



***The Time-Tested, Proven Course
for Building a 6-Figure Internet Business***

**AdSense \$100k Blueprint
Version 3.0.1**

LEGAL

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We put a lot of work, heart, and soul into this in order to help you succeed by showing you how to copy exactly our successful business model. We hope you take advantage of it, but don't abuse it. We believe in Karma, and know good things will happen to you if you follow our plan, and do right. Besides, we don't want you getting hit by a bus.

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START HERE

Let me begin by saying “Thank You!” for purchasing “Adsense \$100k Blueprint”. For those of you who want it, and make the effort, this will be a true life-changer for you.

This course is designed to help you build your own long-term, sustainable \$100k business. It assumes very little knowledge or prior experience, goes over in detail everything you'll need to know, and provides clear, step-by-step instructions.

The course is designed for both "newbies" and "pros". For those relatively new to Internet Marketing and Adsense, you'll find clear, concise direction, and 'digestible' explanations.

We also know that many of you have a great deal of experience and knowledge already.

A Very Important Note

Although the title of the course refers to "Adsense", that has more to do with the course origins and where we applied those early efforts, rather than anything here that's unique- or applicable only to Adsense.

THIS IS PRIMARILY A COURSE TEACHING HOW TO MAKE MONEY ONLINE.

Internet Marketing has undergone profound change over the last 12-18 months, much of it driven by Google. Depending on your personal philosophy and 'moral compass', the sea-change that has occurred may feel good - or not-so-good.

The crux of it is this: the days of manipulation and "loophole" internet marketing are gone, and with it, a certain segment of the industry as well. For those seeking "something-for-nothing" or that "instant Internet millions" dream where we 'extract' profits without providing any value in return, these changes will not be welcome.

But for those willing to put forth the effort and do it "right", things have gotten considerably more straight-forward, predictable, and sustainable.

Which brings us back to the point that this is a course for making money online, with Adsense or by other means. In other words, the tactics & strategies we'll teach you can be applied just as effectively to affiliate marketing, e-commerce, product development & sales, etc.

Whatever level you're at, we strongly suggest you read this entire section.

About The Blueprint

Note: Since this course grew out of our efforts to monetize AdSense, the various business models - 'Blueprints' - were developed and optimized for AdSense. But as mentioned above, these business models are just as effective for other monetization means, such as affiliate sales. We have, and continue to use each for a variety of opportunities and monetization methods - all very successfully.

"AdSense \$100k Blueprint - Version 3" (referred to simply as "A100k" or just "V3") is divided into sections. Each section begins with a summary of what the section covers, followed by the "meat" of the section, and where appropriate, the Step-by-Step instructions.

Unlike previous versions - or for that matter, any other course we know of - V3 provides four distinct business models, which we refer to here as "Blueprints". Each is a fully-formed strategy for building a website & online business based on your ideas, niches, and opportunities. Each will result in profitable AdSense sites, but can also be used for different monetization methods.

Because we use a *very different approach* from most of the 'conventional wisdom', it's crucial that you read through each section and Business Models before beginning. Even if you think you know that section's topic well, please read at least the summary first. At that point you will know whether it is something you can skip past or not.

Keep in mind that what we are showing you is entirely based on actual, real-world experiences. None of this is theory, conjecture, or stuff that 'sounds like' it should work. These are methods that we have learned and refined by DOING, over a long period of time.

AdSense \$100k Blueprint turns AdSense upside-down, and "Conventional Wisdom" on its head. After all, if you've been following 'conventional wisdom' and are still reading this, it probably didn't work for you, and you probably haven't made the kind of money you're looking for.

Specifically:

"Conventional Wisdom" says, 'Don't even bother with certain niches, they're too hard/competitive/saturated!'

Those are EXACTLY the niches we show you how to take advantage of. Why? Because that's where the traffic volume and money are!

"Conventional Wisdom" says you can only expect to see 5 cents and 10 cents per click with AdSense.

We're going to show you how to get \$1, \$5, and more – per click!

“Conventional Wisdom” says the only way to make anywhere near 6-figures with Adsense is either to build 1000-page “Authority” sites, or to create hundreds of “Micro Niche” sites.

We say: Phooey! We'll show you how to make more with EACH site then you would with a whole SLEW of Micro-earning sites!

In fact, we'll show you how to make, build, and profit with both 'small' and 'large' efforts: smaller "Topical" opportunity sites & pages piggy-backing on Web 2.0 platforms, and legitimate "Authority Hubs".

If you're ready to really 'make it', then you're ready to read on. But before I 'let you loose' on the Blueprint, I want to set a few things straight:

Success – at least in this case - requires a degree of hard work and commitment. This is NOT a “get rich quick” scheme, or a “magic bullet” course that you can fly through and expect good results.

What this IS however, is a set of PROVEN & TIME-TESTED PLANS that if followed, will help you to build a legitimate, sustainable 6-figure income.

Adsense is a 'numbers game'. How much you make is directly proportional to how much traffic you generate, what percentage of that traffic clicks on an ad (your CTR), and how much you earn per ad click. Put another way:

$$\text{Income} = \text{traffic} \times \text{conversions} \times \text{EPC (Earnings Per Click)}$$

What our Blueprints will do is insure that “traffic”, “conversions”, and “EPC” are all high numbers.

We'll show you the “why” and “how”, but YOU have to put in the effort. We have striven to make this something virtually anyone can implement, but again, you have to actually DO it.

V3: The 'Backstory'

“Adsense \$100k Blueprint”, or 'A100k', has been around a while now. In fact, it's really quite old in Internet years!

(“Internet years” are like 'dog years' – except instead of 7 years for every 1 'normal' year, it's more like 20 to 1).

Why are we bragging? Isn't "old" in Internet Marketing parlance a 'kiss-of-death'? After all, blinking text on a web page is "old", but no one is bragging about using it!

Sure enough, in that context it isn't a very good thing. But in this case, it is. Let me explain:

The Internet Marketing industry has always been one of rapid, massive change – new technologies, new strategies, etc. What worked yesterday may very well not work tomorrow – and certainly not next year, unless... it is able to adapt.

'A100k' was initially released in 2010 (that would be "The Year 2000" in dog years, or "the sixties" in Internet years).

It was based on our own strategy for building AdSense sites, a strategy that had taken over a year to develop. Starting from 'scratch' – throwing out "conventional wisdom" - and figuring things out for ourselves, we proceeded to test everything we could, tweaking as we went along, optimizing ad configurations & placements, page layouts, improving Click-Through Rates ('CTR'), etc.

We applied the same process and efforts to niche selection, keyword development, competition analysis – everything.

Over time, we were able to achieve some extraordinary results, and repeat them. Over & over.

The key phrase there is 'repeat'. Having developed a 'system', we were able to repeat our efforts, and see similar results.

This was our "Blueprint", and it worked.

Much like the 'Blueprint' for a house: a builder should expect the same result each time they build using the same Blueprint.

Unless... the conditions change. If I try to build my 3-story house according to my Blueprint, but now instead of hard-packed earth, I find I'm building on sand, my house isn't going to 'perform' the same. My last house may have stood firm, but now that I'm building on sand, I find it's sagging, sinking down...

...and this is what happened. The conditions changed. And changed again.

The conditions for ranking changed. The conditions for content changed. The conditions for program compliance changed.

But each time they changed, we were able to make commensurate changes in the Blueprint.

At least up until recently.

By mid-2011, we had released 'A100k' Version 2, including many minor changes in the interim, but saw that 'conditions' were changing in a much more profound way.

Which is to say, Google unleashed Panda, then Penguin, with some major algorithm changes in the mix.

Panda and Penguin were true game-changers, not just for AdSense, but for Internet Marketing as a whole.

Suddenly, 'conditions' changed in massive, instantaneous ways. The incremental changes to 'conditions' we'd been accustomed to, and which could be addressed through similar incremental changes to tactics, were swept aside by huge 're-configurations' in the landscape.

And those 're-configurations' – Panda and Penguin - required a complete 're-thinking' of our Blueprint.

But that was just as well; here is why:

A New World Order

The changes emanating from Google were destined to happen sooner or later. Internet marketers had “poisoned the well” so-to-speak, reaching such epidemic proportions that it actually interfered with the ability to do searches and find information.

But that's only half the story.

While this was happening, the Internet was undergoing it's biggest, most far-reaching change since it began: the era of Mobile connectivity and the Social Web arrived, seemingly overnight.

And that REALLY changed everything! Internet usage, behavior, and expectations all changed. The way people got online, the reasons for getting online, and their behaviors have all changed profoundly.

As such, some of the thinking behind where, how, and why we build AdSense sites needed to change.

That's a good thing!

Beyond The 'Blueprint'

'A100k' Version 1 and Version 2 revolved around a single, very specific model - the 'informational micro-niche' sites that were built from a keyword phrase group - with a very specific strategy designed to target each keyword phrase individually, with a page devoted to each, and traffic generation focused on getting those pages ranked by accumulating backlinks.

'A100k' has been extremely successful – beyond our greatest expectations. Most of that is because we decided early on to pursue a strategy of developing only long-term, sustainable business models.

The original 'Blueprint' was based entirely on what we did for our own IM business. But it wasn't – and isn't – the only thing we do for our IM business. As time went by, we found we were doing more and more sites 'outside' that original model.

And as time by, we also found that more and more of our customers were looking to do different things. In some cases, people applied the 'A100k' model to efforts other than AdSense. In other cases, we found people applying parts of 'A100k' to different types of AdSense sites.

And so we decided to 'expand' the Blueprint, just as we had expanded our own business, and try to provide the wider range of tactics & strategies we had found successful for us, so that you, the customer, could benefit from them as well.

Which brings us here, to the present, and “AdSense \$100k Blueprint” Version 3!

'V3' has two main concerns: how to develop website opportunities, and how to get those sites to perform well.

Version 3

SUMMARY

What it is, how and why it works

Just as with the previous versions, it isn't necessary to know much about AdSense in order to take advantage of this Blueprint. In fact, those of you who are new to Internet Marketing have a distinct advantage: you won't have to 'unlearn' so many things, or struggle with breaking out of the "Internet Marketing 1.0" mindset.

For those of you already somewhat experienced in Internet Marketing, we encourage you all the more to read through the main PDF carefully. You will almost certainly find that some of the assumptions and information you have is incorrect, about AdSense, and Internet Marketing in general. More importantly, you will learn about AdSense from a more strategic perspective.

The new AdSense \$100k Blueprint Version 3 - "V3" - provides a number of models, or individual 'Blueprints', from which you can build successful AdSense sites. In addition, it provides some underlying tactics & strategies for getting your sites ranked, and for getting other non-search free traffic.

"AdSense \$100k Blueprint" Version 2 leveraged 3 'Pivot Points' – niche & keyword selection, rankings & traffic, and conversions.

'Version 3' also leverages these 'Pivot Points' – why mess with what works? - but in fundamentally different ways. The results, however, are equally effective: we're able to build revenue-generating AdSense opportunities, across a range of business models and sites, reliably and consistently.

This course is designed to show you how we do it, so that you can do it too.

Pivot Point 1 – Niche & Keyword Selection

We've always been about working in the big "evergreen" niches: Finance, Health/Medicine, Real Estate, Legal, Education/Training, etc. We do this because they have a lot of traffic, and support 'sub-niches' with plenty of traffic, and relatively moderate competition.

Just as our keyword research 'powered' our success in Version 2, so it also plays a crucial part in our success now - though in a somewhat different role.

Version 3 provides additional choices for building successful AdSense sites, but all of them begin with Niche & Keyword Selection. Our 'Classic Blueprint' model - an updated version of the original website model - targets 'secondary' niches, developing a 'keyword phrase group' for the chosen niche, then getting the website ranked for each of the keywords in the 'keyword phrase group'.

Alternately, we'll also show you how you can successfully target those "don't even try" niche

keywords using our 'Authority Blueprint'.

If you prefer a “wide” approach rather than a “direct & targeted” approach, we'll show you how to harness the huge pools of secondary, "long tail" traffic – which is also very targeted traffic that provides very high Click-Through Rates – with our 'Long-tail Blueprint'.

We'll also show you how to leverage “area of interest” niches using our 'Topical Revenue-Share' model, and in the process build a successful AdSense business – without having to build any websites!

Pivot Point 2 – Rankings & Traffic

The next pivot point revolves around traffic – lots and lots of traffic. Once we have chosen our niche, depending on the model we're pursuing, we'll begin to develop our site. either small, tightly-integrated keyword phrase groups, or large keyword sets which will enable us to attract search engine traffic to our sites.

A NOTE ABOUT SITEBUILDING: *A100k was originally developed using the Wordpress platform, something we carry forward to Version 3. In the original versions, we made sure to say that if you weren't familiar with Wordpress, “...don't worry, we'll show you *exactly* how we do it.”*

With Version 3 we can add “...we'll also show you how to apply our tactics & strategies to non-Wordpress sites, and we'll even show you how to succeed without building ANY sites, Wordpress or otherwise!”

Pivot point 2 consists of our strategies & tactics for getting traffic – lots & lots of traffic - to our sites.

One aspect involves our own refined SEO formulas, tweaked & optimized to work beautifully with Panda and Penguin. This includes our more 'traditional' ranking strategy, plus a new, more radical approach, also tested & proven, which offers very fast ranking in all but the most competitive areas, in order to quickly push our websites upwards until we have Page 1 rankings.

NOTE: We've spent months re-optimizing our ranking & traffic efforts, testing what still works, what no longer works, and what we need to do to get & hold those top rankings post-“Panda” and post-“Penguin”.

It should go without saying – though we'll say it again – that just like every other part of this course (and everything else we publish), our strategies are based entirely on our current, working efforts. No 'theory' here!

With Version 3 we also take a rather radical departure: we look at Pivot Point 2 as something that shouldn't – and doesn't – rely solely on rankings, and provide you with everything you need to build strong, sustainable traffic separate and aside from rankings.

Pivot Point 3 – Conversions

Here we make a significant departure from our earlier strategies, by 'matching' traffic to opportunity type. Said another way, we're able to get very high conversions by 'going where the buyers are', and as such presenting the 'right' ads to the 'right' people in the 'right' places.

The result is conversions that are routinely way beyond what is typical, even for “good” AdSense implementations!

An Aside: Reality Check!

(Taken from a blog post I wrote recently)

“Profitable AdSense Sites With Just One Page & Two Posts”

I'm in the business of making money online, and teaching others how to do it. A big focus has long been AdSense publishing. As such, I routinely read a lot of content from other AdSense experts. I'm eager to know what they know, possibly learn new tactics to improve my CTR, or different strategies for choosing niches, or maybe pick up some alternate traffic sources I may not be familiar with.

For the same reasons, I also buy other AdSense courses, ebooks, etc. I recently picked up a WSO (“Warrior Special Offer”) that promised to give me “The 6-figure Code to AdSense” or some such. I'm not sure why, perhaps it was the price – I think it was \$37, not a typical bargain-basement WSO.

As with many similar guides, this one was really just a long description of a basic 'formula': choose a niche, do some keyword research to find a “high volume, low competition” keyword, register an EMD (“Exact-Match Domain”), and put up a Wordpress blog.

What made this one stand out to me was the assertion that this guy had figured out the “code” - which I took to mean, “how to produce AdSense sites that earn a lot of money, and don't get smacked”.

But the thread on the WSO sales page, in answer to the question “how long does it take and what do you need to build these sites”, the author responded “3 pieces of content: one Page and two Posts”.

This was reiterated numerous times throughout the thread, so I'm sure I didn't misunderstand.

“One Page and two Posts”. “6-figure AdSense code”

I'm sorry, but these are mutually-exclusive statements.

The clear, plain truth – the reality – is that you cannot expect to be effective with AdSense unless you also expect to produce (or outsource) at least 'very good' content.

And if you want to add “sustainable” to that, then you really must expect that you will have to produce at least 'very good' content that is actually reasonably useful.

In other words, you must build REAL sites. What do I mean by “real”? Quite simply, a site that is actually useful or worthwhile to real people.

Building A Business Online

Too many people are focused on building an online business - a very different notion from building a business online.

If your goal is to build an online business, you're in luck! As an "unadvertised bonus", I'm including with this course a simple, FREE course that will help you build an online business right now!

(I know what you're thinking, "waitaminit... didn't I just buy a course on building an online business?" You may have, but this isn't it. However, as mentioned, you're in luck, because I've included one right here.)

Ok, are you ready? Here you go - how to build an online business:

Step 1: Get a cheap hosting account. Any one will do.

Step 2: Register a domain name. Any name will do.

Step 3: Pick an affiliate network. Any one will do.

Step 4: Pick an affiliate product. Any one will do.

Step 5: Head over to Ezinearticles.com and grab a few articles related to your affiliate product.

Step 6: Install Wordpress, create a few posts using your Ezinearticles.com articles, and sprinkle some affiliate links throughout.

There - you've built an online business!

Ok, ok...

While that may sound funny, the unfortunate reality is, most people who try to make money online fail. And one of the main reasons was just illustrated above.

Anyone can create an "online business". It takes next-to-nothing to do: thousands do it every day. And thousands fail every week.

I'm sure you see where I'm going with this... an "online business" is nothing more than an attempt to sell something online.

Creating a real "business" on the other hand, is a whole different animal. It requires planning, and a plan, hopefully one that has a reasonable chance of success.

If you want to build an online business, there are plenty of courses, programs, etc. that will happily take your money.



Remember, building a business online is not the same thing as building an online business.

Panda & Penguin, Penalties & Prevention

If your website was performing reasonably well one day, and not the next day, it's possible you were hit with a penalty, or were the 'victim' of an update.

Google makes ongoing changes to how they operate, some fairly minor, some earth-shakingly major.

Panda & Penguin are of the latter variety - hugely disruptive. But seeing a site drop off the map entirely doesn't mean it was due to either of those updates. There have been - and will continue to be - both minor and major changes that can have profound impact on your sites as far as Google ranking & traffic are concerned.

It's beyond the scope of this course to go over every update, condition, change, and repair, but we will offer some guidelines to help keep you from harm:

Follow good 'Webmaster Guidelines'.

That isn't meant to be a silly remark. The truth is, most people who experience some penalties do so because they made a decision to cut corners or otherwise try and 'game the system'. If you do this, you should only expect to see some consequences sooner or later - and Google is getting pretty good at "sooner".

The chief 'offenders'? Paid links; automated, mass, or very-low-quality links; copied, scraped, or spun content.

In Feb 2011, Google released the first of the "Panda" updates. Its purpose was to impose some threshold for "quality" and what it took to get top rankings.

Since then, Panda has been updated and re-run many times. Each time, it is a bit more refined.

The immediate and lasting impact has been this: low-quality content pages will no longer rank well. And, low-quality content on one page will impact rankings for the entire site.

A little over one year later, Google released the first "Penguin" updates. Just as "Panda" was intended to limit the ability of low-quality sites to rank, "Penguin" was intended to keep sites from ranking by manipulating the backlink profile. Said another way, "Penguin" penalizes sites that use paid links, or high-volume, low-quality links in order to rank.

And like "Panda", penalties are site-wide. Unlike "Panda" however, penalties can reach across sites and apply account-wide. This means that getting 'busted' for paid links on one site can have implications for other sites with the same AdSense account.

And again like "Panda", "Penguin" continues to be refined and re-run.

What do I do if I got hit by Panda or Penguin"?

First, you want to make sure whether or not that actually happened. Panda & Penguin aren't the only reasons for a site to languish or disappear.

To tell whether you've been hit by either update, you want to look at the dates they were run and see if they coincide with the date(s) your site(s) dropped, etc.

Here is a list of Panda dates through August 2012, care of Webmasterworld Forum (<http://www.webmasterworld.com/google/4348254.htm>)

1. Panda 1.0 (aka the [FarmerUpdate](#)) on February 24th 2011
2. Panda 2.0 on April 11th 2011. (Panda impacts all English speaking countries)
3. Panda 2.1 on May 9th 2011 or so
4. [Panda2.2](#) on June 18th 2011 or so.
5. Panda 2.3 on around July 22nd 2011.
6. Panda 2.4 in August 2011(Panda goes international)
7. Panda 2.5 on September 28th 2011
8. Panda 2.5.1 on October 9th 2011
9. Panda 2.5.2 on October 13th 2011
10. Panda 2.5.3 on October 19/20th 2011
11. Panda 3.1 on November 18th 2011
12. Panda 3.2 on about January 15th 2012
13. Panda 3.3 on about February 26th 2012
14. Panda 3.4 on March 23rd 2012
15. Panda 3.5 on April 19th 2012
16. Panda 3.6 on April 27th 2012
17. Panda 3.7 on June 8th 2012
18. Panda 3.8 on June 25th 2012
19. Panda 3.9 on July 24th 2012
20. Panda 3.9.1 on August 20th 2012

Penguin dates through August 2012, care of Webmasterworld Forum (<http://www.webmasterworld.com/google/3801699.htm>)

1. Penguin 1.0 on April 24th 2012
2. Penguin 1.1 on May 26th 2012

If you've determined you were hit by these updates, the only things you can do is determine what the 'violations' were, repair them, and wait for the next iteration to see if you've recovered.

Otherwise, your only alternative is to re-build using a different domain.

ABOUT ADSENSE

Summary

AdSense is Google's "contextual advertising" program that allows 'publishers' – those with a website – to host Google ads on those sites. These are the ubiquitous ads you see all over the place – often text ads – that say "Ads by Google". When someone clicks one of those ads, Google charges the advertiser, and gives the publisher – you – a split.

(It used to be conjecture just what that 'split' was – most people assumed it was 50% or less - but in May 2010 Google revealed that they pay out 68% to the publisher. That's pretty darn good!)

The reason AdSense is called "contextual advertising", and the reason AdSense works so well, is that Google examines the pages where its ads are appearing, figures out what the page is talking about, and places ads that are relevant to that page. With tens of thousands of advertisers and millions of ads, Google is able to do an uncanny job at placing super-relevant ads – most of the time. This is why people click on the ad. If you've searched for a page talking about how to get into nursing school, and an ad appears saying "Get Your Nursing Degree Faster!", there's a good chance you are going to want to check it out.

Keeping Your Google AdSense Account

Whether you have an AdSense account already, or will first be applying for one, the following information will help you keep your account in good stead and keep from getting banned.

IMPORTANT – READ THIS: *Whether you have an AdSense account already, or will first be getting one, you must keep something in the forefront of your thinking, always: NEVER DO ANYTHING TO JEOPARDIZE YOUR ADSENSE ACCOUNT!*

Now in spite of what you might read on forums or marketing websites, Google DOES NOT boot people out of the AdSense program for no reason. That said, they are VERY sensitive when it comes to AdSense, and will err on the side of caution – meaning not your side - if they discover any 'monkey business'. It's important to realize that Google earns the VAST MAJORITY of its BILLIONS of dollars in revenue from Adwords advertisers – the people who

are running the ads that will appear on your websites. The LAST thing they want is for advertisers to feel insecure about the integrity of the program, or that they aren't getting every penny of their money's worth.

There is no reason to be paranoid – again, no one gets banned for no reason – but it's important to understand the TOS (Terms of Service) for AdSense, and adhere to them strictly. We have had our accounts for years, as has most others. Those that get banned tend to fall into one of a few categories:

“Click Fraud” - This is just like it sounds, clicking on your own ads, or getting others to click on them. Uh, don't do this. And realize that Google is a pretty smart animal. You aren't going to fool them – not for long anyway – by having others click on your ads.

“Click Coercion” - This entails trying to entice or fool visitors into clicking on your ad. This has taken the form of everything from overtly saying “Please help support this site by visiting our advertisers”, to the shadier, more subtle schemes such as placing ads so that they are clicked mistakenly.

“Incentivized Traffic” - AdSense TOS are very clear – you cannot send 'incentivized traffic' to a page with AdSense on it. This includes 'paid traffic' such as Pay Per Click – PPC – as well as 'traffic exchanges' where you sign up and everyone checks out each others pages.

“MFA Sites” - MFA stands for “Made For AdSense”, and refers to sites with little or no content of value, sites created with the sole purpose of hosting ads. But wait, isn't that what we're doing here? Fortunately, no. We are creating high-value informational sites, websites intended to provide legitimate information to legitimate searchers. An example of a MFA site would be one with worthless 'scraped' or copied content, etc. In other words, if the site has no real value, it might be considered MFA.

“Copyrighted Material” - This should be self-explanatory. Don't use content you don't have rights to.

“Content Violations” - There are a handful of categories and types of content that will get you banned. These include publishing pornography, “hate” content, cheating/hacking aids, gambling-related content, offering for sale weapons, alcohol/tobacco/drugs, etc.

Important Note: Google has become increasingly willing to penalize accounts on the basis of individual sites. If you currently have 'low-quality' sites (think autoblogging, low-quality content, etc., or “single-keyword-focused” sites (think “Google Sniper” sites, “x-factor” micro-niche sites, etc.), we advise you to remove AdSense from them. It simply isn't worth the risk. Besides, if they haven't already fallen off the map in terms of rankings, they will, as these are a primary 'target' of the “Panda” updates.

Another Important Note: There is a greater degree of 'cross-over' today than there once was, across sites, and across programs. This means that TOS violations or bans in one program, such as Adwords, can impact another program such as AdSense.

As a general rule, we have found that failure to maintain a 'clean record' and 'clean practices'

across programs & websites can be an invitation to closer scrutiny, and possibly more.

In an increasingly more connected and inter-related Internet, what we do with one website can and does impact our other websites; this extends to anywhere our URL's may appear such as blog comments.

A Really, Really Important Note: *It is the general and overall position & philosophy of our business – and as such, of this course - that significant, sustainable success today requires a 'long-term approach' to business-building. That's not to say we must hold on to our sites 'long-term', or even pursue a particular business model 'long-term'. But the days of 'hit & run' tactics are gone, and in order for our strategies to work in a reliable, sustainable, and repeatable fashion, they must adhere to a few guidelines:*

DON'T:

- *Employ short-term thinking – loopholes, black- and gray-hat tactics, or other practices who's purpose is 'gaming the system'.*
- *Do anything who's full disclosure could jeopardize your other efforts.*

DO:

- *Build your sites and businesses using positive, sustainable practices.*
- *Build sites (and businesses) that add value in some manner – and where value is concerned, 'more' definitely is 'better'.*

REMEMBER:

- *The internet has infinite possibilities, infinite potential.... and infinite memory.*

Adding AdSense To Your Sites

There's nothing wrong with launching your sites with AdSense already placed - all of our sites launch with AdSense - providing your site is in compliance. Google does not have a policy on this.

However, if you choose to launch a site with only 'partial content' - meaning you put your site online and allow it to get indexed before it's finished - we suggest NOT adding in AdSense until you have all your initial content in place.

If you follow our guidelines and don't engage in 'bad practices', you do not have to worry about getting banned.

If you take your business seriously, and we hope you do, you would be wise to actually read

the TOS and Program Policies themselves. You can find them here:

Google Adsense Terms of Service: <https://www.google.com/adsense/localized-terms>

Google Adsense Program Policies (a good summary of what you can't do):
<https://www.google.com/adsense/support/bin/answer.py?hl=en&answer=48182>

Getting A Google Adsense Account

If you don't yet have an Adsense account, DO NOT just run over to Google and fill out their application. While it used to be both quick & easy for almost any website to qualify, Google has gotten stricter.

Generally, if you are going to use one of your own domains (websites), it should be at least 6 months old, and have at least 10 pages of high-quality content. The website should not be participating in or promoting any 'questionable' activities such as gambling, porn, etc., nor should it have any other contextual advertising on it.

With a quality website that's at least 6 months old, your chances of getting approved are very good.

If you don't have a website, or one that is over 6 months old, etc., or want a quicker & easier way to get approved, you can use either Blogger – Google's blogging platform, also known as Blogspot – or Hubpages.

I prefer Hubpages as it seems to have a somewhat higher success rate.

NOTE: *We recently re-tested this method. I created a new Hubpages account for my wife – who also had no Adsense account – in a non-commercial niche ('personal health & self-help').*

We outsourced 8 high-quality articles from Textbroker, 650-750 words, using their highest “5-star” Quality Level.

The Hub was 'launched' with 6 articles, and we applied for Adsense through the Hub at the same time. We received 'conditional' approval almost immediately, and were fully approved in less than 10 days.

Though the method below suggests creating a number of Hubs first, we were able to get approval just with one.

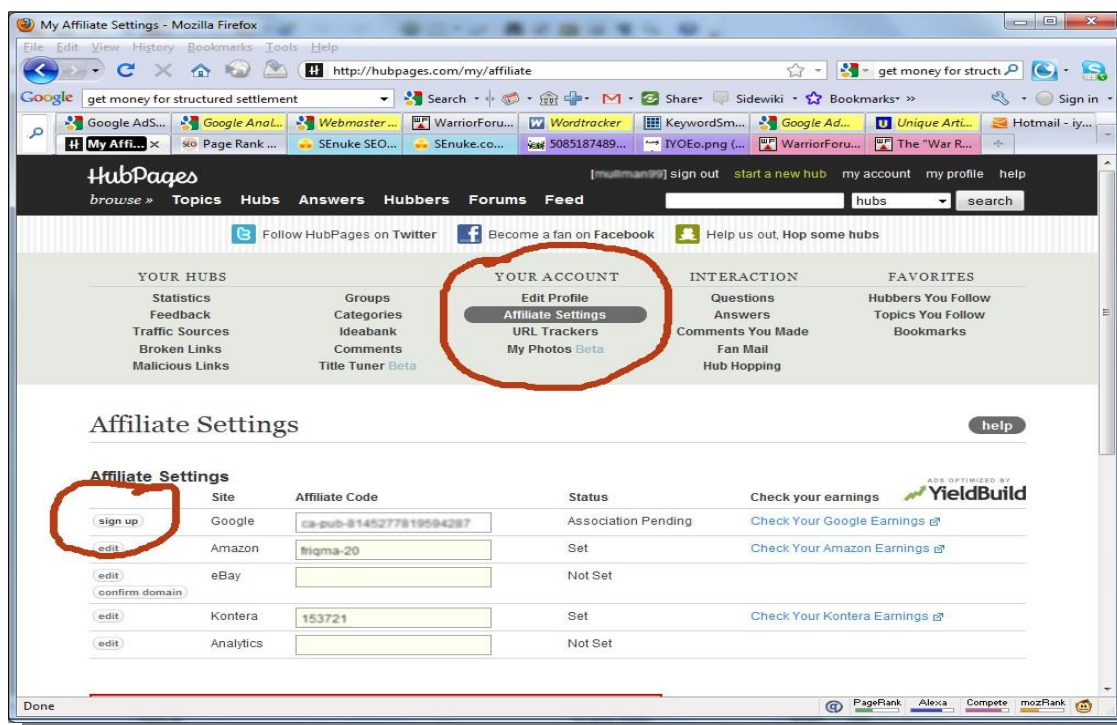
The procedure outlined below provides the highest likelihood for acceptance.

Using Hubpages: You will want to create 4-5 quality 'Hubs' first. The easiest and quickest way

is to simply come up with 4-5 topics, and outsource or write 2-3 good-quality articles for each. Publish your Hubs and wait for them to be live and indexed.

Make one of your Hubs stronger; this will be the Hub you use to apply with. For this Hub, you'll want at least 5-6 high-quality, long articles (min. 650 words), and include at least one Youtube video.

Once your Hubs are running, go into "Affiliate Settings" under "My Account". You'll see a 'sign up' button next to the Google AdSense entry.

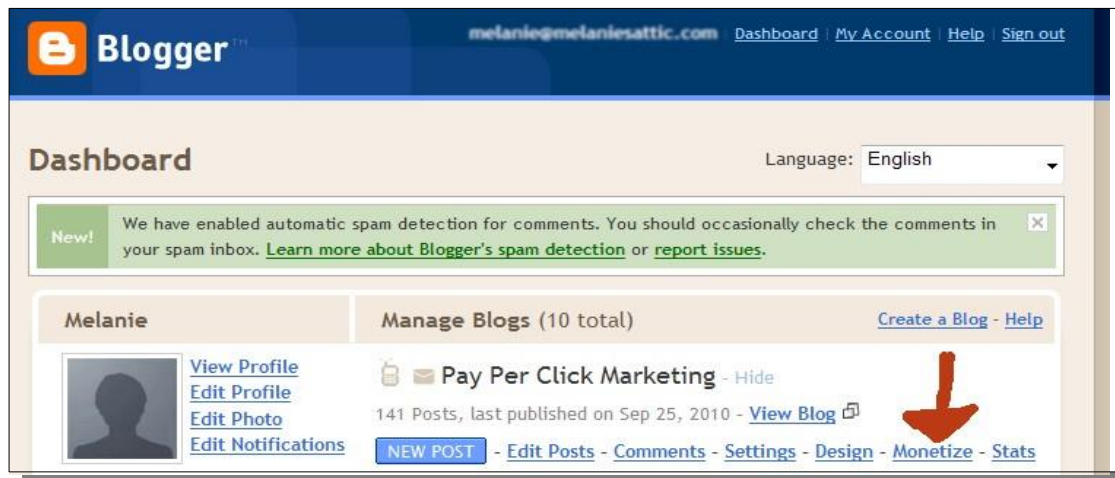


You should get your account approved within a week or two.

Using Blogger: To use Blogger, you'll do essentially the same thing, except you'll want to create at least 8-10 posts for each blog. These can be relatively small 250-350 word posts, just make sure they are of high quality.

Again, make sure to make one of your Blogger blogs stronger – min. 5-6 high-quality, long articles (min. 650 words), and include at least one Youtube video.

Once you've done this, simply click the "Monetize" link from your Blogger dashboard using your 'stronger' blog.



Keep in mind, AdSense account applications are reviewed and approved by a person. The key to getting approval is to have legitimately decent sites – blogs or Hubs – so that the person reviewing your application sees reasonably worthwhile sites with quality content.

Alternatives To AdSense

AdSense is the most popular contextual advertising programs on the internet. Unfortunately, many people have lost their AdSense accounts for one reason or another.

It is hard to compare Google's ad program to any other programs because the alternatives since none of them have the depth & breadth of advertisers or ad inventory. However other programs have features and usage terms that Google does not have, and in some cases can be as good or better.

Here is a listing of current alternatives to AdSense: <http://100kresources.com/alternatives-google-adsense/>

AdSense \$100k Blueprint - Without AdSense

Sharp-eyed readers will have seen the big red text box in the very beginning of this PDF stating the goals of this course: to make money online.

Another paragraph in that big red text box bears repeating:

Which brings us back to the point that this is a course for making money online, with AdSense or by other means. In other words, the tactics & strategies we'll teach you can be applied just as effectively to affiliate marketing, e-commerce, product development & sales, etc.

One more time: "...with AdSense or by other means."

What other means are we talking about?

It almost doesn't matter.

Back in the early Version 1 days, there was a big difference in what you did if you were trying to build a successful AdSense site versus what you did for, say, an affiliate sales site.

That's no longer the case.

Sure, optimization for AdSense differs (somewhat) from optimization for direct sales, or opt-ins, etc., but today it's about building successful topical websites.

Do that, and you can monetize it almost any way you choose.

The point I'm making here is this: everything in this course applies equally to affiliate sales, lead generation, e-commerce, or AdSense.

If you've lost your AdSense account, or for whatever reason don't want to use AdSense, you'll still need to build a strong, viable website.

Whatever your choice, follow the course and you'll succeed in your goal of making money online!

THE \$100K BLUEPRINT PROCESS

This section provides an overview of the process we use to come up with ideas, turn them into opportunities, and leverage them to make money.

Though the process is relatively straightforward, it's based on a deep understanding of a lot of factors, how they work and interact, and awareness of the ever-changing "rules of the game".

The actual step-by-step blueprint for each business model is pretty straightforward. If you follow the steps properly, then you'll get the expected results. But the better you understand what's behind each step, and how it works, the better your results will be. You'll also be in a better position to make changes and modifications to suit your own ideas and circumstances.

A famous golfer use to say "Golf is certainly a game of luck; but the more I practice, the luckier I get".

Even though each site or Business Model uses essentially the same set of steps (niche research, content, etc), how those steps are approached & implemented can vary significantly. For example, the keyword research will be done differently for the "Long-Tail Blueprint" than it will for the "Classical Blueprint", and so on.

****** For this reason, I strongly recommend that you go through the information in all of the initial sections, before skipping to a particular Blueprint and beginning there.***

The 10-Step Process

A100k follows a 10-step process; it is a process we developed for our own 'in-house' efforts and it works across all of our business models.

In other words, this is how we develop our own sites. The 'flow' is as follows:

1. Choose a Business Model
2. Niche Research - Choose a Niche or Topic
3. Keyword Research - Choose Keywords or Keyword Phrase Group
4. Choose / Register Platform or Domain Name
5. Install Wordpress / Configure Platform
6. Create / Outsource Content

7. Launch Site
8. Promotion – Build Traffic
9. Track Progress
10. Lather, rinse, repeat

Each Business Model differs somewhat in implementation. "Step 1" below summarizes each of the Business Models.

Since each business model implements the 10-Step process slightly differently, you'll follow the Blueprint for the Business Model you decide to pursue. Of course you can pursue more than one, but we strongly suggest you do them one at a time, rather than try to implement multiple Business Models simultaneously.

Step 1: Choosing A Business Model

Business Models

Note: We have sometimes used the term “business model” synonymously with “monetization method”, as in “... using either AdSense or affiliate sales as your **business model**...”.

In this case however, we're using 'business models' to refer to the different types of AdSense site strategies we go over in this course.

This is your first step, choosing the business model you'll pursue for your initial effort. We've provided Blueprints for 4 different AdSense business models; read through the entire section before making your choice.

In the original “AdSense \$100k Blueprint”, we described a very specific model for building an AdSense business: building multiple sites based on a single “website blueprint”. We had developed a 'Blueprint' for creating strong, high-performance “informational” niche sites that you could implement over & over, reliably & repeatably, to create a 6-figure AdSense business.

One key concern at the time was to design the course such that anyone – at any experience level – could follow the steps we outlined, and achieve the same predictable results.

We also purposely limited the scope of the course to insure we maintained that predictability.

Since we released the first version however, the internet marketing environment has changed radically – and we've changed our own AdSense business along with it.

We also listened to our customers, and heard a frequent appeal: “Show us how to succeed with AdSense beyond the original 'A100k' website model”.

And so we re-designed the course from the ground up, not just accommodating the changes in the IM environment, but also accommodating those who asked for 'more'.

To develop V3, we took all our current in-house website strategies and turned each into it's own “Business Model”. In essence, we distilled each of our fourstep-by-step Blueprints that will give you the same reliably repeatable results we get, and that you can build a business around.

"Classic Blueprint" - Updated to V3

The original 'Blueprint' still works well, and we've updated it to reflect the changes we've made in our own efforts - and insure we stay clear on the 'safe side' of Panda and Penguin!

With the 'Classic AdSense Blueprint' you'll pick a 'secondary' niche to build your site around. You'll choose a 'primary' keyword phrase that describes the 'secondary' niche you've picked – what your site is about. From there, you'll build a keyword phrase group – a group of relevant keyword phrases that would logically fit 'under' your primary keyword phrase, acting as 'items' under the 'category' of your primary keyword phrase.

As an example, we built a site in the health care / nursing niche, using the secondary or “sub niche” of 'nursing school'. Our 'primary' keyword phrase – the phrase that described what our site was to be about - was “nursing school programs”.

From there we developed our 'keyword phrase group' – the 'items' that would fit under our primary keyword phrase: these are essentially 1-page 'sub-sections'. For our “Nursing School Programs” website, these included “Best Nursing Schools”, “Nursing School Requirements”, “Nursing Degrees”, and more.

Once the niche & primary keyword phrase, and additional keyword phrases are selected, it becomes a straight-forward matter of adding in the content, and getting each of the keyword phrases ranked on Page 1.

"Long-Tail Blueprint"

As Google made it more difficult to gain top rankings for more competitive terms, we put a lot of effort into 'de-coding' the algorithm updates and new functions ("Panda" & "Penguin").

Between our own experimentation, and what we gleaned from other Webmasters and SEO's, we were able to figure out key ranking factors & considerations, and can confidently rank for almost any non-ultra-competitive keywords, ***providing we're willing to put in the effort!***

But a funny thing happened along the way: we noticed that under certain circumstances – namely when we 'optimized' around 'primary' keyword phrases a certain way, we would consistently fail to reach top rankings for those 'primary' keywords... but would be 'rewarded' by Google for our efforts with a TON of 'long-tail' traffic!

We played around with this until we had a reliably repeatable 'blueprint' to make this happen – and our "Long-Tail Blueprint" was born!

The particulars involve optimizing our content, page, and links to 'bias' those 'primary' terms, something that looks a lot like the no-longer-working 'traditional' optimization that we used to use to rank for specific terms.

With this model, our efforts result in ranking for numerous 'long-tail' keywords, which have the overall potential to exceed the traffic we would get had we instead ranked for those 'primary' terms!

NOTE: This Blueprint also provides a good strategy for 'resurrecting' older A100k Blueprint sites that you may have built but weren't able to make perform.

"Authority Hub Blueprint"

There are few things as exciting – and rewarding! - as getting top Page 1 ranking for strong, primary keywords. But the methods that used to work simply don't anymore. Google's "Panda" & "Penguin" updates, and numerous algorithm changes, have all but rendered those tactics useless.

Fortunately, there is another way to achieve top rankings, and it effectively bypasses most if not all of the "old school" optimization-and-incremental-link-building tactics that worked so well for so long (but fail entirely now).

This business model is a true "Authority" model: using some aggressive 'authority-building' tactics like high-PageRank Guest Blogging, we bypass many of the programmatic filters that

Google employs to sift the “wheat from the chaff” in terms of deciding who is legitimately 'worthy' (read: “high enough quality & authority”) for top rankings.

The main focus is to establish an “Authority Hub” by quickly gaining very-strong backlinks via high-PageRank article placements, and combining these with some aggressive Social Authority Building.

The result is a “leap-frogging” of the 'usual' (old-school) tedious link-building and s l o w (often never) incremental rank-climbing process that can instead place us within 'spitting distance' of those top Page 1 positions quickly and 'authoritatively'!

"Topical Revenue-Share Blueprint"

This might also be called the “Web 2.0 Blueprint” since it's based on using Web 2.0 platforms like Squidoo and Hubpages to build our AdSense business.

Sometimes we have an idea, area of experience, interest, or expertise, area of interest, etc., that we know people would be interested in, but is either too competitive, too overdone, too narrow, etc. to justify a full-on website development effort – but that none-the-less still represents a good idea and opportunity.

In other words, a good idea that for some reason or other we just can't justify the time & effort it would otherwise require.

With our 'Topical Revenue-Share' model, we'll take advantage of the inherent authority & ranking advantages that Squidoo Lenses, Hubpages, and other similar Web 2.0 platforms have, to develop sites that will rank quickly & well – but also takes advantage of the massive, beautifully self-qualified traffic that these platforms already have!

In addition, we can use this Blueprint for "Quick & Easy" revenue-generating opportunities, both through Web 2.0 platforms, and high-Authority article, content-sharing, and other Web 2.0 platforms!

Leveraging Our Mobile World

Along with these specific 'business models', we're going to spend some time going over the huge new opportunities presented by the mushrooming mobile market – specifically, how to take advantage of the new & different usage patterns and user profiles that have already created monstrous opportunities for building an AdSense business!

Applying 'Best Practices'

We've designed this course to provide you with step-by-step Blueprints that you can follow to build an AdSense business similar to ours. Each has been tested to insure that if you follow the Blueprints diligently, you will have predictable results.

If you already have AdSense sites that were built using different strategies, particularly if they're not performing as well as you would like, we've 'distilled' some "Best Practices" - tactics from the various Business Models - that you can apply to existing sites.

These tactics & strategies are just as effective for affiliate marketing, product sales, and other business models as they are for AdSense. You can, and should, apply them wherever your websites aren't seeing the performance you would like.

But It's Still All About Traffic!

Whether you're pursuing one of these 'business models', or already have efforts underway – sites that you've already invested time & effort into – the name of the game is still traffic (or at least “targeted traffic”).

As such, we'll be going over many 'other' (non-search) free traffic generation techniques, so that whatever you're doing, you'll be able to do it even better by boosting the number of qualified visitors (“customers”) that come to your site.

These will include a host of different traffic sources & methods, ranging from document sharing sites to 'video marketing', many of which may be entirely new – or at least untried – methods for you.

Step 2 - Choosing A Niche Or Topic

We can't really do much of anything until we come up with an idea or topic to pursue.

In the original AdSense Blueprint, the business model drove the niche research and dictated the types of opportunities we would choose from.

This was because we were pursuing a very specific strategy, using very specific tactics that were optimized for a very specific type of site. Because we knew exactly what we're trying to accomplish - Page 1 rankings for a carefully-chosen set of keywords - we limited the types of opportunities we would pursue to ones that would work best with those tactics.

With V3, we no longer have those constraints.

If we choose to pursue the original "Classic Blueprint", however, it will again drive our niche and keyword research. Fortunately, it's been extremely well optimized over a great deal of time, and updated along the way so that it works beautifully.

But now we can consider a much wider range of ideas and opportunities.

When it comes to targeting niches in the Internet Marketing world, one school of thought is to target "easy" niches or topics – super-specialized areas that won't have a lot of competition. These include very narrow niches, for example "Show-Dog Breeding".

While this sort of niche is bound to have less competition – and hence be easier to rank well for – than just "Dogs" or even "Show Dogs", it's also by definition going to have far less traffic, fewer ads, and probably fewer high-paying, targeted ads.

Another example is the "product-centric" niche, such as Miter Table Saws, or Pool Vacuum Cleaners (both of these being actual niches I pursued, quickly building small revenue-generating sites, then flipping them for a few thousand bucks just months later). This model was further refined & popularized by John Robinson, ("X-factor" on the Warrior Forum) in his "AdSense Masters" course, and by George Brown in his wildly-successful "Google Sniper" course. Brown's "Google Sniper" tweaked the model even further, targeting only specific, individual product phrases like "Sony 55-inch LCD TV".

The problem with both narrow-niche focus and "product-centric" targeting is this: though they may be easier to rank for, they just won't support \$100/day sites - at least not with AdSense.

One of the great attractions of Internet Marketing for me personally has been the sense that any idea or interest had the potential to make money online; that nearly anything could be 'translated' into an online business of some sort - and the belief that it was within my means to 'pull it off', requiring only the patience & perseverance to learn the 'system'.

So you would need a LOT of them – and that is just waaaaay too much work as far as I'm concerned. The amount of work necessary to rank Blueprint-type sites is not proportionately higher for the higher payouts. So why focus on low-dollar, low-traffic-volume sites?

As it happens, it became a moot point: Google quickly put an end to these "single-keyword-focused" sites by identifying their 'signature' or 'footprint', and systematically penalizing or de-indexing them.

Panda / Penguin Note

One of the 'targets' of Google's updates were, and are the “single-keyword-focused” sites. These are the once-ubiquitous “x-factor” micro-niche sites, or the “Google Sniper” websites mentioned above. They are the very definition of “single-keyword-focused” sites – websites that are primarily an effort at getting a Page 1 ranking for a specific keyword or phrase.

These sites present an easy - and particularly familiar - "signature" or "footprint" for Google, since they all followed a very specific 'ranking optimization' checklist. Most of us are familiar with these hyper-optimized sites, and could probably recite from memory the 'checklist': chosen keyword as EMD ("Exact-Match Domain"), as the 'meta-title', in the 'meta-description', in 'meta-keywords', in 'H1' tags, and appearing in the first sentence of the first paragraph of the page content, the first sentence of the last paragraph, and 'x' number of times in between.

In other words, you could almost tell these sites - and the keyword they were optimizing for - just by glancing at them!

If you have any of these sites, you might have seen them drop or get de-indexed. If they haven't yet, they probably will be. The days of these “single-keyword-focused” sites are over. In targeting them, Google is trying to emphasize 'topical' sites rather than those build around a single phrase.

“Informational” vs “product-centric”

We define “product-centric” as having to do with specific products, product types or categories, physical goods, etc. You know, products!

Examples are LCD TV's, Dog Grooming Supplies, HP Laser Cartridges, etc. Product-centric websites are great for e-commerce and affiliate marketing, but typically not so great for AdSense.

“Informational” sites on the other hand, are just as their name implies – about providing

information. Examples are schools/training, personal finance, medical, health issues & information, real estate, etc.

While many consider these the “don't even think about trying to do it” niches, these are PRECISELY the niches that we show you how to target with the Blueprint. The reason? They have the volume, and the 'right' payouts!

Non-Adsense Sites?

Generally speaking, we tend to favor "informational" sites. But we do have quite a few "product-centric" sites in our portfolio.

The "Authority Hub" model and the "Topical Rev-Share" model lend themselves very well to "product-centric" opportunities, and are what we use when developing these types of opportunities.

At the time of this writing, we're generating approximately 25% of our revenue from sites monetized primarily through affiliate sales.

"Modeling" and Visitor Profiling

In marketing, this is a concept known as "modeling". This is essentially what we're talking about, creating a model that is representative of searchers, visitors, buyers.

By modeling the people performing these functions or filling these roles, we are better able to optimize our efforts.

But instead of "modeling", we use the term "profiling".

What ever business model we pursue, we are probably going to have a mix of search traffic and referral traffic. Visitors will get to our site, either from a search that brings up our site, or by following a link or mention on another site.

Knowing where our visitors are coming from, will help us improve our site by tailoring it to the visitors, we're attracting, and their reasons for coming there.

The Characteristics of Search Traffic

There are a number of reasons people search online, but most fall into two general categories. Either they are trying to look up a specific 'thing' – a product or product review, movie show time, business address, etc., or they are looking for information such as how to

do something, what is something, what is something about, what happens if, what do I do about, etc.

While these may be the same person at different times, they have very different characteristics in the moment.

And if they're mobile, their characteristics are again different.

We want to understand, and target specific "search intent".

Mental Profiling

Once we decide on a niche but before we build a site, we try to create a “mental profile” of potential visitors – who might they be, what are they trying to accomplish, etc.

The reason for this is so we can “reality-test” the website: if this person does a search and clicks on our website, will they feel like they are in the 'right' place? In other words, does the website provide a good 'answer' to the search? If so, we have a good chance of getting them to click on an ad. If the website doesn't immediately look and feel like an answer to their search, they will leave. Quickly.

Alternately, if they arrived by following a link in a tweet, or from a Facebook page, will our site meet their expectations?

As an example, for our Nursing School Programs website, the “mental profile” we created is of a person, usually single, probably 18-28 years old, predominantly female. She is either thinking about what career to enter, is considering nursing, and wants to know more about what is involved, how long it takes, how much they earn, etc.

When that searcher lands on that site, they will feel like they got a 'good' search result. We have 'captured' them, and based on Pivot Point 3 (Conversions), a large percentage of them are going to click on an ad.

How effective is this “mental profile” exercise? Extremely.

We know this by examining our 'bounce rate' (the percentage of visitors that split quickly) and our CTR or Click Through Rate (the percentage that clicks on an ad). For that site, we routinely saw CTR's of up to 50%, and single-digit 'bounce rates'!

Niche Research Brainstorming

“The Usual Suspects”

A100k typically targets sub-niches within Top-Level 'informational' niches. Some of the 'usual suspects' are:

Finance

- personal finance

 - credit/credit repair, investing

- insurance

Education/training

- vocational training

 - trades, medical, paralegal, etc.

- adult education

- college

- careers

 - degree programs, study prep, entrance exams

- private school

Health/medicine

- alternative medicine

- rehabilitation

- nutrition

- exercise

- weight **loss**

Relationships

- Dating

- relationship advice

- marriage

Choosing your 'target' niche is largely a matter of choice, however it's a crucial step. Most importantly, decide on your Business Model BEFORE choosing your niche!

Unless you are going to implement the "Authority Hub" Blueprint, you'll want to avoid

the very competitive niches or 'sub-niches'.

One way to begin with a 'Top Level' informational niche. We discussed some of the 'usual suspects' above, but it is where we go within these that is important.

For example, we have a lot of sites in the 'education/training' niche. One real success example is Nursing School Programs. I found this niche by starting my research with “vocational training”, “adult education” and “school programs”.

HINT: These are still wide open niches.

Among the niches I came up with while doing 'broad reach' research were Nursing School, Culinary School, Paralegal, and many more. From there, I used those 'seed' keywords to drill down and find my core keyword phrase group.

For instance, while searching on “Nursing School”, I found both “Nursing School Programs”, and “Certified Nursing Assistant”. Searching those terms, I came up with the actual core keyword phrase group used for those sites.

As another example, we have a lot of sites within the 'finance' niche. These include credit, insurance, and investing. While poking around using Insurance as a Top-Level niche, I tried Auto Insurance, and came across California Auto Insurance.

As far as specific choice goes, you might want to think along the lines of something that interests you personally, perhaps something you have direct experience in, etc. Neither of those things are necessary, but it might make it a bit more interesting for you.

On the other hand, you might choose an area you're not familiar with but curious about. I have learned a great deal, about a lot of things, as a result of targeting the topic. Between your keyword research, article writing or proofing outsourced articles, etc., you will find yourself becoming a 'mini-expert' in that area!

Niche Research Idea Generators

If you are having trouble choosing a niche, or simply want to expand your number and range of choices, here are some “Idea Generators”, links and resources to inspire new ideas for niche research, products, services, and markets.

You can find our entire collection of niche research idea generators on our Resources blog at: <http://100kresources.com/>

The Ultimate Internet Marketing Resource

We have created one of the most extensive internet marketing resources on the web, our "\$100k Resources Blog".

We did this initially so that we can continually add and update lists & resources in our courses, however it's grown into a massive listing of free resources covering every aspect of online marketing.

On the 'Resources' blog we have all these, and many other 'brainstorming' and 'niche research' links, tools, etc.

The blog can be found at: <http://100kresources.com>

You'll also find links to every type of tool, list, and listing. You'll find it to be a hugely valuable resource for all of your internet marketing resources going forward.

Choosing Your Domain, TLD's

Once upon a time, you could purchase an EMD ("Exact-Match Domain" name) and be virtually assured of quick, high ranking in all but the most competitive niches.

For reasons that seem obvious, Google gave domain names tremendous weight. After all, it's a good bet that "nursingjobs.com" has what it takes to rank high for a search of "nursing jobs".

But of course this was quickly abused to absurdity, and Google demoted the almost-magical ability of EMD's to boost rankings.

In fact, due entirely to the fact that most EMD's were almost a guaranteed part of "rank manipulation" efforts, they have become 'red flags', often now triggering a manual review of the whole website.

EMD's can still provide a ranking boost, not to mention the obvious benefit of clearly indicating the focus of the site. But all really good EMD's are long gone. Stretching things will not benefit you.

Keep in mind that an EMD would only apply to that specific phrase anyway.

In most instances, you are better served either with a descriptive-but-not-exact domain name, or an easy-to-remember name, or a catchy brandable name.

For our example "nursing jobs" website, rather than try to force something like "findingthebestnursingjobstoday.com", you would be far better off with any of these:

"NursingWorkz.com"

"TheWorkingNurse.com"

or even

"Nightengale99.com"

TLD's ("Top Level Domains")

Google has said for years that it treats TLD's ("Top Level Domains" - .com, .net, .org, etc) no differently from each other. Just the same, typical Page 1 SERPs tend to be occupied almost exclusively by .com, .net, and .org.

Does this mean we should avoid .info or other TLD's?

We have many .info sites that rank well. But knowing what we know, we would not choose anything but a .com if possible, and definitely not anything other than the 'Big 3' if we were creating a new site.

We register new sites for 2 years, but if money is tight, register for one.

Should you 'hide' registration information?

Not if you're trying to build a long-term business. Verification and Accountability are a part of Credibility, and are increasingly important, as is Authority. And today that means valid, public registration info.

Is it a 'must'? Probably not. What we can tell you is that we've experimented with virtually everything. Our sites routinely perform extremely well, reach profitability quickly, and maintain their performance.

As the saying goes: "If you want what we have, then do what we do". It really is that simple.

KEYWORD RESEARCH

The Present Future Of Keyword Research

My how times have changed! It used to be that keyword research was 'Ground Zero', the foundation for all Internet marketing. We even alluded to it's significance in the earlier versions of this course, stating "our keyword research is the 'fuel' that powers our success."

That was because the Internet, and all user behavior, revolved around words and phrases. It's how we navigated, using words and phrases to search, how Google and other search engines organized, categorized, and ranked everything, and how everything was linked together.

But much has changed.

The Internet has evolved from a task-oriented network linked by words, to a social web connected through words, pictures, and relationships.

Even more significantly, keyword focus and optimization is increasingly used by Google as a negative ranking signal. It can hurt your rankings, or worse.

On top of that, Google no longer provides all the keyword information that we've grown accustomed to, making it significantly harder to do some things we used to take for granted, like seeing all of the keywords that drove traffic to our site.

We still do a lot of keyword research. In some cases still, the success of our project does still depend on how well we do our keyword research. We also use it for sizing a market or opportunity, as part of our competitive analysis, to look for new traffic opportunities, etc.

But in many cases its role has changed. For our "Long-Tail" Blueprint, for instance, our keyword research focus is on expanding rather than narrowing our keyword choices.

We've also learned that effective keyword research must include some 'out-of-the-box' thinking, and executing.

Keyword Research Goals

When we say "Keyword research", what we usually mean is "keyword opportunity research" - finding (uncovering, discovering) a keyword, then determining it's "size" (search volume), "difficulty" (competition) and/or "value" (EPC 'click value', or "commercial value").

These are the basic "keyword opportunity" goals:

Earnings - looking up the EPC ("Earnings per Click" or 'click value') of a given keyword, or possibly some calculation like the "commercial value", meaning how much it might be worth to rank on Page 1 for a given keyword (this is usually some arbitrary assessment of how many "keyword-labeled" products might be sold with a Page 1 ranking. For example, "iphone 5" would likely have a "commercial value" far beyond it's EPC).

Volume - determining how many searches are done for a given keyword in order to calculate how much traffic we might expect to see with a Page 1 ranking.

Ranking - this is really 'competition', trying to determine how hard it might be to rank on Page 1 for a given keyword, and will usually entail another somewhat arbitrary evaluation like "SOC" ("Strength of Competiton"), or even a meaningless measure like "number of competing pages".

Beyond quantifying & qualifying - sizing, evaluating, and valuing - keyword research is often part of our our niche idea or topic research - using keyword research as an "idea generator" or "idea stimulator".

Finally, there is "Keyword Generation" - searching for keywords. We do this to find additional "keyword opportunities" - either words or phrases that we intend to target individually, or "keyword lists" - keywords that we intend on targeting as groups, categories, and the like.

The Business Model we choose will dictate what our specific keyword research goals are - whether we're looking for specific keywords to target for ranking, generating keywords to attract long-tail traffic, etc.

Keyword Competition & Criteria Note

In earlier versions of the course, everything revolved around finding, and ranking for, individual keywords.

With the exception of the "Classic Blueprint" and to a lesser degree the "Authority Hub Blueprint", that's no longer the case.

And so we've taken the keyword competition and selection criteria info, and moved it to the Blueprints that target individual keywords.

Effective Keyword Research

In the following sections, we'll look at some free and paid keyword research tools. But before we do, let's consider some ideas & techniques that are CRITICAL to EFFECTIVE keyword research. What exactly do we mean by "effective" keyword research? Well, we DON'T mean finding those elusive "gold nuggets" - keywords with "high volume and low competition" - though there's nothing wrong with that ...;)

What we mean when we say "effective" keyword research is knowing how to search "tangentially" for related-but-semantically-dissimilar (related but different) keywords, how to "explode" our keywords into 'long-tail' keyword lists, and perhaps most importantly, how to how to find the keywords that everyone else ISN'T finding.

It's "finding the keywords that everyone else ISN'T finding" that is perhaps most crucial aspect of "effective" keyword research - or at least it's the most PROFITABLE crucial aspect.

We call it "Getting The Gold".

Getting The Gold

A classic problem with keyword research, and niche research, is this: when everyone is using the same tools, everyone is working off the same results. This problem get's even tougher when everyone is also using the same techniques, and the same ideas about how to do keyword research.

Whichever Blueprint or Business Model were using, and for that matter across much of our Internet marketing, the "Gold" is in the untapped niches, the keywords that others don't find, the things that people search for every day that aren't revealed by using the usual tools in the usual ways.

If you're a "\$100k Results!" member, or just happen to keep up with the 'news' as far as Google and search at large is concerned, you may have heard about Google's "Knowledge Graph" (<http://goo.gl/Ox9xc>) or "Entity Search" (<http://goo.gl/Fdb0k>).

In a 'selective' nutshell, it's a move away from information being semantically linked (as in "text-matched", or linked by words in the same way that causes the 'problems' in keyword research mentioned above), to being ***meaning and relationship matched***.

In other words, the way we actually think, learn, understand, and associate.

The ideas behind the "Knowledge Graph" and "Entity Search" are the same ideas that are the key to that most-valuable "effective" keyword research: researching based on meaning and relationships, rather than simple semantic "text matching".

With most keyword research tools, words are connected semantically by language. In other words, they're not connected by meaning and there is no nuance.

A search for a term such as "lose weight," will start to illustrate the problem. Google's keyword tool shows us plenty of terms that are connected linguistically. But even doing a basic search on the term shows us keywords, phrases, entire niches and ideas that are not revealed: excessive weight, obesity, diabetes, eating disorders, foods not to eat, etc. etc.

Google AdWords: Keyword Tool - Mozilla Firefox

File Edit View History Bookmarks Tools

Google AdWords: Keyword Tool

weight loss - Google Search

Back Forward Reader Web arch Wave Dashboard Settings Q https://adwords.google.com/o/TargetingExplorer?utm_medium=69"

Rebad Stop t weight loss Home Clearly Add to Evernote

Google AdWords

Tools and Analytics

""eiiiiiiOiiiiii!!! | Report an issue Help Sign out Customer D:

Tools

Keyword Tool Traffic Estimator Placement Tool Contextual Targeting Tool

Excluded terms (0)

Match Types Broad Exact Phrase

Help

Why should I use the Keyword Tool?

How does the Keyword Tool?

What's the difference between the Ad Group Ideas tab and Keyword Ideas tab?

How can I refine my ideas?

What should I know about my statistics?

Saved ideas (0)

My keyword ideas

My ad group ideas

Find keywords

Enter on or more of the following

Word or phrase

lose weight

Website

google.com/page.html

Category

Only show ideas directly related to my selected terms

Advanced Options and Filters

Locations Canada

Language English

Devices Desktop and laptop

Keyword ideas

Ad group ideas (Set)

Download

Save all

Search terms (1)

Keyword

lose weight

Competition

Medium

Global Monthly Searches

9,140,000

Local Monthly Searches

673,000

Approximate CPC (Search)

\$3.04

Google Search Network

1-10 of 800 results

Keyword

Competition

Global Monthly Searches

Local Monthly Searches

Approximate CPC (Search)

Google Search Network

lose weight fast

Medium

1220,000

60,500

\$3.38

how to lose weight

Medium

9,140,000

61,000

\$3.13

lose weight in a month

Medium

60,500

4,400

\$3.32

lose weight quickly

Medium

246,000

14,800

\$3.11

diet to lose weight fast

High

60,500

3,600

\$3.04

fastest way to lose weight

High

110,000

6,600

\$3.83

lose weight in a week

Low

135,000

8,100

\$3.03

best diet to lose weight

High

60,500

2,900

\$3.00

how do i lose weight

Medium

9,140,000

673,000

\$3.12

lose weight fast diet

High

90,500

5,400

\$2.85

lose weight diet

Medium

550,000

27,100

\$3.08

About this data

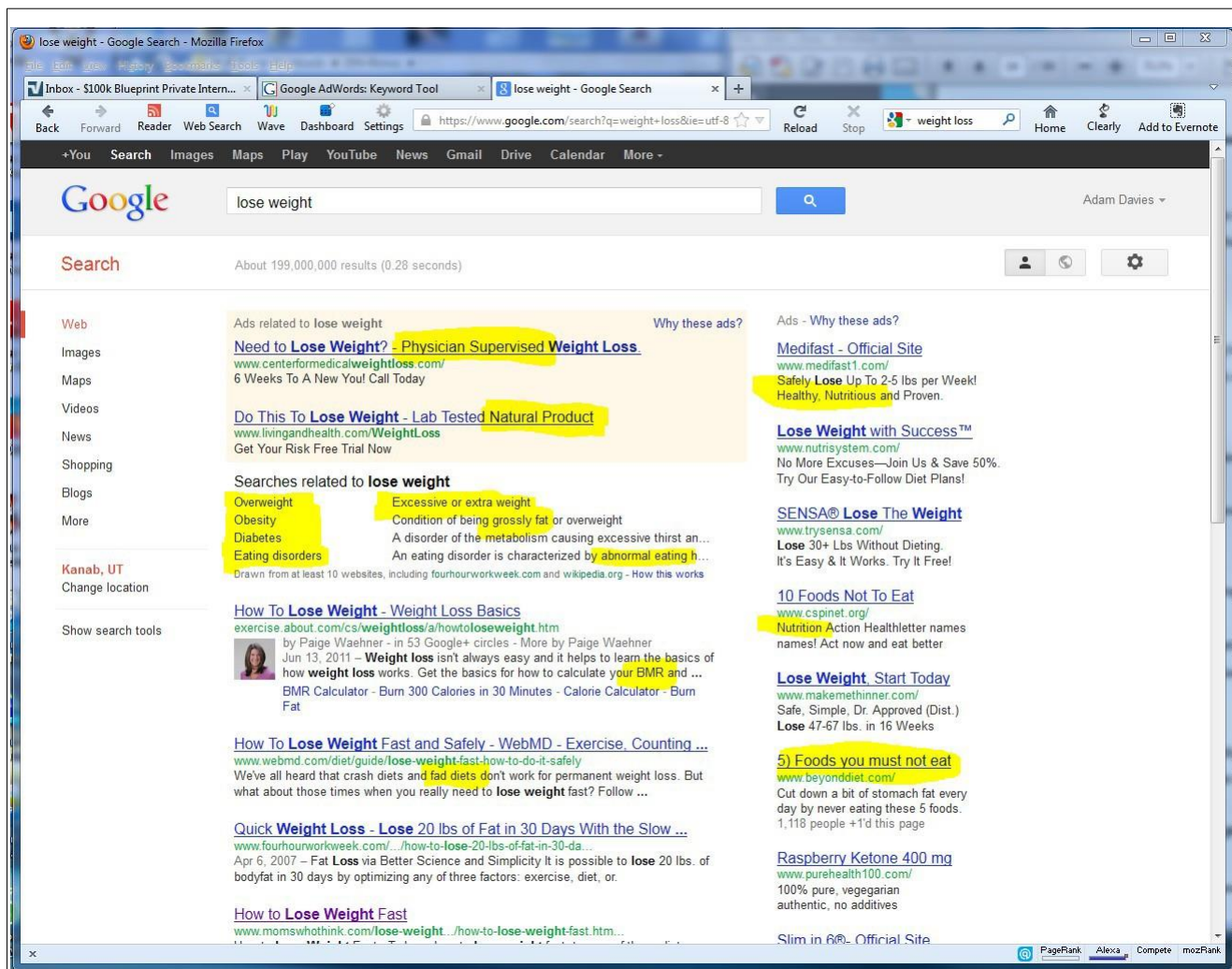
Sorted by Relevance

Columns

9 Mins

Completed

max RMK



Keywords that SHOW UP on SERPs, but aren't FOUND using standard keyword research

How do we get around that? Google's keyword tool gives us some options to begin. We can select a particular keyword. That's returned, and then have it search further on that term, as well as some other types of iterations. We used to call this "deep digging".

But that still leaves the vast majority of terms, phrases, and ideas hidden and undiscovered. And truly, that's where the gold is.

I can't suggest strongly enough that you spend some time on the resources blog, and play around with some of the keyword and niche idea generators, etc. And I'll tell you from plenty of experience, it takes playing around with some of these tools and applications, pairing them together, using the results from one as the input for another, etc. before you really start to become adept at finding the things that others don't.

And one more time, finding the things that others don't mean to getting the gold. To illustrate

this idea one more time - ***it's that important*** - try this:

Consider a search for *vocational training, career training, professional development, or thousands of other niche & keyword terms & phrases*. Here's what you won't find:

- Products related to those niches that don't use those words
- People and personalities related to the niche or words
- Slang terms used within those industries and areas of interest
- Titles of courses, books or products that are prominent within these niches were areas.

One more easy to visualize example: "classical music". You won't find much in the way of:

- Composers
- Classical music ensembles or groups
- Famous classical music arrangers or musicians
- Names of songs or sheet music
- Instruments used for or associated with the genre

I hate the term "thinking outside the box". It's one of those phrases that has been overused to the point of deafness.

But the truth is "thinking outside the box" is how we get the gold.

Wither The Wonder Wheel?

Once upon a time, Google had a TERRIFIC tool called "The Wonder Wheel". It's purpose was to provide a semi-graphical "keyword map", displaying keywords linked by MEANING and RELATIONSHIP, rather than by semantic text-matching.

With it, you could instantly uncover some of those valuable 'hidden' keywords - the ones

connected by meaning & relationship.

What's important to note about The Wonder Wheel was not the 'graphical representation' - you could do the same graphical interface on their standard keyword tool - but rather the 'engine'.

The engine was the database and database rules that housed the keywords. It was essentially a duplicate of their enormous Adwords GKWT ("Google Keyword Tool") keyword database - but with different 'rules' for how all the keywords 'connected' together.

Fortunately, Google has "resurrected" The Wonder Wheel - or at least it's 'engine'. It now resides, ironically, within their 'standard' GKWT.

It's now called the "Contextual Targeting Tool", and it has some features even The Wonder Wheel didn't have - though you'll have to forego the very-helpful graphical interface.

(You can, however, find similarly-interfaced tools elsewhere, as mentioned later on.)

Let's take it for a 'spin' using our old standby, "Nursing":

Contextual Targeting Tool - Mozilla Firefox

Google AdWords

Tools: Contextual targeting **Beta!**

Find groups of keywords to add to your new ad groups. [Learn more](#)

Search:

Advanced Options Locations: United States Languages: English

Search

Add to campaign Export to AdWords Editor Remove

Suggested ad group name	Keywords	Suggested bid
Nursing	nursing careers, nurses, nursing journals, travel nursing, nursing programs	\$3.41
Careers Nursing	nursing careers, nursing career, careers in nursing, nurse career, career in nursing	\$6.16
Nurses	nurses, nurse jobs, forensic nursing, what is nursing, nursing jobs	\$4.80
Travel Nursing	travel nursing, travel nursing jobs, travel nurse, traveling nurses, travel nurse companies	\$2.24
Registered Nurse	registered nurse jobs, registered nurses, registered nurse, registered nursing jobs, register nurse	\$5.51
Nursing Program	nursing programs, online nursing programs, registered nurse programs, nursing programs online, online nursing program	\$5.58
Nursing Degree	nursing degrees, online nursing degree, nursing degree online, nursing degree, degree in nursing	\$6.12
School Of Nursing	nursing school, nurse school, nursing schools, schools for nursing, nursing school online	\$7.16
Agency	nursing agencies, nursing agency, nursing agency jobs, nurse agencies, agency nursing	\$3.32

Show rows: 50 1 - 9 of 9

Important Note: We cannot guarantee that these ad groups and keywords will improve your campaign performance, or that your ads will appear on the specific placements shown in the details view section. We reserve the right to disapprove any added ad groups or keywords. You are responsible for the ad groups and keywords you select, and for ensuring that your use of ad groups and keywords does not violate any applicable laws.

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By clicking on the + next to a phrase, we open up a new set of phrases derived from that term. In this case, opening up "nurses" gives us "salary" among other results. Note that "salary" is not semantically related to "nurses".

Add to campaign

Export to AdWords Editor

Remove

About this data ?

<input type="checkbox"/>	Suggested ad group name	Keywords	Suggested bid ?
3 ad groups were expanded Undo ad group expansion			
<input type="checkbox"/>	Nursing	nursing careers, nurses, nursing journals, travel nursing, nursing programs	\$3.41
<input type="checkbox"/>	Careers Nursing	nursing careers, nursing career, careers in nursing, nurse career, career in nursing	\$6.16
<input type="checkbox"/>	Nurses	nurses, nurse jobs, forensic nursing, what is nursing, nursing jobs	\$4.80
<input type="checkbox"/>	Types Of Nurses	types of nurses, nursing, nursing opportunities, nursing employment, nurse	\$5.21
<input type="checkbox"/>	Salary	nurse salary, nurses salary, nursing salary, nursing salaries, male nurse salary	\$4.25
<input type="checkbox"/>	Nursing Career	nursing career options, nursing careers, nursing career, careers in nursing, nurse career	\$6.67
<input type="checkbox"/>	Travel Nursing	travel nursing, travel nursing jobs, travel nurse, traveling nurses, travel nurse companies	\$2.24
<input type="checkbox"/>	Registered Nurse	registered nurse jobs, registered nurses, registered nurse, registered nursing jobs, register nurse	\$5.51
<input type="checkbox"/>	Nursing Program	nursing programs, online nursing programs, registered nurse programs, nursing programs online, online nursing program	\$5.58
<input type="checkbox"/>	Nursing Degree	nursing degrees, online nursing degree, nursing degree online, nursing degree, degree in nursing	\$6.12
<input type="checkbox"/>	School Of Nursing	nursing school, nurse school, nursing schools, schools for nursing, nursing school online	\$7.16
<input type="checkbox"/>	Agency	nursing agencies, nursing agency, nursing agency jobs, nurse agencies, agency nursing	\$3.32

Show rows:

50

1 - 12 of 12

Important Note: We cannot guarantee that these ad groups and keywords will improve your campaign performance, or that your ads will appear on the specific placements

Each of these choices is now further "exploded", or expanded, similar to the graphical branching of the wonder wheel.

Add to campaign Export to AdWords Editor Remove		
<input type="checkbox"/> Suggested ad group name	Keywords	
2 ad groups were expanded Undo ad group expansion		
<input type="checkbox"/> Nurses	types of nurses, nurse salary, registered nurse jobs, pediatric nurse, travel nursing	
<input type="checkbox"/> Types Of Nurses	types of nurses, nursing, nursing opportunities, nurse, neonatal nurse	
<input type="checkbox"/> Types Of Nursing	types of nursing, types of nurse, types of nursing jobs, what types of nurses are there, types of nurses list	
<input type="checkbox"/> Job Types	types of nursing jobs, different types of nursing jobs, types nursing jobs, what types of nursing jobs are there, nursing job types	
<input type="checkbox"/> Rn	types of rn nurses, rn salary, rn jobs, rn, rn programs	
<input type="checkbox"/> Different Types	different types of nursing, different types of nursing jobs, what are the different types of nurses, different types of nurses, different types of nurses and what they do	
<input type="checkbox"/> Nurse Practitioner	different types of nurse practitioners, types of nurse practitioner, types of nurse practitioners, nurse practitioner, nurse practitioner salary	
<input type="checkbox"/> All Types	all types of nurses, list of all types of nurses, all types of nursing, what are all the types of nurses, all types of nursing jobs	
<input type="checkbox"/> Travel Nursing	travel nursing, travel nursing agencies, travel nursing jobs, traveling nursing, travel nurses	
<input type="checkbox"/> Salary	nurse salary, nurses salary, nursing salary, nursing salaries, male nurse salary	
<input type="checkbox"/> Registered Nurse	registered nurse jobs, registered nurse, registered nurses, registered nursing, registered nurse requirements	
<input type="checkbox"/> Agency	nursing agencies, nursing agency, nursing agency jobs, agency nursing, nurse agencies	
<input type="checkbox"/> Nursing Career	nursing career options, nursing careers, nursing career, careers in nursing, nurse career	
<input type="checkbox"/> School Of Nursing	nursing school, nursing schools, registered nurse schools, nurse school, nursing school requirements	
<input type="checkbox"/> Nursing Degree	nursing degrees, nursing degrees online, nursing degree requirements, nursing degree, degree in nursing	

Exploding this further using the result "Different Types", we see we are now getting words and phrases connected by meaning and relationship rather than "text match".

The screenshot shows the Google Ads interface with a green navigation bar at the top containing 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. Below the navigation bar, there is a link '<< Back to results' and a section titled 'Details: Ad group' with the subtitle 'View ad group details such as bid suggestion and potential placements for'. The main content area is titled 'Types Of Nurses' with a bid suggestion of '\$5.21'. A sidebar on the left contains a minus icon and the text 'Tool?' and 'ents'. The main content area features a 'Predicted Placements' section with an 'Expand all' link. The list of predicted placements includes: 'allnurses-breakroom.com', 'allnurses.com' (circled in red), 'allnurses.com/' (bracketed with 'allnurses.com'), 'allnurses.com/member-406959/', 'allnurses.com/member-582019/', 'allnurses.com/member-668752/', 'allnurses.com/member-8224/', 'jobs.aol.com', 'jobsearch.naukri.com', 'nurse.for-info.com', 'nursingjobs.allnurses.com', 'www.downtcm.com', 'www.mapquest.com', and 'www.pciconcursos.com.br'. At the bottom, there is another '<< Back to results' link.

<< Back to results

Details: Ad group
View ad group details such as bid suggestion and potential placements for

Types Of Nurses
[Bid suggestion \$5.21]

Predicted Placements [Expand all](#)

- + allnurses-breakroom.com
- + allnurses.com
- + allnurses.com/
 - allnurses.com/member-406959/
 - allnurses.com/member-582019/
 - allnurses.com/member-668752/
 - allnurses.com/member-8224/
- + jobs.aol.com
- + jobsearch.naukri.com
- + nurse.for-info.com
- + nursingjobs.allnurses.com
- + www.downtcm.com
- + www.mapquest.com
- + www.pciconcursos.com.br

<< Back to results

If we click on "view predicted placements", we can then take Page 1 websites, and use THEM as further input into the keyword tool, letting it extract a whole new set and range of keyword phrases.

This becomes an 'iterative process' that can net you many of those excellent keywords that aren't found otherwise, as well as forming the basis of tremendous, right-on-the-money exploded long-tail keyword lists!



"Wonder Wheel Deluxe"

To see how powerful this sort of meaning- and relationship-based researching can be, hop over to the "Visual Thesaurus" (<http://www.visualthesaurus.com/>).

(Though a paid tool, you can get a free trial, and access a limited version at thesaurus.com (<http://www.thesaurus.com/>))

Thinkmap Visual Thesaurus - An online thesaurus and dictionary of over 145,000 words that you explore using an interactive map. - Mozilla Firefox

Thinkmap Visual Thesaurus - An online thesaurus and dictionary of over 145,000 words that you explore using an interactive map.

Back Forward Reader Web Search Wave Dashboard Settings www.visualthesaurus.com Reload Stop Google Home Clearly Add to Evernote

HOME HOW IT WORKS SUBSCRIBE PRAISE INSTITUTIONAL SALES EDUCATORS SUPPORT

ALREADY A SUBSCRIBER? SIGN IN

THINKMAP VISUALTHESAURUS

Look up a Word:
type a word to search LOOK IT UP

Search History Random Word Language: English

search

seek look explore research examine see hunt hunting lookup scrutiny examination

FRESH INK

TEACHERS AT WORK A COLUMN ABOUT TEACHING

Students and the Art of E-Mail

September 4, 2012
By Michele Dunaway

Hi. What did i miss in class today. i want to keep up in english

I get a lot of e-mails. My favorites are the ones that come in from students who clearly like to prove to me how little they are using the skills I'm teaching. Thus, the group of teachers with whom I work decided to address the art of writing e-mail. [Continue reading...](#)

Article Topics:
[Writing](#), [Teaching](#), [Students](#)

1 comment Email to a Friend
Sign up for email Suggest a topic / contribute

Click here to read more articles from Teachers at Work.

LANGUAGE LOUNGE
A MONTHLY COLUMN FOR WORD LOVERS

Talk About Silence ★★★★★

September 3, 2012
By Orin Hargraves

An overlooked virtue of silence is its role as the

VOCABGRABBER
Automatically create lists of vocabulary from any text using the Visual Thesaurus VocabGrabber.
[Try it now!](#)

Visual Thesaurus Word of the Day

refulgent Tuesday, September 4th

Shine On Word of the Day:
To describe something as *resplendent* takes you quite a ways out on a literary limb. While you're out there, and if you want to add the idea of "shining brightly" to your description, you can grab onto *refulgent*, an adjective meaning "radiant." *Refulgent* is related to its less flashy cousin, *fulgent*, and distantly to Latin *fulgere* - from which we get *fulminate*.

Sign up for Word of the Day!

PREVIOUS NEXT DAY WEEK MONTH

Featured Word Lists

Mitt Romney's acceptance speech (250 words)
By Ben Zimmer (New York, NY)

congregant Neil Armstrong gas pump insurance premium freedom of religion

Words from Mitt Romney's acceptance speech at the Republican National Convention. Transcript: <http://www.npr.org/2012/08/30/160357612/transcript-mitt-romney>

Spanish borrowings into English (164 words) ★★★★★
By Francisco Javier (Málaga Spain)

adios adobe aficionado albino alcove

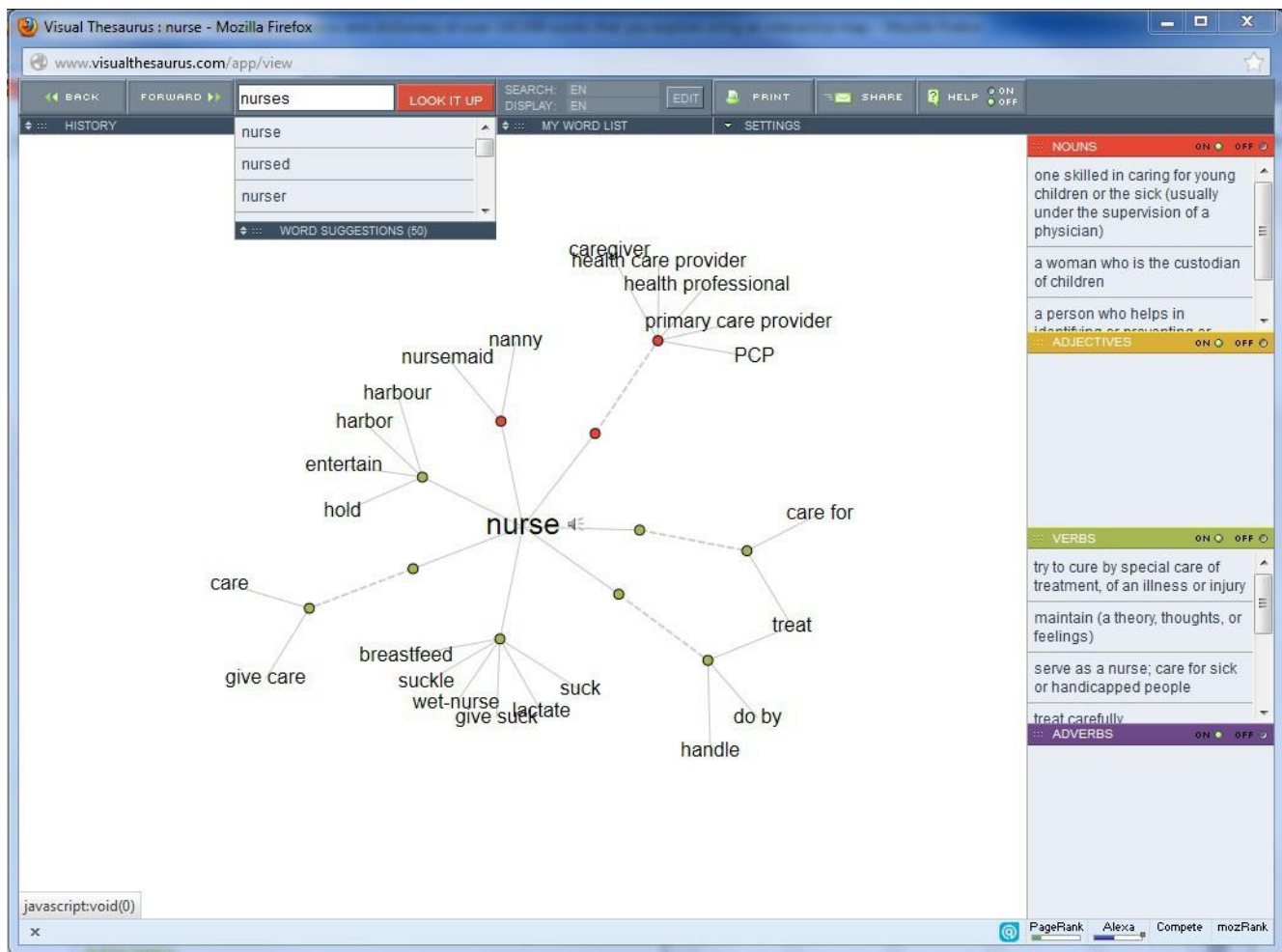
A list of words of Spanish origin.

100 Words Every High School Graduate Should Know (100 words) ★★★★★

PageRank Alexa Compete mozRank

By providing a "tree & branch" structure, you can easily drill down through meaning & relationship connections visually.

A simple search using "nurses" uncovers directly & indirectly related areas & topics, alternative phrases & meanings, and additional avenues to explore, expand, and explode:



Basic And Not-So-Basic Keyword Research

We know that "thinking outside the box" is how we crucial if we want to discover ideas, keywords, niches, trends, or anything else that hasn't been beaten to death by marketers already.

We illustrated one of the major shortcomings of 'basic' keyword research using Google's Keyword Tool, the data source for many of the keyword tools in use.

But for many of our needs, we still have to do that "basic" keyword research: finding "seed" keywords, developing keyword lists, sizing markets, and checking competition.

Just as importantly, and still true even today, using and becoming competent with one or more keyword research tools is essential to internet marketing success.

For much of that we can pick from a range of free or paid keyword research tools

Keyword research tools are notoriously flaky and inaccurate when it comes to search volume. So why do we use them? Well, for one thing, we have to have *some* basis for choosing our keywords. Secondly, the only alternative is to run PPC – Pay Per Click – campaigns for each keyword, and count the number of impressions there are. Even then it won't be 100%, and it's obviously not a viable way to test more than a handful of keyword phrases. And that's not even considering cost.

Free Keyword Research Tools Vs. Paid Keyword Research Tools

As has been noted elsewhere, one of our 'design goals' for 'A100k' has been to produce a course which anyone can follow to achieve serious, sustainable income, WITHOUT HAVING TO INVEST ANYTHING FURTHER (other than the cost for domain name & hosting).

To that end, we write the instructions and test the course using only free tools.

Fortunately, there is such a wide array of free tools, apps, and resources that we can do virtually anything necessary.

(We encourage you to explore the vast array of tools & resources - for keyword research and every other aspect of building a business and making money online - that we have assembled on our 'Resources' blog: <http://100kresources.com>)

With all the choices available, the question becomes which tool to use? Some people use only Google's own keyword tool. The arguments are it's free – a good argument! - and that since it's Google, one would think It would be accurate. After all, who would know better what people are searching and how often? Unfortunately, while definitely free, it has rampant inaccuracies.

It should also be noted that Google provides search volume 'levels', not actual numbers. A quick perusal of Google's keyword tool will make this evident: you see rounded numbers, such as 1200, 2400, 3600, 18000, etc.

Google is cagey about data – in fact, they are extremely cagey about a LOT of things. For instance, if you set your site up with Webmaster Tools, Google used to show all the backlinks it discovers. Just recently, they have moved away from even that concession, showing just a “sampling” of these links.

The reason for this 'caginess' is simple, and understandable. Google must maintain the integrity of their database. If someone were to know, for instance, exactly how they calculated Pagerank, Quality Score, etc., it would be a small step to reverse-engineer and 'game' the system. This already happens to a great degree – after all, Google has to balance providing information crucial to advertisers & webmasters, with keeping it just obscure enough to make it difficult to 'decode'.

That said, we do use Google's keyword tool. However – and this is a VERY important point – we don't rely on it solely. In fact, whenever we have a group of keyword 'candidates', we *ALWAYS cross-check them with at least one other tool before committing*. If the two numbers are wildly different, we will probably skip that keyword.

The screenshot shows the Google AdWords Keyword Tool interface. The search term 'nurses' is entered in the 'Word or phrase' field. The results are displayed in a table with columns for Keyword, Competition, Global Monthly Searches, and Local Monthly Searches. The table lists several related keywords, including 'Travel Nursing (30)', 'Salary (11)', 'Registered Nurse (16)', 'Agency (18)', 'Nursing Career (9)', 'School Of Nursing (35)', 'Nursing Degree (9)', 'Nursing Program (16)', 'Online Nursing (17)', and 'Pediatric Nursing (5)'. Each keyword entry includes a 'Save all' button and a 'More like these' link.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
nurses	Medium	6,120,000	2,740,000
Travel Nursing (30) - travel nursing, travel nursing agencies, travel nursing jobs...			
Salary (11) - nurse salary, nurses salary, nursing salary...			
Registered Nurse (16) - registered nurse jobs, registered nurse, registered nurses...			
Agency (18) - nursing agencies, nursing agency, nursing agency jobs...			
Nursing Career (9) - nursing career options, nursing careers, nursing career...			
School Of Nursing (35) - nursing school, nursing schools, registered nurse schools...			
Nursing Degree (9) - nursing degrees, nursing degrees online...			
Nursing Program (16) - online nursing programs, registered nurse programs...			
Online Nursing (17) - online nursing classes, online nursing, nursing online...			
Pediatric Nursing (5) - pediatric nurse, pediatric nursing...			

Free Keyword Research Tools

As Google often does with their software and tools, they have continued to improve the quality and capability of their keyword tool. It now provides some excellent functionality that would be hard to duplicate with other tools, and offers some terrific conveniences as well.

Everything you would need to do in this course in terms of keyword research can be done with free tools, beginning with Google's GKWT.

Beyond GKWT, there are a number of very good keyword research tools and applications out there. If you want to go the 'Free' route, you will do well with Market Samurai.

[MarketSamurai](#) is a very good, multi-function tool. While parts of it are not free, the keyword research module IS free. MS is good for both researching keyword phrases, and checking volume.

IMPORTANT NOTE: Many of the keyword research tools get their data from Google, so in theory, the ones that do should all give you the same results.

Market Samurai

File

online broker × best online broker × cna training × cna certification × Credit Repair ×

Keyword: Credit Repair ☐ Track Rank

Keyword Research

☒ Organic: ☒ Adwords: ☒ Competition: ☒ Commerciality:

☐ Total Searches + ☐ Adwords Traffic (AWT) + ☒ SEO Comp (SEOC) - max: 30000 ☐ OC +

☒ SEO Traffic (SEOT) - min: 80 ☐ Adwords CTR (AWCTR) + ☐ Title Comp (SEOTC) + ☒ Adwords Value (AWV) +

☒ Phrase-to-Broad (PBR) - min: 15 ☒ Adwords CPC (AWCPC) + ☐ Title/Comp (SEOTCR) + ☒ SEO Value (SEOV) - min: 30

☒ Trends ☐ Adwords Comp (AWC) +

Match Type: Broad Preset: Golden Rules

	Keyword (6 active, 0 removed, 94 filtered)	SEOT	PBR	SEOC	Trends	AWCPC	AWV	SEOV		
<input type="checkbox"/>	credit repair credit cards	249	16%	4,140		\$7.09	\$7.09	\$1771.79	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	fix credit report	204	30%	20,100		\$7.82	\$62.56	\$1599.50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	fix credit score	204	37%	19,100		\$7.13	\$21.39	\$1458.37	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	credit repair attorney	91	67%	9,050		\$8.86	\$0.00	\$807.50	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	credit card repair	136	16%	11,800		\$3.87	\$0.00	\$528.26	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	fast credit repair	91	54%	20,600		\$4.79	\$0.00	\$436.56	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Actions on selected... ☐ Show removed

Thank you For Using Market Samurai! (version 0.87.5)
For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>

Alternately, you can begin with either Google's keyword tool, or [Wordtracker's free keyword tool](#) (both shown below). When it comes time to cross-check, you can either run your keyword candidates through both and compare, or use [SEOBook's free keyword tool](#), which displays results from Google and Wordtracker side-by-side (along with Yahoo and Bing).

W

Wordtracker

Login: [Keywords](#) | [Link Builder](#) | [Strategizer](#)

[Sign in](#)

OUR TOOLS:

KEYWORDS

LINK BUILDER

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SEO your site with Wordtracker's free keywords tool and training videos

This is the free keywords tool. You can do so much more with our professional Keywords tool.

[Try it free for 7 days](#)

physical therapy schools


Search

☐ include adult words

Keyword (6)	Searches (16)
1 physical therapy schools that are easy to get into	4
2 list of physical therapy schools in the us	3
3 physical therapy schools in united states	3
4 physical therapy schools in texas	2
5 schools for physical therapy assistants	2
6 top hbcu physical therapy schools	2

SEOBook's free keyword tool is an excellent resource for verifying your info to avoid costly mistakes:

SEO Book Keyword Suggestion Tool Features



Cross References: Displays / Links to:

[WordTracker](#) Related Search Results [Learn How it Works](#)

Google Semantically Related Phrases [Additional Keyword Tools](#)

Yahoo **New:** Easy CSV export option! [PPC Tools](#)

Bid Prices

More Information:

[Learn How it Works](#)

[Additional Keyword Tools](#)

[PPC Tools](#)

Try The Coolest Keyword Research Tool Today!

Enter your keyword. This tool is powered by [Wordtracker](#).

[Submit](#)

export to CSV

WordTracker	WordTracker count	Google daily est	Yahoo! daily est	Bing daily est	Overall daily est	Yahoo! Suggest	G Trends	Google T E	G Suggest	G SB-KW	G Syn~	AdWords Keyword Tool	G Insights	Quintura	KW Discovery
physical therapy schools	52	65	19	8	92	Y! Sug 2	G Trends	G traf est	G Sugg	G SB-KW	Goog ~	AdWords KW	G Ins	Quin	KD
online schools for physical therapy degree	25	31	9	4	44	Y! Sug 2	G Trends	G traf est	G Sugg	G SB-KW	Goog ~	AdWords KW	G Ins	Quin	KD
physical therapy assistant schools	21	26	8	3	37	Y! Sug 2	G Trends	G traf est	G Sugg	G SB-KW	Goog ~	AdWords KW	G Ins	Quin	KD
physical therapy technical schools in ohio	21	26	8	3	37	Y! Sug 2	G Trends	G traf est	G Sugg	G SB-KW	Goog ~	AdWords KW	G Ins	Quin	KD
physical therapy tech sf bay area schools	16	20	6	2	28	Y! Sug 2	G Trends	G traf est	G Sugg	G SB-KW	Goog ~	AdWords KW	G Ins	Quin	KD

Free Keyword Resources

In previous versions of this (and other) courses, we provided listings of suggested or recommended resources throughout the course manuals.

Since listings and links come & go, update & change, etc., we opted to move all listings online so that we can readily update & maintain them, insuring that you always have the best and most current options.

You will find the internet's most extensive, current, and valuable listing of free keyword research resources - and much, much more - on our free "Resources" blog:

[You can find it at: http://100kresources.com](http://100kresources.com)

Paid Keyword Research Tools, Or "Time Vs. Money"

We often get asked the question, "with all the quality free tools, why would you pay for something that you could do with free resources?"

It's a similar argument to the 'free versus paid' traffic argument. With the exception that there are in fact some advanced features that are not available with free keyword tools - notably functions that rely on paid databases to perform, such as SEToolkit's competitive analysis - it comes down to this:

When we first start out, we have much more TIME than MONEY. As we progress, that equation should shift, eventually leaving us with plenty of MONEY but never too much TIME.

In other words, TIME becomes more scarce, and hence more valuable, than MONEY.

When we reach that threshold, it makes sense to spend money wherever we can 'trade' it for time. In some cases, paid tools are faster/easier/etc., letting us trade MONEY for TIME.

One of the benefits of the 'Paid' tools is that they generally go beyond listing keywords and search volume. Most importantly, they all provide some measure of how 'competitive' the keywords are, meaning how hard it might be to rank well for each keyword.

Once again, these are notoriously flaky and inaccurate, however they can save time by highlighting those that are obviously not worth pursuing. That said, I have found keywords that have been hugely worthwhile, but were shown by the tool to be "too competitive".

If you invest in one or more of these tools, it pays to understand how they go about determining competitiveness.

SEToolkit

Of the paid tools, we recommend one 'hands-down'. It's not just the best of the paid tools, it's in a class by itself.

It's what we use & rely on for virtually ALL of our keyword research and competitive analysis.

It is also the only tool that has INTEGRATED "A100K" RIGHT INTO THE TOOL!

Though it is by monthly subscription, rather than a single purchase, don't let that put you off. If you are doing any of this stuff in a serious way, this is one of the best investments you can make.

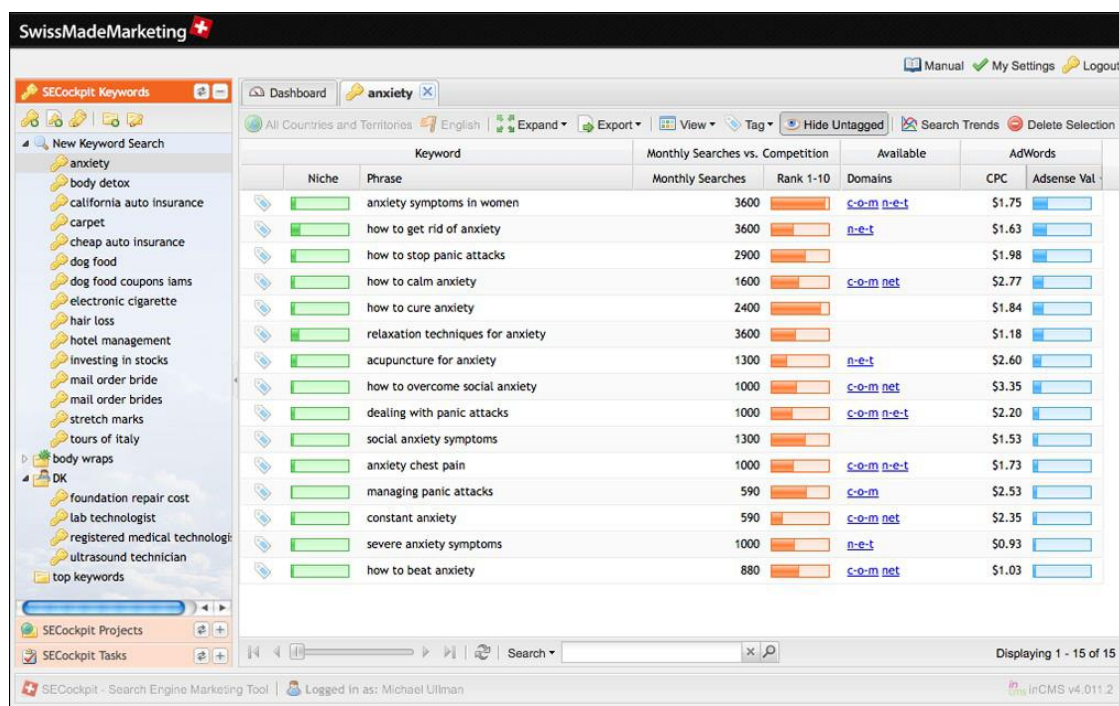
If you can afford it, get it. If you can't, make it your first investment once you're generating revenue.

It will make you money, and will make you money that no other tool can.

SECOckpit is hands-down the best keyword research tool on the market, for any price.

We've arranged for a special trial offer. You can check it out here:

<http://adsense100kblueprint.com/resources/sec/>



The screenshot shows the SECOckpit Keywords dashboard for the keyword 'anxiety'. The interface includes a sidebar with a 'New Keyword Search' list, a top navigation bar with 'Dashboard' and 'anxiety' tabs, and a main table of keyword data. The table has columns for Niche, Phrase, Monthly Searches, Rank 1-10, Domains, Available, AdWords, and AdSense Val. The data is sorted by Monthly Searches in descending order.

Niche	Phrase	Monthly Searches	Rank 1-10	Domains	Available	AdWords	AdSense Val
	anxiety symptoms in women	3600		c-o-m n-e-t		\$1.75	
	how to get rid of anxiety	3600		n-e-t		\$1.63	
	how to stop panic attacks	2900				\$1.98	
	how to calm anxiety	1600		c-o-m net		\$2.77	
	how to cure anxiety	2400				\$1.84	
	relaxation techniques for anxiety	3600				\$1.18	
	acupuncture for anxiety	1300		n-e-t		\$2.60	
	how to overcome social anxiety	1000		c-o-m net		\$3.35	
	dealing with panic attacks	1000		c-o-m n-e-t		\$2.20	
	social anxiety symptoms	1300				\$1.53	
	anxiety chest pain	1000		c-o-m n-e-t		\$1.73	
	managing panic attacks	590		c-o-m		\$2.53	
	constant anxiety	590		c-o-m net		\$2.35	
	severe anxiety symptoms	1000		n-e-t		\$0.93	
	how to beat anxiety	880		c-o-m net		\$1.03	

A Few Words About Search Volume And "Ranking"

When we talk about terms like "ranking", "Page 1", "SERPs" (Search Engine Results page), we have to understand one very important concept. Websites don't rank, only pages, or

individual URL's do. And ranking is only inrelationto the search being done.

It is a mis-statement to say, “My site finally reached the first page in Google.” First, it must be in relation to a search, so “My site finally reached the first page in Google *for the phrase “Paralegal Training”*” would be more accurate.

Second, it isn't the site that has a ranking position, but a specific page. And so, my site on Paralegal Certification might have a page devoted to “Paralegal Training”, and that page might rank on Page 1 for that phrase, but it is that specific page, not the site itself.

In many cases, it is the homepage that ranks for a given search phrase, but even then, it is the home page itself that is ranking, not the site.

This is why, when we are trying to rank for a specific keyword, we target specific, individual keyword phrases.

For our "Classic Blueprint", we always - and only - target one keyword phrase per page of our website.

Our aim with the "Classic Blueprint" is to create a 'topical' website that has 1 'target' page for each of our selected keyword phrases, and then focus our ranking efforts on getting each of those individual pages ranked for their respective keyword phrases.

NOTE: Since it's “Panda” updates, Google has said that individual pages of a website can impact the ranking of other pages. And so while it is still true to say “pages rank, not websites”, we now must take into account our website as a whole.

In other words, this means that “low-quality” pages can lower your rankings on other pages.

A Few IMPORTANT Words About Competition

Competition today is much different than it used to be, on many levels. When we talked about 'competition' in the past, we were talking about it in relation to ranking in Google.

Today, 'competition' is "competition for visitors" and "competition for attention" rather than just "competition for Google ranking".

Competition For Google Ranking

Forget everything you may have heard. “Number of results” doesn’t matter at all. Searching with “quotes” is irrelevant. Search operators such as “allinanchor”, “allintitle”, etc., by themselves are meaningless.

THE ONLY THING THAT MATTERS IS WHO SHOWS UP ON PAGE 1 WHEN YOU DO A BROAD-MATCH SEARCH (meaning a plain, ordinary search).

“Number of competing pages..” is meaningless. There are only ever 10 “competing pages”, those on Page 1.

That is who you're competing with. This is what real people do, and what they see. They type in their search – no quotes, no brackets. And that first page that comes up is all that matters. You have to “beat” some of them in order to make it to Page 1.

A Word About “Click Patterns”

This would be a good time to talk about “click patterns”.

In nearly all searches – though there are some types of searches that are exceptions – the #1 listing gets the greatest percentage of clicks. How much? As much as half, or 50% - sometimes more. Spots #2 and #3 generally split the next 25%. In other words, the Top 3 listings will get 75% of the traffic. The remaining 7 listings will get most of the rest, in decreasing percentages. This means that if we aren't able to reach say the Top 5, we don't even have a shot at most of the traffic. This is another reason why we target these higher-

volume niches and keywords.

June 14, 2010 - June 30, 2010						
			Save as Report Template: <input type="text" value="Enter new name..."/>		<input type="button" value="Save"/>	CSV
Totals		2,717	283			\$399.84
Date	Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Monday, June 14, 2010	Phobosmycertifcatingide	52	5	9.62%	\$89.32	\$4.64
Tuesday, June 15, 2010	Phobosmycertifcatingide	64	2	3.12%	\$30.01	\$1.92
Wednesday, June 16, 2010	Phobosmycertifcatingide	105	9	8.57%	\$89.80	\$9.43
From position #3 in Google for main keyword		100	7	7.00%	\$103.22	\$10.32
		54	4	7.41%	\$98.73	\$5.33
		72	7	9.72%	\$161.97	\$11.66
To position #1		88	15	17.05%	\$251.29	\$22.11
		189	22	11.64%	\$183.79	\$34.74
		306	37	12.09%	\$161.60	\$49.45
Wednesday, June 23, 2010	Phobosmycertifcatingide	227	11	4.85%	\$114.01	\$25.88
Thursday, June 24, 2010	Phobosmycertifcatingide	223	24	10.76%	\$191.42	\$42.69
Friday, June 25, 2010	Phobosmycertifcatingide	184	26	14.13%	\$165.93	\$30.53
Saturday, June 26, 2010	Phobosmycertifcatingide	120	15	12.50%	\$170.85	\$20.50
Sunday, June 27, 2010	Phobosmycertifcatingide	189	27	14.29%	\$150.29	\$28.40
Monday, June 28, 2010	Phobosmycertifcatingide	257	25	9.73%	\$137.03	\$35.22
Tuesday, June 29, 2010	Phobosmycertifcatingide	267	33	12.36%	\$163.22	\$43.58
Wednesday, June 30, 2010	Phobosmycertifcatingide	220	14	6.36%	\$106.51	\$23.43
Totals		2,717	283			\$399.84
Averages		159	16	10.42%	\$147.16	\$23.52

Generally speaking though, we need to be able to “beat” or displace someone on that first page of search results.

So how do we judge the competition?

The two main metrics we are going to look at are Pagerank, and backlinks. But let's pause for a moment and make sure we understand ranking and backlinks.

A Word About Pagerank

V3 NOTE: Competitive analysis, ranking, and backlinks are all things that have evolved significantly since we released Version 1 of this course.

We still considered competition the same way - whomever was on Page 1 - but how we

evaluated their relative strength has changed. Specifically, we don't rely as heavily just on Pagerank and backlinks - but they are still the two most significant 'markers', and this is still the best method for evaluating competition.

Most importantly, we consider "Total Backlink Value" to be a function of the general number and strength of the linking domains - how many better-than-poor domains link to a site, how strong the 'best' domains linking to it are, and how strong the 'best' link is from those top linking domains.

For those with interest, we've left in some of the information about how Pagerank and backlinks work and are calculated.

“Pagerank” is something thought up by Larry Page and Sergei Brin, the co-founders of Google. It is – or was, anyway – the basis for Google's search engine. They thought that they could create a 'better' search engine through the use of Pagerank.

So what exactly is Pagerank? Well, stepping backwards for a moment, let's look at the “how & why” of search engines.

The goal of search engines is to index all the pages on the internet, and then 'rank' or grade them, in order to provide the “best” answer to a given search. In other words, If I grade all the pages out there, then when you type in “what is the best nursing school”, I can go through my database and list the pages the answer that question, in order of best-to-worst.

But how do I determine which pages are “best”? Ahhh... the Million Dollar Question – actually, the Billion Dollar Question!

What Page and Brin came up with – while still in college - was this notion that the internet itself can decide which pages are 'best'. Their brilliant idea was this: the more people (pages) that “talked” about a particular page, the more popular it is, and hence the “better” and more relevant it's likely to be.

How do you know who is 'talking' about a particular page? By seeing who is linking to that page. If a website has a link (backlink) to a particular page somewhere, that is considered a “vote” for that page. Over time, the “better” pages will attract more attention, hence get more “votes” i.e. more links.

They distilled this idea into a mathematical formula, and named it “Pagerank”.

For those of you with a masochistically curious bent, here is the original Pagerank formula:

$$PR(A) = (1-d) + d(PR(t1)/C(t1) + \dots + PR(tn)/C(tn))$$

Based on this idea, Google was born. To this day, Google still provides the “best” search results overall.

Unfortunately, Pagerank as it was originally envisioned, is relatively easy to 'game'. Since a web page was essentially ranked by how many inbound links are out there, one could go out and create a bazillion pages with a bazillion links in order to get their page to the top of the rankings.

In a never-ending struggle to maintain the integrity of its database, Google continually tweaks its formula to combat manipulation. It's done this primarily by "weighting" links. Instead of links all having the same vote, different links could have 'stronger' votes. This is accomplished by calculating a value for each link; the higher the value, the stronger the vote that link conveys. Some of these factors include the Pagerank of the site where the link is, the age of the site where the link is, how high up or close to the beginning of the page the link is, and many others, all intended to give a relative 'strength' value to each link. Over time, the formula has evolved to where it is today. By most knowledgeable estimates, there are approximately 100 variables now being taken into account in calculating Pagerank.

Much like Coca-Cola's recipe, the Pagerank formula is a very closely-guarded secret. After all, if someone knew exactly what factors are used and how, it would be relatively easy to figure out how to manipulate pages.

This is what modern SEO – Search Engine Optimization – is all about. Trying to understand how Google ranks pages, and then applying that knowledge to give pages an advantage in ranking.

There are just a few more tidbits we should be aware of regarding Pagerank.

First, it's well known that the value of a link is based on the relative strength of the page it sits on. As mentioned above, that 'relative strength' is determined by a number of factors that include the Pagerank of that page itself, how many outbound links it has, and the 'Trust' and 'Authority' of the page it sits on.

As such, all links are definitely not equal.

Second, Pagerank is a moving target – it is constantly being recalculated and updated. We use a browser plugin to see the Pagerank of pages (more on that in the Wordpress section), but it just shows a 'snapshot' of Pagerank, what it was for a moment in time. Google 'exports' that value only once every few months. So when we see "Pagerank 5" for a page, we can only know that it was a Pagerank 5 at that moment. But it's the best we have; actual Pagerank can change every day (this again is Google's way of obscuring the data to make it harder to 'reverse engineer'). If Google showed a 'live' Pagerank indicator, webmasters would instantly begin testing to see exactly what changes made the Pagerank number go up).

Third, Pagerank is a "logarithmic" value – it goes up in a curve, not a straight line. This means that PR3 isn't just a little more than PR2, but more than twice as much. It also means that it takes a lot more additional Pagerank for a page to move up to the next Pagerank level than it did to move up from the previous Pagerank level.

Competition

V3 NOTE: Once again, much has changed since we began considering 'competition'. The key factors today are two-fold: how 'strong' the page we're trying to beat is overall, and how 'strong' it is for the keywords we're trying to rank for.

Remember that a page or site might be very 'strong' overall, yet not be very strong IN RELATION TO A SPECIFIC KEYWORD.

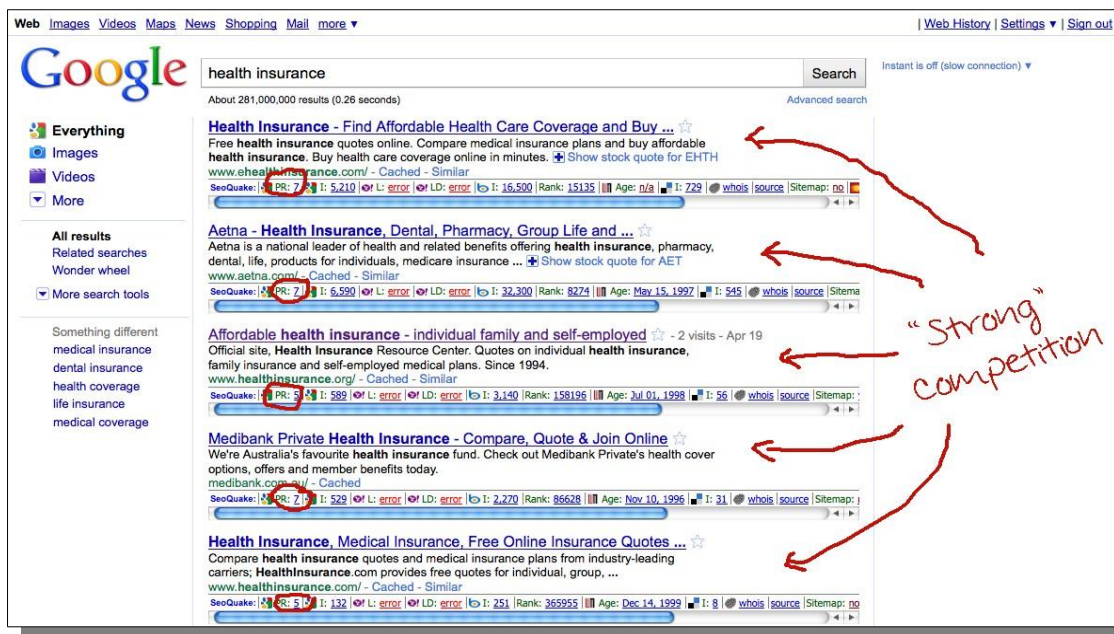
Remember that we are looking at Page 1 results of our keyword phrase search in order to determine how strong the competition is, so as to decide whether it's a keyword phrase worth pursuing.

The two things we look at on those Top 10 pages are Pagerank, and backlinks. Some of the keyword tools provide this information, some do not. In that case, we need to visit the page itself. With our browser plugins (Resources section), we can quickly determine the Pagerank and number of backlinks our competition has.

Since we know different backlinks can have different values, we have to mentally juggle both of these factors.

What I do is go to the 5th or 6th listing first. After all, if these appear hard to beat, there's no sense going any further. Sometimes – often, actually – the Top couple of listings may be extremely strong, while the ones just below those aren't. This lets me see if I have a chance of reaching at least #5 or #6.

How strong is too strong? If the pages around #5-#6 have Pagerank over 4, I'll probably move on to my next keyword candidate. If they are PR4 or lower, I'll check the number of backlinks. If there are not more than a couple hundred – less than 300 – then it's starting to look good.



Ideally, you want to see pages with little Pagerank (PR-1) and less than a few hundred

backlinks at those positions. If I see this, I know I can easily outrank a page at that position. And once you start getting into the 'right' mindset in terms of niches and keyword phrases, you'll find this is the case more often than not.

Realize that while a page may have a lot of backlinks, if they're all 'internal links' (coming from that same domain), or they are all low-value backlinks, then it is within reach. The Pagerank number will help me estimate the overall strength of those backlinks.

Conversely, if the page has relatively few backlinks – less than 100 – but a high Pagerank, it's a safe bet there are some very strong backlinks.

Again, what we want to see is relatively low Pagerank and not more than a couple of hundred backlinks around Position #5.

If you check a few keyword candidates, and see that all the pages on Page 1 are very strong, don't get discouraged. There are hundreds of thousands of excellent keyword phrases out there. Often in the beginning, we shoot too high, looking at keyword phrases that just aren't worth going after. Once you hit on a few that have great "competitive outlook", you'll begin to 'feel' the differences. Pretty soon, your mind will start to 'tune' itself better, and you will almost sub-consciously recognize the worthwhile candidates for those that aren't before you even check. That's when your whiteboards will start to fill up as you seemingly 'stumble' across one great keyword phrase after another.

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SeoQuake: PR: n/a | DA: 0 | PA: 0 | LD: error | I: 631,000 | Rank: 2666 | Age: Jan 25, 1999 | Sitemap: :

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SeoQuake: PR: n/a | DA: 0 | PA: 0 | LD: error | I: 631,000 | Rank: 2666 | Age: Jan 25, 1999 | Sitemap: :

Amazon.com: Phlebotomy Essentials (9780781734523): Ruth E. McCall ...
"Answers for the Phlebotomy Essentials workbook are only available to instructors and no ...
1.0 out of 5 stars Phlebotomy Essentials by Ruth McCall ...
www.amazon.com/.../Medical-Procedure - Cached - Similar
SeoQuake: PR: 3 | DA: 0 | PA: 0 | LD: error | I: 30,000,000 | Rank: 15 | Age: Dec 12, 1998 | Sitemap: n

Phlebotomy Essentials
Phlebotomy Essentials by Ruth E McCall offers the latest information about Clinical Laboratory Science Medical Te. Order this product at LWW.com.
www.lww.com/product/Phlebotomy-Essentials/9780781734523 - Cached
SeoQuake: PR: n/a | DA: 0 | PA: 0 | LD: error | I: 19,000 | Rank: 12435 | Age: Dec 12, 1998 | Sitemap: :

978158259261: Phlebotomy Essentials 4th Edition/Phlebotomy Exam ...
AbeBooks.com: Phlebotomy Essentials 4th Edition/Phlebotomy Exam Review 3rd Edition (978158259261) by McCall, Ruth E., Tankersley, Cathee M., and a great ...
www.abebooks.com/.../Phlebotomy-Essentials...EditionPhlebotomy.../p - Cached
SeoQuake: PR: 0 | DA: 0 | PA: 0 | LD: error | I: 56,100 | Rank: 5048 | Age: Oct 23, 1996 | Sitemap: n

"weak" competition

Some Last Words About Pagerank

There are people who say "Pagerank doesn't matter". The reality is, it does matter when we're trying to boost our total backlink value. Why? Because part of the value of a given backlink comes from how much Pagerank it conveys. And that is a function of the Pagerank of the page where the backlink resides.

For example, all other things being equal, a backlink residing on a PR-5 page adds considerably more backlink value than a backlink from a PR-2 page.

Keep in mind, Pagerank is not a static value, it changes, ebbs and flows. The PR you see on your browser, or at a Pagerank checker, is the value that it had at the last "update". Google 'exports' the PR values once every few months. A site that shows a PR-3 may not actually be a PR-3. The only thing that shows is that when Google did the last "update", it was a PR-3. Like rankings, Pagerank is fluid.

That being said, there is no way to know the actual PR of a page other than on the day Google exports that info. But it's "all we have" and can be at least a relative indicator.

Pagerank, as the name implies, is assigned *per page*, not per site. Pages from a given site can, and often do have different PR values. Usually, the homepage, which is usually the oldest, most optimized, and has the most backlinks, is the highest, but this isn't always the case. As such, a backlink from a "PR-4 site" often doesn't convey the backlink value of a PR-4 page. If the actual page the link is on isn't a PR-4, then that's not the value passed. Still, a backlink on an inner page of a site who's homepage is a PR-4 is usually stronger than the backlink on an inner page of a site who's homepage is a PR-2.

"Follow" / "NoFollow"

The "NoFollow" tag was created by Google (other search engines don't consider it) for webmasters to tell their crawler not to 'follow' a link on a page. It also discounted the passing of the page's PR through that link. Currently, a link that is tagged "NoFollow" does not pass PR value to the link. That *does not* mean that backlink has no value - it does - it means however that it's value is relatively low.

While Matt Cutts at Google says they're moving towards ignoring "NoFollow" tags, they haven't yet, at least where passing Pagerank is concerned.

What this means for ranking is that "NoFollow" links are low-value backlinks, regardless of where they are.

HINT: If you want to know whether a link is "NoFollow", you can use the SearchStatus browser plugin. Simply right-click on the SearchStatus button, and select "Highlight NoFollow Links".

CONTENT

Content drives the Internet. Almost everything we do to create our sites, generate traffic, and make money online involves content

In earlier versions of A100k, when we used the term "Content", we were talking about written content - text. This was because we were AdSense site that used text exclusively.

With V3, we've expanded the range of website types we can build, and aren't limited solely to text..

But even more importantly, websites today must have strong, mixed-media content to compete.

And then there is the issue of "content marketing". This is a term that went from obscurity to a commonly used phrase on the Internet. Though not developed online, the concept of "content marketing" has been widely adopted in Internet marketing. And as we'll see later, for very good reason.

So what are we talking about here when we say "content"? We're referring to the content for our websites, and content that will use for promotion and traffic building.

Whatever the purpose, the most important consideration in content is quality. Not only for the articles or posts that make up our website, but anywhere that we use content.

What do we mean by quality? We mean originality or uniqueness, suitability to its purpose, impact, and in the case of written content, we mean grammatical and typographical correctness, length - we're really talking about every aspect of our content.

Content Marketing

And since it's a fundamental underlying strategy in everything we do, and with every business model, let's talk for a minute about "content marketing".

Though you may have heard otherwise, it's really a very simple, almost self-defining concept. At its most basic, it means "marketing" through the use of "content".

For our purpose, one of the best definitions comes from Brian Clark and his terrific content marketing site, copy blogger:

"Content marketing" means creating and using valuable free content to attract and convert prospects into customers, and customers into repeat buyers.

The type of content you share is closely related to what you sell; in other words, you are

educating people so that they know, like and trust you enough to do business with you."

Said another way, content marketing is using really good, relevant content, to get people's attention, get them to your site, and get them to convert.

Content used to be, what we used to fill up the spaces in between ads. Today, it has to be the core of what our sites are, a differentiators, and a strong competitive advantage.

Content Quality

With the first "Panda" update in February 2011, quality concerns have become much more significant. We can no longer get away with poorly written, spun, or scraped content, minimum length posts and articles, etc., and expect to see good results. and not getting good results is no longer the biggest consequence: ranking penalties, the indexing, and losing our AdSense account are not unrealistic consequences of bad content.

Fortunately, we don't need to have a college degree in grammar or English literature to have quality content.

There are a number of ways we can come up with our content: we can write it ourselves, outsource or pay someone else to create it, solicit 'guest' content, curate existing content, use Public Domain, or re-write PLR..

The New Rules Of Content

The purposes for our content vary, but whatever te purpose, we want it to perform that purpose well.

Google's "Panda" update marked the beginning of sweeping changes in the world of content. "Low quality" content is increasingly disappearing, by force or by choice.

Whatever our content objectives are, we need to put an emphasis on "quality". But what exactly defines "quality"?

For written content, it's a fairly simple question to answer; follow these guidelines, and you'll be on the 'right' side of "quality":

Length. For content we want to rank – articles for article marketing, Web 2.0 sites that we're using as our target platform, and of course our own websites, we want a minimum of 500 words per article or post. If it is a target or main article, bump that to 650 words at least. If it's simply for backlinking i.e. Web 2.0 "feeder site" posts, we can get away with 400 words.

Grammar. No play here – all articles must be 100% grammatically correct, and that mean zero typo's as well.

Originality and “Uniqueness”. Don't use scraped or copied content, period. Don't use spun content. Don't use unaltered PLR. that one was easy, right?

Do's & Don't's

Keywords - Don't. Avoid “keyword stuffing” in any manner, meaning filling your content with more than a few instances of any particular keyword, packing in every possible variation of targeted keywords, or repeating keywords or phrases across across meta-tags (title, H1, description, etc).

Keywords - Do. Use variations, synonyms, alternate meanings, etc. Look for ways to vary references.

Content Quality. Do not use poorly written filler or fluff articles – you know the kind, generally written by someone with no knowledge of the subject, or with little grasp of the language. All articles, posts, etc., MUST be worth reading: informative or entertaining or thought-provoking or enlightening, etc.

As part of their “Panda” announcements, Google had provided some 'baseline' questions you can ask to help you determine if you met the bar. Consider them seriously. For all of your content. If you can't answer yes to all of them, don't use that content.

- ◆ *Does the content offer some original perspective or opinion, original reporting, original analysis?*
- ◆ *Does it sound/feel like it was written by someone who really knows the topic?*
- ◆ *Does it look or feel like it was sloppily or hastily edited?*
- ◆ *Does it compare well to the content on the sites currently in the top rankings?*

If you follow these basic guidelines, your content will accomplish what you want it to!

Our content is very important, whatever we're doing. For this Blueprint, it takes on an additional 'burden': we want to work MOST of our long-tail keywords from our keyword research into our content.

I say MOST because - amazingly - you'll find you start ranking for keywords that aren't even explicit in your content!

For instance, if the topic is "nursing", and you have content covering many or most of the keywords & phrases, you'll start to rank for 'iterative' phrases or 'implied' phrases - combinations that don't actually appear as-is, but who's components do.

If our content talks about "registered nursing", "registered nurses", and "nursing careers", with enough content and other ranking signals, we will eventually rank for "registered nursing jobs" EVEN IF THAT PHRASE NEVER APPEARS EXACTLY!.

The key here is simply 'good' writing, combined with knowledge of the topic, or access to writing resources like a dictionary, thesaurus, etc.

Content Focus

The most important consideration is 'Content Focus' - by which we mean NOT 'Keyword Focus'. Your content MUST be written by focusing on the topic you are writing about, with the effort applied to being descriptive, using variations, synonyms, alternative phrases, alternative meanings, etc., and NOT focused on the keyword.

Whether we create our own content or outsource it, and whichever Blueprint we follow, here are the MUSTS:

All website content MUST be 100% original, and 100% grammatically correct;

NO 'spun' content;

NO 'scraped' or copied content

Again, when developing content for this Blueprint, we want our articles to be based on topics within our niche, rather than based on specific keyword phrases.

Optimizing Our Content

In earlier versions of the course, this was a big section. It isn't any longer. Why? Because "content optimization" no longer works. We used to optimize our content in order to manipulate Google for rankings. This no longer works.

One of the most significant 'fall-outs' from the "Panda" updates is that almost the entire ranking 'landscape' has changed, beginning with content. And it isn't just about an article or page; 'low-quality' content anywhere on your site can hurt your ranking efforts everywhere.

If we want to manipulate Google for rankings with our content, there is a new, "cutting-edge" tactic: well-written, focused content.

This doesn't mean we don't include our primary keyword phrase in the title of our article, for instance. We do. But that's because this would occur naturally in well-written, focused content.

And that really is the key to "content optimization". Include appropriate keywords where it would be appropriate to include them: in the title of an article talking about the subject of that keyword. Anything beyond that, and the determining factor must be "appropriateness". It's appropriate to use a target keyword in the title when the contents revolves around that keyword.

Content, Keywords, And On-Page Optimization

The "conventional wisdom" for ranking pages - on-page optimization for SEO - has long been a formula of placing your target keywords or phrases as follows:

- In your Title tag
- In your article title
- In H1 tags
- In your Description tags
- In your Keyword tags
- In the first sentence of the first paragraph
- In the first sentence of your last paragraph
- 'x' times in the body of your content

In fact, this was the 'formula' we used in earlier versions of this course. Why? Because it worked. But as we pointed out earlier, that's past tense now - not only doesn't it work, it can and often will result in a ranking "glass ceiling, or worse, a penalty. And with the advent of Panda, that page penalty can now become a site penalty, penalizing pages that wouldn't otherwise have problems.

So exactly how do we go about optimizing a page for a chosen keyword or phrase? We make it the focus of the content - just not literally.

We would still want to maximize focus by using a target keyword phrase in a page an/or article title, but let the relevance & focus of the content do the rest of the job.

Google recognizes synonyms. They can match phrases with alternate words & phrases. They use 'historic session data' - billions of previous searches, graded by whether searchers stayed on their chosen result, or returned to the search page - to infer "intent".

In other words, Google can, and does assume 'implicit' meaning. And so we don't have to rely on giving Google 'hints' as to what we should be deemed relevant for, or what we should be ranked for, since they now recognize that as 'intent' of another kind: manipulation.

Google Can ~~Google~~ Read My Mind

If your focus and meaning are clear, you can rank for phrases that AREN'T EVEN ON YOUR PAGE! We have many sites with many pages that rank - intentionally - for phrases that never appear on the page.

A widely-published search example helps to illustrate the extent to which Google can, and will infer implicit intent - what they think you want or mean:

"h. h. gregg" is a mid-sized electronics & 'big box' retailer with 200+ stores in the Eastern and Southern U.S.

Based on "session data" - other searches done before & after during the same session, whether searchers stayed or hit the 'back' button, etc. - Google knew that many people searching for "hhgreg site" were searching for the "h. h. gregg" stores in conjunction with things like laptops, TVs, and printers. But ***lots more people who searched for laptops, TV, and printers did so in conjunction with "Best Buy"***. So when people searched for [hhgregg site], Google ranked hhgregg.com first, ***but ranked bestbuy.com second***.

This illustration is easy to understand, but Google is now applying these and other signals to go well beyond word- or synonym-matching to understand intent, to the degree that exact keywords don't even have to appear on a page in order to rank for them.

In a recent interview, Matt Cutts confirmed this, saying:

""Keyphrases don't have to be in their original form. We do a lot of synonyms work so that ***we can find good pages that don't happen to use the same words as the user typed***." (emphasis added)

Write It Ourselves

For many of us, this presents both a problem and a solution. Writing our own content can be the quickest and/or most accessible way to go, since we don't have to pay someone, rely on and wait for someone, etc. On the other hand, many of us aren't comfortable writing, or find it to be difficult and very time consuming. There are a number of ways however that we can 'improve' this situation.

Obviously, the content we need is going to vary depending on what we need it for. "Informational" articles are different from "reviews", which may be different from keyword-based Web 2.0 posts, which may be different from product pre-sell content, or an auto-

responder series, etc.

The first thing we want to do is get very clear on what exactly we need. In most cases it will be self-evident. If it isn't, or there are many options, it helps to use an evaluation step – what is it we want to accomplish with a particular piece? Once we know what we want, we can look for quality examples that we can use as a basis for our own piece.

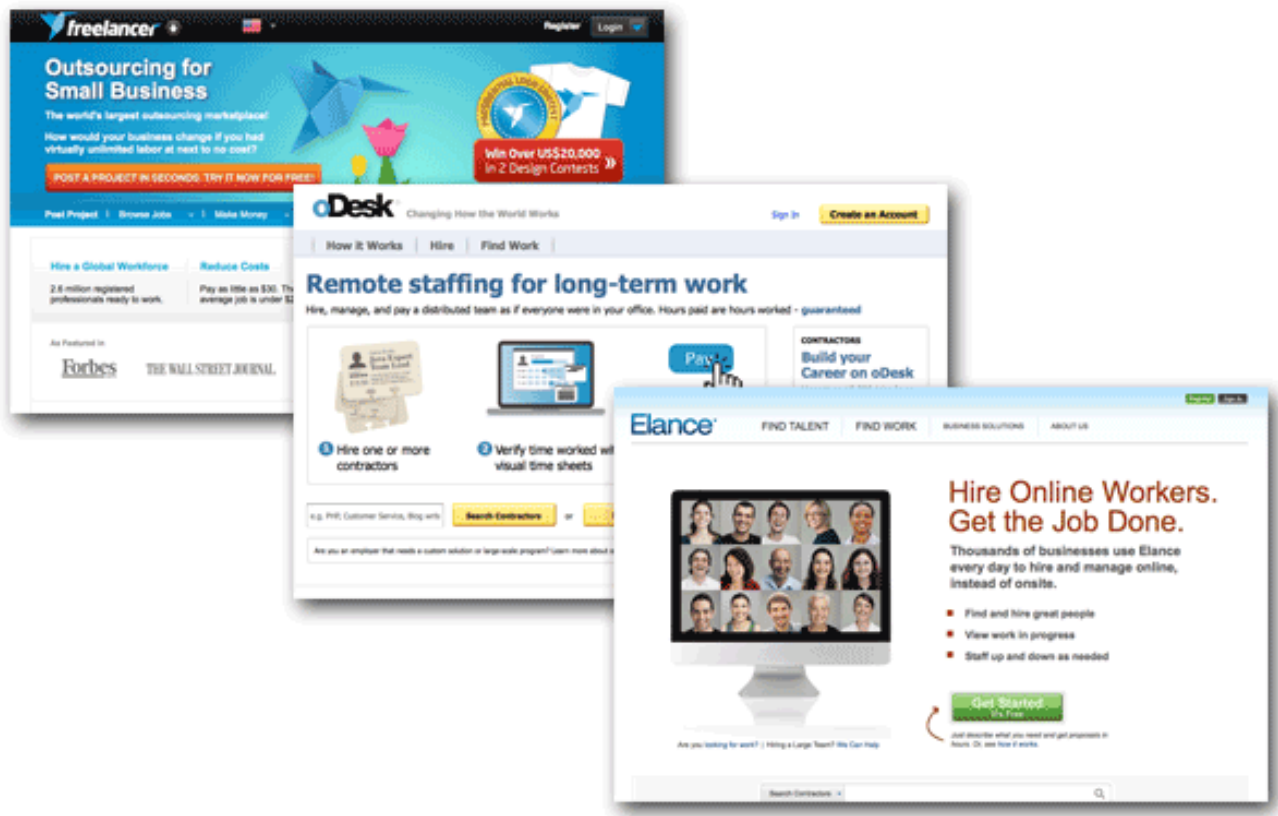
Note: if you have trouble coming up with ideas, or get “writers block”, there is an entire section on 'Ideas & Brainstorming' on our free 'Resources' blog.

It's “the sincerest form of flattery” - article directories are excellent resources for material. By looking up something similar, we can see what the 'most popular' or 'most viewed' articles are, and use those as a template or outline, since we already know they 'work'.

It isn't necessary to 're-invent the wheel' even when we're writing our content ourselves. Articles from article directories and PLR material can provide the basis for our own content, either by re-writing it, or using it as an outline. An easy way to accomplish this is to summarize each paragraph into one line, list them in order, then go ahead and write a new paragraph based on each one-line summary.

Outsourcing

There are essentially two avenues to outsource content: freelance writers, and article writing services. Freelance writers can be found on any of the 'freelance' websites such as Freelancer (<http://www.freelancer.com/>), Elance (<http://www.elance.com/>), and Odesk (<http://www.odesk.com/>), as well as through forums like Warrior Forum (<http://www.warriorforum.com/>), or classifieds sites such as Craigslist under 'writing gigs' or similar sections.



Article writing services such as Textbrokers (<http://www.textbrokers.com/>) provide more-or-less on-demand writers – you submit a request, and it gets distributed to a writer who then writes the article.

Another alternative is Amazon Mechanical Turk (<http://www.mturk.com/>). This website lets you specify 'Hits' – jobs – and how much you are willing to pay for them. The 'Hits' are then disseminated to 'Workers' – usually third-world freelancers. You can post article 'Hits' for \$1, and you will get plenty of takers. The only caveat though – and it's a big one – is that you will invariably get some of the 'Workers' plagiarizing existing content, or passing off badly-spun garbage. You do get to review and either accept or decline on every 'Hit' so you won't get shafted, as long as you make sure to check each piece.

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The quickest, easiest way to check articles for originality is Google. Forget Copyscape. Just copy a couple of sentences, and search Google for them in quotes. You'll instantly see if it is original or not.

Note: Amazon Mechanical Turk can also be a good source for article spinning and linkbuilding.

Public Domain

Public Domain refers to material in the 'public domain', which means it can be used by anybody, in any way, for anything. Unlike "Private Label Rights" ("PLR"), there are no restrictions on PD material.

Without going into a whole lecture on public domain, it essentially comes through two avenues: material for which copyrights have expired, or material which is 'born' into the public domain. While most of us think of PD as 'old' stuff, there is plenty of not-so-old, and brand-new material. Generally, anything created prior to 1923 is automatically in the public domain, and anything from 1923 to 1978 who's copyrights weren't renewed, is in the public domain.

In addition, all federal government material that isn't either a) classified, or b) produced by non-government contractors, is 'born' into the public domain, as the federal government is prohibited from holding copyrights. This means tons of up-to-the-minute reports, papers, images, etc., from a slew of government agencies such as EPA, NASA, CDC, NIH, various consumer agencies, etc.

Check the “Resources” blog for links to public domain material you can use.

PLR

PLR stands for “Private Label Rights”, and refers to content that you can use, change, rewrite, etc., and treat as 'your own'. When you buy PLR content, you are essentially buying the rights to do anything you want with it.

The benefits of PLR are that you get professionally written content that you can either use as-is, or as the basis for creating unique content, thereby saving time & effort in writing and researching.

One caveat with PLR is that in most cases, many people are purchasing the same content. As such, you want to make sure to change, or re-write it substantially, making it unique 'original' content.

IMPORTANT NOTE: We no longer advocate spinning - Google can discern it in many cases, and regardless, it too often fails the 'Quality' bar.

Check the “Resources” blog for links to PLR sources.

MOBILE

Mobile provides one of the great opportunities any of us will ever see in Internet marketing. While it is beyond the scope of this course to do justice to Mobile Marketing, it's a huge factor for AdSense publishers.

Without going through all the numbers, facts, and figures, suffice it to say that AdSense "performs" better on Mobile than anywhere else.

Adsense For Mobile

First, as an Adsense publisher, you'll automatically display ads on mobile devices, providing your site is 'mobile' ready.

Using our "V3 SuperTheme", you will automatically be 'mobile' ready, since it uses something called "Responsive Design". This simply means it tells Google it's 'mobile optimized', and automatically re-sizes your site for best display on any given device.

HOWEVER, there are some common-sense guidelines if you want to take advantage of the mobile market:

- ◆ AVOID difficult or complex navigation
- ◆ AVOID small buttons or small text
- ◆ AVOID crowded design or layout choices

Adsense performs best with regard to mobile on sites that mobile users typically access. These include travel sites, local businesses, news & information, events, and shopping / consumer e-commerce.

We will be releasing "Mobile \$100k Blueprint" in the fall of 2012. This will provide specific Blueprints for building a business around, or leveraging mobile marketing.

TRAFFIC

In some respects, traffic is all that matters. After all, without visitors, you have no one to convert into revenue. On the other hand, traffic in-and-of-itself isn't the answer to anything - one million visitors in the 8-to-18 age group won't do anything for your site about homeowner insurance.

Traffic Revisited

Perhaps the most common woe among internet marketers is "not enough traffic". Many of us consider "traffic" to be the 'missing link' to our success: if we had enough traffic, everything else would somehow work itself out.

It even overshadows our keyword research objectives: if we could only find that 'golden' keyword - the one with huge search volume and little competition - or at least somehow hit that Top Spot for one of those high-volume keywords, we'd have so much traffic coming to our site, everything else would somehow work itself out.

We're as guilty as anyone in pandering to this idea - prior versions of this course focused on "traffic".

So, what's the problem?

The problem is that "traffic" isn't the answer to anything, and a flood of it won't make your website or business successful.

On the other hand, "buyers" can, and will.

"But...", you might say, "...I don't sell anything! And besides, isn't this an *ADSENSE* course, not an *ECOMMERCE* course?"

By "buyers" I don't necessarily mean "people who buy things". I mean "visitors who are qualified conversion candidates". Said another way, "buyers" are: "visitors who are interested in the topic of your site, and can be motivated to buy from you, provide their email address, or click an ad".

"Ok, I get it.." you reply. "But aren't we 'splitting hairs' here? I mean, of course we want people who are going to **BUY** something, or whatever else you said... but it's still 'traffic', or at least 'qualified traffic', right? There, that's it - "qualified traffic" is what we want!"

Yes, "qualified traffic" is another way to say it. But what we find is that the pursuit of "qualified

traffic" often ends up simply being the pursuit of "traffic" with a little bit of "qualified" thrown in.

Having said all that, we're going to work on "traffic generation", not "buyer generation". But keeping that goal of "qualified buyer traffic" in mind will help us realize that traffic just for the sake of traffic is wasted effort.

Another consideration is that many of the 'non-paid' methods for going after 'buyers' exclusively requires a great deal of effort and isn't scalable.

Back at Headquarters (that would be Analogy Marketing World Headquarters, otherwise known as... 'the office'), we've been working more and more with paid traffic. Free traffic is nice, but it will not scale beyond a certain point, and typically has a required "time-to-volume" ratio.

When we have more money than time, buying traffic becomes the ONLY way to go.

If we had to distill A100k into 2 'parts' or objectives, it would be (1) building a strong, quality site, and (2) getting qualified visitors to the site. Much of our keyword phrase group selection has been done with an eye towards achievable Page 1 positioning, and now virtually everything else going forward is geared towards reaching and locking-in those positions.

Before we get into specific steps, I want to go over a few more important concepts regarding ranking, Pagerank, and Backlinks.

Traffic, Promotion, and the Social Web

Today, we simply must take the Social Web into account if we intend on building a long-term, sustainable internet marketing business.

And it is in traffic & promotion where it has the greatest impact.

People are 'social animals', always have been. But it's only recently that the Internet has evolved to the point that it's begun to reflect this. That evolution continues, and at a frightening pace. In fact, I'll make a prediction:

From both a user perspective, and a markets perspective, a "Social Web" will be a much more accurate description than anything else within the next 3-5 years.

What's more, within that same period, from a marketers perspective, virtually EVERYTHING will have changed: how we market, what we market, how we build sites, what we build, and how users behave.

Finally, this: every tactic & strategy that works today will at the least have to evolve significantly over the next few years, or they will not work.

In other words, if you don't 'stay current', you will have nothing, and nothing to fall back on.

"SiteRank"

How we rank in Google, and how they treat us in other ways, is determined by a number of factors, but can be grouped into two 'functions'. These are often referred to - incompletely as we'll see shortly - as "off-page factors" and "on-page factors":

1) "Off-page factors" - This is our overall backlink profile, which is the sum of all our backlinks, each of which has a particular value (which in turn is based on the backlink profile of the sites they come from, etc.). We refer to this total value of incoming backlinks by our own phrase, "Total Backlink Value".

2) "On-page factors" - This is usually thought of as a combination of our optimization efforts for a given search phrase or keyword.

While the "off-page factors" description above is fairly accurate, the "on-page factors" description is not.

We already know that where we rank depends entirely on the search in question - there is no "static ranking". The same page may rank on Page 1 for one phrase, yet not be in the top 100 for a different phrase. This is largely determined by how relevant the content of the page & site are, and how 'focused' the backlinks are - meaning how relevant the sites are where the links sit, and how relevant the anchor text and surrounding text are.

But it isn't just the "on-page factors" of our content on the page plus backlinks that determines the rest. It's increasingly our domain authority, our 'Trust Rank', our relevance, our credibility, and to a lesser degree the history, age, and other factors.

We've taken to using another phrase we coined to 'encapsulate' most of the 'non-off-page, factors, "SiteRank".

"SiteRank" is meant to provide a rough 0-10 approximation of a site's relative strength, intended to mean how well a site will "size up" separate from "off-page factors".

Here's how we're (currently) (approximately) calculating "SiteRank":

"RFB & Focus" = 0-3 pts. This is the sites self- (or "internal) relevance, meaning how targeted & focused a site is, and how well it fulfills it's "RFB". "RFB" stands for "Reason For Being", what the site is about. The 'narrower' a site's focus and "RFB", the better - to some degree. For example, a site about "dogs" with an "RFB" of "A site about dogs for people interested in dogs" can only be very focused if it's a very large site, AND covers most or all major areas-of-interest about dogs. Even still, unless it's a Wikipedia-style site with the domain name "dogs.com", that would be a poor "RFB". On the other hand, a site about "dog training" with a "RFB" of "A site about training dogs" can be much smaller and be very focused. However a site about "dog training" that either doesn't talk about equipment for dog training, for instance, or about training older dogs, is somewhat missing the mark. But a site about "puppy training"

wouldn't need to talk about 'all' dog training.

As a reference, our old CNA Training site would get the max. 3 points for "RFB Focus".

"Content & Quality" = 0-3 pts. This is simply the quality of the content, and how well it serves it's "RFB". Too little content, copied/scraped/spun content, poor quality content, all insure a 0-1 point here. 2 to 3 points come with "high-quality" that covers well the sites "RFB". If a qualified visitor could leave the site and say "really good information; I learned something" (or "was entertained", etc), AND it fully covered the sites "RFB", 3 points.

CNA Training would get either 2 or 3 points there.

"Authority & Trust" = 0-3 pts. Granted, some of the "Authority" and "Trust" basis comes from who is linking to you, you can gain a measure of a site's 'independent' "Authority & Trust" by looking at the site. Does the information seem authoritative? Trustworthy? Does it seem 'scammy', or primarily focused on separating you from your wallet? Does the site link to sites that are Authorities?

CNA Training would get 2-3 points here.

"Other" = 0-1 pt. Considerations like age (5 yrs or older aces this one), extraordinary design, or navigation, etc.,

CNA Training gets a zero here.

Total "SiteRank" for CNA Training would be appx. 7 to 9.

All this means is that, all other things being equal, it would do 'better' against a site with a lower "SiteRank". Alternately, it would rank better against a site with higher "Total Backlink Value" but a "SiteRank" below 7.

We don't do it for every site or every occasion, but where we're looking at competitive situations, or other 'high-value' decisions and want to make a more intentional decision, we'll do a 'quick & dirty' "SiteRank" evaluation.

Ranking, Pagerank, And "Backlinks"

We no longer focus exclusively on free traffic from Google, and you shouldn't either. However, for some of us - some sites, some business models - search traffic is the primary focus.

What follows is information to help understand how ranking on Google works.

For more information on the 'keyword ranking search traffic' model, see the "Classic Blueprint".

How we rank in Google is based on two functions: our "SiteRank" (overall strength of our site) and our site's relevancy to the search being done, plus our "Total Backlink Value" - the total value of our incoming links.

A backlink is simply a link pointing to our page from another page *that is recognized by the search engine* (not all backlinks are 'found' - those that aren't, add no backlink value. Also, Google increasingly de-values low-quality links, in some cases down to zero).

Beyond the site itself – meaning the on-page optimization of our content, etc. - ranking will largely be based on who has the 'strongest' backlinking – a combination of the numbers of backlinks, and the 'strength' of each of those links.

We refer to this as "TotalBacklinkValue".

Next, it's important to remember that the term "ranking" by itself doesn't mean much, sort of like the term "color". *Ranking is always in relation to a keyword or phrase*. Statements like "ranking in the #1 spot" or "How do I get my site on the first page?" by themselves are meaningless.

A search engine database is 'relative' - there's no set or 'fixed' order of 1st, 2nd, 3rd, etc. It's not a table like a spreadsheet. Where a particular page sits in the database, or "SERPs" (Search Engine Results Pages), is only *in relation to a particular search*, meaning a keyword or phrase typed into the search box. And as we discussed earlier, *Websites* aren't listed in the SERPS, *individual pages of a website* are.

Where we rank in the SERPS is one specific 'ordering' or listing of the database foraspecific keywordorphrase. That's why a page might rank #3 for "red bikini bottom" and #141 for "bikini bottom". Same database, same pages, but a different ordering of it for different search queries.

Ranking for a keyword/phrase comes down to optimizing our page for these keywords/phrases, then gaining more "Total Backlink Value" than the sites we're trying to beat, which are the sites currently on Page 1 for each specific keyword.

In order to improve a page's rankings, we want to optimize the page itself, and we want to build it's total "backlink value".

The value of each backlink is determined by where it is, and the link itself. For the link itself, using our 'target' keyword/phrase as the anchor text (the clickable part) gives it the highest value – for that particular phrase. The amount of 'backlink value' it gives us for ranking purposes is then based on where it appears on the page (higher up is better), the 'strength' of the page it's on (it's Pagerank, trustrank, authority, age), and the context, or relevancy of that page to our keyword/phrase.

As mentioned above, using our target keyword phrase as the anchor text for a backlink will insure it focuses all of it's 'backlink value' towards that targeted keyword. HOWEVER, one of

the significant “Panda” changes is that Google now does a 'deeper' analysis of a sites backlinks, and as a result, having all links use the same anchor text can be problematic.

As a general rule, you want no more than a quarter to a third (25%-33%) of the backlinks for a given target keyword phrase to use that exact keyword as anchor text. Use variations for the balance.

For example, if a target keyword phrase is “dog training”, you might use “canine training”, “training a dog”, “puppy training” and “training of dogs” for some of your anchor text. The idea is to 'mimic' what would happen if those links developed “naturally” - not every instance would be identical.

“Total Backlink Value”

Once our site is built, it comes down to building "SiteRank", and 'importance' which is essentially 'backlink value'. Backlink value is the number of backlinks times the 'strength' of each backlink (whatever PR it's passing, it's trustrank, and authority). In otherwords, “Total Backlink Value” is the addition of each backlink's value combined together.

In order to boost our rankings once our page is optimized, we have to increase it's overall “Total Backlink Value” so that it is higher than those pages currently ahead of us.

If we're trying to boost our rankings for keywords we're not as well optimized for, we'll need that much more backlink value.

Why Rankings Change

(This applies primarily to Google; each search engine uses somewhat different criteria and values). The goal of a search engine is to display the most relevant pages, in order of 'importance', for a given search query. When a search is entered, the database produces a list of relevant results and orders them. The order is determined by a number of factors including on-page values, Pagerank, backlinks, 'trustrank', and authority.

When a page is first indexed, Google does an initial 'approximation'. Because many of the more 'costly' calculations aren't figured in yet, a well-optimized site can often place well for it's 'targeted' keyword/phrase when it's first indexed.

Within some period, usually a few days to a few weeks, a more thorough valuation is done. At this point, that well-optimized page, that doesn't yet have much else going for it, drops significantly. This is often referred to as part of the "Google dance".

Over the next period, backlinks start to be found, perhaps more are being added, and the page will often begin to creep back upwards.

Of course this is an oversimplification; Google's algorithms are very sophisticated and complex. It's believed there are approximately 200 factors that are calculated - some that add to a page's 'importance', some that subtract.

Building Our Backlinks

For our "Authority Hub Blueprint", we focus much of our efforts on securing very-high-value backlinks. For the other Blueprints, we want to focus our link-building efforts on getting 'quality' links, not 'quantity' links.

Below is a listing of some sources & methods for getting 'decent' backlinks. In general, you should spend no more than 30-60 minutes per day once you reach that point. Of course, you can put in more effort to push things further and faster, however there is definitely a point of diminishing returns. What we list and advocate is a low-impact, well-proven strategy that will get good results. Another alternative is to outsource all of the content and traffic steps; this allows you to scale everything up. You can use this info to give to a Virtual Assistant or out-sourcer.

Recently, there has been a trend towards outsourcing much or all of the backlinking efforts, and an entire 'cottage industry' has been created based on backlinking tools and resources. The reason, of course, is that backlinks essentially determines how well we rank, and so there is increased interest in simply paying to have it done, and having it done quicker than we might be able to do it ourselves manually.

While we are strong believers in outsourcing, we also feel it is important to go through this entire process at least once yourself. This will provide invaluable understanding and insight into the "what and how" of this business.

Types Of Backlinks

Backlinks – specifically how they are evaluated, and their strength – have been a significant focus of the recent Google updates. Some types or sources of backlinks have diminished greatly in value – meaning their 'strength'. At the same time, Google has made clear that too many of the 'wrong' links can actually hurt you. For instance, getting hundreds of “low-quality” blog comment links, or hundreds of “low-quality” profile links, etc.

There are many types and ways to gain backlinks. Where backlinks & ranking are concerned, V3 focuses on a few different types of backlinking: Web 2.0 websites, press releases, articles & 'guest blogging', Social Media and Social Bookmarking sites, forums, blog comments, and RSS feeds. We also provide tactics for securing very-high-value backlinks through "Authority Posting", a set of tactics for getting 'guest posts' on high-value pages.

If this sounds like a lot, don't fret. After the initial 'push', you won't have to spend more than 30-60 minutes per site each day. And in return for that effort, you will of course get your 6-figure income!

With the recent updates, link relevance and link 'position' have become much more significant.

Link relevance generally refers to how well 'matched' the content surrounding the link is (the page, article, blog post or comment, etc. where the link appears) to what it links to – your site. It used to be that “any link was a good link” but that's becoming increasingly less true.

Even more important now is link 'position' – specifically where the link appears. The most valuable place a link can be is within the body of the content on the page, called “in-content” or “editorial” links. The reason is that a link within the actual content is almost certainly going to be a stronger, more realistic 'vote' for the site it links to, which is the whole basis for using backlinks to determine ranking in the first place. Links that appear in a blog comment, a link list or “blogroll”, in a separate sidebar area, etc., are considerably 'weaker' in terms of how much value they give us.

There are two other important factors concerning backlinking that I want to mention. The first is “link velocity”. This is the rate at which backlinks are created. It is important not to create too many backlinks too quickly – though if you follow the Blueprint, you won't have to worry about that – and “Link Diversity”.

Link diversity refers to where the backlinks are coming from. Having all our backlinks coming from a narrow range of places gives us a low link diversity. Low link diversity is bad. Ideally, we want our links to be coming from a diverse range and type of sites.

Google will give diminishing value to links that come from the same place. The 10th backlink coming from Ezinearticles, for instance, or any particular domain or IP address, etc., will have far less value than the first one. Similarly, having only Social Bookmarking backlinks, or only 'profile' backlinks would not be a good thing.

Social Bookmarking

Social bookmarking sites used to be Google 'darlings', but as many of these things do – like Web 2.0 sites used to be - they lose some of their 'power' over time, often because they are discovered to have significant 'ranking power' and are then very quickly abused.

Still, they offer good, diverse backlinks.

We get these links by 'bookmarking' our pages at these sites. Given their value however, it's important to use one of the automated Social Bookmarking tools that are available. Manually creating individual bookmarks would be more time-consuming than it is worth, and after all, the whole point of this is to create high-value sites relatively quickly and easily.

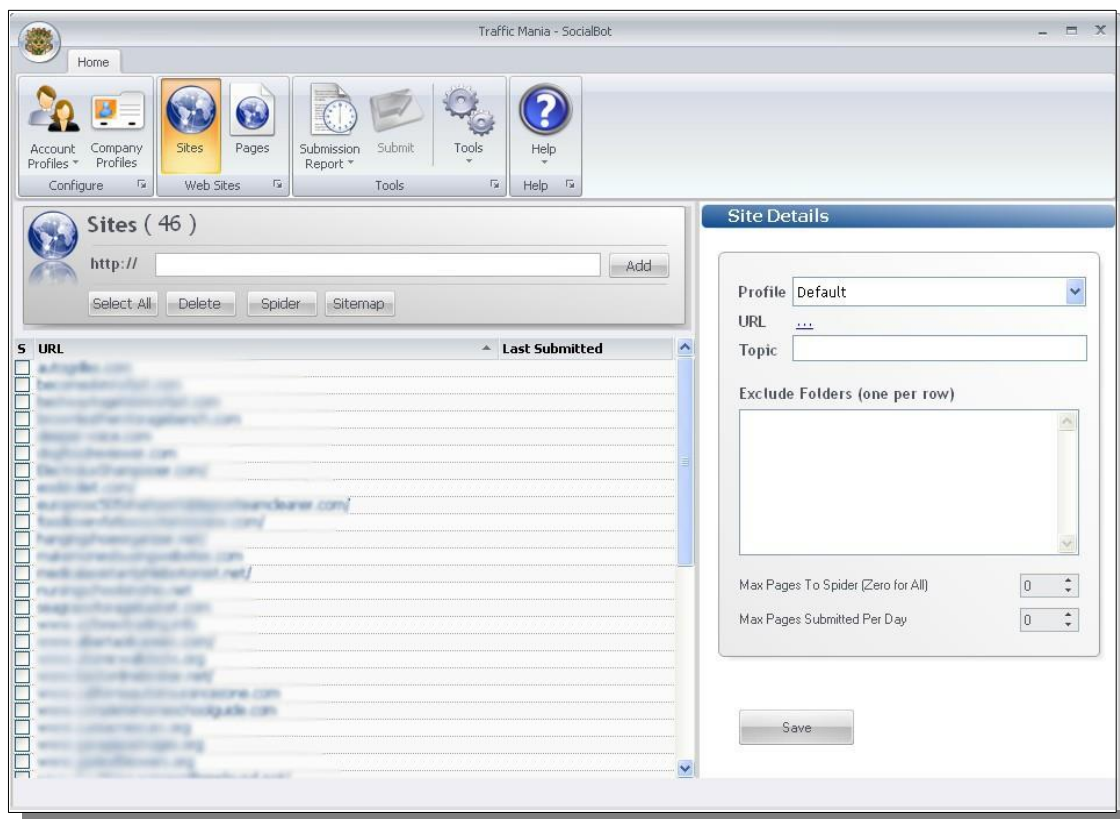
An important note about creating Social Bookmark entries: on all of these sites, you enter the URL or page you are bookmarking, a title, and tags and/or descriptions. ***The title you enter will usually become the clickable hyperlink for the URL – in other words, the anchor text for that link. As such, you want to make sure to follow the guidelines for anchor text - not more than 25-44% "Exact-Match".***

The screenshot shows the SocialMarker website, which is a tool for automating social bookmarking. The interface is divided into several sections:

- Header:** Features the SocialMarker logo and navigation links: About, Blog, Contact, FAQ, Videos, and Wordpress Plugin.
- Left Column:**
 - Discuss the latest news:** A text block about a new website called eptiv.com.
 - Latest blog post:** A section titled "Our final Tweet" with a short paragraph and a "Read More" link.
 - What is SocialMarker.com?:** A section explaining the tool's purpose.
 - Why SocialMarker.com?:** A section listing benefits like backlinks, traffic, and indexing.
 - Requirements:** A section stating the tool works on all major browsers and recommends Firefox.
 - How to use it:** A section with instructions on how to use the tool.
 - Code for blogs and websites:** A section with a "SHARE" button and social media icons.
- Center Column:**
 - Sponsor:** A section titled "Bookmarking Demon Is Live!" with a description of the tool and a "Click here to get your copy today!" link.
 - Select the social bookmarking sites you want to submit to:** A section with a list of 40 social bookmarking sites, each with a checkbox and a "Select" button. The sites include Propeller.com, Digg.com, Del.icio.us, Tagza.com, Newsvine.com, Connotea.org, Sphinn.com, Faves.com, Spurl.net, Dligo.com, Bibsonomy.org, Linkagogo.com, Plugim.com, Buddy Marks, MyLinkVault, Google Bookmarks, Fetch, A1 Webmarks, myVmarks, Wirefan.com, SmakNews (Women), Symbaloo, Karmalynx.com, Erolover, Health Ranker, Slashdot.org, Technorati.com, Reddit.com, Fark.com, swik.net, Links Marker, Blinklist.com, Mister-wong.com, Netvouz.com, backflip.com, Folkd.com, Indianpad.com, Myjeeves.ask.com, Connected, Tip'd (Financial), Jumptags.com, OYAX, Bookmark Tracker, Mixx.com, Boomarking.com, Dizzed, Ximmy, iZeby, YuppMarks, and Ka-Boom-It.com.
- Right Column:**
 - Bookmark details:** A form with fields for Title, Link (URL), Text, and Tags (separated by commas), and a "Submit" button.
 - Download from:** A section with logos for blip.tv and SAVEaCLIP.

SocialMarker is a good, free SB utility, and we recommend it if you want to go the 'free' route.

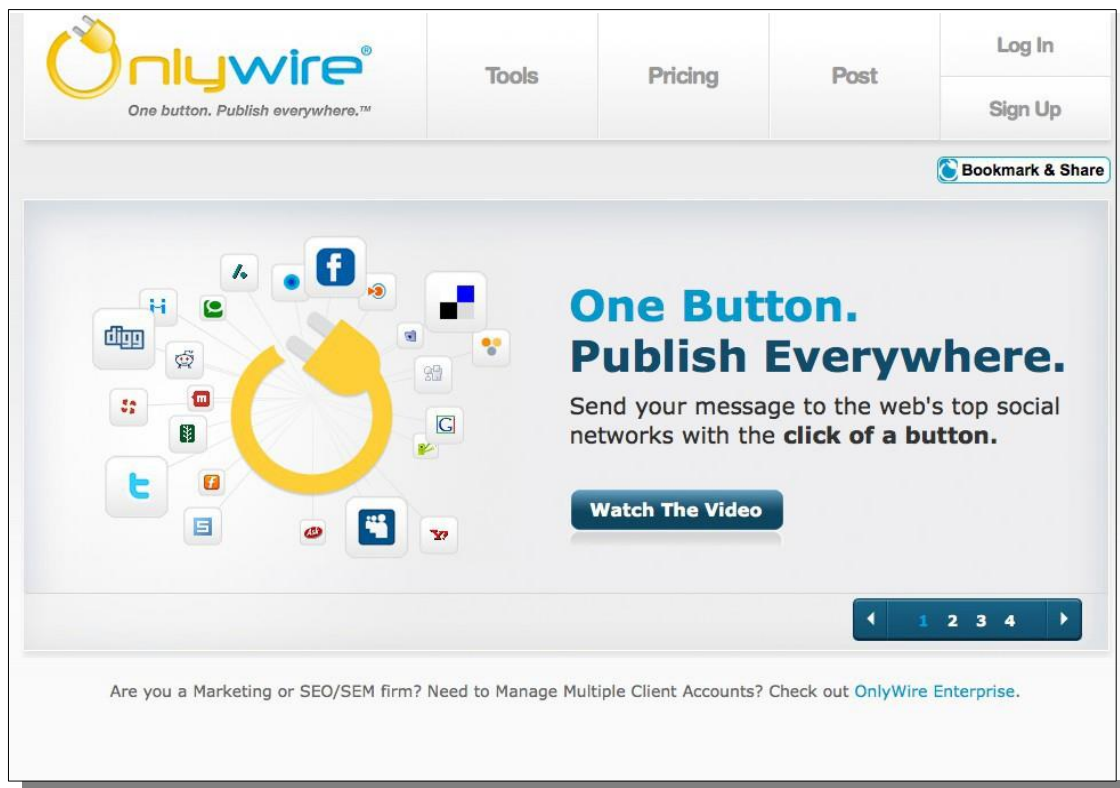
Alternately, we use and can recommend Incansoft's SocialBot and Bookmarking Demon. Both programs do the job.



Another good option is OnlyWire. There is a 'free' option that requires you to put their button & link on your website, but the paid version is only about 10 bucks per month.

I should note that I used to be a big fan of Onlywire, when they first came out. However, the company was bought out by another organization that has not done a very good job at managing the tool, updates, etc.

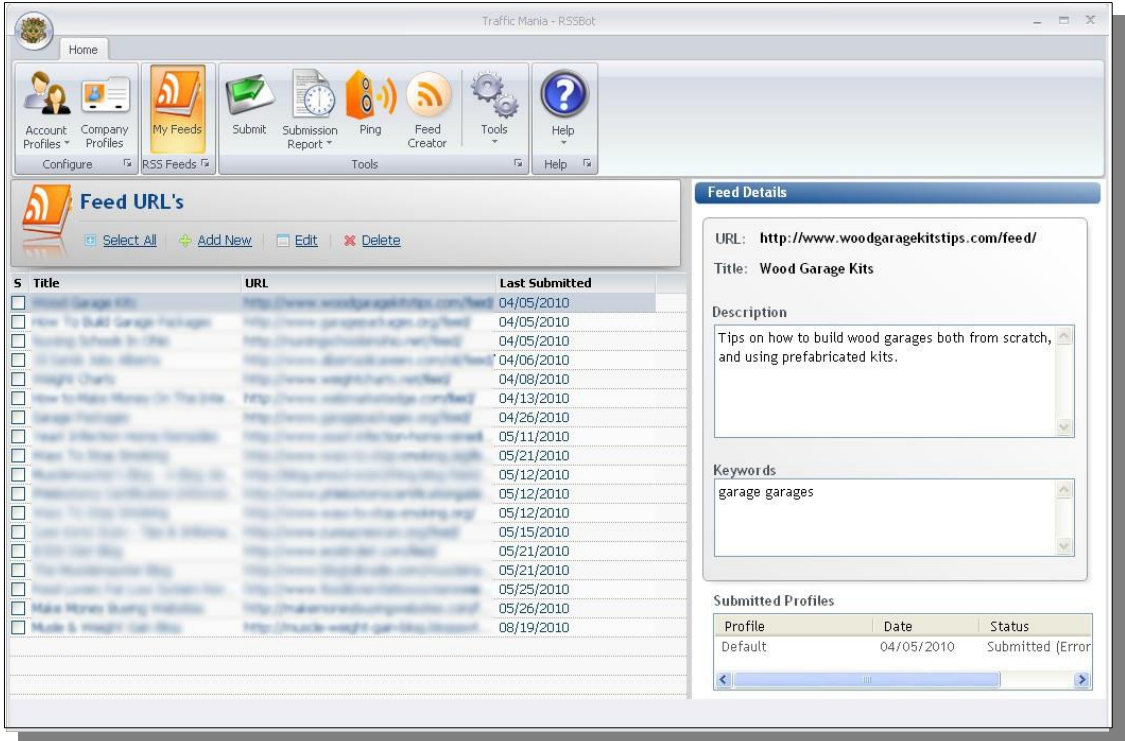
As a result, we've moved away from Onlywire, but know some are still getting good results.



RSS

“RSS” stands for “Really Simple Syndication”. It's both a format, and a method for updating and distributing content. “RSS sites” allow us to submit our “RSS feed”, and have it listed & distributed. Without getting too deep into the mechanics, all we need is the RSS 'feed' URL of our site to submit to some of these services. It's a one-shot deal, once it's submitted the first time, we don't have to worry about it.

You can submit your RSS feed manually, or by using a program like RSSBot – inexpensive and very effective.



If you want to do it manually, simply grab your RSS feed and submit it to these sites:

[Feedagg](#)
[Feedage](#)
[Icerocket](#)
[Blogarama](#)
[Blog.com](#)
[BlogCatalog](#)
[Feedest.com](#)
[2RSS.com](#)
[FeedsFarm.com](#)
[RssFeeds.com](#)
[Feeds4all.com](#)
[RSSmicro.com](#)
[FeedFury.com](#)
[GoldenFeed.com](#)
[BlogDigger.com](#)
[RSSFeeds.com](#)

Private Network

The highest-value backlinks are “in-content” or “editorial” backlinks – links that are in the body of the content. This is one of the ways we can get these high-value “in-content” links, since we control the content.

These Web 2.0 sites will be “feeder” or “support” sites, used for creating backlinks. Web 2.0 sites help to add link diversity, and often have higher backlinking value than Social Bookmarking sites.

You will want to build a “Private Network” of these sites, which will in turn begin to 'age' and develop more ranking value. With these sites under your control, you can use them to create links 'on demand'.

IMPORTANT: You MUST include other 'out-bound' links on these sites. Having only links to one site will usually lead to them being devalued.

Here is a list of strong Web 2.0 sites you can use, taken from our ULTIMATE IM Toolchest. Simply go to the site and create a new account:

<http://squidoo.com>

<http://weebly.com>

<http://wordpress.com>

<http://livejournal.com>

<http://bravenet.com>

<http://www.wetpaint.com>

<http://www.wikispaces.com>

<http://hubpages.com>

Check out our “Resources” site for the best, most current listings.

Guest Blogging

NOTE: Guest Blogging is currently our "method of choice" for backlinking. In addition to "guest blogging", we use "Authority Posting" for building very-high-value backlinks. This is simply "guest blogging" on high-value sites.

The "Rank Jumping" PDF provides terrific tips, tactics, and resources for Guest Blogging.

The "Authority Hub Blueprint" provides more information as well.

With the changes in how backlinks are evaluated, the most valuable links are “in-content”, and more valuable the higher the 'authority' of the page it's on.

One of the very best ways to get the very best links is via Guest Blogging – providing quality articles – blog posts – to strong, relevant blogs in your niche. This allows you to have a link

either in the body of the text, or at the top or bottom of the article.

It's also relatively easy to do – after all, every blog needs good content.

You can use Technorati (<http://www.technorati.com/>) to find countless blogs in your niche, and related niches. Simply contact the blog owner, and tell him you'd like to provide quality posts. Some will say no, many will welcome it.

You must make sure, however, that what you send is of very high quality. Spend some time familiarizing yourself with their blog so that you can see what topics, style of writing, etc., is currently on the blog.

The 'key' to successful Guest Blogging as a strategy is to develop a “Network of Blogs”. As you find relevant or related blogs in your niche, you want to develop a 'relationship' so that you can use them on an ongoing basis.

Create a list of 10-20 blogs that you can use – blogs that you can provide content for – and keep track of what they're doing, talking about, etc. You can easily track them via Twitter, their RSS feed, or set up a Google Alerts for them. That way you can spend a couple of minutes each day checking out what they're posting about, and in turn develop good, on-topic content for them to post.

The best resource for finding Guest Blogging and Authority Posting opportunities is our 'Resources' blog (<http://100kresources.com/>) under "Guest Blogging".

You can also search Google for opportunities.

Here are some exact Google searches you can use to find sites:

“guest bloggers wanted” YOUR KEYWORD HERE

"guest blogger wanted" YOUR KEYWORD HERE

“guest bloggers” YOUR KEYWORD HERE

“guest blogger” YOUR KEYWORD HERE

“guest post” YOUR KEYWORD HERE

“guest posts” YOUR KEYWORD HERE

YOUR KEYWORD HERE inurl: guest post

Your actual searches might look like these:

guest bloggers wanted parenting

“guest bloggers wanted” parenting

“guest bloggers” parenting

“guest blogger” parenting

“guest post” parenting

“guest posts” parenting

parenting inurl:guest post

Articles

Many of the top Article Directories were 'hit' by the “Panda” update, and lost rankings for much of their content. However the problem wasn't the Article Directories per se, but the low-quality content. They are still worthwhile for backlink building, provided you are giving them high-quality content.

We gain backlinks with articles by submitting them to article directories. In addition to the link from the article directory website, some will end up being 'syndicated', meaning webmasters will re-publish them on their own sites, giving us additional links.

The recent Google updates makes diverse, “in-content” links considerably more important. Each of the article directories allows you to create a “resource box” at the end of the article. This is where you put your link. (note: some of the article directories allow links within the body of the article).

Once upon a time, you could syndicate your content – put it on your website, then leverage it further by submitting it to an article directory. Those days are over. One area that will become increasingly tighter is the area of “duplicate content”. One of the primary drivers to the massive changes at Google is duplicate content. It will have increasingly less value, and will actually begin to hurt you. Backlinks from dup content should be avoided.

Press Releases

Press releases are essentially advertisements dressed up as news stories, and as such allow you to 'sculpt' your 'pitch' to a great extent.

As with article marketing, the headline is the key to getting them read and syndicated or distributed. And while similar in some respects to article marketing, press releases should be focused on announcements and newsworthiness, rather than the 'informational' focus for article marketing.

The key to using press releases for generating traffic is in understanding what they are used for. A press release is 'picked up' by general news and topical sites. An editor or webmaster looks to press releases to provide content, and as such will be more likely to do so if it feels interesting, new, and/or relevant.

You don't necessarily have to have a 'new' announcement to send out a press release. You can generate 'news' simply through positioning:

“Acme's Better Diet Addresses Dieting Dilemma”

“Acme's Better Diet Working Where Other Diets Fail”

“Dieters Finding Acme's Better Diet Provides Fast, Safe Results”

Make sure to check out the Press Release resources on our 'Resources' blog.

Blog Commenting

NOTE: ONLY comment on QUALITY BLOGS, with INTELLIGENT, QUALITY COMMENTS!

Blog commenting is just what it sounds like – creating a 'comment' on someone else's blog. In this case, when creating your comment, you are required to provide your name, email, and website. The website you provide becomes the backlink on the comment.

Blog commenting can be especially strong because you can almost always find zillions of blogs to comment on, and you get extremely good link diversity.

There are a few Wordpress plugins that are in fairly wide use that make blog commenting even better, by allowing you to specify the keywords you want linked. These are “CommentLuv” and “KeywordLuv”.

You can find hundreds of these blogs by using specific searches in Google for their 'signature'.

To find KeywordLuv blogs, go to Google and use this search string:

MyKeyword & “title=“This site uses KeywordLuv”” or MyKeyword & “title=“Name@YourKeywords””

To locate blogs with KeywordLuv enabled in a particular niche, replace "MyKeyword" with your own keywords.

To find CommentLuv blogs, use same method but with this search string:

MyKeyword & "title="CommentLuv Enabled"".

Another of our really powerful 'Secret Weapons' is Comment Kahuna – and it's free! Comment Kahuna is a very slick program that will go out and find blogs that you can comment on, and automate the process of doing the comments themselves.

You can get Comment Kahuna here: <http://commentkahuna.com/>

Forums

NOTE: ONLY pursue QUALITY FORUMS, posting ONLY INTELLIGENT, QUALITY COMMENTS!

Forum links, like blog comment links, can hurt your "backlink profile" if you over-use them, they can also be very worthwhile since a forum can be very relevant as well. Look for forums that are at least somewhat related or relevant to your niche.

Most forums allow you to create a link in your forum 'sig' or signature. You simply join or create an account at the forum, and in your account setup or control panel, create your signature w/ link.

Many forums also have 'profile' areas where you can include a link, and some even allow forum members to create their own blogs on the forum.

There are actually an astonishing number of forums, across an incredible range of topics and interests. You can search Google, or go to a site like Big Boards which lists thousands of forums:

<http://www.big-boards.com/>

REPEATED: Important note about blog comments, forum comments, etc: We've all seen blogs with senseless or obviously irrelevant comments. This is called "comment spam". If you are going to use blog commenting, forums, etc., to gain backlinks, you **MUST** make value-added comments. In the past, 'worthless' comments were deleted as a worst-case. Today however, they can 'poison' your "backlink profile" and hurt you.

Other Backlink Opportunities

Separate Backlinking Guide To Be Released Soon

Backlink Automation, Outsourcing, And Paid Tools

Since backlinking is so important to our rankings, and something we have control over, we are going to talk about some of the ways we can enhance our efforts.

Because of its importance, an entire cottage industry has grown up around backlinking. There are outsourcing services that will do your backlinking for you, networks of websites with automated backlinking that you can join, and software programs or tools that will multiply your efforts.

A Word About “Link Velocity”

“Link Velocity” is the rate at which backlinks are added or created. Since our search engine position is based largely on our total Backlink value, there might be an inclination to run out and get as many backlinks as possible, as quickly as possible. Unfortunately, that has the potential to do more harm than good. Though Google uses the measure of backlinking to determine where to rank a site, they recognize that this can easily lead to gaming the system by those willing or able to simply plaster a bazillion backlinks out there. As such they have built into the system some mechanisms to determine whether the backlinks are legitimate votes, or “manufactured”. When Google sees patterns of backlinks that appear unnatural, they can disregard those links, devalue them, or even penalize the site they link to.

Many “professionals” will also say backlinking should look “natural”, and not be too sudden or spiky. But what is an “unnatural” backlinking pattern? That's tough to say, because different types of sites might have very different – and legitimate – backlinking patterns. For instance, a site talking about something that suddenly gains significant popularity i.e. major news items, trends, events, etc., may legitimately see a very spiky, rapid growth in backlinks.

What we can say from experience is that you don't want a brand-new site to have thousands of backlinks all of a sudden. Generally, you want to start relatively slowly, and build up over time. The key word there is “relatively”.

If you follow our suggestions and get a few dozen diverse links per week, your 'Link Velocity' will be ideal. Your site will start to move up steadily, and continue to do so. Once you reach

Page 1, you'll switch to “maintenance mode”, where you only need to add a few new backlinks each week to maintain your position.

A Word About “Link Diversity”

Just as too many sudden backlinks can be counter-productive, having all our backlinks from a small number of sources is something we want to avoid. While this isn't likely to hurt us, it isn't likely to help us too much either. And there are few things as frustrating as spending the time and effort on something that isn't effective.

As such, we want to strive for “link diversity”. Specifically, we want links from different sites, on different IP addresses. Some of this will be automatic – when we use a tool like Social Marker, we are getting backlinks across a number of different Social Bookmarking sites. But we don't want to rely on just Social Bookmarking sites.

Similarly, multiple links from the same domain or IP address will have diminishing value. Submitting articles to a single article directory like Ezinearticles, has limited benefit. For those of you with many websites that are considering using them to bolster your backlinking efforts, if those sites are all on a shared hosting accounts, they will have the same IP address – meaning those links will not have the value they might if the sites were 'spread out'.

OPL - “Other People's Links”

One of the great benefits of working online is the incredible ease with which we can do all sorts of competitive research.

Specifically, it's a breeze to see where our competitors – those Page 1 entries – are getting their backlinks. Many of the tools mentioned already will provide this information: Traffic Travis, MicroNiche Finder, Market Samurai.

The site's occupying the Page 1 positions you are going after will undoubtedly reveal backlinking opportunities that you can duplicate. Their links helped them get to where they are, where you're trying to get to. You can only help your efforts by getting the same or similar links.

Tracking

One of the keys to a SUSTAINABLE online business is tracking. By this we mean watching and understanding each sites 'performance metrics'. Specifically, keyword rankings and traffic volume. Without this information, you are 'flying blind'.

Fortunately, Google provides excellent and free tools for tracking traffic: Google Analytics ("GA"), and Google Webmaster Tools ("WMT"). You should also use the included "Action Plan / Tracking" worksheet.

A Note About Analytics Programs

Most hosting packages provide analytics programs, such as Webalizer and Analog Stats, both standard with most cPanel configurations.

It's important to understand how analytics programs work, or at least how reports are generated.

In the case of "log-based" programs - these would be the programs within cPanel or provided by your ISP - they take your servers log files as their input. Whenever someone goes to your site, numerous interactions happen 'under the hood' between the visitor's browser, and your website server. All those interactions are recorded in the server's log files.

The analytics programs then look at those log files to generate data such as number of visitors. Unfortunately, they aren't always selective in discerning who is a visitor, and who is a 'bot', spider, crawler, or other non-human-visitor.

As such, the data may not reflect accurate information.

Google Analytics is 'transaction-based' - it records activities to your page as it happens, rather than all activity to the server. It also has some very sophisticated filters for determining exactly who or what visited your site.

As such, while your numbers will typically be lower, you'll get a much more accurate assessment of what's truly happening on your site.

Also, GA provides a ton of excellent, sophisticated "extra" features to help you make the most of that data.

Finally, if or when you sell your site, GA is the "accepted standard" that buyers expect to see. Few serious buyers will consider traffic data otherwise.

Signing Up For GA And WMT

To sign up, you only need your Google account – if you don't have one, simply sign up from Google.com.

NOTE: Google has a TON of really useful, interesting, sometimes fun stuff, all for free. When you have the time – perhaps after you've implemented V3 and have nothing to do but count your money – under Google Account Settings. Depending on your account, you probably won't see all of the available options; simply click “More” and you'll be introduced to a whole host of cool Google apps!

Once you've signed up for Google Analytics, you'll have to place a snippet of code on your website. You get the code by going into GA and clicking on “Add Website Profile”

Google Analytics | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: thornbury.com | My Analytics Accounts: Thornbury

Analytics Settings > Profile Settings > Tracking Code

Tracking Code

Tracking Status Information

Profile Name:	thornbury.com
Website URL:	http://thornbury.com
Web Property ID ? :	UA-19071476-1
Tracking Status:	Tracking Not Installed (Last checked: Oct 14, 2010 12:01:51 PM) The Google Analytics tracking code has not been detected on your website's home page. For Analytics to function, you or your web administrator must add the code to each page of your website.

Instructions for adding tracking

Standard | Advanced | Custom

1 What are you tracking?

☒ **A single domain (default)**

Domain: thornbury.com

☐ One domain with multiple subdomains

☐ Multiple top-level domains

☐ I want to track AdWords campaigns

2 Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [Learn more](#)

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-19071476-1']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

Learn More

- Set up the tracking code
- Verify your setup
- Troubleshoot common mistakes

Webmaster Tools

V3

100

This is another invaluable and free Google app. What Webmaster-tools does is allow you to give Google your sitemap (more about sitemaps in the Wordpress section), tracks the number of backlinks Google discovers, and perhaps most importantly, shows you what keyword phrases your website is showing up in search for, along with it's position.



While you could use this function in WMT to track your websites, this is not how you'll want to do it for day-to-day tracking. For that we use another app called Traffic Travis.

Traffic Travis

Traffic Travis allows you to input your website address, plus the keywords you are trying to rank for. It will then go out and see what position you have for each of those keywords, across 5 search engines (Google, Yahoo, Bing, Ask, and AltaVista). Traffic Travis checks all the way down to Position 100.

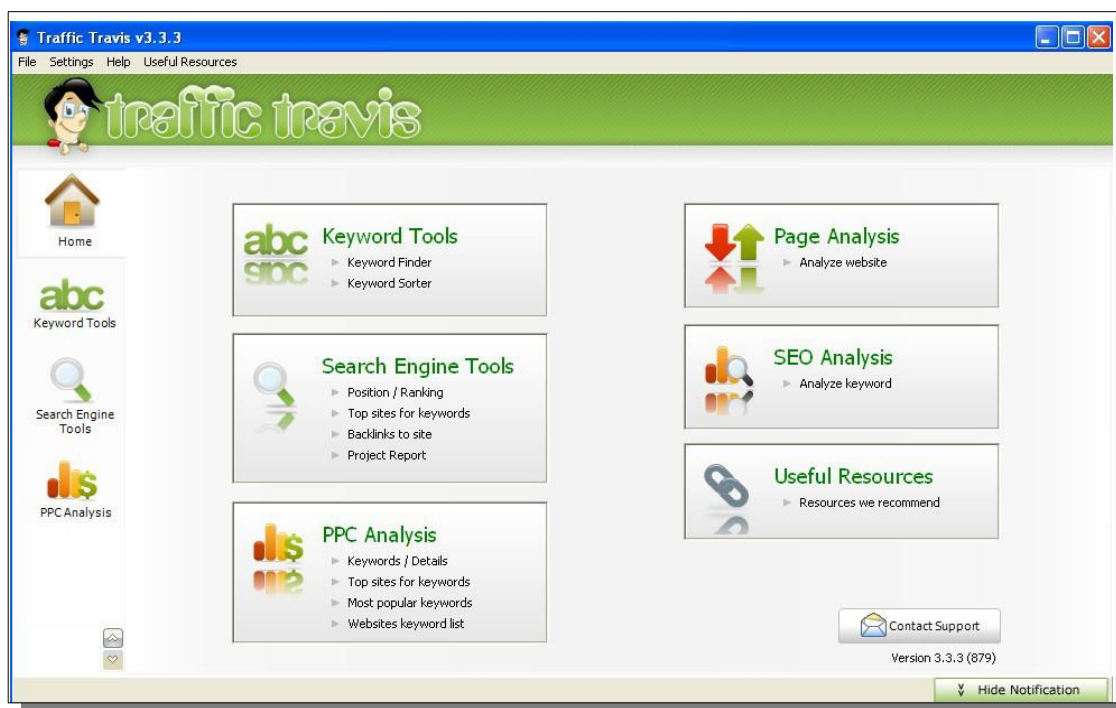
Even better, TT shows you your current position, where you were last time you checked, and what your 'best' position to date was. This give you the ability not only to see where you are, but track your progress and trending.

Traffic Travis offers a free version. It's a limited version, but for A100k it is more than adequate, especially when you are just beginning. The main limitation is that you can only track 5 "Projects" or websites at a time.

The Pro version – which is one of the few tools I use every single day – has a \$5-for-7-days trial. If you choose to stay with the Pro version, you'll pay just 2 payments of \$47.


Traffic Travis Pro version is one of the most versatile, high-value programs I own. Along with the tracking module, it provides really strong keyword research, competition analysis, search engine tools like page analysis, and much more. If I had to live with just one paid tool, this is one that would be at the top of my list.

You can download the free version here: <http://www.adsense100kblueprint.com/trafficttravis>



Traffic Travis v3.3.3

FileSettingsHelpUseful Resources

 traffic travis

Home

Select a project:

odomy-----11Load

Add Project

Edit Project

Delete Project

Scheduler

abc

Keyword Tools

Search Engine Tools

PPC Analysis

Position/Ranking

Top sites for keywords

Backlinks to site

Project Report

Start Update

Print Positions:

Export as CSV

Status: Idle
In progress: 0

Keyword	Search Engine	Current	Previous	Top	Best page	Date Checked
orWle phlebotomy						10/14/2010 10:12:20...
orWle phlebotomy certtication	Google		10		www.phlebotomycertificationguide.com/how-to...	10/14/2010 10:12:20...
phlebotomy	Google		0			10/14/2010 10:12:20...
phlebotomy certification					www.phlebotomycertificationguide.com	10/14/2010 10:12:20...
phlebotomy salary						10/14/2010 10:12:20...
phlebotomy salary	Google					10/14/2010 10:12:20...
phlebotomy					www.phlebotomycertificationguide.com	10/14/2010 10:12:20...
phlebotomy books	Google				www.phlebotomycertificationguide.com/phlebot...	10/14/2010 10:12:20...
phlebotomy certificate						10/14/2010 10:12:20...
phlebotomy certification					www.phlebotomycertificationguide.com	10/14/2010 10:12:20...
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phlebotomy classes						10/14/2010 10:12:20...
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phlebotomy essentials					www.phlebotomycertificationguide.com/phlebot...	10/14/2010 10:12:20...

Hide Notification

Selling Your Sites

Summary

Now that you know how to create high-income AdSense websites, you might want to consider what to do with them. Your choices of course are, simply hold them and bank the income, sell them and pocket the windfall, or do both.

We advocate doing both, holding some sites and selling some. In this section, we'll show you how we sell our sites, and how to maximize the selling price

Why not keep them all? Or why not sell them all? We feel you can get the “best of both worlds” by following a 'split' strategy – maintaining a solid recurring income or 'paycheck', while simultaneously building up a substantial bank balance.

The Internet is a fickle place. There are no guarantees. What works today may change completely tomorrow. This is the main reason we advocate selling some of your sites.

On the other hand, the people buying these sites are doing it to make money too. When someone buys a site, even at 20+ times revenues, they are making a profit. Their ROI, or “return on investment” is far higher than they could get by investing in CD's, Money Market funds, stocks or bonds, etc.

On top of that, if you've built your site according to plan, there's no reason someone can't continually push it's revenues higher. I can't tell you how many times I've been in the position of having sold a site – for an extremely nice lump sum – only to see it double, even triple, over the following months. You'd think there can't be a worse feeling than seeing something like that, but the reality is, I've banked a lot of money from selling Blueprint sites, and my 'regular' income from the sites I keep is very healthy as well.

By following this strategy, I maximize my overall income while protecting myself from having all my eggs in one basket.

Where To Sell Your Sites

Flippa, eBay, Digital Point, Warrior Forum, Craigslist

The best place to sell your sites is Flippa – formerly known as “SitePoint”. There are a number of reasons for this which we'll go into, however one bears mentioning up front.

Flippa allows you to reach the widest audience of legitimate buyers. And once you've sold a few sites there, you'll have a number of buyers who know the sorts of sites you're selling and want to get their hands on them. Not just those who've actually purchased, but many more who wanted to purchase. Some will ask you to let them know when you plan on having other sites for sale, some will even ask to have the opportunity to negotiate a sale before you list them. As a matter of fact, I sell far more sites this way – directly – than I do through a listing & auction. Why? **Because profitable sites are – and always will be – in demand.** And profitable sites that are well-built, not too competitive, easy to maintain, etc. - in other words, Blueprint sites – are even more desirable. It's reached a point where I've had some previous buyers & bidders do a 'reverse lookup' to try and find other sites I have that haven't yet been sold, and try to entice me to sell them!

When I'm ready to sell a site, the first thing I do is contact that list of buyers & prospects from prior listings. More often than not, I'll end up doing a direct sale this way. While I may be able to get a higher price in an open auction, there's a lot to be said for a fast, quick, and easy sale. But if I want to try and maximize my return, or haven't developed a list of prospects & buyers yet, I'll list on Flippa.

Other options include eBay, Digital Point forum, Warrior forum, and Craigslist. All of them have plusses and minuses. Ebay and Digital Point tend to be markets for “bargain hunters” and more low-end sales. Warrior forum tends to have a more sophisticated buyer who might expect lower prices because “they know the biz” to some extent. Craigslist can be hit-or-miss, however a few of my 'best' sales have been by listing a site as a 'profitable business for sale' on Craigslist.

Selling On Flippa

Along with the benefits mentioned, Flippa is designed specifically for selling websites, so we're going to put our focus there.

Prior to listing your site, you'll want to 'prepare' a few things. Create a text file and list your target keyword phrase group, along with the search volume for each. Add to that your SERPs positions for those keyword phrases (if you have Traffic Travis, just grab it from there). If you have good positions in Yahoo and Bing, add those as well.

You can also check in Webmaster-tools under 'Queries' to see what other search phrases you rank well for (click on the "Avg. Position" column to sort by SERPs position). You might be surprised to find you have good positions on a number of 'non-targeted' keyword phrases – of course, you should be checking this regularly anyway!

You'll use this information in your auction listing. Being able to claim "Page 1 listings in Google!" is a very powerful incentive.

Buyers are interested in seeing some specific things – namely 'proof' of your traffic & revenues. Flippa allows you to add them to your Google Analytics account and send them what then becomes a 'verified' GA report. This allows buyers to see what sort of traffic you're getting, where it's coming from, etc.

Flippa Listing You Can Use

Below is the text from a successful Blueprint site listing. You are welcome to use it in whole or part, but of course make sure you adjust it for your particular site and details. You can replace "AdSense" with whatever your monetization is.

"This site is an investor's dream. Currently earning over \$xx/day with AdSense, almost a straight-line upwards trend, with Page 1 keywords, and nearly all organic search engine traffic.

If you're looking for AdSense revenue, it doesn't get much better than this.

The site features all-original, high-quality content, is thoroughly optimized, beautifully SEO'd, and has tons of upside. In fact, if you did absolutely nothing but add a post or two per week, the site would continue on it's nearly-perfect upwards trend.

You're buying an already-high-earning Adsense site with a perfect upwards trend, with continued upside earnings potential!

I am posting a screenshot from Webmaster Tools (the "Top Search Queries" screen) showing some of the Page 1 listings, including the top listings that are driving traffic.

-- (Insert your Page 1 keyword phrases with their current positions) --

There are already over xxx backlinks, perfectly spread across the homepage and inner pages.

The site gets almost all of it's traffic from pure search. The majority of the rest is from relevant articles, other sites in the niche, etc.

I am selling this site frankly because I want to fund additional projects. I have considered holding it because it is such a good earner with a reliable upwards trend.

That trend continues, but I've decided to 'cash in' so I can develop additional sites. The truth is, I would not be terribly unhappy keeping the site.

The buyer will receive complete IP ("Intellectual Property") rights to all the content, along with my commitment not to compete directly or duplicate the site.

The bottom line is there aren't a lot of opportunities like this. The revenue is already terrific, and you have the chance to 'get in' low while it continues to climb upwards.

WHAT YOU GET:

- ☐ *A well-researched, solid Wordpress website*
- ☐ *Completely original, unique, high-quality content*
- ☐ *A thoroughly SEO'd and AdSense-optimized theme*
- ☐ *Solid AdSense earnings*
- ☐ *Strong upside potential*
- ☐ *Full, exclusive ownership and rights to all the content*

You can bid with confidence; I've included Flippa-verified Google Analytics data!"

How Much To Sell For?

Fortunately, AdSense sites fetch some of the highest returns. The two main reasons are that the revenues are pretty reliably stable – there aren't any returns or chargebacks. The second is that AdSense sites are the easiest for investors to deal with. They don't require any product delivery or updating, no billing systems or affiliate networks, no customers to deal with, and usually little or no further 'work' to be done, other than perhaps continued backlink building.

Generally speaking, most websites are 'priced' at some multiple of monthly net earnings. This means “x” times it's monthly profits. That “x” can be anywhere from as little as 3 or 4 – usually for affiliate sites or those dependent on paid traffic – to a solid 10 times earnings, usually for 'aged' sites with a long and strong earnings history, to as high as 20-24 times monthly earnings. AdSense sites definitely fall into the top end.

Where your site will fall will depend in part on how long you've held it – meaning how many months of revenue you can show – as well as the quality of your auction listing, and your Flippa “trustrank” (it's worth noting, you can and should boost your 'trustrank' simply by

providing additional information such as your Facebook page, etc.)

For 'newer' sites, those you want to flip very quickly, say with only a few months history, you should shoot for 10 times the current monthly earnings. For those sites that you hold a bit longer, or those that really take off, you can reasonably expect up to 20x monthly earnings. In our promo sales page video, nearly every one of the more than 10 real examples we showed fetched roughly 20x monthly earnings.

When creating your listing, Flippa lets you set a “reserve price”. This is the amount that bidding would need to reach before there can be a winning bid. This protects you from selling the site too low. If you've followed the Blueprint closely and achieved the expected results, and have held on to the site for at least 90 days, you can safely set the reserve at 10x monthly. Realistically, you can often expect much more than that once the bidding takes off.

Our experience is that a relatively short-duration auction works best, as it generates some sense of urgency.

We've had the best results with 5-day auctions that cover a weekend. In other words, a 5-day auction starting on a Thursday or Friday.

Additional Considerations

Make sure you are able to be available to – and actually do – answer all comments. In fact, you'll want to add an initial comment, just so that it shows something in the “comments” column of the auction listing screen.

Take names. Create a file of those interested, even if it's only their Flippa ID in the comments section. This becomes your buyer & prospect list next time you want to sell a site.

Avoid the temptation to sell too quickly or too low. You will often get buyers sending you private messages offering what might seem like a good price. If it's less than 10x monthly, you're probably better off replying that you'd love to have a private quick & easy sale, but are confident the site will command more than 10x earnings, and so that would be the minimum you would accept.

If the site will sell for more than \$1000, and all of them should sell for well more than that, you want to use Escrow.com. Any buyer that balks at using Escrow.com should be dealt with cautiously.

Never use Paypal for high-dollar sites. It's simply too easy to get ripped off.

Final Thoughts

Success

We live in a time unique in all of human history. For the first time ever, anyone – regardless of social strata or geographic location – has the ability to independently lift themselves into the top economic class. Quickly. This fact has some very deep and far-reaching implications, and almost all of them are good.

If you're reading this, you are already well on your way towards true financial freedom. Unless of course you skipped to this section, in which case you'll first have to go back and start from the beginning ;)

You now have everything you need for a sustainable, long-term 6-figure income. At this point, how much you make is entirely up to you. You have current, solid information, and tested Blueprints that work - however none of this works by itself.

An unfortunate fact is that most who find or are given the opportunity for success will not take full advantage of it. Many who purchased this product will fail solely for lack of trying.

But that's your problem, not ours. We've done our job. Now it's your turn. Don't squander this opportunity.

The first step is to take the first step. Start. Don't get hung up in any one place, don't “over-think” the plan. Better to start and do a less-than-best effort than to get so hung up on doing each step perfectly that no progress is made.

One remedy to “analysis paralysis” or being overwhelmed into inaction is to outsource. Avoid being “penny wise and pound foolish”. If you find yourself so stuck on a particular step that you aren't moving forward, outsource it.

You have the Blueprints to your success in your hands, literally. But without action, it's just a bunch of words & pictures.

Lastly, we want to thank you for purchasing our course. The time & effort it took to put this together may very well have earned us more money had we simply spent it producing more sites, rather than publish this. But there is more to it than just the money, especially if we're not starving.

It is our sincere wish that what we have put together here will help you reach, and surpass your financial goals. And that in achieving those, you're able to take advantage of the benefits and opportunities that financial freedom offers in order to achieve all your other goals.