

Neglect Your Niche Sites & Profit!

How To Ignore Your Sites And Make Money Doing It

Who Is Jay Shaffstall?

I'm an ordinary guy, a bit more than a beginner at Internet Marketing, but certainly not a guru. I got into the field as research for a class I was teaching, and stayed because I loved learning the techniques and teaching them to others.

Early on during this research, I created a niche web site on the flimsiest of keyword research (based on an off-hand comment another blogger made about searches used to find her blog). I didn't quite know what to do with it after I'd created it, so I forgot about it. If I'd remembered about it in the coming months, I'd have probably deleted it.

Much to my surprise, this neglected niche site started to make money! A trivial amount at first, but it grew until it was making about all the search traffic could bear (about \$50 a month...I told you my keyword research was flimsy).

In this ebook I'll lay out the exact steps I used to create this site and others since.

Enjoy!

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Also, any estimates of income are based purely on my personal experiences with these techniques. Your results may vary widely.

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The Basic Idea

As I mentioned in the intro, I created my first niche site just a couple of months into what was supposed to be a summer of research for a class I was teaching (and has since gone on for over a year).

After I created that site, I learned an awful lot about search engine optimization (SEO). If I'd stopped to remember that site, I'd have realized that it was doomed from the start. At least that was what I would have thought, based on accepted SEO wisdom.

Keep in mind that web sites flourish with attention. If you want results quickly, you won't want to follow the techniques in this ebook. But, if you have the patience, and don't mind making a little money from each of a lot of sites, then you can slowly build a stable of neglected niche sites that earn you a nice monthly income.

That first site I created now earns me about \$50 a month. It took a few hours to create, so I consider it a welcome return on my investment. The site itself hasn't needed to be touched since, although there is some ongoing work needed that I'll describe later, that you can expect to spend a couple of minutes on every week.

The sort of site we'll create isn't a made-for-AdSense site, although it's pretty close. We'll bump up the quality of the site enough so that Google will, eventually, come to like it well enough to rank the site highly, and you shouldn't need to worry about getting your AdSense account banned.

Throughout the ebook I'll use an actual site I created as an example.

Part 1: Picking A Niche

The first step to creating any niche site is, of course, to pick your niche. The seed idea of your niche has to come from you. Maybe it's something personally interesting to you, or something you saw mentioned in several magazines in the bookstore, or something that a friend mentioned.

However you come up with your seed idea, do it now. If you have several, that's fine, you can use them all and pick whichever one seems most promising after keyword research for your first site.

Okay, we're going to use keyword research tools to identify what part of your niche idea to use. Specifically, we'll be looking to see what related phrase people use to search that has low competition.

My seed concept for the site I'll use as an example was "healthy recipes". That was a personal interest of mine, since our family had changed our diet and created a number of unique recipes. My original thought was to create a big social recipe sharing network, but sanity prevailed and I decided to create a neglected niche site under that concept.

Keyword Research

Neglected niche sites rely entirely on search engine traffic. So traditional keyword research techniques tend to work well. We'll be shooting for low-traffic niches that don't have a lot of competition.

If you're just getting started, you can use [Google's Keyword Tool](#) to do this research. Eventually you'll want to upgrade to something with a wider range of data. I recommend [NicheBot](#). It's the best value for the money if you're not doing keyword research on a daily basis.

The screenshots in the ebook will use Google's Keyword Tool, since that's free and we want to keep the cost of your first site as low as possible. There's plenty of time to pay for tools after you're making some money.

Given my seed idea, I went to [Google's Keyword Tool](#) and typed "healthy recipes" in as my seed phrase. On the next page you can see what shows up as of this writing for that phrase:

Keywords	Advertiser Competition ?	Approx Search Volume: July ?
Keywords related to term(s) entered - sorted by relevance ?		
healthy recipes		246,000
healthy cooking recipes		4,400
healthy food recipes		12,100
healthy dessert recipes		3,600
healthy breakfast recipes		4,400
healthy vegetarian recipes		2,400
easy healthy recipes		14,800
healthy chicken recipes		12,100
healthy dinner recipes		8,100
healthy recipe		74,000
healthy vegetable recipes		1,000
healthy mexican recipes		880
delicious healthy recipes		1,300
healthy pasta recipes		1,900
healthy simple recipes		1,900
healthy soup recipes		1,000
healthy salmon recipes		1,000
healthy bread recipes		1,900

The seed phrase, "healthy recipes", has a nice large search volume, which is great. But competition is also important...we're not creating an award winning web site, so we want to make sure there aren't too many other sites out there. Large volume keywords tend to have lots of competition.

So I do a Google search on "healthy recipes" with the quotes, so that only web sites with that exact phrase are returned. Above the Adwords ads, you'll see some text that tells you how many total web sites matched that keyword. When I ran it, this is what I got:

Results 1 - 10 of about 3,740,000 for "healthy recipes". (0.24 seconds)

Over three million web sites had the exact phrase, "healthy recipes". That's a bit too much competition for the sort of site we're creating. A quality niche site that was updated often and had more

than just directory backlinks behind it could compete there, but not a neglected niche site.

So back to the keyword list. Scanning down it, we find "easy healthy recipes". The search volume on it is far lower, but the keywords still fit the concept I'm going for. Let's check the competition by searching on "easy healthy recipes" including the quotes.

Results 1 - 10 of about 27,100 for "[easy healthy recipes](#)". (0.31 seconds)

That's more like it. A neglected niche site can compete with thirty thousand other sites. I wouldn't go above 50,000, and the lower the better.

So my site concept keyword is now "easy healthy recipes".

At this point, we could continue on and locate more related keywords to use as individual pages in our web site. And if I was creating a quality niche site, I'd do that and write quality original content for those pages. But if I were creating a quality niche site, I'd put a lot more effort into it, and try to compete for the "healthy recipes" keyword (and I do indeed have a quality niche site competing there, along with the neglected niche site for the lower volume keyword).

For a neglected niche site, just finding your site concept keyword is enough for now. We will do a little more keyword research later.

Picking A Domain Name

Every web site you create will need a domain name. These cost money, but you're generally talking \$10 to \$20 a year, so the investment is minimal. If you don't make that much back in the first year, you're doing something wrong.

I recommend a keyword based domain name. Use your main site keyword as the basis for the domain name. Use hyphens if needed to find an available name.

For example, if my site keyword was "diet tips", and I found that diettips.org were already taken, I would move on to diet-tips.org, or diet-tips-for-you.org. Keep working at it until you get a domain name that has your site keyword first.

I prefer the .org domain name, because of the subtle hint that the web site isn't commercial in nature. The effect might be small, but every thing we can do to help a web visitor approach the web site in a trusting manner is best.

For my "easy healthy recipes" site, easyhealthyrecipes.org was available. easyhealthyrecipes.com was taken, but I prefer the .org anyway, so I ended up with my first choice of names.

You'll be able to register your domain name when you get your web hosting.

Part 2: The Technical Bits

An unfortunate part of creating web sites is the need to learn all the technical bits. I'll walk you through all that with words and screenshots, using [Site5](#) as my example web host since that's where my web sites live. If you're using a different web host, the screenshots may look different, but you should be able to follow along.

Getting A Web Host

You'll need a web host for this strategy, since you're going to create web sites. The sites you'll create will be small, low traffic sites. On a decent shared hosting account, you should be able to host a dozen or more sites. By the time you reach the limit of your web hosting account, you'll be making enough profit to invest in another.

We're trying to keep costs low, but we also need reliable web hosting. We'll be using Wordpress to manage our sites, so a web hosting that provides a one-click install of Wordpress is a bonus.

The web host I've used for my sites is [Site5](#). They offer the best deal for the money, and have recently started offering existing customers a huge 50% discount on additional accounts. So as your stable of sites grows, you'll pay less for your second and subsequent hosting accounts. Also, I recommend springing for their MultiAdmin package. It'll make things easier when you create your second and subsequent sites.

I'll also mention HostGator. They're recommended widely, and seem to have a good reputation. Value-wise, I don't think they compete well with Site5, but do your own research.

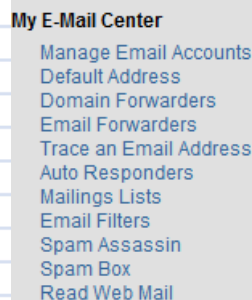
For the rest of the ebook, I'll assume you have a web hosting account that offers a one-click install of Wordpress.

Creating A Site Email

I recommend creating a new email address hosted on each niche site. This allows each site to have a nice admin@domain.org email address to use, just in case people actually use the contact form (it happens).

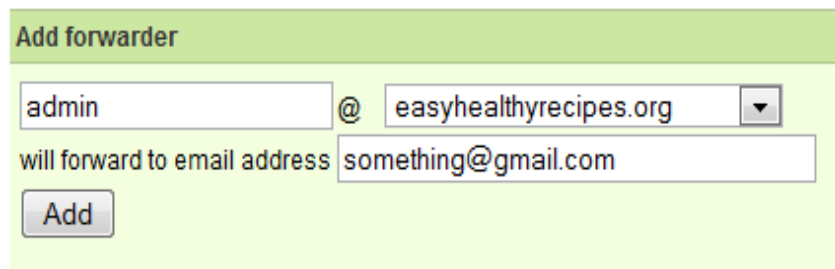
The system that works best for me is to create a single [Gmail](#) address to use for all my niche sites. If you don't already have a Gmail address, sign up for one now. It doesn't matter what you pick as a user name, since nobody will see it.

After you have your Gmail address, go into your web hosting control panel and create an email forwarder. In [Site5](#) you can find it under the My Email Center:



Be sure to click on "Email Forwarders", not "Domain Forwarders".

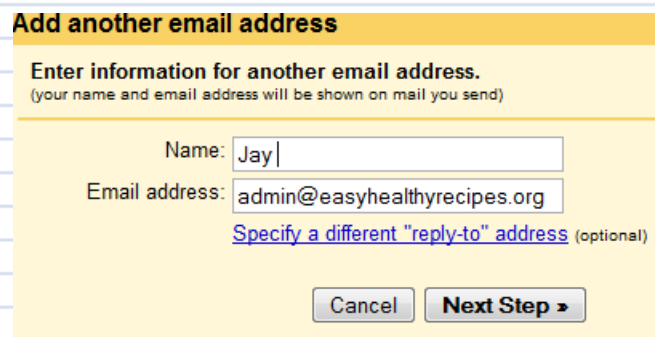
Add a forwarder by filling out the fields something like this:



The screenshot shows a form titled "Add forwarder" with a light green header. Below the header, there are two input fields: the first contains "admin" and the second contains "easyhealthyrecipes.org" with a dropdown arrow. Below these is a label "will forward to email address" followed by an input field containing "something@gmail.com". At the bottom left of the form is a button labeled "Add".

Use your first name instead of "admin" if you want a more personal touch. And use your gmail address you created as your forwarding address.

Now go back to your gmail account, and click on the Settings link, and the Accounts tab. Click the "Add Another Email Address" link to show this screen:



The screenshot shows a form titled "Add another email address" with a yellow header. Below the header, there is a sub-header "Enter information for another email address." followed by a note "(your name and email address will be shown on mail you send)". Below this are two input fields: "Name:" with "Jay" and "Email address:" with "admin@easyhealthyrecipes.org". Below the email field is a link "Specify a different 'reply-to' address (optional)". At the bottom are two buttons: "Cancel" and "Next Step >".

Enter whatever name you want to show on your return emails (I recommend first name only), and the email address you set up to forward. Click "Next Step".

Verify your email address

Before you can send mail as **admin@easyhealthyrecipes.org**, we need to verify that you own this email address. To perform the verification click "Send Verification". We will then send an email to admin@easyhealthyrecipes.org with instructions on how to verify your address.

Cancel

« Back

Send Verification

Click "Send Verification". That sends an email to whatever email address you entered in the previous screen. If you set up the email forwarding correctly, you should soon receive that email back in your Gmail account. If it doesn't show up in a few minutes, try resending the verification email.

Click the link in the email, and then go back to Settings, the Account tab.

When I receive a message sent to one of my addresses:

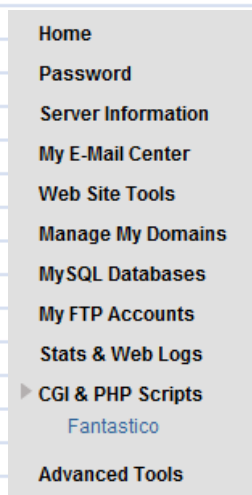
- Reply from the same address the message was sent to
- Always reply from my default address (currently jay@easyhealthyrecipes.org)
- (Note: You can change the address at the time of your reply. [Learn more](#))

Click the radio button that says "Reply from the same address the message was sent to". This means that if someone sends an email to admin@domain.com, you can receive it in your Gmail account and respond, and it'll look like it's coming from admin@domain.com, not from Gmail.

Installing Wordpress

It's time to get Wordpress installed. I'll show screenshots showing how to do it in [Site5](#). Whatever web host you chose should have something very similar.

Along the left of your site admin screen will be a list of things you can do. Click on the one that says "CGI & PHP Scripts".



And then click on "Fantastico". This will take you into a different program that allows you to install any of a large number of programs on your server. This is also where you'll come to upgrade your version of Wordpress when needed.

Now click "Wordpress" in the section titled "Blogs", to get to a screen that looks like this:

WordPress

Short description: WordPress is a blogging software with a focus on ease of use, elegance, performance, and standards with a huge selection of themes and plugins.

Homepage: <http://wordpress.org/>

[WordPress support forum](#)

(We are not associated with the support forum)

[New Installation](#) (2.6)

Disk space required: 6.11 MB

Disk space available: Unlimited MB

[Current installations:](#)

The number in parentheses after "New Installation" is the version of Wordpress that will be installed. That's generally the latest, or close to it. Fantastico sometimes lags behind official Wordpress releases a few weeks, but I don't recommend upgrading that quickly anyway. Let other people figure out what doesn't work in the new version.

Click "New Installation" to get to a screen like this:

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>).

Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory **SHOULD NOT** exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

Unless this isn't your first site, you'll only have the one domain to choose from, so leave that as it is. Leave the "Install in directory" blank, because we do want to install in the root.

Enter whatever administrator username and password you want. This is what you'll use to log in to your Wordpress admin area. For admin nickname, put your first name, or "Admin".

Put your admin email you created earlier in for the Wordpress admin email. For site name, just put your site keyword for now, you can change it later. For description put a tag line of some sort, and click "Install Word Press".

It should come up with a "Finish Installation" button. Click that, and

copy and paste the info that follows into a file, or write it down for later use.

In particular, the admin login for your blog is www.domain.org/wp-admin (replacing, of course, www.domain.org with your actual domain). We'll be using that regularly in the next steps any place I ask you to go into your Wordpress admin panel.

Installing Plugins

Since we're not creating a blog, but a web site, we won't use a lot of Wordpress' features. But there are some plugins that will make our job a lot easier, so we'll walk through installing them.

The first plugin is the hardest, because it requires us to transfer files to the server. That plugin will then allow us to more easily install the rest.

The first step is to download the plugin to your local computer. Go to the [One Click Plugin Updater page](#) and click the big red Download button. Save the file anywhere you want.

You'll need to unzip the file on your local machine. If you don't already have an unzip utility, I recommend [7zip](#) as a nice free tool that will do everything you need. You'll need to download 7zip and install it. Then unzip the plugin file, and you should end up with a folder called one-click-plugin-updater.

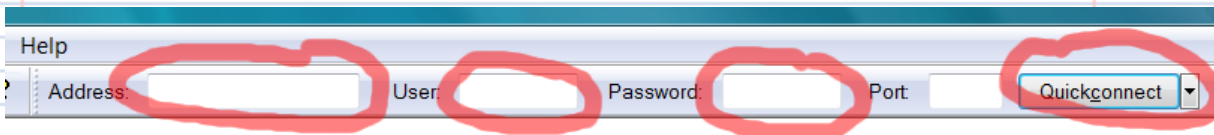
Now, if you're familiar with FTP and have an FTP client already, upload the one-click-plugin-updater folder to the /public_html/wp-content/plugins directory on your site.

Okay, if you haven't done that and skipped ahead already, I'll assume you don't know much about FTP and don't have an FTP client handy.

The first step is to get an FTP client. That's a piece of software that runs on your machine and allows you to transfer files to your web site. I recommend [FileZilla](#), a great free FTP client. Make sure

you get the CLIENT, not the SERVER.

After you've installed FileZilla, run it and you'll see the main screen.



Fill out the fields I've circled in red above with the appropriate information. The address is your domain name, e.g. easyhealthyrecipes.org. The user name would have been sent to you in a welcome email by your web host. Look for it in the instructions you were sent on how to transfer files. The password you set when you signed up, and should also have been sent in the welcome emails.

Click Quickconnect, and if you filled out everything correctly you'll see a listing of directories and files appear in the right hand pane.

Double-click on `public_html` to go into it, then on `wp-content`, then on `plugins`. Now in the left hand file listing, find the `one-click-plugin-updater` folder. Don't go into that folder, just drag it over onto a blank part of the right pane. The folder and all the files in it should be transferred to the site.

You can see if it worked by going to your Wordpress admin area. Head to yourdomain.org/wp-admin and enter the Wordpress admin user name and password you set up when you installed Wordpress (you did write those down, didn't you?)

Once in Wordpress, click on the Plugins link across the top. You should see only a few plugins listed, but one of them should look like this:

One Click Plugin Updater	2.3	Upgrade plugins with control how often W
--------------------------	-----	--

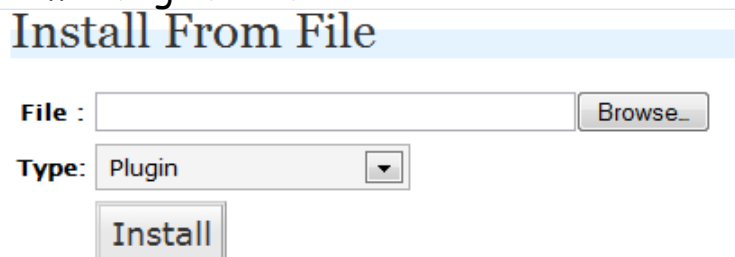
Click the Activate link to the right of it.

Now, to install any other plugins you'll click the "Install A Plugin" link at the top of the plugins page. We'll start by showing the process with one of the plugins we'll need.

Go to the homepage for the [Google XML Sitemaps Generator plugin](#) and download the most recent version.

Do NOT unzip the file! The plugin updater will take care of all that for you. Just go back into your Wordpress admin panel, in the Plugin area, and click the "Install A Plugin" link at the top of the page.

You'll see something like this:



The screenshot shows the 'Install From File' section of the WordPress plugin installation interface. It features a text input field for the file path, a 'Browse...' button, a 'Type:' dropdown menu currently set to 'Plugin', and an 'Install' button.

There will also be a section titled "Install From URL". Ignore that unless you already know how to use it.

Click the Browse button and select the zip file you downloaded containing the Google XML Sitemap plugin. Then click Install. You should see a message that the plugin installed successfully. Do not

click activate yet for this particular plugin.

Here's a list of all the plugins to install, and whether you should activate them immediately or not.

<u>Plugin Name</u>	<u>Activate?</u>
<u>Google XML Sitemaps Generator</u>	No
<u>All In One SEO Pack</u>	Yes
<u>Google AdSense Targeting</u>	Yes
<u>Google Analyticator</u>	No
<u>Link Cloaking Plugin</u>	Yes
<u>WP Super Cache</u>	No
<u>Psychic Search</u>	Yes
<u>Sticky Menu</u>	Yes
<u>Contact Form</u>	Yes
<u>Executable PHP Widget</u>	Yes

Note that the Psychic Search plugin will need a bit more work to get it activated. Go into your Wordpress admin panel, into Settings, and then Psychic Search. You'll have to enter your email address (use the Gmail address you created for this site). You'll receive an email that you'll need to click to confirm, and there after the Psychic Search plugin will work. You'll also receive email notices when the author releases new plugins.

When you create your second and more sites, enter the same email address when you activate the Psychic Search plugin, and it'll just start working. You won't get a confirmation email since you'd already confirmed.

Checklist So Far

You should have completed each of these tasks:

- ✓ Picked a site topic keyword
- ✓ Picked a domain name that includes that keyword
- ✓ Picked and signed up for a web hosting account that supports one-click installation of Wordpress (e.g. [Site5](#))
- ✓ Registered your domain name at that web host
- ✓ Installed Wordpress using the one-click installation on your site's root
- ✓ Installed the plugins we'll need, and activated the ones marked "Yes" above

If you haven't completed some of those tasks, you won't be able to move forward with your site. If you're having trouble with any of those tasks, come over to [Online Opportunity](#) and ask questions.

Part 3: Creating Your Site

Now that you have Wordpress and the associated plugins installed, it's time to get down to the business of creating your site. We'll still need to fool with some technical bits as we go along, but mostly it'll be creating content.

Don't worry if you feel that you cannot create quality content. You're probably better at it than you think, and these sites don't have to be all that good anyway. We're looking to attract search engine traffic, and convert that mostly into Adsense clicks, with some affiliate sales here and there.

Planning Your Site

Each of the sites will follow the same basic structure.

The sidebar (if you're not familiar with Wordpress, this is an area to the right or left of the page content) will contain links to the other pages on the site. This sort of consistent navigation is something that Google likes.

Each of our pages we create will be a review page for some affiliate product that we want to promote. I recommend having between four and six products to promote. So if you find yourself needing a break from site creation in the following pages, head out to your favorite affiliate network and see what related products you can find.

We'll also include a few pages that are needed to keep on Google's good side.

All told, expect to create about fifteen pages in the site. See easyhealthyrecipes.org for an example site, although note that I got lazy in that one and don't have the "Further Reading" section, so I'm about five pages short.

Picking A Wordpress Theme

While there are a lot of fancy Wordpress themes out there that support a lot of common blogging needs, remember that we're not creating a blog. We're creating a web site.

What we need is a content column, a widgetized sidebar for putting navigation links onto, and a column for Adsense. I've had good luck with the [ProSense themes](#).

You'll find that some people don't recommend using Adsense for sites that contain affiliate links. The argument goes that you don't want to distract anyone from clicking on the higher paying affiliate link.

Personally, I've found that more people click Adsense ads than affiliate links anyway, so including Adsense lets me recapture some of that income. It might lose me some affiliate sales, too, but this technique doesn't promise you'll get rich from one site, just that you'll make a consistent income from it. Duplication is the key to larger profits.

Installing Your Theme

Download whatever theme you've picked to your local computer, but do not unzip it. Instead, go into your Wordpress admin panel, and click on the Design link across the top. Then click "Install A Theme".

This is basically the same as installing a plugin. Click Browse and find the zip file containing the theme, and then click Install.

Click "View all installed themes". The Wordpress Default theme will be your currently selected theme. Find the ProSense theme below that and click on the picture of the theme to activate it.

You'll still need to edit some of the template entries to include your AdSense code. If you don't have an AdSense account already, I recommend you start a blog at Blogger.com and request an AdSense account through them. You're likely to get a quick approval. Make sure you have a few posts in your blog...make it on anything you want. You don't have to continue it after you have been approved at AdSense.

In AdSense, create a 160 wide by 600 high ad block. In your Wordpress admin panel, click on Design and then "Theme Editor". In the list on the right, click on `adsense_sidebar.php`. Get rid of what's in there, and copy in the code AdSense gave you for the 160x600 ad unit.

There are other AdSense related sections of the theme, but the way we'll be creating the site none of those others will display. So you can safely leave those alone.

Important Pages To Create First

There are a couple of pages that you absolutely must create in your web site. You don't have to feature them prominently, but they must be there.

The first is your Disclosure Policy page. In this page you must disclose that you receive a commission from products purchased through links on this site. You can see the [disclosure policy at easyhealthyrecipes.org](https://www.easyhealthyrecipes.org/disclosure-policy) for a simple example.

The second is your Privacy Policy page. In this page say, basically, what you do with the information submitted to you on the contact form. Since you don't plan to do anything with the information (or really expect anyone to contact you), just say something to the effect that you'll use the information solely to reply to the message, and will not rent, sell, trade, or give away anyone's contact information.

Here's a [sample privacy policy](#) you can edit and use on your web site.

Both of those pages must exist for Google to see your site as a legitimate site, and not just an MFA site. You must provide a link to those pages on every page in your site. The best place to put them is in the footer, where few people will see them.

After you've created the pages, go into Design and the Theme Editor, and edit the Footer portion of the theme. If you're using the ProSense themes, you'll see something like this:

```
<div id="footer_left">
Copyright &copy; <a href="<?php echo get_settings('home');
?>"><?php bloginfo('name'); ?></a> - Powered by <a
href="http://wordpress.org">WordPress</a>
</div>
```

There will be more in there, but that section is the one we want to edit.

Put a link in there to your disclosure policy and to your privacy policy, but adding these lines just before the </div>:

```
<br/>
<a href="http://www.easyhealthyrecipes.org/disclosure-
policy">Disclosure Policy</a> <a
href="http://www.easyhealthyrecipes.org/privacy-
policy">Privacy Policy</a>
```

Of course, you'll need to alter the URL in the quotes to be the right URL for your pages.

This will satisfy Google, but won't put the pages in a place where most people will see them, which is just what we want.

We also want a contact form so people can send us a message if they need to do so. This is more because Google likes sites with contact forms than we actually expect anyone to use it, but depending on your niche you might get quite a few contacts. You can respond to them or not, as you like.

To set up the contact form, create a new page and title it something like "Contact Us". In the editor for that page, you should see a button titled "Insert Contact Form". Click that and Publish the page.

You can now view that page and test our your new contact form to make sure it works.

Creating Your Home Page

The purpose of your site's home page is to get people to click on the other pages. You want them to be interested in browsing the site, so that they have more opportunities to purchase something through your affiliate link, or to click an AdSense ad.

You might talk about your interest in the niche, how you've researched the various products and picked only the best to review, how important the niche's topic is, etc. Try to identify with your typical web visitor looking for information on the niche.

Getting around 400 words on this page would be a good idea, if you can manage it. That'll give AdSense enough context to serve relevant ads.

Be sure to use your site keyword once or twice on this page, embedded in the rest of the content in a natural way.

Creating Your Review Pages

Each review page should contain an affiliate link to the product being reviewed, and enough information to interest a web visitor in the product. Include some product images, etc, to make the review page more attractive.

If you've actually used the product, then by all means do a full review. Full reviews convert better than mini-reviews. If you haven't used the product, though, you'll have to do a mini-review by examining the product's sales page, seeing what others have to say about the product, etc.

The name of each page should be a decent keyword based on the product. For example, on easyhealthyrecipes.org I review a product called "Real and Healthy Chinese Cooking". I did a little keyword research and found that "healthy chinese recipes" has a good search volume and not a lot of competition. So I named that page "Healthy Chinese Recipes". That helps pull in some more search engine traffic.

You could also name the page based on the product being reviewed, so I could have used "Real and Healthy Chinese Cooking Review".

You'll want to open and close with a cloaked link to the product sales page. This is important, since a cloaked link looks nicer than an affiliate link. So we'll have to learn how to use the link cloaking plugin.

To create a cloaked link, go to your Wordpress admin panel, and click on Manage, then "Cloaked Links". You'll see something like this:

Static Cloaked Links

Name

URL

In the URL field, paste the affiliate URL you want to cloak. In the Name field, type the name of the product, without any spaces. So if you were trying to cloak an affiliate link to a product called Diet Busters, you'd use DietBusters as the name.

Click Add, and the cloaked link will be created. You should see it listed below the form, like this:

Name	Destination URL
DietBusters	http://www.example.com/?aff=98 show cloaked url

Click the "show cloaked url" link to open up a field just below the affiliate link that shows you the link with cloaking activated. The link will look something like this:

`http://www.domain.org/goto/DietBusters/`

That's the link you put into your review page when you want to send people to your affiliate link. It looks a lot more professional than an affiliate link, and won't put people off as much as a typical affiliate link.

More Content Pages

A site that's nothing but review pages looks a bit spammy, so we want to give our visitors some helpful articles that aren't product reviews. Ideally we'd like around four to six of these additional pages.

If you have any suitable PLR articles on your hard drive, edit them a bit and put them up as your articles.

If you don't have any PLR articles in the right niche, head up to EzineArticles.com and find some that you'd be happy having on your site. When you find one you like, click on the Ezine Publisher link at the top right of the page.

That will take you to a spot where you can copy and paste the HTML for the article. The HTML will include the complete page, which we don't need. Copy everything after the <body> tag and up to but not including the </body> tag. Paste that into a new page on your Wordpress site (make sure that you're in HTML mode, and not the visual editor). Make the title of the page the same as the title of the article.

Above the article itself, put a paragraph of text giving your summary of the article.

Below the article itself, give a short paragraph stating that the article was reprinted with permission, and encourage visitors to check out the author's web site for more information. This looks good, and few people will take you up on it.

These articles will give your site a bit more weight, and look good to visitors. Google will also like that you're trying to provide helpful information.

Site Navigation

We need to set up the site navigation in the sidebar. What we want are three sections.

The first will be titled something like "Main Links", and contain a link to the home page (titled "Home"), and a link to the contact page (titled "Contact", or "Contact Us").

The second section will be titled something like "Reviews", and contain links to all your review pages. Use the title of the page as the text of the link.

The third section will be titled something like "Further Reading", and contain links to the non-review articles.

You'll create these using the Sticky Menu plugin and the Executable PHP Code widget. To start, go to the Design section of your Wordpress admin panel, and click Widgets.

You should see that you have no widgets in the sidebar. Click Add next to the search widget to add it to the sidebar, then click Add next to the PHP Code widget three times. Click Edit on the top PHP code widget and title it "Main Links". Edit the second PHP code widget and title it "Reviews", edit the third PHP code widget and title it "Further Reading". Change the titles to suit your taste.

After you click Edit for each widget and change the title you'll need to click the Change button to save that change. After you've changed all the widgets, click the "Save Changes" button to make the

sidebar live. If you view the site right now, you won't see anything but the titles of the sections.

Now we'll set up the menus we want to display in those widgets. Go to Manage, then Sticky Menus.

Where it says "Number of menu items", enter 2. Where it says "New menu name", enter Main. Click Go and you'll see a screen like this:

Edit menu item(s)

Item title	Link	Menu	Class name (Optional)	Sort order	Enabled
<input type="text"/>	<input type="text"/>	Main	<input type="text"/>	0	<input checked="" type="checkbox"/>
<input type="text"/>	<input type="text"/>	Main	<input type="text"/>	0	<input checked="" type="checkbox"/>

In the first Item Title put "Home", and in the second put "Contact" (edit to fit your site...and from now on, I'll assume you know to edit the text I give to fit your site). In the first link, put the URL of your home page, and in the second put the URL of your contact page. In the first Sort Order put 1, and in the second put 2.

Click Save to save this menu. Then do it all again, this time for the Reviews. List the reviews in any order you like. After you've saved the Reviews menu, do it all again for the Further Reading.

Now that you've created the menus, it's time to put them into the widgets you already created.

Go back to Design, Widgets, and click Edit on the top PHP code widget. Put this code into it, modifying "Main" if you named your menu something different.

```
<?php
$menu = new stickymenu;
$menu->display_menu('menu=Main');
?>
<br>
<br>
```

Click Change and then Edit the second PHP code widget. Put the same code in, but change "Main" to the name of your reviews menu. Click Change, and then Edit the third PHP code widget. Again put the same code in, but change "Main" to the name of your further reading menu, and click Change.

Click Save Changes, and you should now be able to view your site and make sure that all the menus lead where they should.

Congratulations! Your site is finished, although we have some more technical bits to finish up so that search engines will find it.

Oh, and you can now go into your Plugins area and activate the WP Super Cache plugin. That plugin will make it so your site uses less server resources as traffic builds, which will allow you to run more sites off the same shared hosting account.

Submitting To Search Engines

We want to let the search engines know about our site now that it's ready for visitors. We won't get many visitors right away, but the process all starts with letting the search engines know about the site.

The first step is to get set up with a Google Analytics account. This will allow us to measure and track the traffic the site is getting. Most importantly, it allows us to know the exact keywords that people are searching for when they find our site. This information might give you ideas for new niches or for expanding the site.

Go to Google Analytics and sign up using your Gmail account you created for this site. Once inside, click on "Add Website Profile" to start adding your new site. In the URL field type the domain of your site, e.g. www.domain.com and click Finish.

The next screen will have a box containing tracking code. Highlight all that code, copy it, and paste it into something like Notepad. We'll want to get pieces of that code out of it, but we won't want the whole thing.

Log in to your Wordpress admin panel. Go to Plugins and activate the Google Analyticator plugin. Go to Settings and choose Google Analytics.

Change the first setting to Enabled, and then for the second (your GA UID), copy just that part out of the tracking code. It'll be in the section that looks like this:

```
gat._getTracker("UA-9999999-99")
```

Copy just the part inside the quotes, but not including the quotes, and paste it into the GA UID field.

I recommend that you change Wordpress Admin Logging to disabled (no need to track your own visits). Make sure that Outbound Link Tracking is set to enabled. Click "Save Changes" at the bottom of the page.

Your site will now track visitors. Time to get it into the search engines.

Google is our first stop. While the following isn't strictly necessary to get Google traffic, I like to get a site registered anyway.

Head to [Google's Webmaster Tools](#) and sign in using the Gmail address you created for your niche sites. You'll see an edit field where you can edit the URL for your site to add it:



Copy and paste the full URL for your site here, e.g. <http://www.easyhealthyrecipes.org>, and click "Add Site". You'll get to the next screen that helpfully tells you the next step is to verify your site. This is Google's way of making sure you actually own the site.

Click on the "Verify your site" link. You'll get to choose between one of two verification methods.

Adding a meta tag requires modifying your Wordpress theme, which isn't my preference. Mostly because if you change themes later, you need to remember to make the same modifications to the new theme, so I like to keep theme modifications to a minimum.

Uploading an HTML file is my preferred way of verifying a site. Choose that one and it'll give you a file name that starts with "google", followed by a bunch of random letters and numbers, and ending in ".html".

You need to create a file with that exact name and upload it to the root directory of your website. The file doesn't have to have anything in it, it just has to have the right name. So start by highlighting the file name, including the "google" and ".html", and selecting Edit, and then Copy.

To create the file, right-click on your desktop and select New, and then Text Document. When the file appears, it'll probably already be in the mode to rename it. If not, right-click on the file and choose rename. Now paste the file name that Google gave you by holding the control key down and tapping the V key. Hit the Enter key to finish renaming the file.

Now, fire up FileZilla and log on to your website's storage area. Go into /public_html on the right pane, and your Desktop in the left pane. Double-click the file you created to copy it to your web server. Make sure that it still has the exact file name...Windows will sometimes add a .txt to the end of the file name. If the file has a .txt at the end in the right pane, right click on it and choose Rename

to remove the .txt from the end.

Now go back into Google's Webmaster Tools and click the Verify button. It should say that you've successfully verified your site. If it doesn't, double-check the file name of the special file you put on your web site, and make sure it's in the public_html folder (you should see folders like wp-admin and wp-content at the same level).

Once you've verified successfully, click on the Sitemaps link along the left menu, then click on "Add a Sitemap". When it asks you the type, choose "General Web Sitemap". In #3, type sitemap.xml.

Do not click the button yet!

Go back into your Wordpress admin panel, click Settings, then XML-Sitemap. In the Status section, down half a dozen lines you'll see link that says "rebuild the sitemap". Click that link, and wait for the setting screen to show again. The date that the sitemap was last built should say today's date.

Now go back to Google's Webmaster Tools and click the button titled "Add General Web Sitemap".

With the sitemap submitted, click on Tools along the left menu in Webmaster Tools. Then click on "Set preferred domain". Click the radio button next to the line that starts, "Display URLs as www...", and click OK.

This makes certain that all links in Google's index use www, even if the original link didn't. It's an SEO thing that can help keep things

tidy.

The XML-Sitemap plugin will also notify MSN and Ask about changes to your site. Yahoo should pick up the site from the others (we could register with Yahoo, too, but I don't find the amount of traffic worth the trouble).

Now the search engines know about your site, but they aren't going to send it traffic right away. We need to do a bit of regular promotion over time first.

Final Checklist

You should now have completed each of these tasks, in addition to everything from the first checklist:

- ✓ Installed a Wordpress Theme
- ✓ Created your Disclosure Policy page
- ✓ Created your Privacy Policy page
- ✓ Created your Contact page
- ✓ Created your Home page
- ✓ Created half a dozen review pages
- ✓ Created half a dozen article pages
- ✓ Set up your site navigation sidebar
- ✓ Submitted your site and sitemap to Google
- ✓ Told Google you prefer your site's URL to start with www

If you have completed all of those tasks, you're ready to promote your site! If you're having trouble with any of those tasks, come over to [Online Opportunity](#) and ask questions.

Part 4: The Kitchen Sink

You're almost through, you've done nearly everything. Your site is created, and search engines know about it. But without promotion, your site will be totally ignored by search engines, because there are tons of sites like yours on the Internet.

That's the last step, the long-term promotion needed to get the search engines to take notice of your site, and slowly move it upward in their rankings until you're getting traffic.

In the meantime, you'll want to start on your second site, so that by the time your first site starts earning you'll have more sites in the pipeline. That will build your income faster than if you wait for your first site to start earning before starting a second.

Site Promotion

You do not need to change your actual site again, unless you find a new product to promote or an old product is discontinued.

But you do need to promote the site. Since we're relying on search engine traffic, our primary way of promoting the site is to get backlinks to it (if you're not sure why, read the [SEO section of The Advisory Panel](#)). We'll use directory submissions, since they work well enough in the time frames that we're prepared to wait anyway.

What we want to do is add the site to about 10 directories every couple of weeks. That shows a steady accumulation of backlinks, and looks more natural than adding it to a thousand directories all at once.

While you can do the directory submissions yourself, I use [Directory Maximizer](#), a manual directory submission service. The service works well, and they charge only \$0.14 per submission, so you'll be paying about \$0.70 a month to promote your site. You should be able to afford to do that for the time it takes the site to start earning, and it's well worth the money to avoid having to do the repetitive submissions yourself.

How Long To Wait For Results

Be prepared to be in this for the long-term. Sites like these go straight into the Google sandbox. You can wait that out, though, and as you continue to add backlinks you'll find that after a few months your site suddenly starts to receive Google traffic. At this point you're probably on page 2 or 3 of Google for your site's keyword.

Keep at it, and eventually you'll get to page 1 for your site's keyword, and be getting a decent stream of traffic. In the meantime, you'll have moved on to your second, third, and even more sites.

Remember that the key is duplication, but you also don't want to outstrip your income. You'll need to invest some money into this to get started and keep going until your first site starts earning. The investment isn't huge, but it's there. Never spend more than you can afford!

Site Maintenance

You don't have to do anything to the site to maintain it, but there is one thing you might want to do.

Now and then, you might log in to your Wordpress admin area and click on Dashboard, then Psychic Search. This will show you the sorts of things that people are typing into the search box on your site.

Most interesting will be the search terms that had no results. Someone found your site and tried to find information about something specific, but couldn't. That might be a product that you'll want to add a review for if enough people are looking for it.

Never miss out on a chance to add something to your site that you already know people are looking to find!

Also, if you add articles or new reviews later, don't forget to go into Settings, XML-Sitemap, and click "rebuild the sitemap".

Creating Your Second Site

Now that you've gone through the work of creating the first site, you have some idea of what will be involved to create a second site. It isn't hard, but there are a lot of steps involved.

There's a program called [WP-Cloner](#) available that will allow you to easily create a copy of a Wordpress site. Using WP-Cloner to create copies of your first site would cut your startup time for the second and subsequent sites down quite a bit by eliminating most of the technical bits. You could even reproduce the disclosure and privacy policy pages from site to site.

By the time you get to your fourth or fifth site, you'll have the entire process down to a science!

One practical note for your subsequent sites...I recommend using the same Gmail address to catch the email for all the sites. You can add all their email addresses under Settings, Accounts, and Gmail will gladly send email from any of them.

Additional Resources

If you have questions with any of the techniques presented here, feel free to use the contact form at [Online Opportunity](#) to ask questions. I'll do follow-up posts, or edit the ebook, if enough people are having trouble with particular topics.

Another ebook that covers a similar strategy is [Confessions Of A Lazy Super-Affiliate](#). The ebook doesn't go into as much detail on getting the site actually set up, but does have a lot of useful tips on getting traffic to it. Ironically, you end up doing more work the "lazy" way than with my techniques, but your results may improve dramatically with the additional work (which primarily involve more ways of getting backlinks).