

Niche Profit Empire - Jason Parker & Richard Legg

Niche Profit Empire

How Simple Little Websites Can Make \$100,000 A Year Or More...

0:00:01 Jason Parker: Hey everyone! This is Jason Parker and I'm here with Richard Legg, who is an Expert at SEO and a certain type of business model that I've always been fascinated with. And that is that he has over a hundred websites and that he likes to do this because he told me that it is a great long-term business strategy. How is it going Rich?

0:00:22 Richard Legg: It's going good Jason. Thanks for having me on the call, really appreciate it.

0:00:25 JP: Yeah. Thanks for being here. It's great to have you.

0:00:28 RL: See, I'm real excited. I'm ready to share, kind of basically my business model, what I've been doing and kind of, some of the reasons why I do it. And why I think it's a really good business model for anybody who's serious about building a long-term income online.

0:00:42 JP: Excellent! I can't wait to probe you about it because this is the model I've tried to start off with and I failed for a few years. And I don't think I knew what I was doing. I didn't have anybody like you to teach me what to do, and also I've found that the tools were so expensive, and I know that I've seen a couple of your trainings now and you're talking about how you use a lot of free tools, right?

0:01:01 RL: Yeah, and there is definitely a lot of tools on the market and there are lot of free tools out to use. Honestly, I do use some paid tools right now, mainly for more, kind of automation stuff to help me scale things out or some of my own sources to do things, but it is quite easy to get started with a lot of the free tools out there. One of the biggest things I find whenever you're trying to build a business based around content generation and SEO is that the research is going to be the most important part first. So, you really need to understand to research and figure out, kind of the plan of action and what markets you're going into, what keywords, and specifically, what kind of products you're going into.

0:01:44 RL: The basic ones I use for keyword research are mainly just the Google AdWords keyword tool, and the WordTracker keyword tool. And you can get a lot of information from this and it's kind of a black art more than anything scientific, but you can use that to get a good idea of, kind of market overview. So, whenever you are looking at potential market to go into, you can go and type in the Google AdWords tool, type in some general keywords, it will give you a list of related keywords. And also just go to Google itself and when you do a search, you'll get a list of suggestions in the search box you can use.

0:02:22 RL: And usually at the bottom of the search page, they give you other related searches as well. So, that's like my first step, with any market I'm looking at is doing some research. See what kind of keywords are out there. See what kind of volume overall the market has and whether or not it's going to be worth going into.

0:02:40 JP: Very cool! I want to probe you about all that stuff and try to get in depth with the keyword research because I know you said that's the most important thing. So, that's what I want to make most of this call of all that if you say it's the most important thing. Because that's a part I always hung up on when I try this model, but let's kind of explain... Explain, I guess the whole mindset behind having this model and why you like it more than anything else and the perks of doing it and just kind of give an overview of what's going on here.

0:03:14 RL: It's something I got started on and I've always been interested in, in SEO and traffic generation. When I actually got started in Internet marketing, I was in college full-time. So, I didn't have a lot of income. So, I wasn't able to use, like Pay Per Click traffic or any kind of paid sources, so I focused mainly on kind of SEO and generating free traffic, because then it may... It may take some investment in time and energy, but I had some spare time I could use when I didn't have the funds for Pay Per Click. The great thing about SEO is, what I like is that once you put in that initial time and energy, you can get a result and then it's very, very easy to maintain it; whereas, Pay Per Click, it's a lot quicker but you're paying for every single click.

0:04:01 RL: So whether you're bidding on a keyword for a year, you have to pay every single time over that year that keywords is clicked on, whereas with SEO, it may take you from week to a month to rank a particular keyword. And then once it's done, that's it. Every course of another year you get, basically 11 months for free and then that whole kind of... That mindset of having just ton of free traffic was really appealing to me. So when I was in college, I started building a few different sites and a few different markets and one or two did just start really taking off quite well, so I focused a lot of time and energy on building those sites and to, kind of a big authority site.

0:04:41 RL: So I had one main domain and I was trying to rank for a ton of different keywords, and over time this started working, I started getting more and more traffic, but then that site actually got slapped. It got penalized or, for whatever reason there's a penalty applied to it. Over 9... About 90% of my income just dropped and vanished because I was no longer getting search traffic from there. So, what I realized was, first of all from an income security standpoint, putting all your eggs in one basket, wasn't very smart. So I started diversifying that and rebuilding, with several different sites, rather than trying to have one site ranked for a whole bunch of different keywords. I tried very, very tightly focused sites, say 10 different sites, with each one based around one keyword or one set of related keywords.

0:05:36 RL: What I found is the more targeted and focused you make it, the easier it could be to rank that one site. So that's kind of what I started exploring and then branching them to different markets, there is a lot of different things you can do. I tend to focus a lot on product-specific names, so whenever I'm going to market, particularly a popular market, I would go in and look and see what kind of particular product you're selling. Mainly, because if you go for product names, the people coming to those sites are very, very highly qualified, so you can often find yet a much conversion rate for products you are promoting.

0:06:15 RL: So I basically started building out different sites, different markets and building a ton of different sites and each one has a very, very strict focus. And so this really helps in terms of not only getting ranked but getting people to actually convert it into sales as well. So, that's kind of where the mindset came from and so now, I'm kind of building on now and exploring more and more and trying out different methods and techniques to kind of capitalize on that. And then turn these, each of these sites into an asset, which I can use to leverage for other sites as well.

0:06:51 JP: Excellent. Excellent. So you're trying not to keep all your eggs in one basket so you got over a hundred sites.

0:06:58 RL: Yeah.

0:06:59 JP: And so, how long does it take to get one of these sites going? You just... You build the

site and once it's going, you move on at the next one. Is that how it works?

0:07:07 RL: Yeah. I have a system where I would... I have a few different phases. Obviously, the first one is research. Before I even register a domain name, I need to research the market and the product. But then once I found, say a particular product, I would go and register a domain name that has a product name in it. Preferably, something like just the product name dot com or dot org, usually the .com is obviously taken. If I can't get an exact match like that, it will be something like productreview.org, productreviews.com or .org. As long it has the product name in it, it gives you an instant advantage when you're trying to get it ranked. And then...

0:07:48 JP: Do you have any... First of all, do you have any rules against... I don't know, I know a little bit about cyber squatting, but how do you avoid that while ranking? I mean I know you're not a legal person known to give legal advice, but I know if you try to think like 'Microsoft-something' You try to get that domain, it says like Microsoft word or something.com, then you can get sued for that or something.

0:08:10 RL: Yeah, fortunately, knock on wood; I haven't come across anything like that. And I know this is a problem especially big corporation like that. A lot of times if I'm getting into something, it could be, let's say ClickBank product to promote there or CPA offer, where I'm actually doing the vendor a favor because I'm getting more traffic for them. I'm directing sales for them. There may be situations where people don't like that and I know, even as far as using Google, there's certain domain registrars that won't let you use any kind of domain name that has Google in it. So, yeah, like you said, I'm not a legal person. I can't say specifically what you can and cannot do. But in my own experience, I haven't had any problems yet with using products names in a domain name. Especially, because I'm actually promoting that product and making more sales for it, so...

0:09:02 JP: Right. It makes more sense to do if you're doing it through a ClickBank product or something like that, but if you register some products... It doesn't make sense to me if you're registering like kodakZ18 or something like that. It seems like big no, no to me.

0:09:15 RL: Yeah. I think some of the bigger corporations take a different view. Yeah, if you're helping out, basically from any ClickBank product, you're helping out that vendor by making more sales for them, so I don't see any reason why they would be unhappy. I'm not saying it won't happen but...

0:09:32 JP: Yeah, I know what you're saying. I don't think anyone would really mind if we did that, I mean, I've seen a bunch like that... So your domain names, they usually have the name of the product inside of it, as a domain name?

0:09:46 RL: Yeah, the only exception would be if I'm building out kind of an authority site, which is something I kind of do in parallels, running out, lots like a mini sites. In that case, I would. I'd go off and do something side by side, where I'd create a mini site based around the product name and have it very, very focused and then, if it's a bigger market, I would create a slightly more generic name and then create sub-pages or sub-sections within that one site to promote product. Because I found, Google was kind of ever changing, kind of evolving machine; see sometimes it can help to have a mini site that's very, very tightly focused. Whereas other times, it can help to have an establish site with a lot of established content so you have a big, kind of authority site, and you're

adding different content to that.

0:10:37 JP: Got you. Which one do you lean more towards? Do you lean more towards the sites that are just highly-focused or the, kind of authority sites?

0:10:45 RL: The tightly-focused ones would be the ones I normally go after. The authority sites are more usual for, what I call kind of high competition markets where the sites that are currently ranking in the top 10, are sites that have been around for a long time. They have a lot of unique content; they have a lot of backlinks. Whereas, if you go in less competitive markets, and particularly, a lot of the time for just product name, typed keywords, you can get away with a mini site. So, yes, if getting that domain name would be the first step. And then, usually the next step is just to throw up a WordPress blog on that site. Create a few posts of unique content, obviously make it keyword rich and, typically I train these kinds of keyword tools and create posts by one per keyword that I know is very popular. So, product name is always going to be the main one. Product name reviews... I made Product name scam or Does product name work? Things like that.

0:11:44 JP: Nice. But that's really good advice. Well, how do you go about picking the product on ClickBank? We're talking about... Everybody that's listening, I mean if you don't know who ClickBank is, it's clickbank.com... That's clickbank dot com. If you go to the marketplace, you can pick any product out of the marketplace and promote it, but how do you go about finding the right product to promote?

0:12:02 RL: A lot of times I would look at the newer products. There is a site called... I believe its cbengine.com which will list, kind of all the different products in the marketplace and I'm also chasing newer products. And a lot of the products that are popular on ClickBank, they have a high gravity so they're selling lots of them, but they obviously have a lot of competition already. So, it's fine to go after these once you're a bit more experienced and you know kind of what you're doing and you can analyze competition and see if it's possible to outrank it or not. So a lot of times I would actually go for some of the newer ones that are kind of slow on the way up, so you can see the trends, the gravity's increasing. But they haven't kind of reached that saturation point yet.

0:12:49 RL: And then obviously, you want something that's going to be high paying, a minimum of 50 percent commissions and typically, a minimum of \$15.00 commissions. If it's much higher, then that's also better. But the things I like doing are looking at CPA offers as well. There is a great site, it's free. It's called offervault, V-A-U-L-T.com which lists all different CPA offers from different CPA networks you can get. And the benefit with CPA offers is oftentimes there's a lot lower barrier to entry for the customer, so then there'd be, like a shipping and handling charge for you to get paid. You know \$30 or \$40 commission. And there are other ones where you can go into product name specific and keywords as well.

0:13:39 RL: And just another reason why I like CPA products like that as well is because they're in markets which are evergreen as well. Typically, things like the health and fitness markets or dating markets, the finance credit repair markets, these are... These markets are going to be evergreen too. Whenever I look at a site, I'm looking to build a long-term business asset. So while there, they make the products on ClickBank, that's the latest and greatest thing right now, who's to say 30, 60 days down the line, the... It's still going to be popular. It's still going to be generating traffic. So, the thing with a lot of ClickBank products, they tend to have these huge spikes in sales because they have people who are launching them, particularly in the internet marketing where these massive launches

and they taper off really quickly before, and the vendor comes out with his new latest and greatest product.

0:14:34 RL: But if can find a more evergreen market, then you are, you're building an asset which you can leverage long-term. And my goal for a site, once you get them ranking, it's going to make me money for several years to come. And even if it comes to a stage where that particular product gets pulled off the market, the work I've put into the site will make that site in itself something I can leverage. I can use it to link to new sites. And in a few years time, to have good domain age associated with it and so all these things they kind of... They're part of the business plan which I use, rather than just throw up a site the latest and greatest product.

0:15:11 JP: Gosh. I think that's the beauty of this system you use is that... I guess you just described how you're picking these evergreen products and then you get the site ranked and then it's making you money for years to come, right?

0:15:22 RL: Yeah. And that's the goal. It's a lot easier when you can, you just get a site that like that's ranking, stay ranking, it requires very little maintenance. And you can always expand on those sites as well. I'd say, if I pick a site and create it based around product X and say, the weight loss market. Eventually, product X may go off the market but, because I have all that related content in there, it could also be very, very useful for a new product so when product Y comes out, I could create a subsection on that site dedicated to that. And because of the authority and the relevance that site really has, it could be a lot easier to rank that old site rather than create a brand new site around it.

0:16:05 JP: Got you. Okay. So I think that explains the domain pretty good. Is there anything else you want to say about picking the domain? 'Cause I know you're talking about the things they do at the beginning are the most important things, right? I mean like keyword research and picking the domain?

0:16:16 RL: Yeah. I would always... A few years ago, I would say go with dot com, dot net or dot org. I'm starting to lean away from.net now. And it used to be dot com or dot org. And in certain situations, I have actually found that a dot org can outrank a dot com. So usually dot com or dot org is always a good way to go. The benefit I've seen with online is that people don't have to remember an address to type in so it doesn't matter if you have a dot org extension. So yeah, I always stick with.com or dot org and yeah avoid. Info domains because these have been heavily used by spammers in the past because they were so cheap. They're like two bucks for. Info domain.

0:17:03 RL: So you have a lot of spammers and kind of AdSense, made for AdSense sites built on. Info domains, which seem to have devalued the. Info domain in terms of Google sites at least. So I'd only stick with a dot com or dot org. And one other cool tip as well, if you're looking at a market that's global and outside of just the US, let's say the UK. You can register.co.uk or org.uk site of a domain name and this will make it a lot easier to rank than say, Google.co.uk. So that's something I'm experimenting with recently and I've been having some great results. It's kind of what I call a "G-E-O S-E-O", kind of SEO based on location. I mean, with the UK as well, it was like 60 million or so people.

0:17:55 RL: It's about five times smaller than America, but because you have a geographic specific domain name, it becomes a lot easier to rank on the dot co dot UK version of Google and typically,

if you can have a UK-based server as well. So, that's something I've been playing around with a lot, and it's really, really, just made lot easier to get things ranked. And kind of expanding on that as well, what I've started doing is using different servers in different locations. You may or may not have heard of, kind of the idea of SEO hosting, which for anyone who's listening, is where you can have servers that are based in different locations or different IP addresses. They call it many different CE class IP addresses.

0:18:45 RL: The idea being is that, that way you can link from different IP addresses to one site, and it looked more natural. Whereas, if you had 100 sites all on the one server, the one IP address all pointing to each other, then Google can see this is kind of... This is artificial linking. This is not what you normally expect. So, the idea of SEO hosting came about by having IP addresses in different locations that would link to your sites, make it looked more natural. And there's one company that I used. It's hostnine.com. The nine as in N-I-N-E.com, and they offer a worldwide reseller hosting plans, like \$20 a month.

0:19:29 RL: So, it maybe a bit more expensive if you're just getting started out, but once you have a larger network of sites, they have servers which are physically located in different locations. They have like three in the States on the West Coast, East Coast and somewhere in Central. Then they have servers in the UK, and they have servers in Asia as well. So the good thing about this is that once you find a market, you can start building sites in all these different locations, so you could build five sites. Each one on it on a different server and link that to another site. And the benefit is that they're in different locations that look very, very natural to Google. But you have a lot of leverage with that.

0:20:08 RL: And again, if you have something like a dot co dot uk domain name and you have that site hosted on a UK-based server, then Google have actually publicly said that they do take those factors into account when considering how they rank things. So that's a very, very good tip that a lot of people, I think, don't really use or don't, aren't really aware of that can make things a lot easier when it comes to ranking.

0:20:32 JP: I'm sure people will be interested in how easy it is using this SEO hosting. So I mean, if you just register your domains and your hosting, does it automatically register them to different servers?

0:20:41 RL: If you've ever used kind of a reseller hosting account, when you go in like you say register to the domain name, I personally use namecheap.com to register on my domains. And then what I do is you set the names servers for the hosting company, which they give you. And then in the hosting panel, you just fill out, when you're creating basically the hosting package for that site. You type in the domain name and your account details. And then deliver drop-down box, you basically choose your location and that's it. So it's like one extra step, and it's just a drop-down box to select which location you have.

0:21:17 JP: Okay. I got you. That is easy.

0:21:18 RL: It's really, really easy. Yeah.

0:21:19 JP: That is easy, folks. I've used namecheap a lot before... That's something that you have to do anyway, if you want to get a cheap domain and you want to host on any website. You have to

change this kind of thing. So, just think about that. I mean, that's really not hard to do that one more extra step of changing the server.

0:21:39 RL: Yeah. It's well worth it. Yeah. I've been having some great results doing things like that.

0:21:44 JP: Cool. One thing I wanted to ask you is since all this stuff we're talking about right now is; would you say this stuff is the most important stuff, first of all?

0:21:52 RL: I think the most important thing; in terms of getting a site ranked is going to be building links to the site once you get it set up. But at the same time, you need to have everything set up correctly first before you do too much promotion. Otherwise, you're wasting your efforts.

0:22:08 JP: Because one thing I want to ask you is, you're talking about dot com, dot org.co.uk sites and earlier domains. What percentage of your domains are.com? What percentage are dot org roughly, and what percentage, roughly are dot co dot UK?

0:22:26 RL: I would probably say it's about 40%.com, 40% dot org, and maybe 20% of UK domains, either dot co dot UK or dot org dot UK.

0:22:39 JP: And some of these dot org sites, I mean they're performing just as well as your dot com sites or better?

0:22:45 RL: Yeah. I mean, the great thing about it, because it's an exact match domain, it just seems to work really, really well. I would always take... If you say, you have product X is what you're trying to promote. Obviously, productX.com is likely to be taken; it's the product's name and product's owner's site. So I would always get with productX.org over productXreviews.com or something. If you can get the exact match with the dot org, I would take that over any kind of other.com which has extra words or letters at the end of it.

0:23:18 JP: Okay. So I think, we went pretty good in depth with the finding the right products at ClickBank or CBengine and OfferVault, if doing CPA and also registering the right domain and the type that you're saying, productnamereview.com or dot org. And it was, you're saying, product name also scam.com or dot org or does productnamework.com.org? I think those are some really great tips. But I guess, let's go ahead and move on to the next part, if that's all you're going to say about that part.

0:23:49 RL: Sure, and in terms of kind of promotion and bidding site out.

0:23:54 JP: Yeah, I mean... I guess, let's talk about... I hope that people are kind of thinking notes and just organizing the stuff in our mind because we are, I mean you are giving them, like pretty much your model right here, right?

0:24:04 RL: Yeah, it may not sound incredibly sexy but it works.

0:24:08 JP: That's what we like to go for I mean I just want people to do something that works period. But you're saying that your next step being going for the key words find the right key words for it?

0:24:22 RL: Yes, there are a lot of free keyword tools and so I would start with those, either the Google AdWords tool or the WordTracker Keyword tool, even using Google suggestions. So when you go now and type in something in Google they will kind of, they'll give you a list of suggestions below based on what other people are searching. So you can look at those keywords there and another thing to look at is the Google Wonder Wheel which, if you're not sure how to use it, when you go through a search in Google is usually on the left hand side there's a little column or side bar with different options. And one of the other search options you can have is called the Wonder Wheel, which is something that will... When you type in something, say weight loss, and then look search for the Wonder wheel it will give you a bunch of different thematically related keywords.

0:25:14 RL: It could be things like how to lose weight or other things maybe around weight loss different, say WeightWatchers.com or different ailments related to weight loss. So, you can get a kind of broad overview of different things in the market that you may not get from something like Google AdWords tool where you type for weight loss. Where it would be giving much more strict focused keywords based around terms that have weight loss in it. So the Wonder Wheel is a good for picking out kind of sub-niches within a market and there used to be a really good site that I use which was KWbrowse.com, which is the same thing but it's been under construction for awhile so maybe if you're listening to this now you can check it out and see if it works, but if not Google's Wonder Wheel does pretty much the same thing.

0:26:04 RL: So what I would use is, go and try to get as many different domain name or keywords related to the product and the domain name that I can and then I have software which I use which checks all the competition. You can do this manually by obviously going to Google and then searching; doing a search for each keyword. I use a special plug-in; it's called SEO for Firefox so you need to use the Firefox browser for this. There are other ones as well like SEOQuake I just used SEO Firefox at first because it's the first one that I used and it's still the one got installed on Firefox. And what this does is every time you do a Google search there is like a bar of information below every signal search result so that it would tell you the age of the domain name, the page rank of the domain name, how many links according to Yahoo that that domain name has, how many links that particular page will have pointing to it and how many times it has been bookmarked.

0:27:05 RL: Whether it is listed in directories like DMOZ. So all these thing can give you kind of very, very quick overview of how competitive a keyword really is. Because obviously one indication is looking at the number of results in the Google search box and you can do it again by looking in quotes which would give you an idea how much more have that keyword on their page. The one thing I don't like about searching in quotes or working with how you is they use that as their only guideline. So they can send you off as less than 20,000 results in quotes and go for it you'll find, sometimes that can be the case but the real competition is always going to be the competition you see when you search for it without quotes because that's obviously what people search for and so it may have it in quotes you may have very, very small competition. But, if all that competition are from like sites which have a page rank of 4 and upwards and each have like thousands and thousands of links pointed to them, then obviously it's still going to be very, very difficult to displace those.

0:28:07 RL: So using a plug-in like SEO Firefox or SEOQuake, will give you a kind of a really, really quick overview. You can go down and you can scan the results and you can see, okay that one is page ranked 5 and that one page ranked 4, page ranked 3. So those are very, very high ranking websites, they all have lots of links so that's a keyword to avoid. You go on the next keyword and

you can look at that and you can see okay these are all page ranked 0's. They don't have the keywords in the domain name. They only have a few links each. So that would be a keyword that you can go after and target. So, the research stage kind of occupies a lot of time for me because I want to make sure that all my efforts are... I want to be as efficient as possible essentially.

0:28:50 RL: So I spend a lot of time doing the research then I know when it comes to content generation and promotions that I know that all of my efforts are going for keywords that I have a chance of ranking for. So even though I have software which does all this for me, it's still very, very possible to go through it manually and when you starting out its always good to do it manually as well because you kind of get more of a feel for it. Like I was saying it's not an exact science, SEO, so it really helps when you can gain the experience and can after a while you get almost get a sixth sense where you can look at the numbers and see okay yeah this is very, very doable, this is one I should stay away from and you get quicker at it. Just like with anything with experience and practice you get a lot better at it. So then once I get the keywords chosen, I may start with 10 keywords, the top of the list I want to go for.

0:29:41 RL: I would create content base around those and usually I would have 1 keyword per piece of content. So for about 10 keywords, that's going to be 10 different post or pages on the blog and they're all going to be very, very keyword rich and very, very related, so that the site is going to have as much relevance as possible. And if you're using WordPress like I do, there is lots of good plug-ins to make sure your site is optimized as possible. One is, the All-in-One SEO Pack. If you just go and you don't know anything about SEO and WordPress before, you could probably familiar with it. But this, we just make sure that you can have things on your page in a way that Google likes to see it. So obviously, you're going to have the title tag, which should always be your keyword. And then I'd quite often try and get a secondary keyword in there as well just to try and pick up some traffic from another keyword.

0:30:35 RL: But always, my primary keyword would be at the very, very start of the title. So, if the keyword is something like 'weight loss tips', then my title could be "Weight Loss Tips - Ten Tips on How to Lose Weight Quickly." So the second keyword there could be 'how to lose weight' or 'how to lose weight quickly'. And now we go and create content for each of those. Each one would be around 400 words minimum, just so that it has enough content on the page to show that it's, you know, it's substantial enough. And then there's another great plug-in which I use. It's called the Yet Another Related Post plug-in. And what this would do if you have a WordPress blog with this plug-in installed, at the bottom of the post will show a bunch of related posts that...

0:31:24 RL: So the post, if you're on the weight loss tips, it may show links to other posts like how to lose weight or how to lose weight from your tummy or whatever. But the idea being is that it's interlinking pages on your site. So you're kind of building up this web of sites and pages that are interlinked with each other. So, that's going to be the kind of first thing I start to do, is just get a site up and get some content on it, and to make that content as optimized as possible. And one thing that I found in the past, it used to be very, very easy to get a site like this, just have say, you have ten pages content on it, throw a bunch of links at it from like articles, videos, social bookmarking, things like that. And then you could get a good ranking and the ranking would stick. But what I've now started noticing quite more recently is that if you don't update the content on your site, then your rankings will start to drop.

0:32:21 RL: So, you need to kind of be adding content even if it's just once a week, try and add a

new post, just so that you're building up your site and you're showing Google that, you know, your site is relevant. It's fresh. It has new content for it. And this really helps kind of keep your rankings. And again, there are plug-ins you can use to get content that, may be scraped from other places like article directories... One that I use personally is from the UniqueArticleWizard.com. They have a plug-in where you can basically get sent semi-unique articles to your website. And then in return, those articles would contain links to the author's website. So you get free content, they get backlinks. It's kind of a win-win situation. So, this can be a good way to just kind of get some extra content on your site, and you can set it up so you get one article a day or something like that.

0:33:14 RL: So, it's a technique that I use but I use it strictly to supplement the unique content I already have on my site. It's no good just setting up a site solely with this kind of content and hoping it will rank, because it's not 100% unique. Even though it's designed to be semi-unique, there are still a lot of other sites which will have similar content to that. So, it's a good way to kind of, to pat out your site and build more pages on it. But you always want to make sure first and foremost you have your own unique content on that. Hopefully that makes sense. It's kind of the basics of what I do to get a site set up in terms of content and everything.

0:33:52 JP: Yeah, I appreciate you... I appreciate you sharing from your experience, Rich. And that was interesting about how you're picking the keywords and how there's no scientific rules to it. But also I want to kind of, you know, I was really hung up on keywords. And I don't think... I think that's the reason why, one of the big reasons why I couldn't make this work, you know, this model work when I first tried it, first started doing it back in about 2005. And I couldn't make it work. I know its different today, but I couldn't get the keywords down because I think I was getting traffic from keywords that weren't buyer keywords or the people weren't interested in buying. And my sites weren't based around anything commercial like you're doing. And I kind of want to just... I don't want anybody walk away from this recording without having like a real clear and concise image in their mind about how to exactly select these right keywords.

0:34:40 RL: Yeah, exactly. That's kind of one of the reasons you need to look as well. Obviously you're looking for a keyword that's not very competitive, is good. But at the same time you want to look and see other people who are searching for that term. Are they likely to being a buying frame of mind? And a lot of times, how to type keywords that get a lot of traffic. But the internet, it's a tool used for information. So a lot of times, people are just looking for information. Whereas, if you can target more product names, then you already know that these people are aware of this product. That it's, you know, it's a product for sale. They may be looking for more information on that. They may be looking for more reviews on that. Quite often, some of the best keywords I found are people who are typing in keyword 'buy product X' or 'where to buy product X' because they may have seen the product on TV or they may have seen it somewhere else and they just go to Google and they want to buy it.

0:35:37 RL: So they type in 'buy product X'. And even though it's a very, very low volume keyword typically, it has extremely high conversion rates cause these are, these people are primed and ready to buy that particular product. So that's a great keyword to go for as well. And quite often if you can find, say, you have a product that you want to promote in the marketplace and you have an affiliate program set up for it. They may add the other products as well in the marketplace that you can kind of leverage their popularities. So even though they may have an affiliate program for it, you may not been promoting it. You can still try and get some traffic from that keyword, and say "Look. You came here looking for a review on product X. Product X didn't work for me, but this is something

that did". Then you send him a link to product Y.

0:36:27 RL: And that way, you can just kind of feed off that traffic and send it to where you want to as well. So one thing I'm trying to do now, pretty much exclusively in these site is go for buyer-type traffic or traffic related to product name or services, things that I know where people are well aware of what they are looking for. And they're in a more buying frame of mind than somebody who's just browsing or are looking for kind of how-to information. Not to say that it doesn't have it's place, but that would be my kind of second phase kind of plan of attack. Once I have a site that's up and making money from the buyer keywords, then you can expand out a bit more into trying to capture some more traffic, and then funneling that through to the other product you're promoting.

0:37:14 JP: Very cool. So, yeah, definitely. And I'll kind of probe you a little more on it, because... Okay. So we have this buyer keyword that's already in the domain name. It's productreviews.com, and so when you're searching for the keywords based on that domain name, what are you thinking of? How are you selecting the very first ones you're trying to search for? Is it just other products are related to it?

0:37:37 RL: What I found through experience is there are kind of, regardless of the products, there are a few kind of other qualifiers that people would type in. I'm a big kind of stats junkie. So I'm always looking on my stats and analytics. And time after time, obviously at, say product name is going to be the most popular. And typically, the next most popular keywords are product name review, product name reviews, product name scam, does product name work. If it's a digital item, you would try to put on product name download, and just different kind of variations of that. And again, when you go to Google, you can just type a few of these in.

0:38:18 RL: So if you type in product name, you see the Google suggestions for different things like product names reviews, product name scam, does product name work. So I tend to go from experience of what other kind of products, the results are giving me. So I used those kinds of keywords. But time after time, I'm seeing that there's kind of, there are a handful of keywords that come up regardless of what kind of product it is. And there are always people looking for reviews or results or feedback or testimonials or things like that. So those are the keywords I go after immediately.

0:38:51 JP: Okay, great.

0:38:52 RL: And then I'd start branching out a bit more.

0:38:54 JP: Yeah, that's really cool. So okay, so you have this... Let's just kind of get a picture on our mind here. We have this domain, which is the product name or the name of the product, something like the name of productreviews.com or review.com. Or do use a dash review or anything like that sometimes?

0:39:09 RL: No, I try and avoid dashes where possible.

0:39:14 JP: Okay.

0:39:14 RL: I haven't seen any real negative impact from using it. But purely from I've known as an aesthetic point of view, I always think that a non-hyphenated domain name looks more professional

than one hyphens with in it. One hyphen maybe is okay, but if you got more than one, then to me, the domain name just kind of looks a bit spammy. So, what I would do is I had always tried and get it without a dash or a hyphen in it. And if I can't get the product name, product name reviews, I do product name info, product name facts, product name sites. So there are lots of different kinds of just generic qualifiers that you can add to it. And so long as you try to keep the domain name short, I found the shorter the better, if you can't get exact match.

0:40:02 JP: Okay. So the... The internal keywords on that page would be a lot of times it'd be, does it work? Does the product name work? That would be one of the posts, and the next post might be the product name and scammers, something like that?

0:40:17 RL: Yeah. So try to make it as focused as possible. Like one post per keyword. There maybe some kind of overlap between the content, but I found that if I'm doing that, especially if you set up your blogs so that the structure of the URL contains the post title. So rather than yoursite.com/post4, it's going to be yoursite.com/product name review. And once you have that, it's going to add more relevance to that keyword, and it make a lot easier to rank. And also visibly in the search engine as well, if people see that keyword there, it's obviously, the keyword, if it shows up, it's bolded in the Google search results so it has more visual impact.

0:41:04 RL: And one other quick tip as well is that, when you are creating your posts, if you are using something like the All-in-one SEO plug-in for WordPress, is you can set what I call the Meta description tags. And these used to be very useful for SEO, they're less useful now, but they are useful in the fact that quite often Google will use this as the short little snippet with your search result. So you can write this yourself and create it to be, not really keyword rich, but you can create like a mini-headline. So that it can increase click-to rates. So quite often, I've actually have a site that was ranking and even though the ranking hasn't changed, I've been able to increase the traffic just by changing the Meta description to be more appealing or more enticing and it gets more people to click through. So that's another quick tip to use there.

0:41:57 JP: Very cool. Very cool. So what I'm kind of thinking about this model is that, since every keyword and everything you're targeting is, there are people who are searching for something to buy or they're shopping and they're trying to find out more information about something to buy. It seems like that you could make a lot of money just off a little bit of traffic.

0:42:17 RL: Yeah. The great thing is the conversions are sky high compared to more like all browsing traffic. So, you don't need to have a lot of traffic to really, really make this work, so the idea of maybe a hundred websites could sound a bit daunting to people. Again, you only need to start off with one which is what I did and then, I started making some money with it and used that, kind of re-invest those profits into other sites. But if you're going for keywords such as "buy product name" then, yes it's not going to get a lot of traffic but the people that come to that site are very, very interested. They're likely to buy from you. And it's, that is one particular keyword phrase that I don't see a lot of people optimizing for. And so, a lot of times it's very, very easy to rank for the "buy product name" keywords.

0:43:08 JP: That's crazy.

0:43:09 RL: Particularly, there's one thing I've done in Internet marketing product launches. People, you know, they've seen all the pre-launch videos. They're interested and they want to buy it. So,

they'll type in that keyword phrase... And it's one of very, very few people will optimize for. They're always optimizing for "product name review" or "product name bonus" which I do as well. But if you add in the "buy product name" or "download product name" then, it's another one that gets... Yeah, gets people who are very, very primed and ready to make a purchase.

0:43:40 JP: So most people are optimizing for the shoppers but you're optimizing for the buyers.

0:43:44 RL: Yeah, this kind of thing, trial and error that I found it's a lot easier to make money from someone who's shown some kind of interest in buying. And I'm all about making more money with less work. So, I train, make my whole process as efficient as possible. So I'd go after the most profitable keywords first. And once the site starts getting traffic and it starts getting some relevance and then, you can start going out from there and targeting perhaps the less prime keywords but keywords, again, that are still based around the product. So then you can funnel them through to the end of product review page and get them to buy from that, so it's kind of just building out, starting with the what I know is going to get me the best results first and then just expanding on it.

0:44:32 JP: Okay. Okay, so... I've heard a lot of people say, "I want a product review site." But it sounds like what you're building our product-buying sites, basically.

0:44:40 RL: Yeah, pretty much. I mean, it's just so easy. I mean, I say it's so easy but it's kind of something that I'm doing for a few years, lots of different things. And it's kind of just something I've refined and I've found that doing this way, it's less work and it can make insane amount of money if not more money. So, product review sites are good and don't get me wrong, I do focus a lot on that as well. But I always say make sure and I don't want to forget the people who are already with their credit cards out.

0:45:09 JP: They're already... They're looking for an order link somewhere, huh?

0:45:11 RL: Yeah. Definitely. And yet again, it's something that I don't see a lot of people optimizing for so that's definitely one to start trying out.

0:45:19 JP: Well since these people are already looking for the site, I mean, are you just putting like an add to cart link? [chuckle] Add the cart button at the top of your site, basically? Or, I mean, how are you monetizing your pages since these people are already looking to buy, because it seems like you'd want to put that link, the link to the product right out in front of them right away.

0:45:37 RL: Yeah. Typically, I would have kind of a short introduction. If it's for a "buy product name", I'd have a short introduction about it, maybe take an image of the product and then a link, I'd say, above the fold. So they can see the link without having to scroll the browser tool that would take them to the page. And then below that, again, I'd have some more information maybe some bullet points or a quick summary of the product and then have another link. And then, yeah, just some content based around the product, a review. If I've used the product, I'd give a review of it. And one of the tip when doing reviews as well is don't be afraid to put something negative in the review. Obviously, you don't want it to be all negative. But it looks a lot more genuine if someone says, "Yeah, this is a really great product. I've got results with it. The only downside was I wish the product owner included this or did that but overall, it's a great product."

0:46:30 RL: And that sounds much more honest and genuine than someone who says, "Yeah, this

product was great. It made me \$20,000 in two days and its perfect, go buy it." And then have a link to it. So you want to... People looking for information mean, they're obviously interested in the product but try and be as honest as you can. And then, you'll find the conversations go up more as well. And one other thing I've started using is, is using kind of exit pop-ups that would just load up the product sales page anyways or the product order link. So even if they come to the page and they don't click on the link, when they go, they'll get an exit pop-up which would take them to the sales page anyways, and that will link... I've found that will increase conversations a lot of times purely because people, if they're looking to buy it, they don't know the name of website, whatever. And even if they don't click on the link in my review, the exit pop shows up. They go, "Oh, here's the page" and they'll buy it.

0:47:26 JP: It's a nice step. Nice step.

0:47:28 RL: Yeah. It's a nice... I've started using it on pretty much all my sites now.

0:47:31 JP: Yeah, I like that. I'm actually a big fan of exit pop-ups, not abusing them but just using them on like 1 or 2 on a site but not like 5 or 10 like you see on some of these launches.

0:47:39 RL: Yeah. Some of them could get a bit crazy though. I mean, again, it's... I try to be tasteful with it in that they came into my site looking for information about a particular product. So it's not too harsh to then give an exit pop-up with a sales page to the site.

0:47:54 JP: Right, that's what they're looking for in the first place so...

0:47:56 RL: Yeah, so...

0:47:57 JP: Maybe they can't find the link on your site or something which you're just going to land there anyway.

0:48:00 RL: Yeah. I mean, people have such short attention span online, that even if you have a perfectly done review, people may just scroll through it and not even read it. So then, when they exit it, they're going to see the sales page anyway. It's all about trying to maximize visitor value. Say, some people will click through on your review and buy from that, others won't, but they may click through based on your exit pop-up. In my testing, I found that having an exit pop-up to the sales page will always increase conversions, particularly for buyer-related keywords or product name-related keywords.

0:48:34 JP: Okay. So what do these sites look like? I mean, are they plain, are they fancy? And also, are you promoting with the images and the sidebar or are you just promoting them within the post with text links? Or what's going on with these sites?

0:48:47 RL: Typically, they are very, very plain and simple. I found that fancy sites can be distracting. So I try and keep it looking, I guess, as pure and as honest as possible would be kind of the way I'd describe it. So it doesn't have to be anything fancy, just a very, very clean WordPress theme. Then I'd usually have an image or two in the post somewhere. And again, another tip is always make your image a link to the sales page as well and include some, what's called the ALT text, A-L-T. It takes your image, make that be part of your keywords as well, because that would help with SEO. But basically, it's going to be a very, very clean page that doesn't have lots of links,

doesn't have lots of distractions, make sure to use subheadings. So if you do it in some WordPress, you can create a sub-heading which is called a heading tag.

0:49:42 RL: So I use H2 header tags for my subheadings. Again, you have to have the keywords in there that helps with SEO but it also helps break up the page when people are reading through it. And again, always try and have an image and a link above the fold. As soon as somebody comes to that page without even scrolling down, they can see the image of the product or they could see something that related to the product. And they can see a big link which says, "Click here to get more info or to buy product or something." It doesn't have to be a fancy site with a lot of graphics, because you don't need that. I mean, the sales page typically will have that on there. And people just looking for information, looking for reviews. So keep it as clean as possible and just avoid distractions, because the end result is to drive people to click on that link.

0:50:32 JP: Nice. That's really good to know, because I'm sure for some people who are thinking, "Do I need to get a website design for 200, 500 bucks or even a thousand bucks every time I launch one of these? Or can I just use some kind of free WordPress theme?"

0:50:45 RL: Yeah. I mean, free WordPress themes work just fine. Just use one that looks somewhat professional about that's nice and clean. I've even heard of other people who do things with, using just the standard WordPress theme, which I kind of like that one with the blue header. And personally, I don't like that, that one much, just my own standpoint. I haven't tested using it against not testing it. But typically, my own would be very, very clean to me, kind of a white with maybe a pale grey, light blue background and then just the text on it. And then... Yeah, just no distractions. Keep it nice and clean.

0:51:23 JP: Do you know the name of any of the themes just off the top of your head that you use? Or is it like usually the same theme over and over?

0:51:28 RL: I tend to switch. I actually... I've started using the Thesis theme which is it's not a free theme. It's a paid theme. But it's good for SEO and just the way it's coded, I found that helps. And that one is fully kind of customizable, which you can change the width of the columns, how many sidebars you have, the background colors, all that kind of thing. I just use that one mainly, but in the past, it was just a free theme that I'd find... You can find them, you search for free WordPress themes. You can get lots of different sites. They usually have the previews. So you can just kind of scroll through and find one that looks just nice and clean.

0:52:06 JP: Okay. There's really... I mean, it's not that complicated. It's just find one that just doesn't have any distractions on it.

0:52:11 RL: Yeah, I mean... I guess it's something you could test against having one type of thing against another. But more often than not, I think the content is more important. So long as there isn't crazy graphics. One thing I would say as well is don't have a theme that has like a huge header, which takes up half the page, because then people, they're going to miss the bulk of your content. So try and keep it simple. Just a small header and then the text is right there and show them what they want to see. So if they come for a product name review, you're going to say "product name review" on the page and have a link to it and have more information.

0:52:49 JP: One thing I'm curious about when you're building only sites, are you a lot of time trying

to stay in the same niche and then just building a bunch of sites in the sub-niches of that niche? Or are you just all over the place?

0:53:03 RL: Quite often, I would have like kind of a core market, and then I'd look for different products within that marketplace.

0:53:11 JP: Okay.

0:53:11 RL: The reason being is that once you start building a few sites in a market, if for some reason you can't get it to that stack ranking or the competition is just way too stiff, then you can still use that site as an asset to the link out to the other sites. And you kind of start building yourself a little community network of sites.

0:53:30 JP: Oh, nice. So if you...

0:53:31 RL: If you're just kind of the SEO hosting thing where different server locations, so you got five different weight loss products you're promoting. And you find one of the sites; you just can't rank whatever you try. You can use that site then to link out to your other weight loss review sites. And because you've linked out to that site and you're linking from a site which is relevant, it's going to help boost the rankings of the other sites.

0:53:58 JP: So, okay. So you then that's your hosting... And then if something is not ranking well you want a link to it with your other sites, but are you linking them in a wheel or anything like that or you just link to them all to each other?

0:54:12 RL: No. Typically, I would tend to keep all the sites separate. I have what I call feeder sites; these are like sites that I have set up in the past. You can do the same thing with, like setting up hub pages or Squidoo pages and you could link out to all of your different sites, but just say I have five sites in the weight loss market. Each of those five sites would be independent and typically they wouldn't link to each other unless I considered one of the sites kind of dead and I wanted to just get some links from it. So I would keep all those sites independent, but I would have like several other sites that would let me link to them. It's hard to describe without kind of drawing a picture. I have a picture in my mind.

0:54:57 JP: Yeah. I'm kind of thinking about... On these feeder sites. These feeder sites are typically the first sites you set up in those markets and they add a lot of juice.

0:55:06 RL: Yeah, I mean even with all the things I do with like product launches and internet marketing space. So, I set up a lot of different sites based on the product name and then, two weeks after the launch everyone's forgotten about that product. But during the time I was building it I have built a lot of links to it. It's got some more authority but even though it's not getting me any traffic it's still an asset I can leverage, so I can use that to link out to new sites. It doesn't even need to be in the same marketplace because it could have, after a couple of months it could have some page rank to it so just linking on to new site will help those newer sites. So even if, even my failures in some site that I feel were going to work. I mean they don't work every single time, but even if they do fail it's still an asset you can use for other purposes you can link out to different sites. So even though it may seem kind of dead in the water it's still a viable asset you can use.

0:56:04 JP: Okay. Is there anything, I was thinking about we can on to link building since we're kind getting on that topic but is there anything else you want to say about anything we have talked about so far, the domain names, or anything come to mind about keywords or monetizing the pages or optimizing them because we have gotten to that for a second. You know optimizing the image with all tags and what not and just you know make sure design our pages and monetizing them for ultimate conversion rates, so is there anything you want to talk with any of that before we move on?

0:56:34 RL: I think in terms of on page seo, the main things you want to have on the page obviously the title tag, the Meta description you want to make that mini headline. You want focus on your keyword and possibly a secondary keyword in the title. You want to have like four hundred words of content minimum. You want to break it up with sub-headings and make those sub-headings be other keywords like keyword rich sub-headings and use those as headers tags. I tend to try and bold the keyword like one or two instances of the keyword just because it adds extra emphasis to that particular keyword and shows a bit more relevant for that and I'd have the keyword try and have it in the first sentence of the page and in the last sentence of the page and obviously sprinkled in between as well. And then I use the related post plug-in to link to other sites, other post on the blog.

0:57:28 RL: One other tip as well is try and link out to, like an authority site. So if you're having trouble getting ranked, site ranking particular key where try creating a link from that page to a related article on Wikipedia or some other authority site. Just because it shows Google that you're not afraid to share that information with your end-users. Obviously, Google, their main goal when ranking sites is that the end-users get the most relevant results possible. So by giving or adding link, say in an article in Wikipedia, you're showing them that you want to provide your users with good information even if it takes them off your site. So obviously you don't want to make that link to Wikipedia big and bold on the top of the page, you can put it down at the bottom and even in the footer or side bar somewhere. But it just shows Google again, that your site is looking to share quality information with the users and these are the little tips that can help. Just kind of increase your rankings.

0:58:31 JP: Nice.

0:58:32 RL: And again, another thing I do is try and track everything very, very well. So if I have Google Analytics stored on my site, one of the ways I trying to get more traffic is I would track and see which keyword are getting traffic, which pages are getting traffic too and I would go to Google and physically check to see where that page is ranking for that keyword. If I see that I'm getting 10 hits a day for keyword X, and I find out that I'm in position 9 on the first page, well then I know I can just build some more links to that page with that specific anchor text. And its going to bump up the page in the rankings and I will get more traffic from it. So that way I kind of I know where to focus my efforts and I know that it's going to bring me more results rather than kind of blindly just picking random keywords from random pages to build links to. I look to see what's already working and see how I can optimize that and maximize that so that it is as efficient as possible.

0:59:31 JP: Excellent. You are sharing a lot. I hope people are taking notes here just, you know if they're taking notes they should have about 5 pages in all, like 20 different diagrams right now of exactly how you are doing this stuff, so... Hey, I appreciate you sharing so much.

0:59:46 RL: Yeah, no problem. The good thing is it may seem a little taken at first but the way I do

things, my background, kind of studying physics I'm very, very systematic in it so I try to break down things into bite size steps and I've got a process which I can follow or I can give it to somebody else and follow. So...

1:00:03 JP: Well, you know actually, I mean I've studied a lot of SEO stuff and... I actually have studied a lot of it but I never get it from other people when I'm giving you right now, talking to you. I could see how, the way you're explaining it, I mean I could see it in my mind. I could see the steps of what's going on. I still have questions about certain things, but I can see how exactly, how you're setting up these sites and then what your reasoning is behind the things you're doing. All the way from finding to product, to registering the domain, to using the types of servers you use, to setting up the way the blog is supposed to be. I mean, I'm not even looking at any notes or anything right now, but I've absorbed all that. So I'm sure people on here are actually finding it a lot clearer training than a lot of SEO stuff they've read. Because, a lot of the SEO stuff I've read is just completely philosophical crap and you're actually telling them, this is exactly what to do.

1:00:49 RL: Yeah, there's a lot of theory out there and the hard thing with SEO is that there is no real rule book on it. I mean, Google have the rule book and keeping it under lock and key, no one knows what it is. There's a lot of, kind of guesswork involved, but like I said, my background in Physics, I'm used to experimentation, I'm used to a lot testing and documenting results. So, I think that's really carried over quite well for me in terms of my business and I kind of follow the same approach. Whenever I try and teach it, everything I do is based on my own methods that I know that work, first and foremost and that are methods that I can break down into kind of step-by-step chunks and get people to process that they can follow. So I'm glad I'm making sense to somebody anyway.

1:01:31 JP: Yeah, I mean, that's the thing. I think a lot of people are looking for a set of rules about SEO and whatnot. And this is really just like your model. This is from experience, this is Rich's model, you know what I mean? It's not the way that everyone does it or something like that. It's just... It's coming from Rich's experience, and then he's going for the buyers. This is exactly how he does it. And someone in my class with this information on the form or something like that, but if you want to follow like what Rich is doing, I mean, you're just follow what he's talking about. I mean, this has come from his experience. So...

1:02:00 RL: Yeah. I mean, there's no right or wrong way really. I guess there is a wrong way to go about SEO, but there are lots of different avenues you can take and I just kind of followed one that's worked for me. And I've try to refine it as much as possible to make the whole process as simple yet efficient as possible. Definitely, this is what I do. This is how I feed my family. I build my business doing it, so this stuff definitely works. You just take action on it and make sure and apply it.

1:02:30 JP: Excellent. So do you want to go into link-building a little bit? I think we've covered just about...

1:02:37 RL: Yeah, sure.

1:02:36 JP: Everything else I wanted to cover, unless there are certain things you want to cover. I mean, we covered... I just blend in everything; it's just a whole bunch of stuff about your entire sys

em basically.

1:02:47 RL: Yeah, okay. So link-building is probably a topic I can talk about for weeks. [chuckle] Whenever I start out, first thing I do with a blog; I'm always going to take... When you create a few posts, your blog will have an RSS feed attached to it. Typically, this is like yoursite.com/feed, so F-E-E-D. And this RSS feed is just kind of a list of all the posts on your site and is structured in a way that the machines can read it whatever. There are sites that are called RSS aggregators, certain sites like Feedage, F-E-E-D-A-G-E.com, feedraider.com, lots of other you can Google that are free RSS aggregators. So, the first thing I did is I would take that and I would take the RSS feed and I just submit to a bunch of different RSS aggregators. I have software that helps automate this, but there are lots of free sites you can use. And first of all, this will help get you some links to your site. And second of all, the good thing about RSS aggregators is that every time you create a new post, it will update your feed and it will update in that RSS aggregator. So every new post will have, will be shown in these aggregates too. This is a great way of getting your site indexed and gets some small early backlinks to it as well.

1:04:10 JP: Okay, so basically, I mean, once your site is set up the way we are talking about setting it up and once adding just content here and there, because you were talking about how you had to add content. You need content every once in a while to keep your rankings. But after you have the set up and after you're just tripling some content, all the focus shifts towards link-building, right? I mean, is that the only shift...

1:04:31 RL: Yeah, pretty much. Once you get the core sites set up, then it's kind of phase 2. It's just pure link-building. I pick my keywords based on say, the top ten ones I want to go for. And so now, we start building links to those and make sure to target each one with a specific anchor text. So if the keyword is "weight loss tips", make sure... When anytime you can build a backlink, if you can use anchor text, make sure and use that key word "weight loss tips". So typically, some of the ways to go about getting some quick backlinks are submitting articles, submitting videos to YouTube. If you don't know how to create videos, what I suggest is creating a PowerPoint and then just of recording yourself over that. If you don't have Microsoft Office for PowerPoint, there's another kind of a free office suite which is openoffice.org.

1:05:31 RL: So what I typically do is try in and again, being as efficient as possible is leverage any content I create as much as possible, so if I create an article that I'm going to submit to places like EzineArticles, goarticles.com. I will then turn that article into a PowerPoint and then you could submit that PowerPoint to the PowerPoint sharing sites like slideshare.net. You can then record your voice as you go through that PowerPoint presentation and you have a video which you can upload to YouTube or you can use a service like TubeMogul.com, T-U-B-E-M-O-G-U-L dot com, which will upload your video to a bunch of different video sharing sites. Again, to make sure to put your link to your website or to your particular blog post in the description. If you could create that video then you can take the audio from that and you got a podcast which you can submit to podcast directories.

1:06:29 RL: So, there are lots of different ways that you can just leverage content and a bunch of different ways to submit to a bunch different places to get backlinks. So, those are some quick and easy ways of doing it. Other ways, obviously creating, if you have other sites in your network you can link out a new site from your existing sites so you can create a related article and then link out to your new site. It seems that links from within an article such as contextual links will carry a lot

more weight than just kind of say a blog comment or even an article which has just a link of at the very, very end of it in kind of the resource books, so trying to do that as possible. Look for other related blogs in your marketplace. Offer to write some content for free if they will include the link to it.

1:07:21 RL: So, it's kind of like guest posting so you can find a bunch of different sites in your marketplace and just offer to write them an article if they want a unique content. And you put links into that as well. The benefit of that is twofold. One, obviously, you're getting a link from a related website that's obviously established. And two, quite often these sites will also have a good readership and they're getting traffic already so you get an article published on that kind of site. You're going to get some direct traffic from people clicking on the links as well as the SEO benefit and then otherwise you're getting there. Press releases are really, really good that good way of getting backlinks to your site, because a lot of press releases even though they get syndicated, the sites they're syndicated to are kind of seen as authority sites by Google. So, there are quite a few press release sites which allow you to have anchor text links in it.

1:08:16 RL: And another reason why we go for product name, specific domain names is that even if you can't have an anchor text link you can have just like say regular www.yoursite.com link. That is kind of acting as your anchor text for that link, so at least if you have a product name-specific domain name you've got that kind of that keyword there in that domain anchor text. So, yeah, I'm trying to think of other ones you can use. But you can go and find other related blogs in your community and post a blog comment. Again, try and to make you contribute to the conversation, don't just spam it. Sometimes you get away with that but overall it's often much easier to write two or three good comments that will stick rather than try and do 20 spam comments that 90% are going to get deleted anyways.

1:09:07 RL: Other ones, I look for related forums in the community, set up an account. You can usually have a signature link in these forums. There's a place called big-boards.com which is kind of a directory of forums you can go to. Look for any kind of sites that are dot edu or dot gov extensions. There are lots of cool tricks you can use to kind of try and find a sites that are hosted on dot edu or dot gov domain names. And sometimes you can have blogs on them that you link comment on as well. The reason these are effective is because they're from sites which are a very, very authoritative and a good source of back links. I'm trying to think of anymore. Can you think of any, Jason, that you may know of that kind of stick through with that?

1:09:56 JP: No. I mean, yes I do have a couple of questions. I guess my question is you say you submit to the RSS directories and that RSS feed is linking to your individual post on your site. But other than that, are you trying to get any links to your individual post on your site? Or you just trying to link back to the main post with multiple anchor texts?

1:10:17 RL: No. I would mix it up as well. I'd say a little less than 50% of the time I would go for the inner pages too. So, quite I'm saying for example if you can submit a link at an article, if you have a weight loss tips website and then one particular post is how to lose weight from your stomach and that's the new to blog post. So then my resource box, you can typically add like two links so I would create an anchor text link for how to lose stomach fat. And I would link to how to lose stomach fat post on my site. So you have an anchor text link and you have pointing to a post which has a keyword in it. And that post, a keyword rich for that phrase and it's going to really, really help the relevance for that post. And then I would typically use another link which would be

just a www.yoursite.com link.

1:11:19 RL: And the reason that being is, with the two links there, most directories you submit to will keep those two links active. But a lot of times when people republish those they won't always include the HTML. So, your anchor text link to your post may end up looking just like text with no link at all. But if you also include www.yoursite.com link, even if it doesn't become a live link to your website if they deactivate the HTML, people can still see what the address of your website is so they can type it in or they can copy and paste it in. So, it's just another way of making sure that you can get much traffic is possible. But yeah, I would also recommend linking to your inner pages as well as your domain name.

1:12:03 JP: Okay cool. So every page has its own keyword you're after, because every page is optimized for its own keyword. But the main page of your site, your index page, is it, are you just going for the product name or just the regular products name? Is that what you're trying to rank for?

1:12:19 RL: Yeah. Typically it's going to be optimized for the product name because the product name will typically be the one that gets the most traffic. But I would also have let's say the title of that page would be product name review is product name a scam or product name review should you buy product name, so that way I'm optimizing for that primary keyword but there are also secondary keywords in there as well.

1:12:43 JP: The anchor text is pointing back to your index page is just the name of the product usually?

1:12:50 RL: Yeah, usually I quite often mix in some secondary ones like product name review or should you buy product name or sometimes even I would just do a link without anchor text just to try and keep things looking natural. Because when people link to sites naturally they don't always type in an anchor text link, they will just type in the address of the website. So just to kind of keep things safe, I mean after having one of my main sites before though penalized, I'm very kind of cautious about trying to keep Google happy as much as possible.

1:13:21 JP: Yeah I bet, that's what I'm curious about really is the multiple anchor text pointing back to the index page so are you careful with every individual post? Are you just trying to make everything look natural as far, like we have multiple anchor text links pointing back toward one of your post on your site?

1:13:41 RL: Typically probably maybe 50-70% of the time I would keep the exact keyword I'm going for and then the other 20-30% or whatever of the time I would keep that same keyword but perhaps have another word at the end so that product name review could be then another best product name review or for online product name reviews. Just mix it up a bit, but you're keeping the primary keyword in there it's just some variation in it.

1:14:13 JP: Yeah, that's good to know the percentages of how you do it. I mean I'm sure there is not set of rules out there but it's good to note from your experience again, you know.

1:14:20 RL: Yeah I mean there are some sites where I have done it, where I haven't varied it at all and it's been fine but I change kind of to play on the side of caution now.

1:14:32 JP: Gotcha.

1:14:32 RL: And now just try to anchor, just as long as it has a primary keyword in there and so long as you're doing that for the majority of the time it's usually okay and just vary it a little bit. I can't say for sure how much effect it does have or doesn't have because nobody knows how Google really works. I think that's just good practice I think to vary it a bit.

1:14:52 JP: Right, that's why I love picking your brain though because, I mean nobody really knows how they work but you have a lot of experience you know years and years and years of experience doing it. So, you know, based on that, even though you don't know exactly what they are thinking, you know it has worked for you so it's cool. I think the problem is a lot of people, you know, you can learn all this stuff as you go but I think what they are really looking for is people's real experiences with it. Do you know what I mean like yours so?

1:15:18 RL: Yeah, you kind of a blueprint that you can follow that you know is going to work, not just a one script...

1:15:22 JP: Yeah, have faith, someone you can have faith in, you know I mean you have your telling me your exact experience with this so I would have no problem like taking this and actually trying it and having the faith that whether I have to wait a week or a month for a site to really start turning out cash or something. I mean I would have faith in doing that because I know it's coming exactly from your experience and not just a bunch of theory or something.

1:15:43 RL: Yeah, I mean I'm kind of one of the guys that tend to do a lot more of internet marketing than I teach. So there, you know, some people would just come out with product after product whereas, you know, I'm trying to build a business model based around building sites that are going to be around for a long time making me money so this is something I do day in day out and it works for me and it's what I'm doing and I know it works. Anybody can follow these same steps, I mean I can't guarantee you results. I can't guarantee you a time frame; because what I do basically I track everything. I look at everything, and then if something needs a bit of a push, then you can start building more links to that particular page for that keyword. So yeah, the main thing to do first of all is get the research done right. Because that going to be in my eye that more than half the battle, if you can get the keyword research done and that can give you a plan of action, you know then what you need to go and do.

1:16:40 RL: And then implementing it is just a case of creating content and building some backlinks to it. And then if it's not quite enough do some more backlinks until you get where you want to be. The good thing about this is once you have done one site and it start making some money, you can move on to the next site and that first one will still make you money with very little maintenance if not no maintenance. And then the longer you have these sites registered their more aged domain which is another big plus in Google's eye. For anyone out there who wants to, you know, have a bit more money to spend if you can buy some aged domains, these are great to kind of get you some quick rankings because their past this kind of trust factor with Google. The brand new sites, even if it possibly get them ranked very, very quick it's a lot easier to do it with a site on an aged domain just because it's been around for a bit longer and Google knows it's been around. It's not just some site that put up to try and spam and get some cheap AdSense clicks or whatever.

1:17:42 JP: Gotcha, okay that's good. I mean I appreciate you sharing this model. I guess I have a

couple of questions, I mean unless you have something you really want to say, but I just have a couple of small questions?

1:17:52 RL: Yeah, no, go ahead. I think I have covered on most the main points I think.

1:17:55 JP: Okay cool, because I mean I was just going to say, I mean everything you shared I mean there's not many holes that I could think of and what you're sharing, I mean, it sounds like a complete game plan. And you described every little part of it in a way that everybody could follow. And I've tried to follow SEO game plans before where, I messed up on this one part because I didn't understand this one part and then everything crumbled from there for something. I didn't do the keyword research right. So I'm getting crappy... I'm getting crappy traffic, because it's not... People search for something to buy or shop or anything like that. But I guess... I guess my question is how long can it take to get to the front page of Google? Or how long can it take to start making money? Because the thing is, I know you're speaking from experience and I have no problem putting my faith into and doing it. But I'm just wondering if I've gone a month or something, I haven't made any money, should I just stop at that site and store it away?

1:18:56 RL: Yeah. There's no real secret. I mean a lot of times when I do stuff for product launch sites, like it's a new launch in instant marketing niche. I can get a site on page one, sometimes within, yeah, often within 24 hours of registering the domain name. Registered the domain names, set up the blog, creating some quick content, even just two or three articles to that, submit the RSS feed and submit a few articles to article directories and create PowerPoints videos from that. And it should take me between two or three hours to set-up a site and I have it on page one within 24 hours. But a lot of times that's because this period of competition for that specific keyword, if it's a new product. So there's no real timeframe. For other things, all I would say is, try and track it if you can. If you're spending a month of doing this and you haven't got to page one yet, what you really need to know is where were you at day one. Where you on page a hundred or were you on page two?

1:19:57 RL: If you've gone, if you're on page two and you only made it from the bottom of page two to middle of page two in a month then chances are, it's actually going to take you a long time to keep going to page one. But if when you started out, you found out you were down on page ten, and then in a month you've got to the top of page two, then you can kind of estimate, "Well, I've done this much with so much work. So I just think it needs a little more push to get on to page one." So I tend to track everything I do, track on my rankings and track the movement in the rankings. So I can know what with X amount of work, I've gained 50 places. So I need another X amount of work to gain another 50 places and such. So if you can track it and then it gives you much better insight of what's working and what's not working, and it really helps that you could more faith into then saying, "Okay. I've come this far and I've got this. I'm 90% of the way in. I just need a little more push for that final 10%."

1:20:58 RL: Whereas if you don't track it, you're just kind of blindly doing it, you say, "Well, I'm not on page one yet. I haven't been on page one for the whole time. So I'm never going to get to page one." Whereas in reality, you could just be that little bit away from it. But consistency is the key. You want to be trying to build out some more content, do add any more links. And just do a little bit of everything you gave as much as possible or every few days or whenever you can. And then eventually, you will get there. I mean, for the most part, if you've got everything already on page in terms of old factors, of having keywords and stuff. It's typically just the case of getting more

and more things to your website. Obviously, there are other factors that come into play, but by and large, particularly for Google, the more links you have, the better you're going to rank.

1:21:42 JP: It's like if you have everything set up the way you're talking about all, all that matters is just the link-building, I mean for admin.

1:21:46 RL: Yes. Yeah. I mean, kind of the phase one of getting sites set up that is, you're doing everything you possibly can to give yourself the best chance of ranking. So that when it comes to the link-building, you only need to do the minimum amount possible. Where it could be... Because you could still link for keyword phrases by just doing a mass amount of links, even if you have very, very poor on pages here. But you're going to need to build ten times or hundred times more links compared to what you would if you had all of the things on your page corrected first. So kind of step one, keyword research, do the right research. Focus on the kind of the prime keywords, the ones that you think that could be much profitable. Then build your site and get it as optimized as possible. Follow all the rules you kind of laid out to get your site do the hundred percent in terms of optimization. And it's the case for building links and kind of tracking your progress. So that you can know, you know how far you've come and you know how far you've got to go.

1:22:47 JP: Okay, good.

1:22:46 RL: And that way it's built. You just kind of keep the faith and keep putting on with it. Because sometimes, it can be tedious, it can be boring when you're not seeing results. But I think so many people quit when they're 90% of the way in. But they didn't know how close they were when they gave up. So yeah, just to track what you're doing, and then kind of follow it. And if this is the blueprint that works, I mean, it may take some time. Some keywords you get there quicker than others, but if you follow it, you will get there. And if you're tracking what you're doing, you can have a better idea and understand how the process is working and what you can expect from one to where you can expect it.

1:23:27 JP: That's some great advice there, because I know that... If you're yourself then it's, it's a lot different than learning from experience. I mean, you can't just tell them every... You can tell them everything that's coming from your experience, because I know, every week you might have some new thing happening that you have to overcome or... It's just the amount of different situations you're in probably every single day doing this, it's hard to talk about in one audio, you know what I mean?

1:23:58 RL: Yeah, I mean I could talk for hours about different intricacies and subtleties and things that you can do but again I mean this is a blueprint I follow, so if I'm doing this on a large scale and building sites and having people build sites for me I need to give them a plan that they can follow. So I kind of break it down to the bare bones make it efficient as possible and so this is basically my blueprint it's what I do myself and what I give to my outsources and when I say, " build a site based around this and then guide links like this, " And yeah. So anybody can take this information and take action with it and apply and you will see results.

1:24:42 JP: Excellent, I think that everybody who listening I mean follow the plan and also, you know, especially do the tracking because you're talking about stuff that is coming from experience. You wouldn't be able to even say any of this stuff if you had never tracked and found out the results and you know. I mean the thing is like I just think that there so much stuff out there, like I keep

saying it's just not based on experience and with anything in internet marketing, you need to track and test and find out what's working while following someone else's proven game plan that has worked from their experience, you know.

1:25:18 RL: Yeah. I think a lot of people buy into, unfortunately buy into a lot of the hype in a lot of products and in all the quick fixes and stuff. I mean, like I said this stuff I'm teaching may not be sexy but this is what I have been doing to build you know a six figure business that runs pretty much on autopilot. I just kind of add to it and grow it. So yeah it may not as exciting as some of the latest ClickBank products look but this is my bit that works and it's something that its very, very doable and easy to follow I think.

1:25:53 JP: That's great, yeah well I appreciate you being on here and I think you gave some stuff, some information just flat out works and that what I'm all about, you know, sharing with people the stuff that flat out works. I don't care about the latest, greatest thing. I know a lot of the stuff comes from your experience you talked about, some of the unique things you're doing with buying the aged domains; you talked about the dot co dot UK tips. There was a lot of stuff I have never heard before and I feel like I got my head wrapped around how the buy the domain, how to buy the right domain. And I learned a little bit about SEO hosting, learned about keywords and how you're aiming for the buyers and also for the reviewers and you know, difference between what you're doing and then the people who are just aiming for the review sites.

1:26:34 JP: I mean there's so much in this call, that there is so much gold in this call, like you said, I mean some of it might not be sexy to do I mean push a button make 8 million dollars but, you know, this is how you build a long term business and I think it actually has a lot of attraction for me because, you know, it's something really cool about having like a hundred sites that are making money and you build one and then move onto the next and the one you just built keep running for you and then, you know, your business... It's not the same as a lot of other things you do in internet market that can burn out. This is a very evergreen kind of business model that I think does actually have a lot of sex appeal to it.

1:27:12 RL: Yeah I think that why I like it. I mean I got started in internet marketing, where I was creating a few internet marketing products and list building it out, which definitely has it merits. But it's something that needs constant babysitting and needs to be constantly adapting and evolving to, because the market place changes so quickly. Whereas if you can create sites like these in evergreen markets, then there's very, very little babysitting you need to do. Each move on from one product to the next and you know, people are always going to want information on how to lose weight or looking for information on how to attract women or how to improve their credit score or make more money or just different things like that. You're building long-term business assets that you can use over and over again. Whereas, the latest and greatest Facebook, Twitter thing may be good now but, you know, a year or two down the line, is it still going to be making you money?

1:28:07 RL: That's definitely why I like this business model and... Once you get it and the more you start doing it the easier it becomes. I said the research is important it's not fun at first, I mean for me maybe I'm a bit masochistic that the research is fun for me, because I know the kind of results I can get from it. I know if I find a good market, I think, "Wow. This is good there is a lot of potential here." And you kind of get your head around what's going to work and what's not going to work. It gets a lot easier the more you do it and like I say you can have one site, it starts making money and its going to continue making money, and you can move on to the next one. So you are kind of

compounding your income the whole time you're doing this. Whereas other business models you have to create new products for the internet marketing space and then you find another product in 6 months because the last thing doesn't work anymore. I'm not saying it doesn't work it does, but for me this is a much more relaxed I feel kind of business model and it's a longer-term one, I think as well.

1:29:05 JP: Yeah, you know, I'm a huge in list building and it doesn't have, list building doesn't have the same evergreen kind of feel as your model, because of the older the prospect on your list, the less they are going to buy so you have to constantly be funneling new lead onto your list and with your model it's like you set and forget a site. I mean you have to tweak it every once in a while but it's, you know, if it's getting the traffic it just I don't see it turning off, you know. And especially if you have eggs not in one basket you have it its better crossed a hundred sites I could see that just one day you're just sitting there, you barely have to do any maintenance to any of your sites and you know, your hardly working basically.

1:29:46 RL: Yeah, I mean most of the time I'm focusing on new sites and building those out. Yeah I mean so you can have one site to reach number one on Google there's not very much more you can do to it. So you move on to the next one and then, or you can go back and see other keywords you may have missed. And that's where the tracking comes in. You say, "Okay, I'm starting to get traffic from this keyword which I didn't know I had before and I'm ranking down in position nine and so, I'll go and quickly create a specific post for that specific keyword, create some backlinks using that specific anchor text and then pretty soon that post is going to jump up and then I will get even more traffic."

1:30:25 JP: Very cool.

1:30:25 RL: And then the more content you add, kind of the more authority your site has and then you start picking up more and more keywords as well.

1:30:31 JP: Gotcha. Okay. Is there anything else you want to say? Because, I really appreciate you coming here and get on this recording with me and sharing all from your experience and everything that is working for you and just sharing pretty much your models of how you do things and why you do it. And, I just really appreciate it. I mean, it helped me set things in my mind exactly, you know. A model I could actually use, not just being scrambled all over the place a little socio-knowledge, it's an actual model I could follow if I wanted to right now.

1:30:59 RL: I think that's pretty much everything I kind of wanted to cover so long as I laid it out fairly clearly. As I said, I could talk hours about this, but I could probably end up confusing you more than anything. I tried to lay out basically the process I go through. It's a process that I think anybody can follow as well. So the main thing really is just take action. I mean I've been in this game so long, I've seen so many people buy stuff and just never do anything with it. I mean, this works so go ahead and use it.

1:31:32 JP: Yeah, absolutely. This works. This isn't just, you know, Rich is some guy who just launches products to make money over and over and over. You know, like a lot of the guys don't even know where the content is going to come from they just launch the product because they know it's going to make money. I mean this is the real deal stuff from Rich. So I really appreciate you being on.

1:31:49 RL: Yeah. I mean thanks for having me. It's been a pleasure discussing this.

1:31:52 JP: Yeah. Same here, same here. It's a subject that I've always been fascinated with and I'm probably going to give it a shot myself for some long term cash flow. So everybody, I appreciate you being on and listening to this recording and I will see you later!

Make Money With This Report...

We hope you enjoyed the "Niche Profit Empire" training. If you have a list of customers, or know people who would appreciate this training too, you can refer them to the sales page and get paid 100% instant commissions for every sale you generate.

Payments are made direct to your paypal account for each \$9.97 sale of Niche Profit Empire.

To set up your free affiliate account and get your personal affiliate link and affiliate promo tools, simply visit the link below:

<http://www.NicheProfitEmpire.com/affiliates>