes We Use

Two Keyword Rich Articles…

The final elements are 2 sections containing keyword rich and highly optimized articles which are going to be placed further down the page. Within these articles, about half way down we place two 2 small banner ads which open in a new window and lead to the product we are promoting. If someone decides to read the articles they will hopefully click the banner which again will increase the chances of a sale.

On-Page Search Engine Optimization.

Keyword Inclusion…

Keyword Density:

The keyword you want to rank for will obviously need to be abundant not only within the content of your website but also in your page title, page description as well as in your picture, keyword & H1 tags.

One important point to mention from the start is that you want to avoid accidently 'keyword stuffing' your pages. As a general rule, the keyword phrase you are tying to rank for should appear no more than 6% of the time within your content as Google may think that you are trying to manipulate the system if it is any more than this and will drop you out of the listings. You should check this before you get your site indexed and you can do that with this keyword density checker: http://www.keyworddensity.com/

LSI Keywords:

You should also include a selection of LSI keywords within the content of your home page as well as on your articles pages.
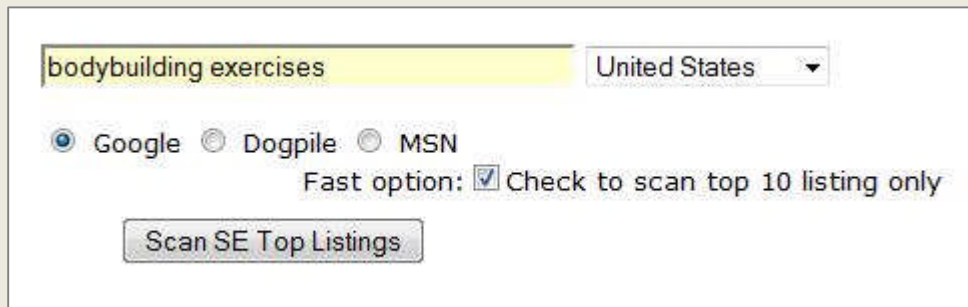
LSI (Latent Semantic Indexing) operates at some level in Google's algorithm to eliminate problems with ranking pages solely by text pattern matching. In other words, if Google only looked for both the presence and frequency of individual keywords on a webpage to determine relevancy and rank pages, their results would be poor.

To avoid this they look for additional keywords on your web pages that they believe are also relevant. As a result it's important to find keyword phrases that are associated with your topic and sprinkle these 'LSI keywords' throughout your articles. If you do, the more value and depth Google will deem your website to have, and the higher they will rank you.

The question is how do you find these keywords?

Well, there are a number of research tools you can use but personally I like this one: http://www.keywordlsispy.com. It *is* a paid tool, but there is a free trial that you can take advantage of and the link for this is near the top of the page.

So in the case of the keyword 'bodybuilding exercises', I would want to find the LSI keywords that my competitors in the top 10 of Google were using and add them to my content. To do this, I would go to this tool, type in the keyword, select 'Google', 'United States' and 'Check to scan top 10 listings only' and then hit the scan button.

The tool would then deliver the results as you can see on the next page:

Keyphrase being analyzed: **bodybuilding+exercises**

Search Engine: Google - US

Index	Word Count	KW in URL	KW in Title	KW in KW Meta	Int/Ext Links	Domain Length	Sub Domain	KW Frequency	KW %
1	302	Y	N	N	3-57	12	N	0	0
2	1201	Y	N	N	32-82	12	N	0	0
3	2170	N	Y	N	315-5	14	N	2	0.1
4	882	N	N	N	103-1	14	N	1	0.1
5	777	Y	N	N	52-0	6	Y	0	0
6	583	N	Y	N	0-245	8	N	0	0
7	427	N	Y	N	52-4	18	N	0	0
8	263	N	Y	N	0-22	13	N	3	1.1
9	440	N	N	N	43-19	21	N	0	0
10	381	N	N	N	52-1	15	N	1	0.3

Analysis

Index	Ave Word Count	% Times KW in URL	% Times KW in Title	% Times KW in KW Meta	Ave Int/Ext Links	Ave Domain Length	% Times Sub Domain	Ave KW Frequency	Ave KW %

Most Frequently Found Words - Excellent for LSI
Single Words

Word	Times Found	Word	Times Found
bodybuilding	119	weight	119
training	98	exercise	93
exercises	90	youtube	56
building	53	lifting	48
tips	47	watch	46
video	41	strength	41
supplements	39	fitness	38
muscle	37	workout	34
chest	32	bench	32
barbell	30	vitamin	29
fat	28	dumbbell	28

You actually receive a lot more information than what is shown in the above screenshot. However, for this example, the 'single words' are what we need. So what I would do is note down maybe the top 10 words that I deemed relevant and was confident I could include in my website without them looking out of place. I would then scatter them throughout the content.

Page Title & Description…

It's very important to add both an effective page title and description to your web pages because even though your website is going to appear in the organic listings, you still want a high CTR with searchers clicking on your listing more than others; much like you do when using Google Adwords.

Always include the keyword phrase you want to rank for in both your page title and description and including numbers and other types of characters can also be effective for getting noticed and drawing in the maximum amount of clicks.

For instance, take a look at the following screenshot of the title and description for our 'Golden Thread' website (the one which is ranking at position 1) and notice how it stands out…
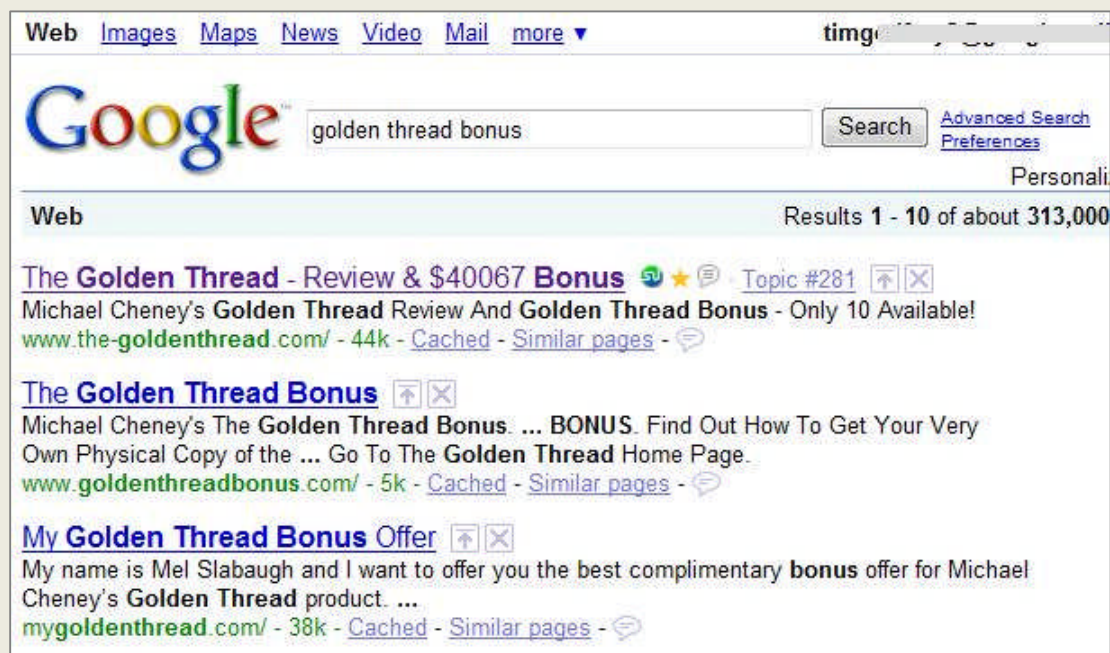
Side note: On pages such as 'contact' & 'privacy', include those terms in the page description. So in the case of the contact page at the above site I would make the page title the following: "**The Golden Thread - Contact Us"**

Tags…

Keyword Meta Tags:

You must also add keyword meta-tags which should include your main keyword phrases. Don't add any more than three as it'll do more harm than good. So to the pages within my 'BodyBuilding Exercises' website I would add the following:

Bodybuilding Exercises , Body Building Exercises , Bodybuilding

Using H1 Tags:

H1 tags tell search engines what an individual webpage is about and using them will help you rank faster.

For instance, with my 'bodybuilding exercises' website, I would obviously want to tell Google that the content of my home page was about that exact search term so I would insert an H1 tag into it.

As you'll see more clearly in the websites we'll give you when we release Commission Blueprint 2.0, the way I would do this would be to put a strategically placed 'about this website' area on the home page and insert the following piece of code into the source code of that particular area:

<h1>Bodybuilding Exercises</h1>

…and when live on the web, that piece of code would appear as this:
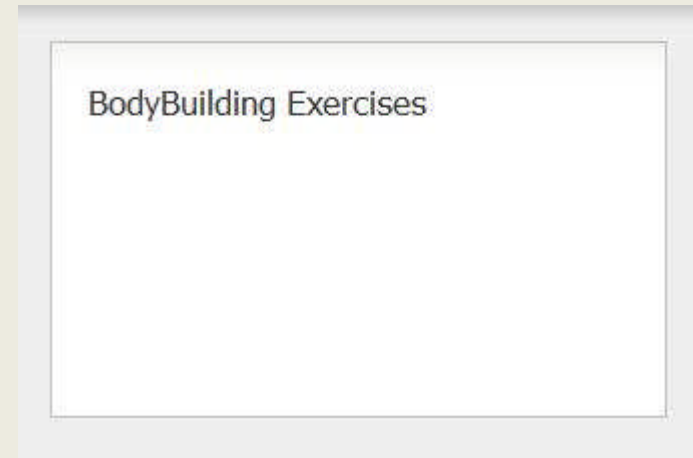
Picture Tags:

This is something that many people overlook but is a very important on-page SEO factor. What you are doing here is adding tags (or naming) images that you have on your website which again in Google's eyes will increase the relevancy of your pages and should help you rank for your chosen keywords.

So again, if I wanted a page to rank for the same keyword phrase, I would use alt tags to name the pictures on the website by using alt="Bodybuilding exercises" code within the source of the page like this:

<img border="0" src="http://www.Bodybuilding-exercises.org/images/logo2.jpg" alt="Bodybuilding exercises"></td>

Do the same for other images; although I'll say again - make sure you don't over-stuff your page with your keywords! You could tag your images using variations of this phrase or even LSI keywords.

Internal Linking…

Anchor Text & URL's:

When you are linking from your home page to an internal page (and visa versa), always link to the full URL of the destination page. As a default setting some web editors shorten the link. For instance this is a full URL: http://www.Bodybuilding-exercises.org/privacy.html.
Some web editors might shorten it to look like this /privacy.html (which is not what you want)

Here are a few examples…

Home Page
Anchor text: Home
URL: http://www.Bodybuilding-exercises.org

Privacy page
Anchor text: Privacy Policy
URL: http://www.Bodybuilding-exercises.org/privacy_policy.html
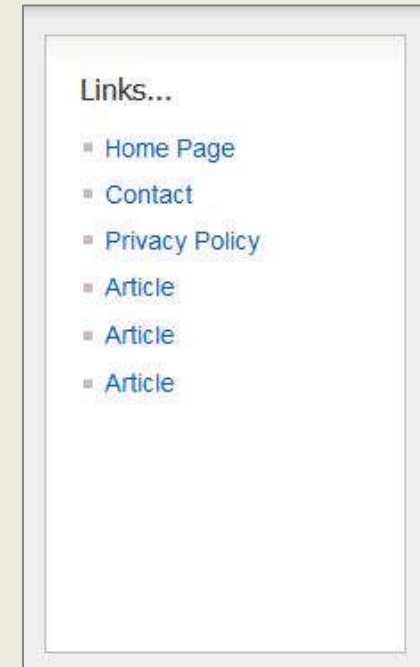
Example Article Page
Anchor text: Body Building Exercises
URL: http://www.Bodybuilding-exercises.org/bodybuilding_exercises.html

Positioning Your Links…

On these affiliate websites, we actually put links to the internal pages and articles on the right hand side of the page and set them out like this. Some people say to put them on the left of the page, however, we do it differently for a VERY good reason as you'll discover in Commission Blueprint 2.0.

You can list all your pages at the foot of the webpage if you want; although on these affiliate websites we tend to just link to the Home and contact pages as well as the external links AND the terms of service page.

Links...

- Home Page
- Contact
- Privacy Policy
- Article
- Article
- Article

Home Page | Privacy Policy | Terms Of Service | Contact | External Link | External Link
© Copyright 2009

External Linking…

Remember to make links to external websites open in a new window so if clicked, they can still return to your website. As well linking to the other pages within your website, at the bottom of your home page link out to the following:

1.   One authority site that Google holds in high regard. For instance I might link out to a relevant page at BBC.com

2.   The search results in Google News when you type in the keyword you are trying to rank for. In this case, it would be something like: http://news.google.com/archivesearch?pz=1&ned=us&hl=en&q=body+building+exercises

3.   A Wikipedia listing for the general theme of the website such as: http://en.wikipedia.org/wiki/Bodybuilding

Off Page Search Engine Optimization.

Even though on-page factors are very important for SEO, the off page factors are even more so. Off page optimization revolves around increasing your 'link popularity'. In other words building up the number of links that are pointing to your website from other websites in Google's index.

As a *very* general overview, the more links a website has pointing to it, the more popular or 'important' Google deems that website to be; and in most instances (depending on the quality of the links and a number of other factors) the higher they will place that website in their rankings.

Google measures a websites importance with a system called 'page rank' with 'Page rank 1' websites being the *least* important and 'Page Rank 10' sites being the *most* important.

The higher the page rank (or PR) of a website that is linking to you, the more effective and beneficial that link will be to you.

Hypothetically, if 2 identical websites were trying to rank for a particular keyword and one had a single backlink from a PR2 site and the other had a single backlink from a PR8, then the website with the link from the PR8 will out rank the other.

How Do You Start Building Links?

Well, it basically depends on whether you want to spend any money or not. If you want to build links using free methods then that's fine and I'll give you some resources you can use in a moment. However, if you are trying to get into the top 10 faster or rank for a more competitive keyword which has, say, over 300,000 competing pages, it could be worth buying a links from a website with high PR.

Of course, if you *already own* a number of websites with PR, then it would be easy to do (and free) and I would gradually add links from those sites to the new website. This is a generalization, but unless someone does something unscrupulous to beat you in the rankings, (and if they do, they probably won't be there for long), for a keyword with, say, 60,000 competing pages and an average amount of SEO competition from other websites, links from two PR2's, three PR3's, one PR4 and a PR5 added gradually over the course of 6 - 8 weeks would get you into the top 3 search results without too much difficulty.

If you build links more quickly than this, and if your domain name/website is brand new, Google *may* drop you down a few pages after ranking you highly for a period of a week or two, but you should starting climbing again after this has happened... although it may take a while for this to start happening. The reason *why* this happens (in our opinion) is that Google follows its algorithm and initially ranks your site according to your optimization and incoming links. Then some sort of "monitor" kicks in which evaluates site trust and history. It recognizes that your site is new and then drops you (or even sandboxes you) for a certain period of time until "history" and "trust" are built up... then it catapults you back to where you should be in the rankings. Of course, this is (tested) speculation... no one really knows how it works for sure.

Side Note: Blogs or Websites with PR are without doubt the most valuable online real estate you can own, so if you can afford it, start buying them up! In Commission Blueprint 2.0 we'll show you how to get these for literally 10 times less money than you would normally pay. We can get PR3 to PR5 websites (and retain that PR) for an average $63! Usually you would pay up to $600.

Anyway, here are some websites where you can buy backlinks:

http://www.isellpagerank.com
http://www.textlinkbrokers.com
http://marketplace.sitepoint.com/categories/buy-advertising-space

Link Building Techniques…

Build your links slowly:

If you build backlinks to your site over a longer period of time they will seem more natural to Google. If you build links too quickly, Google may think you are trying to manipulate their results will knock you out of their listings.

Use Anchor Text:

When you are creating a link from another website to your own, always use 'Anchor Text'.

'Anchor text' is the visible, clickable text in a hyperlink and if you were trying to rank for the keyword 'Bodybuilding Exercises', you would make the Anchor text 'Bodybuilding Exercises' and the link would be formatted like this:

Bodybuilding Exercises

And this would link directly to your website URL, which in the case of the above example would be:
http://www.bodybuilding-exercises.org

Resources & Tips To Building Back Links For Free…

These are just a few methods. In Commission Blueprint 2.0 we will be revealing many additional ways to get backlinks without spending any money.

Here's a step by step plan you can use…

1. Install SEO for Firefox (http://tools.seobook.com)

2. Find forums using Big Boards & submit posts (http://www.big-boards.com)

- Google likes relevancy, so post on forums / sites that are relevant to the content of your website.
- Use your SEO for Firefox plugin to avoid forums with 'Do Not Follow' enabled because you won't get any link juice from these (the links (assuming you are using SEO for Firefox) will show up red if DNF is enabled)
- Post *helpful* information and add value to these forums or your posts and signature links (which is where you will add your backlink/anchor text) may be deleted.
- Return to the forum to ensure your posts are approved.

3. Submit Posts At Blogs Which Have PR

- More blogs than forums have DNF enables, so you must be even more aware here of DNF.
- Search for "Do Follow" lists like the one on Tucson SEO Solutions. (http://tucsonseosolutions.com/dofollowlistoflists)
- Just Google "do follow blog list" for more lists like Tucson SEO Solutions' above.
- Again, use your SEO for Firefox plugin to avoid blogs with Do Not Follow enabled.
- As with forums, return to the blog over the next few days to ensure that your posts have been approved.

4. Comment Kahuna (http://www.commentkahuna.com)

- Use this free tool to find high page rank blogs without DFN enabled and automatically post to those blogs.
- Again, add value in your posts

5. Web Directories

- See a list of web directories at SEOBook (http://www.seobook.com/archives/001583.shtml)
- Find free directories and take the 5 mins required to add yourself on each.

6. Social Bookmarking

- Go to Traffikd for a list of social bookmarking sites (http://traffikd.com/social-media-websites)
- You want your site on each of these bookmarking services. Because of the trickle-down effect, people who like you will bookmark you and the more people that bookmark you the more Google takes notice… and the more Google takes notice the higher they will rank you.

7. OnlyWire (http://www.onlywire.com)

- This will speed up the social bookmarking process above. All the benefits; less time to complete.

8. EzineArticles (http://www.ezinearticles.com)

- Google loves EzineArticles. It has a very high page rank which is exactly what you want.
- Write a relevant article, including the keyword phrase you want to rank for in the title and at least four times within the article body as this will increase the chance of your article ranking in the top 10 of Google as well as providing a valuable backlink to your website.
- Use the bio box to create keyword phrase anchor text that links to your website.

9. Yahoo Answers (http://answers.yahoo.com)

- Set up an account for yourself and answer 2-3 posts in the niche *before* adding backlinks (otherwise Yahoo might see it as spam and ban you)
- If there are no questions to answer, consider asking people you know to post questions for you to answer.

10. Squidoo, Blogger & Wordpress

- Set up profiles, create targeted content rich pages about the product you are promoting and then link to your main affiliate website. More on this in a moment.

11. EDU Links

- Google really loves .EDU / .GOV links.
- Many college students receive webspace which can provide pages & links to your site.
- Find a college student via friends and family, etc. to place a page for you on a .edu site
- Click here for an example page - http://webpages.csus.edu/~pek34

12. LinkedIn (http://www.linkedin.com)

- Another high page rank site (that employs Do Follow links) where you can add your links.
- Set up a profile and list your sites *with anchor text.*

13. Flickr (http://www.flickr.com)

- Another high page rank site again with 'Do Follow' links

The Next Stage - Duplication: Web 2.0 & Article Sites

An Overview:

There are two reasons why we want submit relevant articles to article directories and set up pages within Web 2.0 sites that are based around the same keyword phrase.

The first is because your individual pages within these websites could be ranked in the top 10 of Google under the same keyword phrase you are targeting with your main affiliate website. If you *do* manage to get them ranked then you'll obviously dominate the first page of Google results and your traffic and sales will increase dramatically. If the SEOC for your keyword phrase is under 50,000 and you optimize them correctly, then there's a good chance this will happen, especially with EzineArticles.com

The second reason is that you can link back to your main website using your keyword anchor text which will obviously act as a valuable back link which in turn will help to improve your sites rankings.

I'm not going to go into too much detail on how to set these additional sites up; we go into great depth on it in the Commission Blueprint 2.0 course. However, please bear in the mind the following:

Most of these websites manually review your content now before they let it go live; so try and avoid making blatant sales pitches. Think of them more as 'feeder sites' which act as traffic funnels to your main affiliate website which in most cases will do the majority of the pre-selling in order to generate commissions.

When you're setting up one of these pages, make sure that you use your keyword phrase in the page title, the page extension (URL) and the tags.

For instance, for our keyword bodybuilding exercises, I would set up the pages so the URL's were like this:

http://www.Squidoo.com/bodybuildingexercises

http:// bodybuildingexercises.blogspot.com

http://hubpages.com/hub/bodybuildingexercises

…etc etc

If the pages/extensions aren't available try adding a dash or underscore between the keywords.

Adding content:

What we usually do when setting up new Web 2.0 websites is to have two relevant unique articles written for each (which can be done at www.need-an-article.com for $5 each). We submit those first to offer value and then add in additional and interesting content underneath such as YouTube Videos and other media from a variety of sources.

In terms of linking back to your own site, be sure to place a primary link near the top of the page; but instead of using your keyword phrase as anchor text, use something that will act as more of an incentive for people click on the link and visit your site. For instance, using the example of bodybuilding exercises again, I would initially link back to my website using text such as:

honest source for getting lean and muscular in weeks

Then further down the page, I would begin to use my keyword phrase as anchor text. Try to link back to your site using LSI keywords on a couple of occasions as it won't seem so obvious to the moderators at these Web 2.0 sites that you are simply setting up a page purely for the purpose of getting link juice. If they think this then they may not let your content go live. Also, after setting up each site, add fresh content to it each week for a period of four weeks.

Here are some of the Web 2.0 sites where you should set up pages…

www.Squidoo.com
www.Zimbio.com
www.Hubpages.com

Also, submit content and articles to both…

www.Scribd.com
www.ezinearticles.com

Conclusion.

Essentially the above technique is a simple one…

Market Research ==> Keyword Research ==> Website Set Up ==> Optimization ==> $$$

…but it *is* something that works; and works time and time again.

And as I've said, even if you make just $50 per day per website (which is VERY possible if you follow the steps correctly), all you need is to set up 10 - 20 of them and that alone will produce a substantial monthly income in a very short period of time. Obviously, the more effort you put in, the more money you'll make. In fact, because of the millions of people who search Google each day, the potential is practically unlimited… There are thousands of markets, niches and sub niches out there to take advantage of.

Thanks for reading!

Tim & Steve