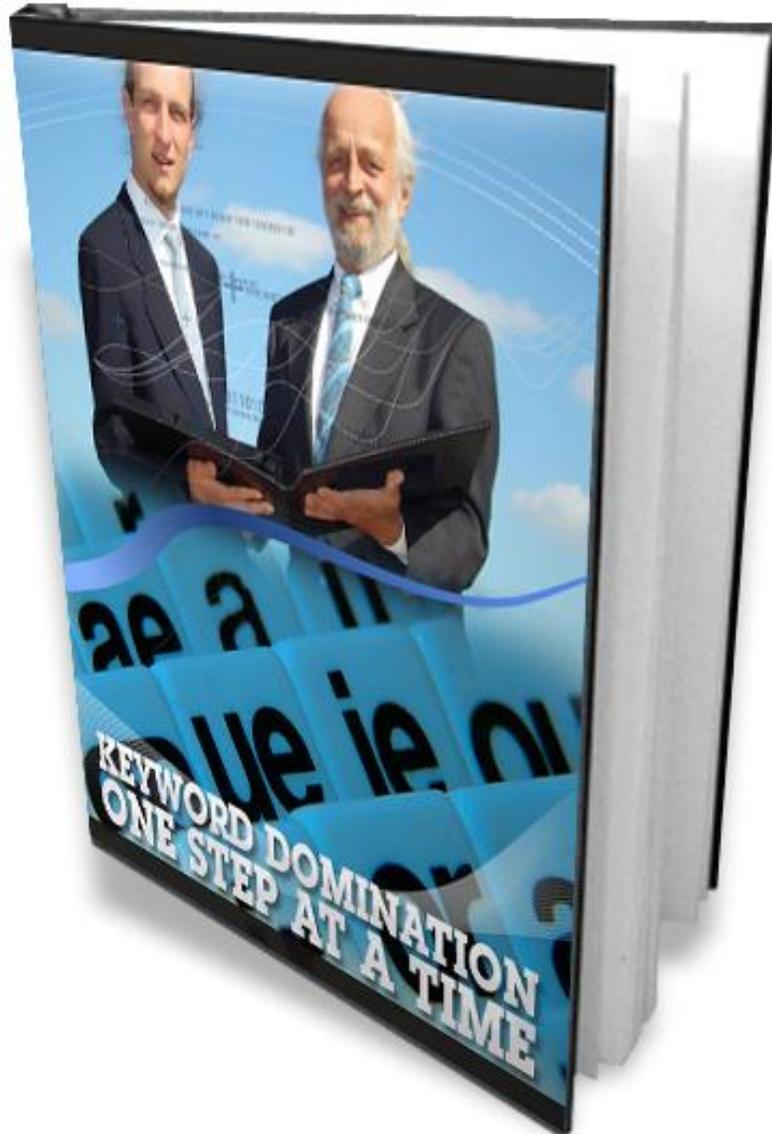




Keyword Domination One Step At A Time



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Table of Contents

Introduction	4
Perfection not required	6
Why are keywords and why are they important?.....	8
You have to narrow your focus.....	15
Generating an initial ideas list	15
Starting your keyword search.....	17
Creating your first website	24
Your initial site content	27
How are you going to make money?	34
Site construction.....	38
Building an HTML site.....	38
Creating your site the WordPress way	41
1 – Initial installation	41
2 – Adding a new theme and plug-ins.....	43
3 – Adding your content.....	44
Now, it's all about traffic and links	47
The importance of links	47
Resources for traffic and links	48
Conclusion	57





Introduction

When you first set out on your journey to making money from the internet, there is no doubt an awful lot of stuff going on and market 'noise' that is likely to do a lot more to confuse than help you.

This is a result of the fact that there are hundreds of marketers out there, each of whom has their own ideas about the best way of making money online and every one of them is more than happy to 'announce' to the world just how good their ideas or their system are. Most commonly of course, they are selling that information, hence the clamor of marketers who are all trying to announce how outstanding their idea or product is just that little bit louder than the next man (or woman) can shout about theirs.

But in truth, it is best to ignore most of the noise and hubbub, because in online marketing as in so many other aspects of life, the best ideas, the ones that are the most workable or doable just happen to be the simplest ideas too. After you have observed online marketing for a while, you will begin to appreciate that many marketers seem to delight in making things more complex than is really necessary, and that there is a reason for this.

By making things appear complex, they can add what appears to be greater value to products that often carry very little value or quality at all in reality.

This book is very much the opposite to products, ideas and marketing tactics like this.





It is a simple step by step plan that is designed to take you to the very central core of online marketing, something that will show you how to create a simple search engine optimized website, how to get it indexed and then how to get some targeted traffic to that site in the least possible time.

And if some of the terms being used here don't make much sense, don't worry – they are all explained and analyzed later.

Online marketing and making money from the net does not have to be complex if you understand one simple fact about business on the net.

Making money online has little to do with the product or service that you are promoting or selling. The website that you are promoting from is not all that important either.

What is however critically important is your ability to bring targeted visitors to your site, people who have already indicated an interest in your product or service by choosing to visit your site.

And in order to bring targeted visitors to your site, you have to understand the importance of keywords and keyword terms and how they work.

Keywords form the focal point of this book, so we will start looking at keywords in more depth and detail very soon. However, before doing so, there is something very important to mention.





Perfection not required

If you're just about to embark upon building your first online business, it is undoubtedly a very exciting time, but also probably quite a nerve-racking one too. You are probably aware that there are many other marketers out there making thousands of dollars every month, and if you are anything like I was when I started, you're probably a little in awe of these people.

You take a look at their website and their business and all you can see is uber-professionalism and perfection. Hence, it is tempting to believe that in order to launch a successful online business, you have to achieve the same levels of quality straight out of the box.

But the fact is, this is simply not true. Furthermore (and to be honest), if you are aiming for perfection from the get-go, it is going to become an albatross around your neck and an excuse for never getting things moving.

The biggest single thing that prevents people becoming successful is the fact that probably 90% of those who read guides of this nature will finish reading and then do absolutely nothing with what they have just learned.

I hope that that sounds as stupid to you as it does to me, but this is the reality of how most people approach online marketing. They want to be spoon fed a profitable business whilst attempting to do as little as possible in the vain hope of becoming an online millionaire.





Perhaps it will not surprise you to know that adopting this approach has never worked so far, and it never will. And of course, you shouldn't consider following the fools who act like this for even one single nanosecond.

Perfection is not necessary. What is absolutely necessary is taking action, because once your site is live and making money, you can always go back to tweak and modify it as you see fit as you go along. However, if you want a perfect site before you start your business, you are never going to make a single brass cent for two reasons.

Firstly, perfection does not exist, and secondly, no website that has ever been created by anyone is ever quite finished! There is always something else that you could add or change, but there is absolutely no reason why you can't instigate these additions or changes as you go along.

Do not allow any silly reason or excuse to stand in your way of getting started. You have to take action and the fact that you do not get everything right from the beginning is something that every successful marketer who has gone before you has had to live with in the early days in just the same way as you will.





Why are keywords and why are they important?

As suggested, targeted visitors are people who arrive on your site with some knowledge of the kind of information or product promotion that they are going to find when they do so. Thus, because they already have an idea of what they're going to find and have made a conscious decision to visit your site nevertheless, they have already indicated that they are interested in what you have to say.

In effect, such a visitor is already pre-sold on the idea of doing anything that you want them to do when they arrive on your site.

Contrast this with untargeted visitors, people who have chanced upon your site completely by accident. There is probably less than a one in a thousand chance that an untargeted visitor will do what you want them to do when they arrive, hence visitors of this type have far less potential value to your business.

Targeted visitors will always generate considerably more money for your business than will untargeted visitors, so your marketing efforts should clearly be aimed at finding targeted visitors. To do this, you need to focus on how people seek information of the kind that you are providing on your site.

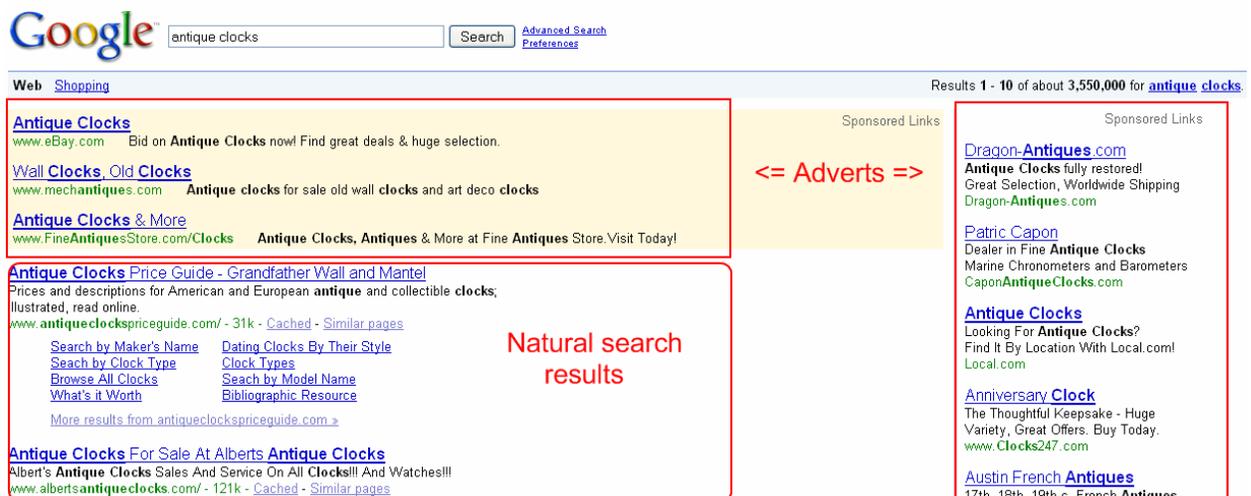
Nowadays, as the internet becomes an increasingly interactive center of social activity, there is a far greater variety of methods for searching for information online. Nevertheless, the vast majority of people still use 'traditional' search engines like Google, Yahoo or MSN to seek the information that they need or want.





Consequently, most people who are searching for something will get online, open up their favorite search engine and type in the phrase that best describes what they are looking for. For example, they might use Google to find information related to 'dog training' or 'antique clocks'.

If they do so, they are shown a results page that lists adverts on one side of the page, and ordinary web pages on the other, all of which have been selected by the underlying Google search algorithm as being the materials the best match the search term being used:



As far as the adverts are concerned, they are shown because the search term being used is a match for the phrase around which the advert had been constructed plus the amount that the advertiser is willing to pay to appear on the search results page.

On the opposite side of the page, where ordinary web pages are shown in the natural search results, the web master behind the pages at the





top of the 'popularity chart' have made sure that their website is built around the same phrase which matches that used by the searcher.

In both cases therefore, the promotional materials are being shown because the keyword phrase around which webpage or advertisement has been constructed matches the search term being used.

This is the essence of promoting your business on the net to attract targeted visitors. If you can find a suitable keyword term that is appropriate to your marketplace and then dominate a single keyword term that you know people are using to search for information like yours, it will drive targeted traffic to your site. And by 'dominate', I am referring to your ability to get your page listed as high as possible in the natural search results.

All that you then need to do is find another suitable keyword term that can drive targeted visitors to your site before doing the same again.

One of the most common mistakes that new online marketers make is to try to get too ambitious, too quickly. They look for keyword phrases that can send 10,000 or 20,000 visitors to their web pages every day and build their site around those phrases, never for a moment considering that doing so is a complete and utter waste of time.

Later on, we will take a detailed look at keyword research tools, because they form an essential part of your online marketing armory, but just by using one such tool, we can see that according to Google themselves, the term 'weight loss' was searched 13.6 million times in the previous month (February in this case) and that the average





number of monthly searches over the previous 12 months is in excess of 9 million every month.

This equates to something around 300,000 searches for 'weight loss' every day, and if you could attract that number of visitors to your site every day, you would probably be a multimillionaire within the space of a few months!

Keywords	Advertiser Competition [?]	Approx Search Volume: February [?]	Approx Avg Search Volume [?]
Keywords related to term(s) entered - sorted by relevance [?]			
weight loss		13,600,000	9,140,000

However, look at the completely shaded block for 'Advertiser Competition' (on the left) as well. This indicates that there are many, many other companies advertising in this market, giving you your first inkling that this might be a market where the competition is pretty tough.

You can establish just how many companies are advertising 'weight loss' related information or products by scrolling to the bottom of the column of advertisers shown on the right-hand side of the search results page to click on the 'More sponsored links' link:





[Lose 10Kg in 3 months](#)
ShapeUp, Maintain & High Energy
No exercise, Fun, Simple & Magical
www.shapeofyourlife.com

[Natural Weight Loss](#)
Increase your metabolism and boost
liver functions to lose **weight!**
yogic-slim.com

[More Sponsored Links »](#)

This will give you an exact number of current advertisers:

Results 1 - 12 of about 156 for **weight loss**

This represents a lot of competition, so the chances of you being able to advertise cost effectively using 'weight loss' as your keyword term is extremely limited.

You can further confirm this by establishing what the competition is like in the natural search results by running a standard Google search to see how many web pages they have indexed (listed) for this particular search term:

Results 1 - 10 of about 107,000,000 for [weight loss](#).

There are approximately 107 million individual web pages that Google has listed and ranked which are based on the phrase 'weight loss'.





Competition at this level indicates that it is going to take you years to have your webpage achieve any kind of decent ranking if you decide to build a page that focuses on 'weight loss' as your primary keyword term.

Now you can perhaps see why trying to 'go big' as soon as you launch your first business is never likely to be effective. You have to be less ambitious than this, searching for keyword terms which have a realistic chance of pulling targeted visitors to your site.

The most important thing to understand is that you do not need massive numbers to start with, because even if you find a keyword term that only brings 10 visitors to your site every day, it represents 300 people who will see the offer that you are making every month. Just a 1% conversion rate (which is pretty low if the offer is even half decent) would represent three sales, which is putting money in your bank account.

Find 10 keyword phrases that can pull this number of visitors to your site every month, and you can clearly see that the cumulative effect of finding lots of keywords of this nature should generate a reasonable income level.

What you therefore need to do is find a low competition keyword which can realistically pull traffic to your site. The next step is to ensure that your site or a page on it appears near to the top of the natural search results on the left-hand side of the results page before finding another key word with the same qualities to do the same thing again.





From all of this, one thing should be clear.

Whilst most marketers are looking for suitable market niches in which they can build their business, it is instead better to focus on finding suitable keyword phrases because everything in online marketing starts with keywords, not at a niche level.

This makes sense, because one of the things that marketers who recommend hunting for potentially profitable niches from the beginning tend to forget is that even at a niche market level, there can still be a great deal of information flying around and lots of competition fighting for traffic.

To get ahead of the competition, it is necessary to start working from the keyword level, rather than from the niche level, because it is finding suitable keyword phrases that should point you in the direction of a particular market. Hence, the first thing to do is see what possible markets there might be so that you can then dig down for good keyword phrases.





You have to narrow your focus

Generating an initial ideas list

The internet is undoubtedly the biggest single centralized information system the world has ever seen, and there is no doubt that the amount of information available on the net is going to multiply many, many times over the coming years.

Thus it is that almost anything you can think of represents a potential market in which you might be able to sell products or services, as there are likely to be people searching for information about almost any everyday topic you can think of.

Consequently, if all you did was look up from the computer monitor that you are currently looking at to take a quick glance around the room, you could probably come up with 10 or 20 possible topics around which you might be able to build a profitable website. For example, you can see your computer of course, but how about clocks, paintings, photographs, mirrors and furniture?

There are people searching for information about all of these things every day so that any of these could be used as a starting point for further research. You can then extend each of these a little further by including antique clocks and watches with clocks, photography, digital cameras and video recorders alongside photographs and so forth.

Next, you can research on the net to see what kind of information people are looking for. Excellent sites that enable you to undertake this





kind of research include [Yahoo Answers](#), [43 Things](#), [MySpace Groups](#) and [eBay Pulse](#). All of these sites are places where a quick 'tour' should provide you with plenty more ideas about the kind of things that people are searching for on the net.

Remember that the objective here is to find a topic 'under' which there are keyword phrases that you can realistically use to drive targeted traffic to your web site. It is not therefore necessary at this stage to be too selective or choosy because you will be doing keyword research a little later which is likely to filter out some of your original ideas in any event.

Hence, at this stage, write down as many ideas as you want, no matter how esoteric or odd they might appear to be. Also, do not allow the fact that you might know very little about a particular topic or subject matter deter you from adding that idea to your list.

Remember that the net is the biggest source of information known to man, so no matter what idea you have for a moneymaking site, there are probably hundreds of places where you can collect the information that will enable you to create your own site.

For instance, continuing to use the 'antique clocks' theme, there is no shortage of web pages that display information about antique clocks that you can find with a simple Google search:

Results 1 - 10 of about 356,000 for "[antique clocks](#)".





Thus, even if you have little inherent knowledge about a particular topic, there is plenty of information out there that you can use, because whilst you cannot copy other people's work word for word – that is plagiarism, which is illegal – there is no copyright on ideas or information. There is therefore nothing to stop you collecting information, rewriting it in your own words and using it to build your own website even if you have little or no knowledge about the topic around which that site is built.

Once you have a list of 20-30 core ideas, it is time to move on.

Starting your keyword search

The next step is to establish whether there are any suitable keyword phrases related to the topics that you have written down on your core ideas list.

To do this, you need to use a keyword research tool, and whilst as you progress through your online marketing career, you will find that paying for keyword research resources is a very sound investment in your future profitability, free research tools will suffice for now.

There are plenty of free keyword research tools available, amongst which [NicheBot Classic](#), [Word Tracker](#) and the [Google keyword research tools](#) are amongst the most useful.

In your research, what you are looking for is one keyword term (to start with) that has a reasonable number of people searching for information related to it every day, but relatively few existing pages that provide the kind of information that the searcher is looking for.





If we continue to use the same 'antique clocks' example, we have already established that there are in excess of 350,000 existing web pages that Google has indexed for this particular phrase. Competition of this magnitude is still a little too high when you are first starting out because it is going to take many months of hard work to get a webpage focused on 'antique clocks' to feature prominently in the natural search results.

What you are ideally looking for is a search term where there are less than 30,000 competing web pages listed by Google. With competition at this level, it is going to be relatively easy to get your webpage built around this particular keyword phrase ranked in the top 10 pretty quickly.

If there are anywhere between 30,000 and 100,000 competing pages, it is still doable, but it is just going to take a little more time and effort to achieve the natural search engine ranking that you must have if you want to drive targeted traffic to your site for free.

You can use any of the free keyword research tools highlighted previously but as NicheBot uses data from Word Tracker whilst also allowing you to check competition levels from all three major search engines from within the search results page, this is the one I am going to use. These are the results for a search using 'antique clocks':





Keyword (click on the ⊕ sign to expand)	100-day count	Predicted daily searches				Competition		
		Global	Google	Yahoo	MSN	Google	Yahoo	MSN
antique clocks ⊕	81	142	79	29	13	Check	Check	Check
antique wall clocks ⊕	73	128	71	26	12	Check	Check	Check
antique american clocks ⊕	23	40	22	8	3	Check	Check	Check
antique mantle clocks ⊕	22	38	21	7	3	Check	Check	Check
antique grandfather clocks ⊕	21	37	20	7	3	Check	Check	Check
antique french mantle clocks ⊕	14	24	13	4	2	Check	Check	Check
antique art deco mantle clocks ⊕	13	22	12	4	2	Check	Check	Check
german antique clocks ⊕	13	22	12	4	2	Check	Check	Check
antique clocks values ⊕	10	17	9	3	1	Check	Check	Check

As you can see from the chart, there are several different columns of search predictions. The numbers shown under the '100 day count' represent the reported average daily number of Google searches over the last 100 days for any particular term according to Word Tracker.

Next to this, you have a 'Global' number that represents a total estimated daily search from all search resources including the three major search engines listed to the right of this column. Each of these columns reports an estimated daily number of searches according to their own statistics.





To make any search results comparison from a chart of this nature valid, you need to use data from the same sources. Consequently, you should use the Word Tracker information to give you an idea of daily Google searches before comparing it with the Google 'Competition' figure as reported on the right-hand side of the chart.

The base phrase 'antique clocks' enjoys approximately 81 Google searches every day, but as we have seen, there are already in excess of 350,000 competing pages, meaning that the competition to search ratio is not at all attractive.

Moving onto the next line to look at 'antique wall clocks' however, you have a different story. In this example, there are approximately 71 searches every day for this particular phrase (just over 2000 a month, which would be a very healthy number of visitors for a new website), so lets see how many competing web pages there are by clicking on the Google 'Competition' link:

Results 1 - 10 of about 24,100 for "[antique wall clocks](#)".

The number of competing pages is below our 30,000 threshold which tells you that this is a keyword phrase for which you can very realistically expect to appear in the top natural search results fairly quickly.

What about the next keyword term in the NicheBot chart, 'antique American clocks' which is searched for approximately 23 times every





day? Google has even less pages listed that apparently contain information about 'antique American clocks':

Results **1 - 10** of about **5,830** for "[antique american clocks](#)".

So, both of these are very good keyword phrases because both of them match our criteria of having a reasonable number of people searching through information every day with relatively limited competition.

But, at this stage, we want to run with only one keyword phrase, so which one should it be? Is there any way of deciding which of the two phrases is the 'best' to start building your website around?

Of course there is! What you're looking for is the highest proportion of daily searches when compared to the number of available web pages that are going to be in competition with yours. It is therefore simply a question of straightforward mathematics.

In the case of 'antique wall clocks', there are 71 searchers who want information with 24,100 web pages where that information might be found. BY dividing the latter by the former, you can find how many web pages there are for each and every individual who is searching for 'antique wall clock' information. Thus, there are 339 ($24100/71 = 339.44$) web pages per individual searcher.

In comparison, there are 23 people every day searching for information about 'antique american clocks', whereas there are 5830 pages indexed by Google. If you were to run the same mathematical calculation as in





the previous example, you would discover that in this case, there are 253 (5830/23 = 253. 48) pages per individual search.

The lower the number of pages there are per individual search, the easier it is going to be for you to achieve a high natural search ranking. Therefore, even though the first of these two phrases enjoys far more daily searches, it is the second of the two around which you should consider building your first website.

However, before you do so, there is one final check to be made. If you are selling a product or service to people who are interested in 'antique american clocks', it is important to know whether there are people in the market able and willing to spend money. After all, if there is no money being spent, it is hard to see how you can generate an income based on this keyword.

For this reason, check the Google search results page to see if there are any advertisers featured on the page because if there are, it is generally indicative that there is cash being spent:

Shopping results for "[antique american clocks](#)"

- [Encyclopedia of Antique American Clocks...](#) \$29.99 - Barnes & Noble.com
- [Encyclopedia of Antique American Clocks](#) \$18.75 - Buy.com
- [Encyclopedia of Antique American Clocks...](#) \$22.79 - Amazon.com

[Dave's American Clocks](#)

Here is a "virtual museum" containing the bulk of my collection of old and antique American clocks. These clocks are not for sale -- I just wanted to share ...

[www.prestigeclockrepair.com/museum/](#) - 11k - [Cached](#) - [Similar pages](#)

[Amazon.com: Encyclopedia of Antique American Clocks, Second ...](#)

Amazon.com: Encyclopedia of **Antique American Clocks**, Second Edition: CH Wendel: Books.

[www.amazon.com/Encyclopedia-Antique-American-Clocks-Second/dp/0873498070](#) - 264k - [Cached](#) - [Similar pages](#)

[Antique American Clock Repair by Bill's Clockworks](#)

We repair **antique American clocks** by Ansonia, Gilbert, Ingraham, Jerome, New Haven, Sessions, Seth Thomas, Waterbury, Welch and other makers.

[billsclockworks.com/repair/american.htm](#) - 21k - [Cached](#) - [Similar pages](#)

Sponsored Links

[Antiques on Ruby Lane](#)

Hundreds of antique shops online
Furniture, lighting, art, china
[www.rubylane.com](#)

[Antique Clocks](#)

Buy/Sell Antique Clocks On
Mudah, Malaysia's Top Marketplace.
[Mudah.my/Antique+Clocks](#)

[Clock Victorian](#)

Top Garden & Plants deals.
Great offers. Buy now!
[www.shopmos.co.uk](#)

[Grandfather Clock](#)

Manufacturers of Grandfather Clock.
High Quality, Competitive Price.
[Made-in-China.com](#)





In this case, there are advertisers featured, which provides the final confirmation that I would be looking for that there is money in this market. But if there are no advertisers, I would recommend that you go back to the other alternative keyword phrases to look for markets where there appears to be cash available.

Finally, by focusing on 'antique american clocks', it does not mean that you are completely ignoring or abandoning 'antique wall clocks' or other competitive keyword phrases that you have found, as you will discover later.

But what this research process does mean is that you have a powerful 'antique clocks' keyword list that you can refer to a little further down the line for future marketing campaigns.





Creating your first website

Before you can build your first website, there are a few preparatory steps that need to be taken so that you can start the site creation process

The first step is to register an appropriate domain name, and as one of your primary objectives to make the site that you create as search engine friendly as possible, you should try to include the primary keyword phrase around which your site is going to be built in your domain name.

Hence, you would use a domain registry site like GoDaddy.com to establish whether 'antiqueamericanclocks.com' is still available as a first choice option:

In this case unfortunately, someone else has had the same idea so the name already belongs to someone else:

ANTIQUEAMERICANCLOCKS.COM is already taken. [\(click here for info\)](#)

Check the domain names that you would like to register below.

[Why you need multiple domains](#)

?	.com'	.net'	.info'	.org'
Select All	<input type="checkbox"/> \$18.95 Backorder Now†	<input type="checkbox"/> \$9.99/yr	<input type="checkbox"/> \$1.99 save \$8.00!	<input type="checkbox"/> \$9.99/yr





However, there are various other domain suffixes available, so using the .net version is perfectly acceptable. Incidentally, although the .info version is far cheaper (as it often is) it is an unfortunate fact that .info sites are generally not taken too seriously, so unless money is extremely short, do not choose this option.

Some marketers include dashes between the separate words in their domain name because they believe that it makes it slightly easier for the average human visitor to read.

Whilst this might be true and whilst there is also nothing intrinsically wrong with doing this, it seems to be more search engine friendly to run all the words that together make up your keyword phrase into one another.

If however you would like your domain name to appear more visitor friendly when it is written down, capitalize the first letter of each individual word like this to achieve the 'stand out' effect that you want:
<http://AntiqueAmericanClocks.net>

The next step is to open a web hosting account, an account with a company who will 'rent' space on their server to you, which is a computer that houses websites which are then made available for viewing on the net from that server.

There are hundreds of web hosting companies out there but in terms of the quality of service balanced against the amount you have to spend every month for hosting, there is probably no better host than

Hostgator.com. In particular, their \$7.95 per month 'Baby' account has





everything you could ever need in the early days, so this is the best option to go for.

The final 'setting up' step is to tie your domain name to your web hosting account so that every time someone types the URL of your site into their web browser, your domain registrar will automatically transfer that query to your web hosts server so that your site is shown.

This is known as 'Changing the DNS', which might sound complex but is in fact very straightforward. There are detailed instructions about how to do this approximately 75% of the way down [this Hostgator support page](#), so just follow the instructions and you will not go far wrong.

With this final step organized, your site is now ready to go live.

Before publishing your site to the net however, you need content materials for that site because without content, why is anyone going to want to visit? Hence, collecting this content together represents the next step of the business creation process.





Your initial site content

Content is the word that is used to describe materials on a web site such as articles, news items, videos or audio materials from which a visitor to that site can collect the information that they are looking for.

As a general rule of thumb, the search engines accord more credibility and are more likely to push your individual web pages further up the natural search results if there is plenty of high-quality content on your site. However, this is a point upon which it is all too easy to become hung-up, one of those places where far too many marketers allow their efforts to grind to a halt because they are seeking perfection.

Most search engine experts would suggest that you should have between 10 and 20 unique articles (all of which are focused on your primary keyword) on your site before you first launch. However, in my experience, as long as you have a least half a dozen articles, you are good to go.

Moreover, whilst using unique articles is by far the best way of going about things, it is not absolutely necessary. Contrary to popular opinion, I do not believe that the search engines in general (and Google in particular) actually penalize your site for featuring what is known as 'duplicate content' (i.e. content that has already been published elsewhere on the web) on your site.

Instead, it seems far more likely that they will simply ignore duplicate content by not including any page on your site which features an article that someone else has written and published in their search results.





So, whilst writing your own unique content materials is the ideal way to launch your site, in the interests of getting your site online and making money as quickly as possible, there is no harm in using some duplicate content alongside your own unique materials.

As previously suggested, whilst the majority of materials that are published on the internet are copyrighted, the information that is contained in those materials or the ideas behind them can never be copyrighted.

If therefore you want to create unique content materials for your site (try to aim for at least 50% unique content on your site if at all possible), there is nothing wrong with taking other people's ideas and information and rewriting those ideas in your own words before publishing the new article on your own site.

As long as you have rewritten the original materials, the content you have produced will be unique, meaning that it will be indexed and ranked by the search engines.

So, where do you find this content?

As you saw previously, you can run a standard Google search to find hundreds of web pages that feature information about your topic, but this can be a time-consuming process. Many of the pages that a Google search turns up will present reams of information that may not actually provide the information that you want. Consequently, it is far too easy to waste an inordinate amount of time plowing through the information





on dozens and dozens of web pages without finding anything that you can use.

It is therefore far quicker and easier to use an article directory for your search, and there is no better article research resource than EzineArticles.com.

Visit the site, type in your keyword phrase and see how many results you turn up:

Results **1 - 10** of about **302** from **ezinearticles.com** for **antique american clocks**.

There are more than 300 articles which focus on antique American clocks, which is more than enough for your requirements.

You now have two choices about what you do with the articles that your search has turned up, and I would suggest that you mix and match between these two strategies.

The first option is to download and reprint the articles from the site on your own web pages as they are. As long as you include the original author's information, this is perfectly acceptable under EzineArticles rules, so click on the 'Ezine Publisher' link at the top right of the page next to the title:





HOME:: [Home-Improvement/Interior-Design-and-Decorating](#)

Antique Clocks - Early Mechanical Clocks

By [Daniel Wright](#)

Article Word Count: 338 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

[Expert Advisor Hosting](#)

With [Forex.com](#)® Registered FCM Micro lots, tight spreads, hedging
[www.FOREX.com/Metatrader](#)

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- [Suggest Topic](#)
- [Report Article](#)

Download the article, republish it and you have an instant content page. However, depending upon the key word term that you are building your new website around, this tactic has one basic flaw. If your keyword term is not a particularly popular one, there may be very few articles that include the exact term which your efforts are focused on. For example, looking through the top 10 articles returned by the 'antique american clocks' search, none of them use this specific phrase in the title or body text.

Consequently, although these articles are going to be recognized by the search engines as duplicate content and therefore to a large extent ignored, it is nevertheless also a fact that they are not adding to the 'keyword power' of your site.

It is for this reason that you have to create your own unique content articles, because by doing so, you can ensure that many pages of your site focus on the *exact* keyword phrase for which you are trying to achieve your top 10 search results.

The second option is to therefore read through a few of the best articles related to your market sector at EzineArticles.com before rewriting





them in your own words so that you can include the specific keyword phrase that you want to rank for.

For instance, you might read through a couple of closely related articles, write one article based on the information that you pull from both of them and include your primary keyword phrase in the title of your new article and four or five times in the body text of that article.

Publish the lion's share of your new, unique content materials on your own site, backed up with a handful of duplicate content articles that you have downloaded (if they do not use your primary keyword phrase, keep the number of duplicate content pages down to a minimum).

However, retain at least two or three of your unique articles, open your own account at EzineArticles.com and publish them on the site with a back link in the 'author biography' attached to each article which 'point at' your own site.

Do not include these articles on your own site however, because when an EzineArticles visitor reads your article and decides to visit your site, you want to impress upon them that you are an expert and authority in your marketplace. Repeating the content that they have just read does not do this, so these articles should not appear on your site.

Just publishing three or four articles all of which feature your primary keyword phrase in the title and scattered throughout the body text is a very powerful tactic for obtaining high search results.

This is particularly true with Google, who regularly feature articles from EzineArticles in their top natural search results. The back links created





by these articles are also extremely powerful, because as far as Google is concerned, links of this nature play a very significant role in deciding where the individual pages of your site are going to be ranked in the search results.

For this reason, make sure that the links from your articles point at unique, keyword optimized article pages on your site because these are the pages that you want to drive traffic to.

Incidentally, one thing that the search engines are very keen on is a site which is constantly providing new information and content materials. Hence, do not fall into the trap of building your site once and then forgetting it.

Keep adding new content pages on a regular basis because that is exactly what the search engines want to see. By doing so, you therefore keep the search robots 'happy' which is another very effective way of pushing the pages of your site ever closer to the top of the natural search results.

Also, think about it your human visitors as well.

Try to make your site as interesting and engaging for them at the same time too. After all, it is human visitors that are going to be responsible for any money you generate from that site, not the search engines, so you should focus on making sure that your site provides them with a thoroughly enjoyable high-quality experience.

For example, most of your visitors will know about video sites like YouTube, and no doubt, a proportion of them will be regular visitors.





You should therefore try to find [and embed](#) appropriate videos into your site as these will significantly enhance the visitor experience.

This of course of course helps to encourage them to spend money or to take the action you want them to take when they visit, so there is a very strong reason for 'going the extra mile' to keep improving your site in this way.





How are you going to make money?

When you are first starting out, it goes without saying that you want to start generating an income as quickly as possible. Whilst it is therefore generally agreed within the online marketing community that creating your own product or service is the most effective way of making money, it is by no means the quickest way of doing so.

Instead, most online marketing beginners choose to make money in the early days either by featuring paid advertising on their site or by promoting products as an affiliate salesperson for the original product owner.

Whilst there are of course many different factors which could influence which of these two options is most likely to be the more effective, the choice between them comes down to a couple of basic factors. It is therefore of view to choose which option sounds the more attractive.

Many marketers start their online money making efforts by building a website that features what is called Pay Per Click (PPC) advertising.

The basic concept of PPC is that you sign-up for an account with a PPC advertising company who then place targeted advertising materials on your website. For example, on your 'antique American clocks' site, they would place advertising materials from companies and individuals who have products or services to sell that relate to clocks, antique clocks, antique American clocks and so on.





Through your own promotional efforts (such as the articles which you submitted to EzineArticles that featured your primary keyword phrase), you are pulling visitors to your site who have an interest in 'clocks' in general, and 'antique american clocks' in particular. When these visitors are presented with advertising materials focusing on the same subject, some will click on these adverts and every time they do so, you get paid.

Amongst the online advertising companies, Google stand head and shoulders above everyone else so it is perhaps not surprising that [Google AdSense](#) is also the number one PPC advertising organization as well.

All that you need to do in order to be able to feature AdSense advertising on your site is to open an account or sign in with any existing Google account information that you have. Create AdSense advertising blocks within the members area of your account, copy the code once you have finished the ad block creation and paste it on your site.

That is it, after that Google will start to present targeted adverts on your site and every time someone clicks on one of adverts, you get paid.

The main advantage of using PPC advertising on your site is that your visitor does not have to spend any money for you to be paid. All that they need to do is click on your advert for additional cash to be added to your AdSense account. The downside of using PPC is that the amount





you will be paid per click is likely to be fairly insignificant, often a dollar per click or less. It therefore takes a considerable amount of time (and a large number of AdSense enabled sites) to generate a decent monthly income using this moneymaking strategy.

It is because AdSense earnings are sometimes not all that exciting that many marketers choose to promote products or services through their site as an affiliate sales person. The majority of online affiliates tend to promote from amongst the 10,000+ digital information products that can be quickly and easily accessed through Clickbank.com.

In this case, you would search Clickbank for a product that matches your site visitors most accurately. You would then either construct a separate page on your site which reviews this product before providing your personal link through which they can buy it, or include a brief to the line product description and a buying link on every page.

If you are promoting as an affiliate, the disadvantage is that your visitor has to spend money in order to you to earn cash. On the other hand, every sale would generate an average commission of \$30 or \$40 per sale, so the money that you actually earn from affiliate marketing is likely to be far in excess of that which you would earn from PPC advertising.

Incidentally, if you cannot find a suitable digital product from Clickbank, there are dozens of sites like Commission Junction, Share a Sale and LinkShare where you can sign up as an affiliate for physical product manufacturers and suppliers, or service providers.





Alternatively, try searching Google for affiliate programs directly by using your keyword term plus 'affiliates'. As an example, there are plenty of programs for 'antique clock affiliates':

Results **1 - 10** of about **122,000** for [antique clock affiliates](#).

With your content materials collected together and your money making strategy in place, you are finally ready to start constructing your website.

Let's get to it!





Site construction

Until relatively recently – only a couple of years ago, in fact – website design and creation was something that was beyond the majority of people. Because it was necessary to have a good command of HTML skills as a minimum requirement for building your website, it wasn't all that long ago that launching a fully functional site would have been beyond the capabilities of many.

Nowadays, there are many simplified site creation tools and resources that make creating anything other than the most complex website a piece of cake. This does not however automatically mean that you should not create your website in the 'traditional' HTML manner if you have the skills and a desire to do so.

Building an HTML site

To a certain extent, creating your site in the 'old fashioned' HTML way does have its advantages. For example, if you design the whole thing from the ground up, you have complete control over every aspect of your site.

In this situation, you can decide *exactly* how everything on your site should appear and function which could, for example, make it easier to manipulate the on-page factors that make your site more search engine friendly.

However, whilst this is a valid argument, creating a website from the ground up using a web editor like [Dreamweaver](#) or [NVU](#) means that the





site creation process is going to take some time, which runs counter to the original concept of getting your money making site live as quickly as possible.

Of course, you could shortcut the process by downloading a suitable webpage template from a site like [OSWD](#) or [Free Layouts](#), but only if you are able to find a template that matches the theme of the business that you are creating.

Above all else however, there is one other extremely important factor which is related to making your site search engine friendly using on-page optimization tactics that have to be aware of, because it might influence whether creating an HTML site from scratch is worthwhile or not.

There are many tactics that make the pages of your site more search engine friendly, such as using proper [Meta tags](#) in the underlying HTML code of your page, being certain that you use [H1 and H2 tags](#) for headlines and sub-headlines, that there are suitable [alternate text tags](#) attached to your images, that your homepage enables site navigation and features a site map etc.

These are all things that you would add to your code manually if you are creating your site from scratch using HTML because including these does make your page inherently more search engine friendly. However, whilst it is believed that Yahoo, MSN and many other smaller search engines still use on-page optimization factors such as these in their





ranking process, it is also widely accepted the Google ignore these factors almost completely.

It is probably for this reason that whilst there are some websites that still seem to work better if they are created from scratch in HTML, more and more people are using 'shortcuts' to create sites, often software programs that enable you to create a site in a matter of minutes, rather than of hours.

Furthermore, because many of these site building programs are becoming incredibly popular, there are an ever-increasing number of free software plug-ins and add-ons that you can utilize to add many of the 'on-page' optimization features to your site automatically.

Add to this the fact that the software to shortcut the site creation process is completely free, as are the majority of add-ons and plug-ins, and it is not hard to see why using software to create sites is becoming increasingly popular.

Unless you have any particular reason or burning desire to create a site from scratch using HTML, I would therefore thoroughly recommend that you should consider using a site creation software program like WordPress to do the job in a tiny percentage of the time that it might otherwise take.

In this way, your site is live, online and making money days or perhaps even weeks before it would be if you decide to follow the HTML route.





Creating your site the WordPress way

Creating your site using WordPress is almost too easy.

Whilst this should not for one minute imply that you don't need to be careful or that there is no work involved in creating an effective, attractive WordPress site, it is still stunningly easy to create a WordPress site.

Indeed, once you have practiced by making a few WordPress sites, you should be able to do the whole thing from beginning to end in an hour or so.

To make the site installation process as simple as possible, I'm going to quickly run through it on a step-by-step basis.

1 – Initial installation

If you are using Hostgator or any other web host that uses [cPanel](#), log in and look for 'Fantastico' near the bottom of the page:



Click the icon to be taken to a list of software programs that are pre-installed on your site, ready for activation. Near to the top of the list, you will see WordPress under the entries for 'Blogs':





Click this link, choose 'New Installation' on the next screen:



On the screen that this brings you to, complete the information as appropriate, read the information on the following screen and finally, complete the installation.

The whole process of installing WordPress from cPanel should take no more than five minutes, but even if you cannot install it in this way, downloading the software (completely free) from WordPress.org and installing it manually should take no more than an hour at the outside.





2 – Adding a new theme and plug-ins

Next, you need to find a theme (a site template) that matches your subject matter. Search Google for 'free WP themes' or check any of these sites:

- <http://wordpress.org/extend/themes/>
- <http://topwpthemes.com/>
- <http://www.wptmp.com/>
- <http://www.freewpthemes.net/>

Download the theme of your choice, upload it to your site ([installation instructions are here](#)) and then log into your WordPress admin area to activate the new theme.

The next job is to make your new site both search engine and human visitor friendly. In order to do this, download, install and activate the following free plug-ins. You'll see what each one does from the site where you download it:

- [AdSense Manager](#)
- [Akismet](#)
- [All-in-one SEO pack](#)
- [FeedBurner](#)
- [FLV Embed](#)
- [Google Sitemap Generator](#)





- [Navigation List](#)
- [Share This](#)
- [Smart RSS](#)
- [Subscribe Me](#)
- [Subscribe to comments](#)
- [What would Seth Godin do?](#)

Next, make sure that the ['Permalink' structure](#) of your site is changed so that each page produces a URL that features the title of your articles (follow the highlighted hyperlink to understand what this means).

3 – Adding your content

Now, you are ready to start adding your content to your site, as well as your money making links. Make sure that every article you publish is added to a new page from the 'Write a New Page' link on the main dashboard inside your WordPress admin area:



You might want to create a static front page on your blog so that it appears the same as it would if you were using a static HTML homepage. You could do this if for example you wanted to publish an affiliate product review on the home page of your site.

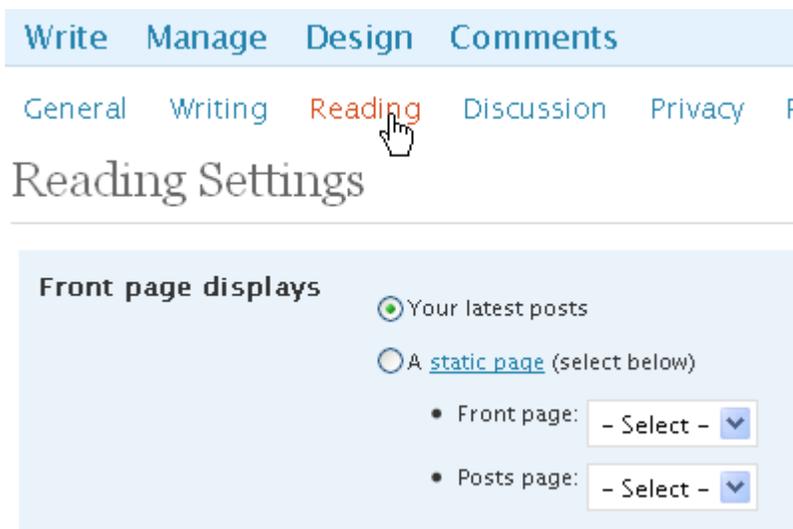
If so, click 'Settings' at the top right of your admin area dashboard:





Settings Plugins Users

Then hit 'Reading' and choose the page that you want to remain static (otherwise, all new posts on the front page of your site will appear in chronological order):



Make sure that you complete all of the necessary 'All in one SEO pack' information at the bottom of the new page creation page, because this simple plug-in will handle most of the on-page search engine optimization for you. Also, do not forget to include your primary key word in your article titles.

Publish no more than two or three articles every day but make sure that every time you do so, you let the major search resources know about it by 'pinging' the information using [FeedShark](#) and [Pingoat](#).





Now it is just a question of adding one or two new articles a week to your site, pinging the information and moving on to the next stage.





Now, it's all about traffic and links

The importance of links

As mentioned before, whilst the other search engines still pay some attention to on page search engine optimization techniques, Google to a large extent ignore on page SEO apart from the fact that they pay a great deal of attention to the quality of the content on your site.

The only criteria that Google is really concerned about when it comes to achieving high level search engine rankings is the link structure of your site. Whilst they do need to see a site map and navigation that enables visitors to move around your site when they visit (hence including a Google site map generator in the plug-ins for your WordPress site), the overwhelming focus of Google's search ranking strategy is very firmly focused on external links.

External links are those that exist between other web sites on the net and your site, but not all links between two sites are of the same value.

The most valuable are one way incoming links, where other sites link to yours but you do not link back to them. You can generate links of this nature in many ways, such as submitting articles to directories like EzineArticles.

Then you have reciprocal links (you link to them, they link to you) which have less value than one way links, and finally there are outgoing links from your site to someone else's. And whilst these links do not have the same power as one way links to your site, you must have





reciprocal and outgoing links, because Google assume that any naturally constructed link network will contain links of this nature. Hence, your network must do so.

Nevertheless, your primary link building strategies should focus on generating as many one way incoming links as possible, because this is how you push the pages of your site up the search rankings.

Resources for traffic and links

The following is a list of the most commonly used and easiest methods for generating both traffic and links:

Article submission: I have already suggested that submitting unique articles to major directories like EzineArticles is a good idea, and one reason for this is because every time you do so, you generate one way incoming links in several ways.

Firstly, you have a link from the article directory itself. Secondly, as you downloaded other people's articles and republished them on your site, other people can do the same with yours. When they do so, as long as they follow the rules and leave your biographical details attached, it creates a link from their site to yours.

In addition to EzineArticles, you should submit your work to the other leading directories including [Article City](#), [Go Articles](#), [Search Warp](#) and [Article Dashboard](#).

However, do note that whilst these directors do not necessarily insist that all of your submissions should be unique (whereas EzineArticles





do), remember that under the duplicate content 'rules', Google will ignore anything that is published more than once.

You should therefore use a program like the free Jet Spinner to create several different versions of the same articles before tidying them up (articles that have been 'spun' almost always need tidying) and submitting a different version to each of these directories.

This will take you perhaps an hour for every article, but it will significantly multiply the amount of one-way incoming links you generate from every article, and you could also expect to see considerably more visitors as well. And just in case you have any 'spun' article versions left over, search Google for some other article directories and submit your work there (after including one on your site of course!) because there is no point in wasting them!

Videos for traffic and links: you should create some simple videos to submit to the major video network sites like [YouTube](#), [Google Video](#) and [MetaCafe](#).

You can make videos using a digital camera, video recorder or even a mobile phone. Alternatively, you could record the action on your computer monitor using video screen capture software like [CamStudio](#) or even [edit together](#) a series of digital images that you either already have available or that you download from a stock image site like [stock.xchang](#).

How you make your video or even the subject matter of the video itself is not really that important as long as it is something that people are





likely to want to watch. The thing that matters is that when you upload your finished work to sites like YouTube, you must make sure that your keywords and the URL of the page on your site that you want to create a link to are included in your title and description.

Using YouTube as an example and continuing with the earlier 'antique american clocks' theme, the information that you upload should look something like this:

Title

Description

This is my antique American clocks site where you can find everything you ever wanted to know about antique American clock. Collecting and keeping antique clocks is a fascinating hobby, with many people collecting antique wall clocks, antique mantle clocks and antique grandfather clocks. Some people even collect all of these, but my favorites are still antique American clocks. For full information

Tags

Category

To run through this uploaded information, my title is made up of two low competition keyword phrases (separated by a 'pipe') with the main one that I am really concentrating on listed first.

The first line of the description is the URL of the specific page on my site that I want to generate a link to. Also, because it is the first line of the description and there is a space between it and the rest of the





description, there will be an active hyperlink next to the video which the viewer can click on after finishing watching to take them directly to my webpage. This obviously makes it considerably easier for the video viewer to visit my site, hence this simple action will increase visitors from the video networking sites considerably.

Inside the body text of the description, I have included my main keyword three times, with a few other low competition keyword phrases added to try to attract further visitors who are searching for information about antique wall clocks, antique mantel clocks etc.

Finally, because the keyword 'Tags' can only be one word, I have joined the individual words from each keyword phrase as a way of ensuring that I can include them once again.

With your video description and title created in this way, you should upload the video to as many of the major networking sites as you can. As you can create a one-way link and targeted traffic from every video networking site to which your video is uploaded, you should use the free mass video uploader that is available at [Tube Mogul](#) rather than uploading the video to every site on an individual basis manually.

Uploading videos in this way will create a bunch of one way back links every time you do so, and as the video network sites are extremely highly rated, these one-way links to your site will have a big influence on your Google ranking.





Perhaps more importantly however, videos are fantastic for generating real human visitors for your site and it is these people that will buy your products or click on your adverts.

WordPress is (technically speaking) a blogging platform: Despite the fact that most people use WordPress as a [content management system](#), it was originally a blogging platform. Consequently, you can submit information about your new site to all of the [leading blog directories](#) as a way of generating back links from some very highly rated websites.

Another thing that you can do is to find other WordPress blogs in your market niche to leave comments on those blogs. If the comment that you leave is constructive and useful, the owner of the blog in question is most likely to publish it, which will create a link from their blog to yours and could generate traffic from their visitors as well.

The easiest way of doing this is to download and use the free version of Comment Hut which will enable you to find suitable blogs on which you can leave comments.

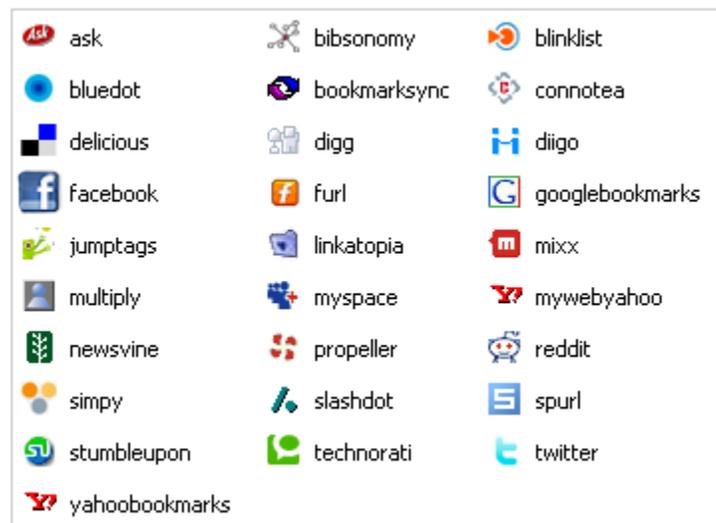
Social sites for links and traffic: Social sites are incredibly popular nowadays, with the main social sites such as Digg, Delicious and StumbleUpon having achieved very high Google page rank.

Consequently, any links you can generate by submitting your information to the major social networks are once again links that will make Google sit up and take notice of what you are doing.





When you first launch your site so that it is full of new information, you should submit that information to as many social networking sites as you can, preferably by using a free mass submitter such as [Socializer](#) or [OnlyWire](#). By using either of these sites, you can submit your information to most of the major social bookmarking sites, thereby creating a link from some of the most highly rated sites on the net to your new site when your information is published:



Thereafter, you should submit details of every new post you add to your site to perhaps four or five randomly chosen social sites. Do not submit information about every post to every site, because that tends to suggest spamming and almost certainly means that they will not published details about your latest post.

Generally speaking, the major benefit of submitting information to the social bookmarking sites is that doing so creates one way links to your





site, but if you hit the jackpot by sending information about a story that is controversial, scary, hilariously funny or an exclusive news story, some of these social sites are more than capable of sending 10,000 or 20,000 new visitors to your site in the space of 48 hours!

Of course, this is a very temporary surge of traffic, but if only 1% or 2% of these visitors decide to return on a regular basis, you have just acquired an awful lot more regular traffic.

Forums: Forum sites are websites where like-minded people come together to discuss and debate their common interest. As any example, there are forums that focus on internet marketing, dog training, weight loss and basically any other subject you can think of that net users might be interested in.

If you can find the top three or four forums in your marketplace, you should join and become an active member. You do this either by using a forum directory site like big-boards.com or (even more effectively) by searching Google for forums in your market sector by combining the root of your main keyword phrase together with the word forums in this way:





Google™

antique clock forums

Search

[Advanced Search](#)
[Preferences](#)

Web

[ASK maryantiques.com GET maryanswers: ANSWER: SELLING ANTIQUE ...](#)

Aug 14, 2007 ... There is an **antiques / clock forum** here; they also have a directory of dealers /auctions and specialty fairs: ...

[maryantiques.blogspot.com/2007/08/answer-selling-antique-grandfather.html](#) - 66k -
[Cached](#) - [Similar pages](#)

[Clock Forum and Antique Collectable clocks forums](#)

Clock Forum directory for **clock** collectors & horologists , List of of **clocks forums**, discussion related to collectible **clocks** and other timepieces.

[www.2-clicks-antiqueclocks.com/top/clock-community-sites/clock-forum.html](#) - 25k -
[Cached](#) - [Similar pages](#)

[Collectable clock Forum & Antique clocks forums](#)

Clock Forum discussion for **clocks** collectors & horologists & **antique clocks** enthusiasts, directory of **clocks forums**.

[www.2-clicks-antiqueclocks.com/top/clock-community-sites/clock-forum/2.html](#) - 17k -
[Cached](#) - [Similar pages](#)

[More results from www.2-clicks-antiqueclocks.com »](#)

[Clock Forum .com :: Westinghouse "Automatic Electric Range" Clock](#)

3 posts - 3 authors - Last post: Dec 26, 2006

There are also some **antique clock** companies over the web that could help ... This **forum** has a couple of guests whose **clock** knowledge never ...

[www.clockforum.com/westinghouse-automatic-electric-range-clock-t42.html](#) - 15k -

If you use Google in this way, you know that the forums which are featured at the top of the search results page are the most popular. Thus, these are the forums that you should consider joining before you look at any others further down the page.

When people are asking questions to which you know the answers, help them out and also start your own forum threads from time to time as a way of getting to know other members.





Many forums allow you to add a signature file to your profile so that every time you make a post, your signature is added to that post. A signature file of this nature is generally a relatively understated one or two line promotional message for your business (not a blatant advert) which should include the URL of your site.

Hence, joining forums serves many different purposes. Firstly, if you get involved on a regular basis and provide valuable information to other members, a forum enables you to establish your expertise and authority in your market niche.

Secondly, every time you post to the forums of which you are a member, the hyperlink in your signature file will generate a one-way link from that forum to your site.

Finally, once you are in a position to create your own product, or even when you are promoting an affiliate product from your own review page, a well-written signature file will drive other forum members to your site and given that these people are superbly well targeted prospects, this will almost inevitably generate some sales as well.





Conclusion

If you follow everything that you have read of in this manual, it is as near as anything could ever be to guaranteed that you will dominate the market for the keyword phrase that you have chosen.

And of course, because in many of your promotional materials, you are able to include additional low competition keyword phrases that are related to your market, you will pick up traffic from other keyword phrases as well, almost despite the fact that you have built your whole business around just one keyword term.

Remember that building a site in the way I have described is not a 'set it and forget it' type of operation. You need to keep adding fresh content to your site whilst it is also important to publish new unique articles and video materials on a regular basis as well. Both of these are 'numbers game' free traffic sources, so the more material you publish, the more traffic and back links you generate by doing so.

As long as you remember to keep your site and promotional materials fresh in this way, the next thing to do is to go back to your original keyword list and do the same thing again by building another site primarily focused on another related keyword.

Ideally, you should set this site up so that it has a different IP address, because if you do so, you can then link the new site to the old and it will not appear to the search engines as if they are owned by the same person. Thus, the link will be seen as a 'genuine' external link, whereas





if both your sites have the same IP address, it will probably be treated as an internal link and therefore essentially ignored.

Fortunately, many web hosts change the IP address that they are using on a regular basis (Hostgator are in fact well known for doing this), so you might want to talk to them before starting your second site to see whether using a different IP address is feasible or possible.

In this way, you can build a super-powerful web ring which you completely control, which will provide a significant boost to your links, traffic and ultimately your income.

However, that is a little further down the line.

For now, I will conclude by going back to what I said very much earlier in this guide manual. The only way you're going to start making any money is by taking action and now that you have all the knowledge you could ever need to do so, you have no excuse at all for waiting a single moment longer!

