



## Create Profitable Sites

### A Complete Beginner's Manual

By Varun Pratap Singh

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Blogging Is Fun And Easy Way to Generate Income.

## "My FREE Blogging Videos and E-book Will Teach You How to Create Income from Blogging Part time."

**You Don't need No Magical Pill, No Wonder Softwares, No Crazy insects to make your Websites Profitable. All You Need is My Step By Step Method to Create Profitable sites.**

**- Varun Pratap -  
Ex-Personal Trainer**

I have been blogging and generating Income from last 2 years. I started out as a hobbyist blogger. But When I saw how much potential it had to generate income, I started working full time.

Here are few things You'll get...

- ✓ **Video 1:** Learn How to Create Blogs on Blogger.com
- ✓ **Video 2:** How To Change Settings In Your Blogger Account To maximize the effectiveness of your blog.
- ✓ **Video 3:** How You can Edit your Templates To add Adsense or Affiliate Links?
- ✓ **Video 4:** How to post content and Some important SEO comments that you should follow.
- ✓ **Ebook :** Blogging Basics of getting Traffic and Expanding Your Blogging profile.
- ✓ How to Use Tag and Ping to Ensure more visibility to search engine..
- ✓ Understand the Core of Blog and Ping technique and Why Everyone else gets it wrong.

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## Oh My God Read This !

You know after the success of my Step By Step Method To Profitable Blogs, many folks asked me if I have a step by step method to profitable sites? Why they asked?

Just because my methods are simple and result oriented with no Fluff.

Well I do have but I never documented.. In fact I never documented any of my methods before this rough draft on blogging. So, well, right now what you are reading here will is my method of making **Websites Profitable**.

The thing about websites is that You need to do Each and every step. If you do every single step, Your results will multiply.

The biggest mistake anyone can do is... Create a site and implement only one of the Profit generation process... But Hello !!! There are like 10+ more Profit generation process which can obviously multiply your profit like no other can.

**Don't make the same mistake I did...** I've been there and done that.. and Now I curse my naivety. Well It's good if you learn from your mistakes, but it's Far better if you learn from others mistakes...

I created this report in 2 parts. First part will talk about all the essential elements of a profitable site. Second Part will discuss How to squeeze the best profit out of your website.

My suggestion is you should Print this out for better reference.

By the way, if you didn't recognized my name, then don't worry. I am not hot shot

in marketing. It's not my field at all. Anyways allow me to introduce myself.

I am **Rana Varun Pratap**, am 24 yr old (almost 25), my sun sign is Leo (well If you are wondering :-P ). I've been involved with websites and blogs for last 2 years (started in 2004).

You know when I started I didn't earned anything for first 13 months(unlucky 13?? Eh...). In fact, my first 5 months earned me only 21.67 USD. I did a lot what all the masters preached, still not success. Again I believe in spending money to learn the skills and gain knowledge.

So I was spending lot of time and money to make a living online. Slowly and steadily everything started to fell in place.

Today generating couple of hundred dollars a day is a joke for me. Trust me it's Easy. When You realize This you'll see how beautiful the world is... The view is breathtaking when you look from the Top. ;-)

But it's like 2 yrs of hard work online. Plus there are other skills I learnt offline before jumping on to Internet bandwagon.

So this is not a rosy picture as you might want to assume. That's why I created this book as a reference for myself. For the mistakes I did. These mistakes are costly. I'd like you to avoid them too. Learn from my mistakes and grow successful.

Enjoy and Be Successful

Rana Varun Pratap

**PS:** I expect you to understand some of the things about affiliate marketing (well

at least you should know what is affiliate marketing) I don't want to explain what affiliate marketing or internet marketing is... I just want to stick to my main Aim and that is Profitable websites.

**PPS:** Don't forget You can download the Brandable version of this ebook at [www.imbasics.com](http://www.imbasics.com) . Which you can provide to your list or on your site and Make extra cash through recommendation.

# Part 1 Basics and Laying Foundation of Your Websites

## How to create a Profitable Websites?

Marketers preach a lot about Niche marketing. Niche this, niche that... O boy. Even I got bored from hearing this time and after time. But listen to their advice.

There is a REASON why you should go niche. Listen, its easy to generate money and Traffic in a niche website than in general website. I created my first 3 sites on Huge General topic, Computers, Pets and Weight loss and make money...

DUMP those sites as fast as you can. **I told you I made 21.67 USD in first 5 months.** This was the reason. I mean if I could have gone on to make a site on NVIDIA Graphics card instead of computers I would have much better chances of success.

Or I had tried creating a site only on salt water fish or how to train your German shepherd. It has far better chances of success than Pets site.

What about weight loss site? I should have aimed for weight loss for teens or something like that.

And don't even talk about make money site? PFFFTT... I wonder why did I ever created it?

## Beginners Mistake No # 1

Don't Get excited and teach others How to make money. Yup I did read 200 books on how to make money on internet but Does that mean I should get into

teaching others? HELL NO.

## **Beginners Mistake No # 2**

Not diving into Niche. Like I explained above. You should always look into niche sites. Well What the heck is niche site?

Niche is simply an unexploited market. There might be some competition but it's not huge you can't smoke it. How to find out about this... Well I'll try to explain that in next section.

## **How to Find Niche ? No Most importantly How to find Profitable Niche...??**

Finding Niche only should not be your focus. You should focus on finding profitable niche.

## **How to find Niche?**

You see, this is the toughest skill to learn in internet marketing. Even I myself don't consider an expert on this. But I feel I am far better equipped to find a market today than I was a 2 years ago.

**Here's a bit of advice** : If you think you can't find a niche market, Spend some money on monthly membership sites which are giving you couple of niche every month.

Don't worry if they are selling those to 1000 other folks.. Trust me not many people take those and work on it. Even if they are working on it. They'll be not putting much effort like you (who are learning from this book how to create a

profitable site)

If I have to take my own example I have over 30 niche profiles on my hands and I know I am not working on many of them.

There are lots of people who are digital dust collector. So just buy it from some membership sites. I did this for 6 months (remember my miserable 13 months, It was those last 6 month when I got wise and used others resources.)

Ok Lets find and smoke some niche.

My favorite place to find niche is Amazon and Ebay.

I spend lot of time hanging around both sites.

But I'll try to give you an idea.... Listen Weight loss or Internet marketing or Affiliate marketing is not NICHE.

Ok follow me.. go to [www.amazon.com](http://www.amazon.com) and also open <http://www.digitalpoint.com/tools/suggestion/> this link in another page... plus Open [www.google.com](http://www.google.com)

I hope you are using Firefox, it can open 3 or more tabs in one browser.

Anyways click on magazine subscriptions in amazon.com . Right now I can see some magazines like Men's health..oh.. Swimsuit edition of Sports illustrated.. nice 😊

umm.. lets get back to work.. Scroll down I see a book on 'Post Holiday Detox'

I put this in digital point tool.. NO results.. NO worries. Lets put detox diets for a

change. I see many keywords.. I am going to use "Detox Diets" with quotes. I already know without quotes it's hopeless situation.

Results **1 - 10** of about **81,400** for "**detox diets**". (I see this in Google)

Looks good condition to me.. First and 2<sup>nd</sup> link have PR 5, 10<sup>th</sup> keyword has PR 0 but it's a link from webmd.com so it'll get soon good pr.

Anyways You can see that you can aim for top 10 for detox diets in Google... But We are not going to work for Google... No way. If you are looking for Free traffic then Aim for Yahoo and MSN. They get more than 50% share of free traffic together.

Page 1 of 22,173 results containing This is the situation in MSN. So we have lots of Hope in here... cuz first links talks about Hemorrhoids and constipation etc etc...

Now get down to business.... Detox diets is our small niche...

**One small tip** : Detox diets is not a very good keyword with the number of times it get searches in a day. So what you can do is... Great a 3-5 page site (Or better create a blog) and leave it.

I am using this process to show you how to find a niche. Sometimes your niche will be Hit and sometimes they'll be flop (this happen quite often when you start out).

**Keywords : Building Blocks of Your Site.**

So how are you finding out keywords? Are you using Overture.? DUMP it... Get a wordtracker subscription for 1 day (it costs less \$10). Don't be stingy.

Overture is just too much hyped. It serves bad inflated data. The main problem is whenever you'll search anything on overture it'll add it into its account too. So if there are like 100 people all over the world searching for "weight loss" keyword on overture site.. It'll include those 100 people too..

That's why It's so inflated. Get a Wordtracker subscription. Learn how to use wordtracker with their trial version first. If you think you cannot work with wordtracker then Check out [Wordtracker Magic](#). It's a book on finding unexploited market and keywords. One of the best book around

Get all the keywords you can find on your niche.

Get all the keywords you can find on something related to your niche.

Do not Start building your site unless you have at least couple of hundred of keywords.

Yup.. You heard it right.. at least 200 keywords to work with. No You won't be creating Junk sites using scrapper content. But You'll be creating sites which will be properly optimized for your niche.

**Power Tip** : People says Content is King. You know if Content is King, then I can bet Keywords is 'Queen'. And the worst part is she can drag the king from his nose. So the better you control queen, better you'll get results with king. Trust me

Ok joking aside, You know almost everyone and his dog runs after the same set of 200 keywords if you have more than 200 keywords then you have more chances of getting Free traffic from search engines. Do a little more hard work

than 2000 other guys and You'll be miles ahead.

Coming back to the topic.

Wordtracker gives lots of extra info like KEI and competition etc etc.. I personally don't read much into it... I use SEO elite to check and spy on my competition. It's a completely different process. You can download the FREE copy of [SEO Made Easy](#) by Brad Callen on this.

Ok Now you'll be dividing your keywords in 3 categories.

1. **Main Keywords** : Your main Idea for niche. You'll try to find 2-5 related keyword for this.
2. **Secondary keywords** : These are secondary keywords. You need to include these in your description and other parts of on page seo. I'll be giving you example below on how to find out your secondary keyword.
3. **Helping Keywords**: You'll be creating these keywords on your own for each and every page. These are called helping keywords because they are not exactly your keywords. Like I am using "Dog training" as my main site my helping keyword might be "train your dog at home".

This is like a complete phrase. People when they are searching, they search in terms of phrases not in terms of keywords. So that's why we'll include Helping keywords.

Plus I read this in one of the reports by Google. According to what they say.. They do not have complete data on the keywords people search on daily basis.

They only have 50% of searched data. And rest of 50% is completely new to

them. Everyday people type different phrases to find answers to their problems. Don't you think Its crazy???

Stop right there and Read it again.

### **Everyday People Type New Different Phrases to Find Answers to Their Problems.**

This is very important in order for you to understand how to get traffic. From now on you'll not be creating your articles just based on some list of keywords but also on what your visitors wants to know.

I use Gary Antosh's formula to write an article. He talks about Search engine mapping. He gives examples how you can think more like your visitor and get found in search engines. His idea is very simple and it's about thinking like your visitors. That's it. You can get complete analysis on this in his book [Web Content Made Easy](#).

You'll be using Lots of keywords and helping keywords to create your site. That's why I suggested to find at least 200 set of keywords. So that you have more idea to work with. Don't forget the queen. Ok

You need to start your site with basically 30 page site. No need to start with 100 page site. You'll be adding content on regular basis. So it'll be soon huge content site.

### **Keyword Density problems**

You know if you have been following what search engines do.. You'll end up screwing your own head... Google prefers Low keyword density, MSN prefers

High... and Yahoo prefers more incoming links than on page optimization.

Before all of them makes me crazy, I adopted a new philosophy. I stopped writing for any of the search engines. Now I am writing articles because I want to write articles.

Though I keep my mind on Keywords and Helping keywords but I'd never sacrifice quality of an article over keywords. When I am writing I have sometimes 1% keyword density and sometimes it can be as high as 5-7%. So I never followed one single method to write.

### **Creating a Theme**

Lots of experts are talking about creating a themed site. And of course it makes sense. If I am on a site about weight loss I'd not like to know how I can make money. Nope I want to know ...

Which exercises will help me lose weight?

How I can eat without guilt?

How to gain confidence in public?

How can I attract the opposite sex (umm may be now we are going bit off theme I think)

This is one of the biggest mistake you can do.. Why I am stressing it?.. because I have created a site which had Make money in Weight loss section... Stupid me... That site only made whooping \$15(that's Adsense income) in first 5 months.

So Avoid going off theme. Otherwise You'll learn it yourself when You'll only receive your first \$6(this was my first cheque ) cheque in first 5 months.

I have framed that cheque. It reminds me of my first money with affiliate

programs and reminds me of my mistakes. I think that's why It is the Most Important Cheque I ever got.

## **SEO (Search engine optimization)**

Believe it or Not.. this is One of the biggest mistake newbie makes... You need to do this.. No matter what X Guru or Y guru says about it...

Normally it's condensed in the Newbie's head that SEO is bad.. Google will eat you up alive.. Google will do this.. Google that... Damn them.. it only makes me crazy...

Let me start with the basics of it...

### **YOU NEED TO SEO YOUR SITE EVEN BEFORE YOU BUY YOUR OWN DOMAIN.**

Read that above... Many times.. SEO starts even before you buy your own domain name. You should know which keywords you'll be targeting for. You should know what incoming link anchor text you need.

### **HOT DEAL**

Oh... ok Guys I have a Awesome deal for you.. I have a 2 friends who are SEO experts and they'll give you an hour of consultation for FREE. They are Sharon and Roy from [www.iwon.net](http://www.iwon.net)

There's no Catch, no signups No hidden costs. Get that 1 hour consultation from them. They are Damn good guys. I've learnt so much from them that it's crazy..

and best things about them is.. they take time to listen to you and explain you. They make sure your fundas are clear.

Call em up. And have all your SEO problems solved.

## **End of HOT DEAL**

Now on with my article on SEO.

There are 2 basic kind of optimization you'll be doing On page and Off page. First We'll deal with On page optimization.

On page optimization is something that is in your control and You can do it easily. It should be planned even before you start creating your own web page template.

You need to make sure all the pages are linked properly and follow easy to follow structure for Spiders.

**Tip** : I normally put all the files in my root folder.

So How to do SEO in Your Page.

1. **Title** : This is the Title you'll see in at the top of the browser window. Write good benefit loaded Title. If my keyword is "dog obedience training". I'd write something like this... "*Do you make these mistakes in Dog obedience training?*" Heh.. I copied one of the most copied headline and changed it... ;-)
2. **Description** : this is the next tag, You need to optimize. You'll give another benefit loaded optimized description to this. I'd write something

like “*Clicker training your dog might not be the best Idea for you to incorporate obedience in Your dog. Read on What are the best methods...*”.

3. **Your H1 tag** : Again this is one of the main tag in your text. You need to present this tag as soon as possible to spiders that’s why I prefer layout which have right menu column or aligned with CSS layouts. So that my Main text(spider food) is always on front of the garbage coding.
4. **Use Italics**: You need to provide at least one italic quote with your keywords. You can use some helping keywords here(read on keywords chapter).
5. **Main Body Text**: You need to use your keywords, helping keywords at least couple of times in your main text. I’d go for low density on keywords around 2%. Thought MSN favors High On page optimization. This method should work on it.
6. **Out Going Link** : You need an out going links to good powerful sites in your Niche. Use your own main or secondary keywords to create an anchor text. If you are worrying too much about this link you can always link to about.com or amazon.com’s categories in your site.

Well all the above 6 points constitutes the basic on page SEO. You can also download the Free copy of SEO ebook .. <http://www.varunpratap.com/seo.pdf>

Lets talk about some Off page SEO factors

**Off Page optimization :**

There are many ways you can optimize your site with off page optimization methods. We'll be discussing Press Release and Linking techniques

### **Press Release :**

Press release is one of the effective way to get noticed by media, plus an effective way to get noticed by Search Engines fast. You need to write an effective press release and distribute using any of the Press release Services like [www.prweb.com](http://www.prweb.com) or [www.prleap.com](http://www.prleap.com).

Write a press release that can be termed as a news for press reporters. Ask Yourself before submitting your Release. Is your news "newsworthy?" The purpose of a press release is to inform the world of your news item. Do not use your press release to try and make a sale. If your press release reads like an advertisement, rewrite it.

Best way to issue an effective press release is to Time it according to current affairs. Pick an angle to make your release more attractive.

### **Simple tips for an Effective press release.**

**Strong Headline :** If your headline doesn't entice news reporters then your efforts are going to waste. Your headline and first paragraph should tell the story.

**Write for Media :** Write in third person. Avoid Jargon, clichés and hype. If a reporter wants to add your release to the site or newspaper, he should be able to do it without minimal editing. Avoid clichés such as "customers save money" or "great customer service."

**Another tip** which I'd like to share with you is paying press release services to distribute your release to sites like Google news, Yahoo news. You can do it with minimum of 50\$ expenditure. Another resource which I prefer to distribute my releases with is <http://www.varunpratap.com/press>

With this you'll be able to write an effective release and bring loads of free traffic to your site. Read my article on Press release [www.getnetgo.com/TG/ace-1.html](http://www.getnetgo.com/TG/ace-1.html)

### **Linking Techniques:**

**One Way Links** : Submitting Press releases is first step towards building long term plan for One way links. For one Way links I prefer to Buy a link on PR 6 website for one year or so. If you can find a site in your own niche, then you can bring traffic as well as get noticed by Search engines too.

### **Links Exchange :**

Though You must have heard recently about Google ignoring sites who are exchanging links. This is far from truth. Remember, A link is a Link. If you are building links from related niche sites, Your position will increase. Every Link count, doesn't matter if you have some unrelated sites linking to you.

### **Submitting Articles :**

Submitting articles is just like a press release. If your article is not strong there is chance that it will help you as you expect. Write down an article which people want to read. Another "10 tips for weight loss" won't do you any good.

Make sure you have at least 500 words article and submit it to sites like [www.ezinearticles.com](http://www.ezinearticles.com) and [www.goarticles.com](http://www.goarticles.com).

## **Last thing I want to say about Optimization is ....**

If you do not want to do as much optimization I suggest then At least optimize your title and description properly. You'll be glad you did.

## **Looks DOES Matter !**

I don't care what masters says about this. Words of course sells, but a Picture still says thousands words. Yup.. Look of your site matters.

Now that doesn't mean you need to go and get a designer and have your site made for over 500 USD (yes good designer cost that much and sometimes far more than that).

You need to add some basic elements which will make your site look really nice. Some of the simple things you should follow in a design.

1. It's better to use white background and black text.
2. Always have a Header where a picture and your slogan or Your USP (Unique Selling proposition).
3. Make sure when you code you keep all the JavaScript and CSS code out of your basic html page.
4. Make sure You present content as spider food before you give out lots of HTML coding. You see most people add mouse roll over to their menus and what not... If you want to show you scripting skills... Make a dummy site and put it somewhere No body sees it... Trust me No body gives a damn about what you

can do...

**5.** No heavy graphics or Flash effects, unless this is what your site is about. You know it makes sense if you have a Flash tutorial site to have lots of flash effects but not on a site on Online free lessons to Dieting :p

If you are like me and don't have aesthetic eye. You can always find templates at [www.oswd.org](http://www.oswd.org). Edit them and use it for your websites. Again try to find simple yet Elegant Designs. Even there are many designs which will not qualify all the above requirements. So make sure all of your designs meets the above requirement.

### **Some Basic Requirements of your Site**

You should always have Contact Us, Disclaimer, partner links (for link exchange) and Sitemap pages in your site. These are Important at all cost.

You should Learn How to SSI (Server Side Includes) in your site. You know its ok when you start out but when you site grows there are some things which become un-manageable.

Like if you have a text which gets repeated (like Menu column) and Edited often. Then you should use SSI.

### **Let me give you Fast tutorial in SSI.**

First you need to have a File called .htaccess . Take notice there is a DOT '.' And it starts with dot. It is a special file. Personally You do not need to know more. Just copy the text below and paste it in .htaccess file.

AddType text/html .shtml .html .htm

AddHandler server-parsed .shtml .html .htm

Options Indexes FollowSymLinks Includes

You can create .htaccess file in notepad. Just open the notepad, paste the above text and save it as .htaccess that's it. If you don't use .htaccess file and the code from above. Then you need to save your site pages as .shtml again it's not big deal.

Now You need to create 1 extra file which will store the frequent edited and often repeated text. You can name it whatever you want.. Like for Example I am going to use SSI to create a Menu Item. So I'll create a file called Menu.html

Here is what my Menu.html Stores

```
<h6>Weight Loss and Diet Tips</h6>
```

```
<p>
```

```
<a href="weightloss.html">Weight loss Tips </a><br>
```

```
<a href="diet.html">Diets tips</a><br>
```

```
<a href="exercise.html">Exercise Tips</a><br>
```

```
</p>
```

```
<h6>More Information For</h6>
```

```
<a href="Exercisequipment.html">Exercise Equipment</a><br>
```

```
<a href="pills.html">Weight loss Pills</a><br>
```

```
<a href="sitemap.html">Site Map</a><br>
```

```
<a href="contact.html">Contact Us</a><br>
```

```
<a href="disclaimer.html">Disclaimer</a><br>
```

Now remember what server side include (SSI) does...I'll explain in layman terms  
When ever page is open in browser. Your Server finds the files and include it in  
the page.

So If you have created a SSI include for your file.. It'll check the file and then load  
the SSI included file plus your webpage to the browser.

Now We need to add another bit of code in our Main file. Lets call it index.html .  
Now In place of where our main menu should go we'll just include this little text.

```
<!--#include virtual="menu.html" -->
```

That's it.. we'll Save it and upload .htaccess, Menu.html and index.html to our  
servers. Whenever you'll open any file which references to Menu.html it'll include  
the content Menu.html holds.

Now lets say You have expanded your site to 200 pages and then you realize.  
You forgot to add About us and Partners link page... Now imagine the horror if  
you didn't used SSI for your files. You have to change 200 pages manually in  
menu column Whoa..

Well if you are smart enough and used SSI. You'll smile and just go and find  
Menu.html and add links to About us and Partner Links pages. Boy aren't we  
smart? ;-)

This is what you need SSI for... other things I include in SSI are the ads which  
get repeated often (like Google AdSense, god forbid if Google kick me out of their  
program then I'll end up changing 1000's of pages if I don't use SSI for ads)

Another Option lots of folks I know use is PHP include it works in the same  
manner SSI does. But You use this normally for php pages (again if you use

.htaccess file you can use this for html pages too).

NOTE: I had problems with using SSI and PHP includes both on same site. So use one of the methods. If you are using SSI then stick with SSI.

Ok Now we are set.

We have found Our Keywords. Learnt How to optimize, decided our design. Now the thing is to generate content.

### **How to Write Articles for Your Site?**

This is By far the most demanding and time consuming Job in site making. Well You gotta do it... There's no other way around.

You know when I think of writing an article I think "What my visitor will type in search engine to find my site?" It's the same approach I described in my Keywords section.

I do not say, I found a keyword "weight loss nerd expert in Ohio" :D and I'll write down article on that. I'll be thinking... "How I can lose 20 pounds in 4 weeks?" or "Is atkin diet have any side effect?"

I am giving you just an example of how your visitor thinks. Like I said earlier.. Keyword approach is good but TOO many people are doing this... and gets almost no results.

Do keep in mind your main and secondary keywords, we'll be including them in our articles. But our focus is on "*Amy who is 23 yr old woman and she have only 4 weeks to lose 10 pounds before her wedding*".

Are you getting an idea what I am talking here??? Most people thinks from Inward centric approach. Me approach... Expand yourself.. There is world out there.

### **Some Easy steps to Write content.**

**PLR articles.** PLR articles are easiest way to get content. But the only way to make them effective is to edit them by yourself. Now People ask what's the use of PLR article if you have to edit them. What's the problem is using them as it is.

The only problem is that Sites which are selling PLR articles or books are selling that same article to 1000 other members. You'll have 1000 copies of exact same content on the web.

Trust me on this... Use PLR articles to get an idea on "What to Write About" and take those articles and re-write them completely with "Amy" in mind. You'll do Wonders.

**PLR Books** : Use PLR books and Create them into websites, again the method to change content discussed above doesn't change. For more info on How to use PLR articles and PLR books You should check out [Martin Avis's Book](#).

**Forums** : Check out in forums. See what threads are picking up. Take all the content and then create an article on it. Don't copy and paste its stealing. Take parts of topic, expand or cut down the size...

**Blog** : Hang around blogs on your topic. Find what bloggers are discussing. Take

some parts and expand and create articles.

**Create a Forum on your site.** It's automatic content generation for your site. Find methods to get traffic to forum and generate automatic content.

**FREE articles:** Now take Free articles provided from [www.goarticles.com](http://www.goarticles.com) and put it on your site. Again the problem related to duplicate content creeps up.. Well there is one tip I give you while using Free to distribute articles.

I write my own comments in between articles. You see You cannot edit the article but You can easily comment. Just make sure your comments are in different font color than the articles and you explain before hand that why you are choosing this article and why you are going to comment.

Another site from where you can get content is [1st-4-articles.com](http://1st-4-articles.com) . You see if you take content from this site then you can be rest assured there is no other copy of the same article. This is a Neat concept I suggest you to take a look into it.

**FREE answers:** Go to [answers.yahoo.com](http://answers.yahoo.com) and check out your niche. People are asking lots of questions on daily basis. One question is normally opened for 7 days. Find question on which you can write about... Write an article on it. Upload it on your site.

Take 50% of the content from your article, Publish it as an answer to the question and give link back to your site saying you can find more info.

This way you'll get an extra link and traffic to your site PLUS, You'll get an idea what kind of questions people are asking..

**Here's a TIP.** This will help in determining what kind of crazy keyworded phrases they might be typing in search engines to get results too. So spend some time in answers.yahoo.com to understand the mind of your visitor.

Listen I just gave **8 powerful Yet Simple Ways** to Generate Content. After this you should not have any problems.

up till now We have finished discussing,

Keyword

SEO

Design

Content Generation

Next in line is **Getting Traffic.**

### **How to Get Traffic to Your Site?**

This is One of the BIGGEST problem. I can bet most of the newbie starting out in business face this Huge problem. I remember I used to get 20-30 visits a day to my site **if I was lucky** when I started out..

Eh... This is nothing short of horror... Scary thoughts.

There is a complex equation to getting traffic. If you have been doing what I said You have completed half of this complex equation.

Let me show you the Equation

PKU+PSEOU+PD+WA+PR+AS+LE+OWL+BP+FS+BC+OF+VM+TG=**Traffic**

Baffled??

Yup I am too :-D (Side note: I copied this method from Jason of [Instant traffic formula 2006](#) though this is my own formula but the way of presentation is his)

Lets understand this equation

**PKU** – Proper Keyword Use – Which we did learn

**PSEOU** - Proper SEO Use – Again we finished this chapter

**PD** – Proper design for your site – Finished

**WA** – Writing articles for your site – Finished.

SO far we have finished almost half of the process.

**PR** – Press release. I wrote about this in SEO. Issue a Press release when you have 30 page site. My suggestion is to find a Way to release Press releases once a month. Read my article on Creating a trash proof news release.

**AS** – Article Submitting : Learn how to submit article.

**LE** – Link Exchange : Link exchange with related sites. (Finished)

**OWL** – One Way Links : Discussed already.

**BP** – Blog and Ping. Create a blog and ping your feed using [www.pingomatic](http://www.pingomatic) at least once a day.

**FS** – Forum Signatures. Create a compelling signature and participate in forums

**BC** – Blog comments – find blogs and leave comments on them

**OF** – Offline Methods – Print your sites on business cards, create a small animated poster about your site and paste it on your car. Wear a T shirt with your website name on it.

**VM** – Viral methods – One of the best method.

**TG** – Traffic generators – Effective if used properly

Listen after you have created site.. Everything you do.. You do it to bring traffic. Yup... Think about How to get traffic to your site. Focus in getting traffic from every thing you do.

I'll be discussing all of this in more detail. So don't worry.

## **Blog and Ping**

Lets start with Blog and ping. As we have discussed other ways already.

You see Blog is a simply a Online Journal. People writes their own thoughts, share their feelings and lots of other stuff in blogs. There is one advantage blogs have over websites and it that you can tell when it was last updated easily. It leaves a sort of foot print (nothing bad about it).

All you need to know is that You should have a blog either on [www.blogger.com](http://www.blogger.com) or on your own site with Wordpress blog script. If you are using Hosting services which provides a CPANEL then you can easily create a blog in 3 clicks.

Now Blog and Ping technique is very simple. All you need to do is write a post on your blog, publish it and Use the RSS feed and ping with the [www.pingomatic.com](http://www.pingomatic.com) all the Blog search engines.

What this simple technique does is tell blog search engines that your blog is updated. Simple and easy.

In this small ebook I can only explain you this much. If you want to know more in

depth about blogging then I suggest you join my list where I'll tell you about my Blogging book. [www.imbasics.com](http://www.imbasics.com)

## **More info on Feeds**

### **Blogspot Feeds**

If you are using a blogger/blogspot to create a blog then your Feed will be in XML Atom format

lets say I've created a blog with [weightloss.blogspot.com](http://weightloss.blogspot.com) then my feed will be [Weightloss.blogspot.com/atom.xml](http://Weightloss.blogspot.com/atom.xml)

### **Wordpress Feeds**

If you are using Wordpress blogs then Go to your blog and Either Scroll down to bottom or Check in the Menu column (depends on the template you are using). You'll find feed as Entries (RSS).

If you want to take a look go to my blog

<http://www.varunpratap.com/marketingminds/>

Scroll down to bottom and You'll find something like this

Marketing Minds is proudly powered by [WordPress](#)  
[Entries \(RSS\)](#) and [Comments \(RSS\)](#).

Now you can see use the Feed and Ping all the blog search engines. It doesn't matter What blog software you use, You'll find the feed links in the template right there or In their administration settings.

Well this covers the Blog and Ping Section. We'll now talk about Forum Signatures.

## **Forum Signatures**

Again You need to find forum in your niche. Write a compelling Signature describing your site. This'll get a decent amount of traffic depending how targeted your site and niche is.

Another Weight loss site won't cut it. But a site on Breeding Chihuahua in dog forums might (ok ok I know I am going beyond with my examples.. but You get my point right?)

**One Caution** : DO not spam the forums.

## **Blog comments**

Again find bloggers in your niche. Leave really good comments on their blogs and just leave your website there.. If they find your website niche and good they'll normally write about it and you'll get more than decent amount of traffic from blogs.

Again Do Not Spam.

Notice: Most blogs have nofollow tag to their links. So our goal is not to get Link PR effect. But to get noticed in blogger community in our niche. If our site is good, blogger will talk about it.

## **Offline Methods**

Personally I don't understand why people don't try to advertise their own site offline. If you have a site on Chihuahua then There is far better chances there might be some club or something related to Chihuahua.. there are so many folks who are crazy about their little pooch.

Think how you can advertise your site in Real world. T shirt slogans, car stickers, posters, business cards.

Again Always focus on getting traffic... Now I might piss off some people.. But here you go...

When I am talking about thinking and focusing on getting traffic. Be relentless, persistent like an Amway Distributor. I know lots of folks have love-hate relationship with them. But you should always be like them.

Thick skinned, relentless, persistent. Whenever you see opportunity you plug your site ;-)

I personally know a lot of people who persisted in Amway are now making some serious dough. And like the rumors people tell.. They don't have burned relationships.

There is something called salesmanship. Being a salesman might sound ummm.. bad and offensive to many of so called "*Elite core of MBA grad oh so mighty brianaics*". But Seriously Salesmanship is one of the oldest, more used and abused job out there.

You see when you are trying to pick up a girl what you do? You sell yourself: p

Or what about when you are putting your resume and going through the interview process what you are doing?? Selling yourself

When you overspeed and try to talk policeman into your story.. what you are doing?? Again selling yourself.

You still not call yourself a sales man??

Think about it...

From now on Be the master sales man/woman.

## **Getting Traffic Through Article Submitting**

Most people I know doesn't get the same kind of result with article submitting. They don't get any traffic whatsoever. They don't get any subscribers. And They don't feel like it's helping in them in getting good rankings.

Ok so Let's get start with Article submitting.

**First step** is to get a Good powerful article of about 500 words. You can either write it or have ghost written it...

**Second step** is to submit article to [www.ezinearticles.com](http://www.ezinearticles.com) or goarticles.com No need to submit to 100+ sites. It doesn't matter much. Goarticles or Ezinearticles will give you more than enough exposure.

**Create a Author Bio box** and link to the page which have more related articles. For example if you have Dog obedience training article submitted, then link back to page which have more Dog obedience articles. It gives search engine coming through goarticles or ezinearticles a spider food. And sets a theme for your site.

## **Other Random Tips about Publishing Articles**

Do not blast your articles all over the web with softwares or services. I was thinking how Google and other search engine is adapting to this behavior. You

see in one of my recent chat with one of the SEO experts He pointed this out to me too.

So according to him, You should build a more natural linking profile for your sites. Be It Press release or article submitting Don't go berserk on them.

### **Viral Websites : This is One of The BEST Method.**

You know one of the best ways to get FREE traffic is producing a website which is viral. What exactly is viral? Viral is "words of mouth advertising On steroids". This is a word that gets thrown around a lot. Let me explain it properly. If you have something that appeals to people's emotion it'll get viral.

Just check out [www.cuteoverload.com](http://www.cuteoverload.com) if you have a girl friend/wife.. You'll just see their reaction. You know I can imagine all the girls wearing Pink pajama's holding (squeezing actually) tight to their soft pink pillow going  
Ooo... Cchhooooo cuuuuteeee...

Trust me this happened every single time I showed this site to a girls/women. This is what Viral marketing is in Action. This site is so damn good that it even melted my younger brother (who is pretty much goth, punk kind of).

### **How to create Viral sites?**

Appeal to People's Emotions. You know I gave you good enough idea what makes people tick. Now sit back and think... I am not going to hand everything in silver plate.

here's another Viral site [www.uglypeople.com](http://www.uglypeople.com) .

Here's another viral site [www.theinterviewwithgod.com](http://www.theinterviewwithgod.com)

Still struggling for ideas??? I ain't helping you with this.. nope...

## **Traffic Generators**

I am talking about Traffic Generator sites and softwares like Instant Buzz and Traffic Swarm. I've created this article on Traffic Generators.

<http://www.getnetgo.com/TG/ts-1.html> How to Use these effectively

<http://www.getnetgo.com/TG/ts-2.html> Case Study on Traffic Swarm and Instant Buzz

<http://www.getnetgo.com/TG/ts-3.html> How to Write Powerful ads

<http://www.getnetgo.com/TG/ts-4.html> Creating Powerful Network

I'll end this section here.

## **Part 2 How to Squeeze the Best Out of Your Websites**

You know in last part we learnt about the structure of a profitable site and how to get traffic to it... Now What?

What you should do with your traffic?

I'll tell you What to do?

You'll create a list out of your traffic.

You'll provide a enticing report or something of valuable nature (which is of no cost to you) to join them into your list.

Remember I talked about Amway Distributors. It's the same. You'll be focusing on turning your visitors into subscribers.

Create a 15 small articles which can be emailed to your subscribers. Put them in some autoresponder like [aweber](#) for next 15 weeks. Now whenever someone joins your list, he'll receive 15 email reports in next 15 weeks(unless he unsubscribe, don't fret if he do).

If you want to learn List building secrets Then I suggest [List and Traffic by Jimmy D brown](#). One of his strategy got me 12 subscriber in less than 24 hrs for a brand new site. Now 12 subscribers might not be enough for you but that means if I use that same tactic I'll have 4380 subscribers in 1 year.

Using all of his methods will only put your list building on steroids.

This is **Beginners Money Mistake No # 1**

Why money mistake? Because its causing you to lose lots of moneys from the visitors which can be sold over some of the products.

So Lesson is.. Create a List. Create a series of articles to set on Autoresponder.

And provide an option to subscribe on every page on your site. With Un blockable pop ups and exit pop ups.

### **Here's a Case study:**

One of my friend who has a website from last 4 year.. He last year added an option to subscribe to his list (no incentive). In one year he got 1500+ subscribers. Who he sometimes mailed sometimes not...

Now then one day he decided to create a forum (Remember free content?). He created it and then emailed to his list about the forums. Plus he added a link and created a contest to get more visitors to forums. He created 500 forum members in 2 days and created immediate conversations which lead to more traffic.

Now Re-read the above. How he generated traffic to forum with subscribers, contest and many other small things.. 500 forum members in 2 days is Huge task Most people find getting traffic to forum is one of the hardest job. And its' true. But my friend just thought of it for sometime and got visitors going to his forum.. Now after 4 -6 months he have over 4000 members.

They are creating conversations and threads and lots of content for FREE to his site.

Now he can pitch to his list or to his forum members whatever offer he has in mind and generate money.

This is **Squeezing all the profit you can** at its best.

## **Product Reviews**

I am big advocate of writing unbiased product reviews. I have made these work for me like crazy.

Find a problem and then provide the solution. This is my simple method. Yup.. I can't explain it easier than this...

You see, people are dying to get the solution to their problems, their problems are from losing weight to baldness to getting laid. Yup... Think about it for a second..

What if you take a problem and then tell other how you solved your problem and then show them the solution. This is what I do when I write product reviews.

Just make sure you don't title your product review as "My un-biased product review of XYZ". It's better to write, "How XYZ helped me when I need to do \_\_\_\_\_?"

How Varun's Step by step Blogging helped me make money when I lost all the hope of making money online?

Or How Varun's method helped me lose weight in just spending only 10 minutes a day?

Getting an Idea?? It's simple.

Now write a review like How You had this problem, and no one was able to help you (always, always exaggerate your problem, show them it was bigger than one person could handle etc etc) and then go on telling how that x product help you.

Now this kind of review might not work in internet marketing niche but in others it can get really profitable.

Phew... I am tired...

I'll close this book here..

**In conclusion**, All I have to say is...

Though its Fascinating to Make more money online. But Do Not Ignore other important things in your life like your health, spouse and your relationships. I am sure if you follow this book You'll be able to create profit for yourself. Just don't Over do it... and forget other important things in life.

If you feel like you are over doing it... Take a break away from your computer, No Emails, NO phones/cells. Just with your family and enjoy your life to fullest.

After all you are working so hard for the family na??

Best Regards and Success

Rana Varun Pratap Singh

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