

Internet Marketing on Empty Pockets!

Thank You for reading this book, as you go through and use the knowledge and understanding found throughout the chapters of the book you will be well on your way to marketing products and services on the Internet even though you may just have empty pockets. I know how that feels because I went through that already. I learned things and wanted to put them to use but when I went to go ahead with a solid plan I had nothing in my pockets to pay for anything. I kept wondering how can I do this without any money, and then I started to find some things I could do.

There will always be some costs, just like when you drive your car you may be broke but somehow you managed to get fuel in it, and your insurance manages to get paid. What I am saying here is you may be quite broke but you still find a way to drive around and get online with your computer, so you may be broke and have those empty pockets but you know how to pay for the things you must have. You borrowed it from your mom or you are between jobs and you had money but pretty broke now. Don't let your brokenness stop you from becoming a great Internet Marketer, and in this book I will show you how.

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This guide is meant only as a discussion between the author and the reader where the author is trying to talk about things that are designed to be a helpful outlook and oversight. The reader is to read first and take action only if you are comfortable with yourself and your own actions, this is not a manual that can be adhered to and held to it's word, it is merely a suggestion guide, but you do all the deciding on your own and only you the reader are liable for anything you do as a result of the reading found here.

YOU MAY GIVE AWAY THIS GUIDE

YOU MAY NOT CHARGE MONEY FOR THIS GUIDE

IF YOU PAID SOMEONE FOR THIS GUIDE I AM NOT LIABLE

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Getting Started

First and most obviously you need to have your own Internet connection to work with. I'm assuming that you got that covered. Now in order to market the Internet without any real money to speak of you are going to be limited on what you will be doing, because you cannot afford to run costly ppc campaigns for some hot niche product. You can't really run ads in popular newsletters or pay for a bunch of banner credits on traffic exchange sites, nor can you afford to pay webmasters with high levels of traffic, to put an ad on their site. You won't be able to outsource or purchase a bunch of expensive software that loads a blog with keyword rich content either.

So what can you do if it is that pitiful when it comes to money?

Some people like to call this a shoestring budget but I say it's even less than that because you are going to work with whatever you can come up with and try very hard to hang on to it, there is no set budget, you will however develop into a budgeted operation eventually, but this is about making it work with whatever we can come up with.

OK this is it... Step One

Before we can go any further, you have to come up with around 83 bucks. I know the book is about doing it with empty pockets, but remember what I said about needing fuel for your car even though most of the time you have little or no money? That is what the phrase empty pockets really means, you may be out of money but you still are going to have to come up with fuel if you want to go anywhere and this study is no different. The 83 bucks, give or take a few, is for your most precious investment, it is hosting for a year. Now this is not just any hosting. It is full feature/service hosting, and will be necessary to have in order to execute what this book is teaching. If you have to go mow a family members lawn or shovel their snow, or you get the idea. You simply cannot do this without that fuel, you will have to get the hosting money.

How can I be sure I need that hosting? What if I can get it cheaper or even free?

Well I really didn't say what hosting company I had in mind yet, nor did I say why them, so let's go into that. Remember I went through all this broke stuff myself already and I wanted to write this book not to persuade readers but to simply disclose what I went through and what my stubborn bull head eventually learned and came to sensible terms with.

Coming To Terms With Web Hosting

OK what happened here is, I was working a full time job during the day coming home beat and trashed and then working on Internet Marketing at night. During those days the bills controlled most of the income, I had little to nothing left to work at the computer. But I kept looking and reading sales letters and emails that I really didn't want to act on, why? Because virtually all of the offers and programs would have me paying money down, and having me join other relevant companies as well as buying software's and whatever the guru's use themselves. I had to stop and just say I can't get involved in that, there is absolutely zero money for all that. But I did go ahead and try something because you have to take chances to get ahead.

I followed everything this sales letter said, set up everything and joined everything and went for it. This plan got me up to paying around \$800.0 a month in order to keep it going. It was dumb of me so I quit it all, couldn't pay for it anyway, quit all except the **hosting**, The reason was, I wanted to quit the program not quit having a website, the website they gave me? I hated it, I wanted a website I liked so I redesigned it myself with the teaching of htmlgoodies.com a great tutorial site by Professor Joe Burns. I now had one website and the only thing I was paying by the month for, was the hosting, but it was costing me \$24.95 a month, each and every month.

Why did I insist on keeping the hosting at \$24.95 a month? You can get it cheaper than that; actually, you can get it free, as there are free hosting companies out there. I know that but I had this proud article directory and it needed a database. The hosting company would need to support scripting, in this case php scripting, so people could set up profiling and all that. After searching a few free hosting sites, I found that they wouldn't allow php or mysql database or any permissions to folders on their servers. I was stuck, I simply had to have the full service hosting so it looks like I have to keep paying the \$24.95 a month if I want to keep my database. Not only did I want to keep my article directory but I also wanted to have members to the site, and that would require another database and script.

Now I finally found hosting that is full service and I was surprised at the unlimited things they offered for a small fraction of what I was already paying per month, and they were very limited, like only 3 databases, and just other things that I didn't feel was fair. The support was OK but wouldn't help with some things, and I needed the help. Now they did offer a referral program that if you bring in others and get them paying then after 3 referrals you get your hosting free. I just couldn't talk anyone else in joining it, so I kept having to pay the full monthly and per year that came to around \$300.0 for limited hosting.

Bluehost

One day a friend told me about a hosting company that offered unlimited domains, over 30 databases, support for all kinds of scripting and help with the scripts if you have problems, they're called Bluehost. There are other good ones I'm sure, but I use Bluehost and get all the bells and whistles I could need, they have a section that is called simple scripts and I find that very useful for my site to add forums or directories, or auto responders and so on. They cost \$6.95 a month. That comes to a little over \$83 dollars for a year.

Why did I go on so much about the cost of hosting and comparisons? Am I trying to get a commission? Fair questions, one; it is because I am showing that hosting is our most important investment, but at the same time we are working with hardly any money at all, and two; as I am going to teach here everything you do should be done as an affiliate, always be signed on as an affiliate when you go and tell someone what works. You are not going to make money to help pay for things if you just refer people without getting the credit. (One exception to this is forums, don't link everything you talk about in the forum for a commission, just have a couple links in your sig at the bottom). So as long as you can find a hosting deal at least as impressive as Bluehost then that's fine, I am just saying not to pay any more than that. A big advertiser Godaddy sounds real cheap but they are limited and it doesn't sound like it at first, but they do cost more than Bluehost, just a heads up, some companies don't spend as much in ads or public profile, and because of that, they can bring you more value.

Now as you can see so far the information here really is for beginners that are broke, as advanced marketers already know these things, and they are not hindered by lack of money, some may never have been. So as a reminder the report is designed to help those who want to have an online business but are discouraged to even try knowing how little money they have.

Now that we have covered how to get the most important possession for the very least amount of money per month, we will be moving on to what to do with it and how. Will the next step cost money? No. I know you expected not to have to pay any money when you go through this training but I think we discussed that hosting is just a must. We talked about doing a side job if you can or borrowing from a loved one, to get this done, as a serious marketer you will have to secure a year of the premium hosting to get started.

DO NOT SIGN UP THE HOSTING ACCOUNT YET YOU MUST FIRST GET A DOMAIN NAME THAT YOU WILL SIGN UP WITH!

It is time to come up with your website, and that means you will have to name it. For example www.thisaintwork.com, a site I named when I saw the difference of work marketing was, compared to the construction job I had :) This aint work! The construction job was!!

Domain Name

Now for this to work we have to approach the domain name differently than what we think sounds good, for example: If you want your site to be a place to sell cowboy boots, don't name it Buttkickers.com or Rodeoboothouse.com, disclaimer, I just made those up off the top of my head so if those sites exist I am not liable for anything here.

Instead of going there with the strong urge to name the site something that comes to mind that would sound real cool, you will want to take another step first, please, please, do yourself a favor and don't go with just any name. I did that, it will require tons more work, money, and training to get anyone to that site. We are going to go about this in a way that will get people to your site but without having to pay anything other than that hosting cost we took care of for the year.

Now I don't need to show you my screen shots of money I earned off the sites I created. I am still growing this method myself and I don't need to show a chart that has a sale here and a sale there. I do however make the money I spent for the hosting over and over and if I spent more time on it, well I know it could be a lot more, I just happen to do a lot of other things with my time that also makes money. This is about the method here and although it takes time, it works.

We are going to learn how to take a domain and get free traffic to it so that you can accomplish sales of what ever it is you like.

To get right to it, we need to decide what the site will be about. You should get out a sheet of paper and write down a least 10 things that you know a lot about, or that you really like. After you get this done, pick 3 of the ten things you wrote down, just pick out your best 3. Now see which of these top three Internet Marketing Niches fits your subject matter best:

- 1. Health and Fitness**
- 2. Dating and Relationships**
- 3. Business and Money**

Now if your subject that you have written down isn't in one of the above then consider starting over until you can find one thing you like best and know a lot about that falls in one of the above categories. Once you do that come back to this guide to go on to the next step. In the next step we will go ahead and find the optimum domain name that ultimately will be the name of your website, and be ready for it to be a phrase, you will see why in the next step.

Domain Name part 2

At this point you should have decided on a subject matter that you know a lot about and are very good at but that also fits in Three main categories listed on the previous page, you should also have decided on a full service hosting company before all that. As soon as we decide on the actual domain name then we will go and set it all up.

The domain name should be a name that can rank on the results for search, this can be done by taking on a name that is searched a lot, remember when I said not to go with a name that just sounds good? This is why, if people don't search that exact name then you would have to run expensive campaigns to get people to the unknown name website. In this guide we are working on getting a website up and people there without having to spend money, on expensive campaigns.

It is time to go to a web page while we work, I need you to go to the following page but return here to this guide as well, this is the [Google Keyword Tool](#), click that and go there but minimize the guide instead of close it, or just hit it in the task bar.

Once there you will see a box where you can type in a suggestion keywords to see what people are searching every month, (make sure to put quotes around the "keyword phrase") knowing this will help us decide what to name the domain. It is best that you scroll down through the results that Google put out from your main keywords, and look for one that is getting around 6 to 7 thousand searches every month.

I have a screen shot to help with this below, in that example I used the keywords "cowboy boots" and actually that phrase is showing around 8,100 searches locally and 14,800 searches world wide. Those are the numbers we are looking for however, it is very unlikely that phrase is not already taken by someone. So what do you do?

Well you could change it a little and still rank for it, something like cowboybootsinfo.com, that would still get the traffic but only if you go about it in a certain way, which I'll show you later in this guide.

NOTE: At this point you can now open in your browser the [Bluehost](#) domain check and sign up process, you don't need to see the sign up through, until you have completely decided on you domain name keywords, but use this while using Google to compare possible names with availability so you juggle browsers or tabs a little bit.

Also always check the other domain extensions like .org .net .biz .info with the main phrase cowboy boots, before you try to add "review" or "info" or "my" to the name. .info is seen as spammy domains so avoid using .info.

The other way is to keep trying some of the others on the list that is put out by Google you might find a good one there. So just remember you are to name your website something that you are good at and know a lot about, just type in the phrase in the keyword tool and click "get keywords".

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
cowboy boots

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - sorted by relevance ?			
cowboys boots		8,100	14,800
ladies cowboy boots		18,100	49,500
mens cowboy boots		90,500	201,000
vintage cowboy boots		27,100	33,100
lucchese cowboy boots		22,200	27,100
cowboy boots women		74,000	90,500
justin cowboy boots		14,800	18,100
cowboy boot		201,000	246,000
leather cowboy boots		22,200	40,500
nocona cowboy boots		2,900	3,600
handmade cowboy boots		4,400	5,400
suede cowboy boots		6,600	8,100
cowboy western boots		27,100	49,500
kids cowboy boots		22,200	33,100
childrens cowboy boots		5,400	8,100
cowboy boots		1,220,000	1,830,000
boulet cowboy boots		2,400	1,600
men cowboy boots		22,200	27,100

Avoid the large numbers because it is too much competition on those, instead go for the ones with 4, 5, 6, to 7 thousand searches and that's it, for example If I started with cowboy boots then typed it in, I would maybe go with the one that says handmade cowboy boots, and my site would be called: www.handmadecowboyboots.com now there could be a site called that already but you get the idea.

Sign Up For Hosting

Once you pick a phrase that gets Google searches every month with the amount mentioned, you will then return to the [Bluehost](#) sign up process, this is where your 83 some odd dollars comes in, have your card ready, at this point you should already know the availability of your chosen domain name, you are not obligated to anything until you choose a domain that is not taken already and then you will be asked to give your details, and they will set up your hosting account, using that available domain as you first one, you then will get em paid for 1 year, normal stuff here.

If your chosen domain name is taken, the page will say sorry but that is taken at the top and it will suggest other possible names that are close, **DO NOT** take the suggested names! It is OK to take a suggestion that has your chosen name but it has a different extension. For example I typed in: "thehoneymoon" and left the drop down menu set at ".com" but "thehoneymoon.com" was taken, however, there was one available in the suggestion that was: "thehoneymoon.biz"

So here is where you really start thinking, It is good to take that suggestion because you know you wanted those keywords, BUT you may also want to keep searching until you find a set of keywords getting the amount of search we talked about, and is available as .com. That is completely up to you. I say; in this example, "thehoneymoon.biz is fine and can still rank for those keywords.

OK, so you get the main one domain name with the year hosting price, if you get good at this and want to add domains later then you will be charged 10. for each one, and it is unlimited how many you can have on their servers.

Don't rush finding your keyword phrase domain name, you can always go back to Google in another tab and try to find another one if the one you had and all it's combinations are taken. We only want the one domain in this training so search, although many people are doing it too and flipping sites, (means they are grabbing domain names they think someone will want and offer it for sale) there are enough keyword and keyword searches to go around, and don't forget you can always add the following: I will again use the above example, thehoneymooninfo.com, thehoneymoonguide.com thehoneymoonreview.com ETC.

Remember if you add anything so as to hang on to a certain keyword phrase you found, make sure that what you add is also a commonly searched term. Review, info, my, scam, are examples but only add any of these as a last resort.

Success! I Own My Own Domain

You did it, and you are now on your way to putting up a site, I could go into every move to make from here but that is an entire training course and beyond the scope of this free guide. **If you are reading this but you do have money, you may want to look into this comprehensive teaching on this subject by George Brown [HERE!](#)**

But let me give you an excellent direction to go in as you begin to decide on content for your site.

You will need to determine what type of website is this, most of that is done already because you chose a keyword rich domain that gets searched by people everyday. Although it could be anything you want, I suggest making it a blog at first, and make sure it gets indexed by the major search engines. One thing that turns Google and Yahoo off is a new site that already has affiliate links on it, so hold off on putting anything other than good information for people for a couple weeks, that gives Google's crawlers time to find your site and hopefully not box it because it looks like a greedy affiliate site. If Google likes your site and thinks it will help others then they will rank you towards the front.

An example of this is, at the time of writing this book, I did everything written about in this book personally verbatim, some of it I did while I was writing it. I did a search for "burn belly Fat" and went for the key phrase that was getting around 7,000 searches a month, "fat burning soup" but when I went to host it, the name "fatburningsoup.com" was taken, Doooh! So I tried the name "fatburningsoup.org" and went for it. Go ahead and run a search for the key words "fat burning soup" with or without quotes, and you should seed the site within the first two pages of results. Now on that site you can get an idea of what to do with your site, just remember to leave out the links at first.

WordPress

Even folks that are new heard of Wordpress by now, a great php database script that is free to the public. Everyone seems to be using it these days for social sites, JV partner sites, blogs and so on. I think WordPress wanted to be a blog site but with the ability to edit any of it's pages, people do that and use the script for everything. We want to log in now to our account at Bluehost or where ever you may have obtained hosting now and install the WordPress script.

Bluehost Control Panel

(some of it)



After you log in you can scroll down to the button shown above called Word Press, just click that button and it will take you to a page that I show on the next page below!

Installing WordPress

Once you are in the Word Press Installer, You will see this screen, unless of course they changed it since I wrote this:

The screenshot shows the 'Install Wordpress' page. At the top, there's a header with the WordPress logo and the title 'Install Wordpress'. Below the header, there's a navigation bar with tabs for 'Description', 'Versions', 'License', and 'Issues'. The 'Description' tab is active. The main content area is divided into two columns. The left column contains text about WordPress, including a definition, a simple explanation, and a note about its evolution. Below this is an 'External Links' section with links to the official site, documentation, support forums, and themes. There's also a 'Like' button and a social media share button. The right column features three screenshots of a WordPress blog and dashboard. At the bottom, there's an 'Installation Options' section with two main buttons: 'Install' (for a brand new version) and 'Import' (for an existing installation). A small article link is also present.

Just click install, if you are using a different host company you may need to call them and ask where to install the WordPress, Host Gator uses fantastic, and so on.

Step 1: Installation Preferences

Which version of Wordpress would you like to install?

It is highly recommended to choose the latest version to ensure your website's security and enable the latest features.

3.0-beta2 (Beta)

Where would you like Wordpress installed?

Don't type anything here, at this time.

/

Access URL: <http://www.fatburningsoup.org/>
 Server Path: /home6/fatburn1/public_html/

Step 2: Advanced Options

These options include administrative privileges, database configuration, and more. Changes are optional.

[Click here to display](#)

Step 3: Legal Information

I have read the terms and conditions of the [GPLv2 license agreement](#).

Here you will tell them where to install the script, in this example I installed the script on the home domain page, but I could have typed a name in the field next to the top level domain name and after the / like this:

<http://www.fatburningsoup.org/blog>

If I were to do that, then I would not have an index page at the main domain unless I put one there, you want to install the script on the top level like this:

<http://www.fatburningsoup.org>

So just click install without adding anything in the field to the right.

You then click the confirm that you read the terms and click the complete button!

You should get a page showing your log in details. You will want to copy and paste those details into your notepad that you save passwords and usernames in.

At this point you should be able to go over to your new site admin page and log in to your WordPress admin area and start in your settings. You will want to add a title your site and then a subtitle.

WordPress Themes and Plugins

Congratulations, you have your very own keyword rich domain that could easily get picked up by Google and other major search engines, you have an administration area where you can call the shots and add the look and feel to your new website, and you have one of the very best hosting companies that are full service. Give them a call and see what I mean! They will answer any questions you come up with and they will help you get to know you cPanel.

You are about to add world class graphics and eye continuation. Basically you are about to make a sharp looking site, and the best part is you wont be having to pay for anything. Like I said at the beginning of this book, just come up with the hosting and you will market the Internet and could make money, that's it just the hosting... I would like to write a book that can show people how to make money online and work from home and not even have to pay that, I am still trying to find a way to make that happen, but for now this is what we have. See, I know how it feels to be out of money and want to be successful and my mission is to find any way at all to help others get around this :)

OK.. on to the themes and plugins.

(I do assume that most readers of this book have common knowledge of it terms, so I am not really explaining everything, if you are lost you can always Google the terms asking what it means and you'll surely get an answer)

Themes:

When you log into your administration area of your new website, you will find that it has a default theme, some people use this one but most will want to go get a theme that feels right for their new site, so let's take a look at how we go about doing that:

Step 1: Log in to the admin area.

Step 2: First scroll to settings in the left navigation menu choose general and then use your main key word phrase to name your site's title, and in the subtitle or tag line, write your slogan.

Step 3: We'll get back to the other settings later, now go to the dashboard button at the top and click that again to go back.

Step 4: Go to the left menu and scroll to "Appearance" and in the drop down menu choose "add new themes"

You get a page that has a bunch of variables or check boxes to specify the type of theme you like, just bypass checking any boxes and click find themes at the bottom of the page, you'll get a larger choice that way.

Step 5: Go through the themes and click install to the ones you like, you can install as many as you like to you admin area.

Step 6: Now click "dashboard" in the top left menu again and you should see the image below again:



Click the "Change Theme Button" on the next page just click the activate button of the one you want to go with.

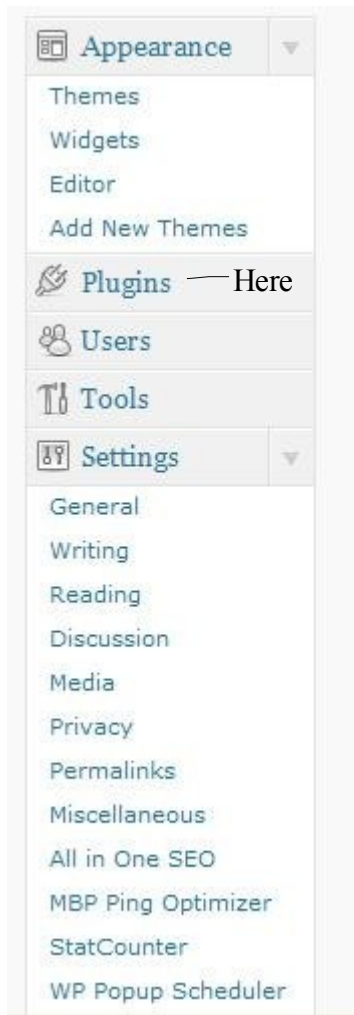
You now should have a nice looking site with the proper name in the title, the title is very important to the Search Engine Optimization process, you should make sure it is the same as the key word phrase you are ranking for.

Plugins

On our quest to make money from broke we should understand that this part has to get done. It is the plugins that will get your new site in the good rankings. So let's get to it.

Step 1: Well here's an easy step, log in to WordPress if not already.

Step 2: In the left navigation click where it says plugins.



After you do that it will drop down and show a few choices, choose the one that says "Add New"

Plugins Continued...

Step 3: Now you should be at a page called *Install Plugins*.

You should see the following writing:

You may automatically install plugins from the WordPress plugin directory.

Good news for you the beauty of WordPress is they provide an abundance of plugins, but now you will need to target through to certain ones, to do this I will list the plugins that are essential and critical to the success of the new website.

Here they are:

All in One SEO Pack

Google XML Sitemaps

MaxBlogPress Ping Optimizer

WP Auto Tagger

Just type the plugin name into the search box of that plugin directory page, now if it for some reason does not show up in that search for some reason then just paste it in the Google search box and you will find it.

Once you find all those plugins you will need to upload them using a file transfer protocol program, (ftp) which can be found in the cpanel over at Bluehost. If you never used an ftp before, they're not to hard to learn and I cannot really go into it here in this guide, but you know what? Bluehost support will help you with that. There also is comprehensive instructions in the programs help files. If you would like to, you could download a ftp of your own, free, called "Ace FTP" [Here](#).

When you open and ftp on your computer you will then have to connect to your website's server before you can transfer any files so this information will be asked for when you set up the ftp account: (set up an account in ftp under the "site profiles button" in the software's menu)

Server: The answer for this would be: <ftp.yoursite.com> or org, or net whatever you chose.

User ID: The answer for this would be: The username issued you by Bluehost and it's what you use to log in to Bluehost.

Password: The answer for this would be: The password you set up with Bluehost
For the port, 21 should work, if not just contact Bluehost.

I think it will ask for a profile name which can be whatever you want, then you click "apply" then "OK" and now you can click on the "connect button" and it connects to telnet, which runs the file transfer and uploads files from your desktop.

Back to the plugins...

Once the plugins have all been uploaded you will need to activate them in the WordPress administration. For the All in One SEO plugin I will help you configure the settings that will get this plugin working for you and your site to be found in the search engines.

Step 1: Now that the plugins are installed go to the left navigation again and click on the settings to drop it down if not already, and choose the "all in one seo"

Step 2: Write in your title, this should be the exact keywords you found at Google and secured a domain for, your main key phrase!

Step 3: Write the description, 35 to 50 words and make sure to use the key phrase in there too, at least once, you know, don't over do it. Google does not like that. Now you should be very aware that this will be what people see when they run a search, and see your site in the results, they'll be reading this, so make them want to click!

Step 4: Add the keywords, go back to Google keyword tool and put your Key Phrase in the box again, run the broad search and grab keywords from up and down the results. Be sure and target your main keywords and a couple relevant ones as well.

Add Your Title

Home Title:

Write Description

Home Description:

Put in your main Keywords and others

Home Keywords (comma separated):

Canonical URLs:

Rewrite Titles:

Post Title Format:

Page Title Format:

Category Title Format:

Archive Title Format:

Tag Title Format:

Search Title Format:

When you post you will have some of it done already: See explanation below:

When you post content, you will want to go down the page and fill in other things for settings, but the seo plugin took care of the description, so you can leave it blank.

I don't do much with the custom fields or track backs, I do fill in the excerpt just to have a summery there.

All in One SEO Pack

[Click here for Support](#)

Title: What Is Fat Burning Soup? 25 characters. Most search engines use a maximum of 60 chars for the title.

Description: 0 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated): fat burning soup, heart rate fat burning, burn fat, fat burning

Disable on this page/post:

Here you can see that the keywords I have are the same as in the plugin configuration, I just copied them into the post field, and I leave the description box blank because the plugin shows our description. The only thing you do is just copy your posts title and keywords.

There is some Final important things to talk about before we are really ready to go live so to speak. In order to be found, we have to get some things together like a picture of your self placed in a widget in the site somewhere and some posts.

So Lets Recap

We want to be assured that Google, the most important search engine, will index the site, and if you do well they will rank your site to the first page results. Here are some things to make sure you do.

1: Create the sidebar to have a picture or at least a section that tells about you and why you created the site. (use your key words in the text once here)

2: This part is not recap, I am telling you this for the first time. You need to post, or get someone to write posts for you at least 4 of them, OK, maybe 3, 4 is better, and then post them not one after another, but one every day or two. Make sure and mention your main keywords in these posts plus use other keywords similar, always type the main keywords in the Google Keyword Tool and scroll down to find the similar ones, do this in another tab on your browser when your work. It's the similar ones or the LSI keywords that you want in these 4 posts, and do not add any links yet.

3: After you have reached a point that 2 is done then now you write a post that will just be left to stand as the landing page, a final post! (note: you can add more posts but you will have to cut that final post out to notepad, write your new one and then re post that final post so that it is what shows at the main page always. This final post must be the home post, you should include all you main keywords that your site is built around. Include them in the title of the post, the 2nd paragraph of the post and at the end of the post, Italic them once and bold them once. Now submit the final post. Don't add any links yet.

4: Make sure your Google XML sitemaps plugin is configured and active, after a couple days go ahead and add links to the posts, this may be a little late to mention unless you read ahead when doing these things, but your posts should be written about your keywords and telling a story to people why you are talking about those keywords and then how they too can benefit by clicking here. That is where you place your links. So go back and make sure all your posts are preselling but not hard selling, indirectly selling and put your links in every post.

Reference 1: Look at this site for how to word and where to put links. Also look [here to see](#) an idea of the side bar although there are so many themes yours may be different. Here is the tag to get copy to go around an image:

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Get a Product

5: This one is out of order, but you need to sign up or log in to ClickBank type your main keywords into the marketplace search box, and grab the affiliate link of a top converting relevant program. Google the terms "link cloaking" so you can get that information on cloaking a link, it's not hard but would take time for me to write about and show you here.

Reference 2: [WordPress Documentation](#) You can always go to the documentation page to get help with WordPress, speed it up by typing your question in the upper right search box.

Make sure you use legal photo's so you don't get in trouble or sued, Photostock.com and other sites like that will sell them for a dollar or two, but you can take some of your own because you don't want the site to look so professional that it is too commercial, it sells better if you don't.

Google Looks For These Pages:

About | Contact | Privacy Policy | Current Article | Video

You have reached a point where you need to add some pages, you will log in to your administration area at WordPress and click the "pages" link in the left navigation bar. Then click "add new" in the title type "About" and then write a paragraph or two about your mission of your new site, people read this page so make a nice explanation of your site.

Then make a page called "Contact" and put short sentence of how you can answer their questions and where they can send to contact you.

Then make a page called Privacy Policy and maybe just read another sites privacy policy and re-word it to your own.

Now you should have a good looking website that is published on the Internet and it is on it's way to receiving traffic so just focus on making the site convert to sell the program you chose over at ClickBank.

Conclusion

Keep on working to convince the visitors to your new site that by clicking to join or purchase it will greatly help their lives, but do this in an indirect way, using a story about what happen in real life. It's things that would be expected to read about in any blog but you just happen to be building a huge desire for people to get involved in a certain product or service.

Other things you can do for traffic is the usual things like social bookmarking the site and post in relevant forums talk about your subject matter and then have a link to the site in the signature box. Visit other people's blogs and post a comment and leave the url to your site.

You can get support for your site at the [TAW Forum](#), it's kinda new so sign up, log in and post a thread with what ever you are needing help on, I will do my best to reply to these questions, that have to do with this guide and your other questions as well.

Thanks for reading this guide, even if you are not going to get one of these sites of your own up and running I am glad you were able to get this information and bat it around a little, as you can always come back to this guide as a reference.

Jon P Fox



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