

BLOGGING IN ACTION AND THE SIX-FIGURE PLUGIN SUITE

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BEHIND THE CURTAINS

What You've Been Told About Blogging

IS DEAD WRONG



Shaun Taylor & Jared Conley



Serious Tools for Aspiring Bloggers

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Behind the Curtains: *What You've Been Told About Blogging is Dead Wrong*

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www.BloggingInAction.com

www.SixFigureSuite.com

publisher@wordpressforbeginners.com

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I couldn't cover everything I wanted to cover in this book, but that's why we created *Blogging in Action* and the Six-Figure Plugin Suite. Of course, if you like this, you'll love them.

You will probably also be interested in **two additional FREE books** I have available for download:

Blogging Revealed: What Every Blogger Should Know



How to "seed" your blog with content that sucks in both readers and the search engines (page 12).

What specific things you can do today to double, triple, or quadruple your earnings from popular advertising programs (page 37). Try it—put some money in your pocket within one week!

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Beyond the Basics: Preparing your Blog for High Traffic



The single most important principle to understand to ready your blog for traffic (page 6).

Which real-time adjustments you can make to allow your blog to load quickly for your visitors (page 15).

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What Others Are Saying

“In the last three months I have read *Blogging for Dummies* and a couple other books on the subject and to be honest with you all they did was give me a whopping headache, your ***Blogging in Action Bible*** is possibly the **Definitive Book on the Subject!**”

“I believe the word treatise is an apt descriptive, for my buddy, Noah Webster, tells us that a treatise is, “a formal written account treating a subject systematically and in detail.” This is exactly what you have done. Thanks for the labor of love Shaun for it is obvious this is not some slipshod bit of info garbage.”

“Shaun, the **Six-Figure Plugin Suite** has optimized your system a **thousand fold**. This takes your *Blogging in Action* system into another dimension. Kudos to you for simplifying something that I was having difficulty grasping.

“Just wanted to tell you that it's been quite some time since I've been this impressed with a piece of blogging software . . . **Your plugins deliver on their promises and then some**. All around this is a great product and I'd recommend it to anyone blogging with Wordpress.”

“All I can say right now is - **'Wow!' - your suite of plugins is awesome.**”

“I'm convinced this is the **best way to start a blog.**”



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Preface

It's a minefield out there, isn't it? If you're an aspiring blogger, or are even thinking about delving into blogging, you have probably run across countless videos, tutorials, posts, and comments before you found [Blogging in Action](#) and this book.

It probably didn't take you long to realize that much of that information is . . . rubbish. There are some downright appalling get-rich-quick and get-traffic-quick schemes out there, and how about the "splogging" tutorials? You've probably also run across many authors who are honest and mean well, but they simply don't know their way around blogging.

So what do you do? You hitch your wagon to authority and experience. You put your trust in products that will help you get things done the right way, the professional way, the honest way. Products that will help you avoid the common pitfalls that are hindering your peers. Sometimes you have to pay for these products, but the beauty of them is that they will pay themselves off many times over in a short period of time.

I hope you enjoy this short e-book. Put the ideas contained herein into practice. They will work if you work them. And be sure to check out the full [Blogging in Action](#) and [Six-Figure Plugin Suite](#) products for more excellent tools and techniques.

If you have questions about this material or blogging in general, get in touch with me. I'm very busy, but I'm also very accessible, and I respond to all inquiries personally. That's just how we do things here.

Shaun Taylor



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Taking the Plunge

I'm going to make an assumption here. I'm going to assume that you are at least familiar with blogging concepts. It might be a bad assumption, but due to the length of this book, we need to stay focused.

If, however, these concepts are brand new to you, don't worry. The full [Blogging in Action](#) book examines these concepts in much more detail, so just take it all in, but don't worry about mastering anything in this book. We'll have plenty of time to get to that later. Instead, focus on understanding what you should and shouldn't do, and what can be achieved when you start and maintain your blog the right way.

Let's get started.

The Case for Blogging

Blogs are being created at an alarming rate. Technorati, the leading blog aggregator / search engine, is currently tracking 113 million blogs and estimates that 175,000 new blogs are created each day.

And why not? Blogs are perhaps the quickest way to an online presence available today, and they require absolutely no technical expertise. Not just in setup, but also in customization, design, functionality, you name it.

In addition, their content is highly valued by search engines, and numerous tools exist so that readers can consume their contents, making them both search engine friendly and user friendly. Adding to the user friendly aspect is the conversational nature of



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blogs. Blogs encourage two-way communication, making connections with readers easier.

And deeper connections lead to repeat readers, long-term customers, which makes monetization of blogs even easier. Of course, the majority of blogs don't make a penny, or more accurately make a few dollars a day, but that's only because they haven't learned the secrets of placement, repetition, synergy, relevance, and trust.

The Dark Side of Blogging

The cold harsh reality is that the vast majority of blogs fail even before they get a chance to make any money, and they fail in a spectacular fashion. If you can break into the top 1,000 of blogs, you can consider yourself an exceptional blogger.

The reality is that while blogging software and tools have made some aspects of blogging easier, you still need to know how to effectively leverage that enormous collection of tools at your disposal.

There is a mountain of information out there. A lot of it is less than accurate. Complicating this matter is the rapid rate of change in the blogging industry. The conventional wisdom of 2007 could very easily become public enemy number 1 in 2008.

While we're rooting our feet to the ground here, let's also toss this out: you will not get rich quickly with blogging. *You won't.* I don't care what others say, blogging is a long-term game. It's true that many have started blogs and sold them in under a year for tens of thousands of dollars, but this is the exception rather than the rule.

Blogging requires effort if you want to succeed, but that effort is well worthwhile because the value of a successful blog extends far beyond the blog itself.



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When someone asks me how they can begin to earn money on the Internet, I will frequently point them to blogging. Not because they'll get rich quickly, but because they will gain a rock solid foundation in the many principles they'll need to master to become successful online. And they'll build that foundation in a very non-threatening and flexible manner.

These days, I find that I use blogs for everything. I attach blogs to niche sites to help with traffic and rankings; I create niche blogs that I monetize directly; I create pay-per-use membership blogs. You name it, you can do it or magnify it with a blog.

And that's why you need to be blogging.

Obviously, if you're going to do something, and invest your time with it, you want to maximize your chances of success. You'll do that by using a proven formula and aligning yourself with an experienced professional. That's what you'll get with [Blogging in Action](#) and the [Six-Figure Plugin Suite](#).

Choosing a Blogging Platform

Never has it been easier to setup and maintain a blog, and the reason for that is the blogging platform. The blogging platform includes the blogging software itself, along with the hardware and infrastructure required to power the software. The two main categories of platforms are hosted (often referred to as "services") and self-hosted (often referred to as "standalone").

Advantages of Hosted Platforms

- **Inexpensive:** many are free; others (like TypePad) are offered with multiple price points



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- **Simple to setup:** just create an account and get to blogging
- **Page rank:** search engines might give more favorable weightings to hosted blogs, but note that this, if it is true, would only hold true for low-traffic blogs. The PageRank algorithm (the logic that determines what is important and what isn't) is constantly changing, and the corner has been turned on many hosted blogs. Due to the proliferation of spam on these blogs, I don't believe that the parent domain has any bearing on the blog's ranking in the search engines, though some still believe this to be the case. There is no way to know for sure.
- **Automatic updates:** you don't have to worry about keeping hosted software updated and patched

Disadvantages of Hosted Platforms

- **Inflexible:** there are fewer configuration options with hosted platforms. This often results in applying workarounds or "hacks," which make moving off of the platform cumbersome.
- **Fewer design choices:** you typically only get to select from a limited number of average designs, and you often can't make updates to the standard designs
- **Generic URL:** some hosted platforms will allow you to use your own URL, but the process can be complex; others don't offer the option at all
- **Less control:** you are at the mercy of the platform
- **No commercial sites:** some platforms will not let you serve ads on their platforms



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- **Migration issues:** migrating from many free hosted platforms results in a lot of effort and often the temporary loss of search engine rankings and permanent loss of readers

Advantages of Self-hosted Platforms

- **Design flexibility:** you have full control over design and lay-out
- **Great software:** the best software exists on self-hosted platforms
- **Custom URL:** custom URL's are ubiquitous on self-hosted platforms
- **Adaptability:** your blog can change as your needs change
- **Easy migration:** should you ever want to move to another platform or another server, migrating is a snap and doesn't result in the loss of traffic, readers, or search rankings

Disadvantages of Self-hosted Platforms

- **Difficult setup:** setup can sometimes be difficult, but with this book we'll take the mystery out of installing WordPress
- **Cost:** while the blogging software is free, the hosting platform will cost you money. There are inexpensive plans, such as the ones recommended in this book.
- **Hosting issues:** unless you choose a good host, you might have to suffer from downtime or poor support. If you stick with the hosts recommended in this book, you probably won't run into any problems.



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- **Upgrades:** you will need to keep your software patched. WordPress takes the sting out of this by automatically notifying you of any important updates.

Professional Tips

- **Think long-term.** A year from now, you won't be worried about setup difficulty; instead, you'll be more concerned with a professional image.
- **Get your own URL.** Regardless of which option you use, you **must use your own URL** if you plan on being able to move your content to another platform or service at any time in the future. If you want to keep your readers and PageRank, that is!
- **Get a great theme.** Nothing beats a good design, and if you can find one that has been optimized for monetization, you'll find the transition very easy when you are ready to start pulling money from your blog.

Bottom line: use WordPress software on a self-hosted blog.

This is so important, I'll write it again: Get your own domain name, host your own blog, and use WordPress!



Narrow Your Focus

I have some great news and some bad news for you. The bad news is that you can't expect to get traffic and all of the side effects of that traffic (like money, for example) by writing about all of the assorted things that happened to you yesterday. There is just too much competition.

You need to think about focus and relevance from the start. We'll discuss this in much more detail later, but the point I want to stress here is that for your blog to be truly profitable, you need more than just traffic and authority. You need targeted traffic. To get that targeted traffic, you need to focus your blog on a niche.

You cannot effectively monetize a blog unless your traffic is laser-targeted. While several other factors, including your traffic generation plan, affect your targeting, it all starts with your content.

This is great news! Perhaps the single most important monetization decision you can make is the exclusivity of your niche. The monetization strength of your blog depends on the depth of content (not breadth) in your niche.

So decide now to niche down and your blog will outperform general content blogs with similar traffic patterns by 400 to 600 percent or more. I know of no other way to achieve that kind of improvement for so little effort.

Why Focus on a Niche?

You focus on a niche because:

- It's easier to market when you know your exact audience



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- It's easier to create content for a focused audience
- You dramatically increase conversions with targeted traffic
- Action-oriented and product-oriented advertising converts like crazy in a niche. This advertising is known as CPA or cost per action, and offers can be found in many affiliate networks.
- You effectively reduce the amount of competition for your traffic
- You serve your readers better
- You become an expert in the field

Some Niche Examples

Not a Niche	Now that's a niche!
Art	Digital fractal patterns
Gadgets	Interesting cubicle toys
Animation	Classic Disney cells
Financial planning	Saving for college

Choosing a Niche

Once your niche is chosen, you need to next determine the type of blogger you are. This is largely dependent on your personality and your skill set. Are you people focused? Product focused? Or capability focused?



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Using the topic of finance as an example, and assuming that you're a financial planner, what do you enjoy the most and what are you best at:

- Mentoring people to help them achieve financial independence for themselves? (People)
- Describing the advantages and disadvantages of the latest college savings plans? (Things)
- Helping other financial planners gain expertise by showing them advanced planning techniques? (Skills)

Obviously that's a very narrow example, but try to apply it to what you do for a living, what you enjoy doing in your spare time, and what you are knowledgeable about. Your blog should focus on one of those three broad areas, but its content should spill over into the others.

Six figure advice: you gain advantage by being a market leader in one of those areas while meeting general industry standards in the other two.



How Not to Promote a Blog

Let me say this as plainly as possible: if you try to beat Google, you will get spanked! Google has a \$150 billion market cap and the best search engineers in the business for a reason. A full 70 percent of all searches originate with Google. If you try to take a shortcut, you will get burned.

Here's my list of top things not to do. Ever. They will burn you. Maybe not this week or next, but certainly within a few months.

1) Don't Comment Spam

There are several products that will “advertise your blog for free on over. . .” Don't do it. These programs submit spam to their outdated databases of blogs. Hardly any go through, many of the ones that do are met by spam filters, and the ones that make it through the filters are discounted by Google.

2) Don't Splog

A splog is a spam blog. A useless blog filled with cut-and-paste articles. Mostly used for affiliate programs or to build page rank for a master blog. Google recognizes splogs—heck, Google owns Blogger and Blogspot, two popular free blog services. Yet another reason to set your blog up professionally—don't associate your blog with splogs, it can only hurt your rank.

3) Don't Buy or Sponsor Links



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“One hundred links for just \$75 per month!” Too good to be true? Yes. One hundred links on pages recognized as being filled with spam. The links won’t improve your page rank, and your blog will be penalized for attempting such a tactic.

Important distinction: Buying text links on other sites or blogs is a valid way to increase your traffic, but it should not be used to improve your search rankings. The only way it could improve your rankings is if the seller of the link assigned their PageRank to you. That is a direct violation of Google’s webmaster guidelines and will most definitely get you in hot water.

So buying links is fine, provided that PageRank isn’t passed to you. The easiest way to accomplish this is for the link seller to add the “rel=nofollow” attribute to any paid text links. Nofollow tells Google not to follow the links, meaning that PageRank will not be passed on to the purchaser of that link.

4) Don’t Reciprocal Link / Reciprocal Link Carefully

Link exchanges are almost always useless, unless they’re done the right way, with the right people. A good, reputable blog network is okay. A relevant blogroll is okay. Most other reciprocal links will not improve your rank, and can subject it to undue risk. Seek one-way links, not reciprocal links.

If you do use reciprocal links, just make sure that you’re not linking to bad neighborhoods, try to make those links as relevant as possible, and make sure that you increase them gradually. It looks very suspicious to go from 0 backlinks to 100 backlinks in a week!

5) Don’t Cross Promote



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Interlinking various web sites in an attempt to gain page rank will only assure your exit from the top search rankings. Relevant, organic cross-promotion is of course acceptable. Interlinking your posts within a blog is a great technique to keep traffic on your blog, but interlinking 10 of your unrelated blogs that are all hosted on the same server is sure to bring the Google police sniffing.

6) Don't Seek Irrelevant Links

It's true that most links, even irrelevant ones, can improve your search engine rankings. But they carry risk if you are actively seeking them specifically to improve your rankings. Irrelevant links will begin to pile up regardless, so there's little use in seeking them out.

Similarly, listing your blog in every directory imaginable will only hurt you. Not just because the directory is irrelevant, but also because you're associating your site with the undesirables. Good, vertical directories are okay, however. Also, good directories with a high page rank or Alexa traffic rank are okay.

Irrelevant links are a bad move. Relevant, organic links are the way to go.

7) Don't Associate with Shady Characters

Remember that Google penalizes you and your known associates. So if you participate in poor linking practices, you will be penalized, and those who link to you will be penalized, and those whom you link to will be penalized. You can wreck your page rank just by being linked to an unscrupulous or unknowing webmaster.

8) Don't hide text or links on your pages



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To increase keyword density, some spammers will add hidden content to a page. This is usually accomplished by coloring a section of text the same as the background, shrinking the font size so small that it cannot be seen, linking a single character, or hiding text with a CSS style.

9) Don't "keyword stuff"

Keyword stuffing involves repeating target keywords over and over in important sections of the page like titles and headings, and also repeating them in places like alt and title attributes in images or links.

10) Don't use doorway or cloaking pages

Serving one page to search engines and a different one to users is known as cloaking, and is the technique used in creating doorway pages. Remember that legitimate landing pages—relevant content on your site optimized for a relevant keyword—is okay.

11) Don't include automated or duplicate content

There are several programs out there that claim to be able to generate hundreds of pages of unique content automatically. All of this content is garbage, easily recognizable by humans, but *sometimes* good enough to fool the search engines. The only purpose it serves is to attract readers who will be shown ads. If it's generated to fool the engines, it's a violation of Google's terms of service.

Automated content adds no value to the user. It's just a poorly re-hashed version of content that lives somewhere else on the web. If your content adds no value for readers, it shouldn't be published. Eventually you will be reported to Google, your site will be dropped from its index, and your AdSense account will be closed.



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12) Don't advertise your link in farms

“Submit your site to thousands of pages with our software!” Yikes! Never auto-submit your site to search engines, directories, or web sites. The vast majority of these links will be from link farms—known havens for spammers. These links will have a negative impact on your search rankings.

13) Don't link to bad neighborhoods

Everyone associated with your web property, both upstream and downstream, will be affected by you, and you by them. Only link to reputable sources—don't risk being penalized for tactics undertaken by others.

14) Don't hijack domains

Domain hijacking refers to acquiring the PageRank of a recently expired domain or a recently closed or abandoned blog. Domain hijacking should be avoided, although it still lives in a grey area. I predict that we'll see more effective crackdowns on domain hijacking within the next 6 months.

15) Don't buy or sell sponsored posts

Sponsoring posts or writing sponsored posts is almost always a bad idea. Sponsored posts are receiving a lot of negative attention right now, so you'll want to steer clear of them.

I know some powerful bloggers do this, and earn a good sum of money doing it, but those reviews leave “footprints” behind, and those footprints are easily found by



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Google. Google has already made it known that they frown upon paid posts, so why risk your blog's long-term longevity?

So what should you do?

Phew! I bet I just knocked off about 80 percent of those groundbreaking traffic techniques you've heard of. Don't worry, we have plenty of tricks up our sleeves here, in this book and the follow-up course.

When it comes to traffic generation, please be careful! If you think a practice is questionable, it probably is. If you think something is too good to be true, it probably is.

Learn how to build traffic the right way, and if you have questions, ask me. My advice will never get you in trouble.

Remember: relevant, ethical, organic.



Bum Keyword Research

Let me just say that I'm a big fan of keyword research. I use keywords for everything, and we discuss them in the [Blogging in Action](#) book and owner's group. But I wanted to share with you a "bum" keyword technique you can use to leverage a keyword expert's research for free.

Keyword research isn't easy. And keyword analysis is a bit of a black art. Add that to the fact that keywords can be used for so many different things, and you end up with many valid rules of thumb you can use to select keywords to target.

Because keyword research can be difficult for many who are new to blogging or driving traffic to niche sites, I devised this stealth research tactic that works very well in most circumstances.

The concept behind the technique is that those people who are best at keyword analysis optimize their sites for their chosen keywords, meaning they perform onsite and offsite optimization. This means that they are going to be trying to generate backlinks to their sites with their chosen keywords as anchor text.

Anchor text is simply the text being linked. For example, if you saw [My Cool Link](#) in a web site, the anchor text of the link is "My Cool Link."

The reasoning behind this is that search engines use this anchor text to help determine what a blog post is about. If you write a blog post on environmental sustainability, you could wind up with a wide variety of links:

- [Shaun's blog](#) discussed environmental sustainability.



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- Shaun’s blog discussed [environmental sustainability](#).
- This is the [best blog post](#) I’ve seen yet on protecting our environment.
- This is the best blog post I’ve seen yet on [protecting our environment](#).

Anchor text tells the search engines how people view web pages, and these results are used to determine how a page ranks in the search engines for certain phrases. If enough people created the links above, my post would soon rank highly if someone searched for any of the linked phrases. Incidentally, this is the concept behind “Google Bombing,” which is outside the scope of this book, but is worth a read—just Google it of course!

Before we get too far off the beaten path, let’s get back to the concept at hand. Professional keyword researchers know how the search engines work, so when they find the most profitable keywords for a niche, they’ll try to gain links to their site (backlinks) using those keywords as anchor text.

A very effective method of generating backlinks is through article marketing. So why not find the highest ranking articles in article directories, and peek at the keywords **they** use, with the assumption being that these articles are likely written by keyword pros?

Here’s how it works in practice:

1. Go to <http://www.ezinearticles.com>, and do a keyword search in your niche. Try searching for three to five keyword phrases (separately). For example, if I owned a blog on tanning, I might search for “tanning bed.”
2. For each of the top 10 articles found for each keyphrase, head to the bottom of the article and view the resource box. What you’re looking for is an



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effective one that is properly keyworded. You'll know it when you see it. For example, in one of my top articles, the resource box reads:

“Sal provides expert information about [tanning bed lotions](#) by writing articles about where to buy [wholesale tanning lotions](#) and other topics.”

This article is obviously optimized for lotions, so I'll move on until I find a similar-quality resource box optimized for tanning beds.

3. For each good article, go to View | Source in your web browser.
4. Near the top of the page, look for the meta tag "keywords," which will look like this:

```
<meta name="keywords" content="tanning beds, tanning beds lotion, home tanning beds">
```

5. Guess what? The author of this article, who probably spent hours finding the best keywords to target, has left them for us in the meta tags. In this example, I would add tanning beds, tanning beds lotion, and home tanning beds to my list, and move on.
6. Plug each of these keywords into your keyword tool and analyze the results and competition. Or just head to Google, put the keyword in quotes, and look at how many results appear. The better the tool, the better your results will be, but even Google will work adequately for this method.
7. Google your keywords and note how many AdWords campaigns are running.



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DONE! You just found the best keywords for your niche, and how much competition, both organic and paid, there is for your target keywords.

Another neat side effect of this method is that many of these articles are also written by **affiliates**. So you can open the pages referenced in the resource boxes to find what might be attractive affiliate offers that you also can promote. Affiliate marketing is a great method for monetizing blogs that we review in [Blogging in Action](#).

Congratulations—you just leveraged a keyword pro's research to find the best keywords in your niche. Neat, eh?

Other Free Resources for Researching Keywords

Note that some of these tools are powerful, but very cumbersome. While I like the data that they spit out, they require far too much time and their results are far less actionable than the ones I get with professional keyword tools. However, depending on your needs and the volume of keyword research that you do, you might find them helpful.

So here they are, in no particular order. Try them out on a niche that you're investigating—they're all free:

Google Keyword Metrics Tool

Searches for PPC maximum bid, search volume, competition, sample ads, and expected AdSense revenues for a niche keyword. This is one of my favorite free keyword tools, but I find that the data tend to be misleading.

<http://www.technobloggie.com/keyword-tool/index.php>



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Google Sets

This is a neat tool from Google Labs that creates sets of keywords revolving around a main keyword. No search or competition data is made available, so you wouldn't use this for keyword research; rather, you'd use it to make sure your latent semantic indexing was optimized.

<http://labs.google.com/sets>

Google Trends

This is a tool I frequently use when validating a chosen niche that I've found through keyword research. It shows you search trends over time, so that you can tell if your niche popularity is on the upswing or if you're too late to capitalize on it, or if your niche receives more search traffic during certain times of the year.

<http://google.com/trends>

SEO Keyword Density Tool

You can use this tool to analyze your pages and posts to determine their keyword density. A "natural" density tends to be around 1 percent, but for an optimized post or site, you'll want to shoot for 2 percent or more.

<http://websitesetips.com/seo/tools/keywords/#freekeywordanalysis>

Keyword Spy

If you are targeting a niche, type your keywords in here to see who your largest paid competitors are (those using AdWords).



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<http://www.keywordspy.com/>

I hope you find these tools helpful. They're certainly no replacement for a proper keyword research tool, but they can give you some additional information that you can use for research or validation.



Traffic Tactics

Everyone has some hot tips on how to get traffic to your blog quickly. Some sound confusing. Some sound a bit shady. The best advice I can give you is to **be careful**. There is no free ride, no quick path to traffic and riches. If you are being told otherwise, you are being misled.

To earn repeat traffic, profitable traffic, honest traffic, you have to be willing to do some honest work. If you can, you should try to automate some of that work. Not everything can be automated safely, but the parts of your traffic generation plan that you have automated will likely produce consistent results for very little effort.

Build Your Blog Community

One of the most powerful aspects of a blog is the community that forms around it. Think about it: **your readers help you build your blog**. They provide content ideas, bring new readers on board, initiate discussion. Your readers are responsible for contributing to your message and then spreading it far and wide. This is one of the principle characteristics of web 2.0.

So it makes sense that you encourage your blog community however you can. How do you do that? How do you turn readers into contributors?

It's simple . . . you get them to participate. That's it. Once they participate, they have a vested interest in the success of your community.



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That's why encouraging comments is an essential element of your blog's success. Commenting leads to more involved readers, which leads to more referrals and more engaged readers, which leads to more clicks and more sales.

Think about it. If you read a blog post on a random blog, how likely are you to go back and reread that same post?

Right, not very likely.

But what if you add a comment to the post—how likely are you to revisit that post?

Probably very likely. You want to see what others said in response to your comment. You want to see what kind of conversation forms.

Think about that from the blog owner's perspective. Each visit you make to that blog increases your identification with that blog and gives the blog owner another chance to "sell" you. Maybe it's just a click, a new ad rotation, who knows. But that single comment increases that blog's value (a comment is content, after all) and profitability.

That's why the Blog Commentifier from the [Six-Figure Plugin Suite](#) is such a valuable weapon in both your traffic and monetization toolkits. You can encourage comments by "ethically bribing" your visitors to participate.

The best part is that the Blog Commentifier does this for you automatically. Just configure your reward e-mails and your comment thresholds (how many comments must be made to receive each reward), and let this powerful plugin do the rest.

Voila! Instant community in a box! The [Blog Commentifier](#) helps you:

- Build your community



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- Attract new readers
- Increase your sales

Increase Your RSS Subscriptions

A key to profitability in blogging is creating a large base of loyal readers. Notice that I said **readers** and not **visitors**. That means that these people must come back often.

You gain readers by converting as many visitors as possible into subscribers. The concept is simple, but the execution is a killer.

Execution is killer because in order for someone to be turned into a reader, they must first become a visitor. This requires traffic generation. We're going to ignore that for now. Once we get that traffic, converting is a snap—yet almost no one does it properly.

Here are three things that you must do to convert visitors into readers:

1. Write quality content (most of you probably do this)
2. Make your RSS subscription option painfully obvious. I mean make that RSS icon **huge**. Don't let people miss it!
3. Ask. Yes, ask. If you don't ask, you don't get, and asking is the easiest way to get someone to click on your subscribe link. Some people need the reminder, some people need prompting, some do it to reciprocate—it's actually a very powerful subconscious emotion at work, so take advantage of it.



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Of course, you have to remember to constantly ask. Or you could just activate the [Traffic Rankifier plug-in](#), which does the “asking” for you, as well as providing you with automatic backlinks on other blogs and automatically increasing your social site rankings.

Keep the Content Rolling

To attract and retain readers, you must keep the quality content coming in on a regular basis. This can actually be harder than it sounds on the surface. We examine several tactics for creating and stretching blog posts in [Blogging in Action](#) (as well as what to do when you run out of ideas), but for this book’s purposes, I want to share with you one tactic for automatically creating a quality blog post.

After all, blogging is fun work, but it’s hard and time consuming. Sometimes we need to take a break. Sometimes we have conflicting priorities. Sometimes we need to focus on another venture. Thanks to the power of RSS and WordPress (and the [Take-a-Breakifier plugin](#)), we can keep the content coming, automatically, with just a few clicks.

Here’s what the Take-a-Breakifier does for you:

- Automatically imports high-quality content to your blog, and converts that content into auto-pilot blog posts
- Determines post frequency and content quality guidelines, so that you get the types of content you want, when you want
- Continues generating repeat readers, page views, and traffic that will earn you more clicks and money--all on auto-pilot!



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So take a break—you deserve it! But keep the traffic and earnings rolling in WHILE you keep your readers happy.

Leveraging Social Media

It's no surprise that social media can drive a lot of traffic to your site. Here's a blueprint to getting the most traffic from these networks:

Step 1: Poke around the community and get acquainted. Make sure it's a good fit for you.

Step 2: Create your account.

Step 3: Lurk and try to familiarize yourself with this community's written and unwritten rules. Observe how people interact, and determine what behaviors are rewarded or discouraged.

Step 4: Browse profiles to determine which profiles attract and retain the most attention.

Step 5: Create your profile according to the guidelines you uncovered in the previous step.

Step 6: Participate and build up your profile and assimilate more of the community's culture.

Step 7: Identify those who are influencers of their own networks. Who has submitted content to the network that has consistently fared well? Who makes



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comments that others are quick to agree to or "mod up?" Who has large friend networks?

Step 8: Build your friend network and personalize each friend request you make.

Step 9: Share the love, let your friend network settle in, continue participating, taking extra time to mod up all of your friends' content, comments, posts, or whatever is called for in that network. You have to give to receive.

Step 10: Participate and soft promote while submitting good content. It might not even be your content that you submit; submitting good third-party content will also improve your pull with your network.

Once you get that traffic, you've got to get the vote, the up-mod, the Digg, the favorite, whatever it might be. Here's how you get it:

1) **Write quality content** (most of you probably do this)

2) **Ask. Yes, ask.** Yes, here we are at asking again. [The Traffic Rankifier plugin](#) does for you automatically, allowing you to customize the message displayed to visitors from each social rating site! That is, Digg users will receive one message while Reddit users will receive a different one. You can even specify a traffic partner and have your blog display messages solely to traffic coming from that site!

Article Marketing

Short of purchasing links, article marketing has the potential to build more valuable backlinks than any other promotion method. I've been able to generate over 100 **natural** backlinks in as little as six months through the use of article marketing. These links "drip" in, giving them a very organic and valuable pattern.



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For today, I just want to touch on a technique I use to make article marketing more effective.

Remember, from your resource box, you get a backlink from the article directory itself, and you get a backlink from each web site or blog that uses your article. But you can make those links even more powerful by targeting a subset of your articles as the *keystone articles*.

You do this by posting your main keyword article first, deep-linked to your blog. Your supporting articles are posted later, pointing to your *original articles* and to your blog. This has a few benefits for you:

- It builds the PageRank of your keystone articles, making them rank higher in the search engines
- Because your backlink's PageRank increases, the value of the link pointing to your blog increases, improving your ranking
- Your articles are moved higher in the article directory's index, making your articles easier to consume for users of the article directory. This helps your articles spread further, which increases your backlink count and starts this entire cycle again!

Simple, clever, and almost no one does it!

Combine this article marketing tip with the auto-pilot traffic generation that the [Six-Figure Plugin Suite](#) does for you, and you have a serious advantage over your competition.



Monetizing your Blog

Principles of Monetization

Monetization principle #1: context is everything. Your blog must be niched down and focused, and you must target the keyphrases you identified. Contextual advertising programs learn from your content and past click-throughs to determine which ads to display in the future. If you post widely varied content, your contextual ads won't meet your readers' needs, and they won't get clicked.

Conversely, if you remain focused on your niche, do your keyword research to determine exactly what those people in your niche are searching, your contextual advertising programs will learn from your visitors and serve more and more relevant ads as time passes.

Monetization principle #2: serve your readers first. Your focus isn't to increase your ad click-throughs to the detriment of all other measurements. Increasing click-throughs usually means featuring ads more prominently, or integrating them further with your site's content. Eventually, you'll lose readers this way. While click-throughs might increase, your overall traffic level will have decreased, leaving your profitability at the same level it was before, only now you have fewer prospects for future promotions.

For long-term blogs, your first priority is to serve your readers. It is much easier to retain an existing reader than to gain a new one. This is opposite to the approach you should take with auto-pilot blogs, where the principle is monetization of content that provides value to searchers (not necessarily regular readers).



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Monetization principle #3: repetition. While repetition isn't much of a concern for those who monetize exclusively with contextual advertising programs like AdSense, it shouldn't be ignored for those who generate revenue through affiliate programs and product-based advertising.

For example, if you run a photography blog, it would be natural for you to recommend cameras or other accessories that you use in your work. Your repetition campaign might start with a brief mention of a product coupled with an inline (i.e. within the body of your blog post) Chitika ad unit for that specific product. You might then follow-up with a full review post of that product, along with direct affiliate links. Finally, you might post several photo-graphs taken using that product, and display them alongside your affiliate links.

This serves a few purposes:

1. Keyword repetition in your blog posts establishes your blog as a credible resource of information for those searching for the specific product. These search clicks are easy to monetize.
2. It gives you the opportunity to reach those readers who might not review every one of your posts.
3. It improves your click-throughs for that product.

Monetization principle #4: placement. Where you place your ads will have a dramatic impact on your bottom line. As a general rule of thumb, those ads that are above the fold will have the highest click-through rates. The key is to increase click-throughs without your monetization options becoming too obtrusive. That's one of the reasons I like affiliate programs so much for monetization—I can draw attention to them with words, rather than by obstructing a reader's experience with my blog. Placement is covered in more detail later in this chapter.



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Monetization principle #5: aggregation. Your goal is not to increase only your AdSense revenues or your affiliate revenues. Your goal is to increase your overall revenues. There is no one perfect advertising mix for all blogs, but a rule of thumb is that contextual advertising programs like AdSense will form the core of your monetization efforts. Just be sure that they are not your only efforts. I'm a firm believer in affiliate programs, and with the wealth of merchants available at places like Commission Junction, LinkShare, and Share a Sale, there is no reason that you can't find a suitable program for use on your blog.

Monetization Principle Corollary: Your first goal should always be to increase traffic before you worry about monetizing it.

For every monetization technique that you try, always read the terms of service beforehand. Advertisers will have varying descriptions, like limits on competing ads, content guidelines, no click solicitation, specific sponsor wording, placement, and so on. Most of them are common sense if you think about it from the advertiser's perspective, but that's a difficult hat to put on at times, so just read the terms of service for each. It would not make for a good day if you found yourself barred from one of your favorite money makers!

A classic example is Canadian IT firm GeoSign, who earned nearly \$100 million per year at their peak. At one point, they signed a deal for a \$160 million investment, but were forced to shut down just one year later because a Google smackdown eliminated the profitability of their entire business model.

AdSense Made Easy

Do you know what the single most common form of monetization on a blog is?



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“AdSense,” everyone chimes in unison! AdSense, right. Google’s advertising platform. As a blog owner, you can specify ads to appear on your blog, and when your readers click on those ads, you get a cut of the commissions.

Sounds easy enough.

Let’s see, if I want to put AdSense on my blog:

1. I create an AdSense account.
2. I then choose from all of Google’s ad varieties.
3. Then I choose my ad format and size, having no idea what might be the most profitable.
4. I then design my ads, again having no idea what’s most profitable.
5. When I’m done with all that, I’m given a block of code. But what the heck do I do with that?
6. Now I’m in my WordPress panel, and I guess I have to edit my theme? Yikes!
7. But which file does this code go in? Now I guess the trial and error begins.
8. And so on.

Well, you get the picture. I’m not saying that it’s difficult to do, but it’s difficult to do! You want to place a few ads on your blog, that’s it!

So let’s look at this again with the [Blog AdSensifier plugin](#).



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1. I create an AdSense account.
2. I login to WordPress and choose my ad properties. Look at that—the AdSensifier includes only the most profitable sizes and locations of ads!
3. Then I choose where I want my ads to appear using the handy drop-down menu.

Done. AdSense now appears on every single one of my posts! I can even set up multiple ads per post, or selectively disable ads for a post. Simple, eh?

With the [Blog AdSensifier plugin](#), you don't have to touch a single line of code, and you're guaranteed to get the most profitable positions and style your ads according to the *Bloggng in Action* style recommendations.

Pick an Affiliate Winner

Affiliate programs are very attractive ways to monetize a blog. I especially like to use higher-ticket affiliate items. One of the reasons I like to use affiliate products is because sales are very easy if you have a relationship with your readers.

This sounds counterintuitive, but the reason sales are easy is because you have a wide variety of selling strategies available to you when you work with affiliate products. Running contests, offering giveaway incentives, conducting product reviews, creating instructional videos, creating “presale” posts, and more are all possible when you highlight affiliate products.

But you also must be careful with affiliate products. When you promote affiliate products, you are endorsing them, so you only want to promote quality products



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that work as advertised. And you only want to send your readers to product creators who will treat them with the same respect that you do.

I've listed below several areas you must focus on to pick the winners.

Choose a good product

To make sales you need to pick a product that your readers have interest in, so it should be both high-quality and highly relevant. Your niches could be different, but the best affiliate combinations I have used include:

- Current, hot products in your niche accompanied by your unique perspective or tips for using them
- Innovative or unique products in your niche that are obscure or difficult to locate
- Products that will save your readers time in whatever way is appropriate to your niche
- Products that will improve your readers' profitability in whatever way is appropriate to your niche
- New product launches in your niche

Choose a good converter

You'll want to pick a product that converts well, meaning that an acceptable number of people purchase the product after clicking your link. Of course, gauging this accurately requires a fair amount of effort, but it does payoff.



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You'll need to determine how many people viewed your affiliate link, so you need to track impressions. Ideally, you'll know how many people clicked your affiliate link after viewing it, so that you can determine your click-through rate. You can then determine your conversion rate by reviewing your sales figures and your click-through rate. It sounds confusing, but it's not, provided that you take it step by step:

- Your impressions = the number of people who viewed your ad
- Your clicks = the number of people who clicked your ad
- Divide your impressions by your clicks to determine your click-through rate. For ex-ample, a click-through rate of 1.3 percent means that 1.3 people out of 100 clicked on your ad; or, 13 people out of 1,000 clicked on your ad.
- Divide your number of sales by your number of clicks to get your conversion rate, or the average number of people who made a purchase for each click.

If you have all of that information, the next step is to determine your baseline. Think of your baseline as your average profitability for any affiliate product you promote. It will take a while to determine an accurate baseline, because you'll need to throw out results from big winners and big losers, and average the rest. It will take at least 10 affiliate promotions to get accurate numbers, and you should continue to refine these numbers with each promotion.

Once you have your baseline rate, you can perform quick market forays, gauging your success with any new program by comparing it to your baseline. If it underperforms, cut it loose and move on (or give it lower prominence); if it overperforms, market it more heavily or give it premium placement on your blog.



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Choose an honest product

If someone buys a product based on your recommendation, whether implicit or explicit, you assign your credibility to that product. You had better make sure that the product is honest and delivers. If the product you recommend requires your readers to divulge too much information, be assaulted with a barrage of solicitations, or gives them information that is inaccurate or dangerous, you are far less likely to convert any future sales from that reader.

Conversely, if you put products that are truly useful in front of your readers and help them solve a problem, your readers will naturally be more inclined to purchase more products based on your recommendations.

That's one of the reasons that [Blogging in Action](#) makes a great affiliate product. The product overdelivers: setting up a professional blog, maintaining it, performing SEO, creating content, driving traffic, using web 2.0, and monetizing a blog can each be broken into a separate book should we choose to do so. But we chose to pack this book with information instead. We also feature only honest techniques, and our product is based on thorough research, extensive experience, and a deep technical background.

Ideally, if you can find a product like [Blogging in Action](#) that is in its launch stages and is in your niche, it's a fantastic offer for your readers. They get a great product from an ethical company based on your recommendation; you get a nice affiliate payment plus future conversions based on their good experience.

Putting good products in front of your readers is the surest way to monetize your blog through affiliate sales.



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Choose a favorable commission

You can sell a ton of product, but if your commission rate is low, you might find the traffic better served with AdSense. Your affiliate sales baseline should be well above your AdSense baseline. Don't choose products solely on commission rate—choose products that are high-quality first—but if the choice is between two products standing on equal ground, obviously take the one that pays more!

Make it timely

Promoting a product that was hot six months ago is probably not going to do much for your bottom line. You need to choose products that are launching (ideally, you're involved in the pre-launch) or deal with current events of interest. Or, if you're writing a gift guide post for your entomologist readers, it had better be just before the time when most of them will be shopping for gifts.

An interesting side effect of this is that in order to provide timely recommendations, you'll frequently find yourself in product test mode, experimenting with new products in your niche. I smell a tax deduction!

Be transparent

Don't hide the fact that you're making a commission on sales. The goal of blogging is to develop readership. It's a relationship-building process and it's not about the short term. If you follow the steps in this book and blog for the long term, you will be providing real value to your readers and you will begin to form relationships with them.

Whereas short-term bloggers have to do things like cloak their affiliate links (because people are less likely to buy through an affiliate link), your long term readers are more likely to buy through your affiliate links. Everyone knows that it takes money to



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provide good content, and your loyal readers will want to support your blog. Put a product in front of them that they identify with, and they will want you to get a commission.

Promote Wisely

Always keep in mind that your first priority is to provide good content to your readers. It's the only way to ensure long term success as a blogger. Your reviews or recommendations must be honest and objective, and above all, they must be genuinely beneficial to your readers. You're not promoting a product to make money; you're promoting a product that will help your readers. In the process, you get a commission. Everyone wins.

When recommending an affiliate product, I always find it helpful to think about it like a promotion. One of the best ways to complement your promotion is to keep the product in front of your customers, albeit subtly.

You can start with a short post about a pre-launch product, then follow-up with a detailed review post. You can work with the product creator to put together a giveaway for your readers, or hold a contest for a free copy of the product. It's free PR for them, and if you ask to do a joint promotion, you'll probably get a positive response.

Simultaneously, you can use one of your ad positions to promote the product, but point the ad to your blog post, rather than directly to the product. This allows you to presell the affiliate product, which will do wonders for your conversion rate.

This is where the [Autolink Wealthifier plugin](#) from the [Six-Figure Plugin Suite](#) comes in handy. You can use it to automatically link all occurrences of a keyword in your blog to a blog post, an affiliate link, or whatever URL you wish.



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When one promotion is done, you just delete that link and replace it with a new one. You can create thousands of links in under a minute (literally). This is incredibly powerful!

Let's say that you have a mountain climbing blog, and this week you are running a climbing rope promotion. Just specify that the keyword "climbing rope" should be linked to your product recommendation. Where that keyword appears, whether it's in a post that was written two years ago, today, or next week, it will be linked to your affiliate recommendation.

Nice work, Trump! This is a fantastic way to keep your promotions subtly in front of all of your visitors, whether they're current readers (who usually view your new posts) or searchers (who will generally be viewing your older posts).

Your Readers are Stealing Your Commissions

If you are or will be using affiliate programs to earn money from your blog, there is another downside—you are being ripped off.

Those nice affiliate links that you've been generating are being gamed by your visitors: they are either bypassing them or they are hijacking them. Fact. It's painful, but you are leaving a lot of money on the table.

Affiliate link bypassing refers to someone just removing your affiliate link to go directly into the selling site. Or maybe they view the link and just head to the destination URL directly. Affiliate link hijacking refers to someone using their own affiliate link to buy a product instead of your link.



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For example, suppose that you recommend an Amazon book to your readers. Instead of clicking your affiliate link, they head directly to Amazon and search for the book themselves. Or maybe they swap in their affiliate ID, replacing yours in the process.

They don't want you to get a commission. I don't know why, but it's been shown that people are much less likely to click on an affiliate link than a "naked" link. This is partially mitigated with your subscribers because not all of them mind you getting a commission—heck, some of them even want you to get a commission—but your search traffic is far less generous.

The answer is to cloak your links. You can use a service like Tiny URL, but nothing beats an on-blog solution like the [Affiliate Stealthifier plug-in](#). It enables you to take those obvious affiliate URL's and turn them into short URL's that bear no resemblance to their former selves. The stealthifier can also be used to make those long URL's short and pretty!

If you want to increase your affiliate earnings, the first, easiest, and most actionable thing you can do is use the [Affiliate Stealthifier](#) to cloak those links.



Auto-Pilot Blogging

[Blogging in Action](#) is a long-term blogging guide. I focus on the long-term because that's where the greatest profitability is found. Long-term blogging also is less reliant on technical skill, is less risky, and is more rewarding in the early stages.

But auto-pilot blogging has its place. In fact, the majority of my income comes from passive sources like auto-pilot blogging and niche sites. Once you are comfortable with the mechanics of blogging, auto-pilot blogging might be an area to at least complement your long-term blogging efforts.

Before I get into any specific tips, I want to make sure that we're on the same page regarding auto-pilot income, and how it differs from long-term blogging.

- With long-term blogs, we seek to attract loyal, repeat readers. With auto-pilot blogs, we seek to capture one-time search traffic.
- With long-term blogs, we're going to take our time to get them setup just so. With auto-pilot blogs, we're going to try to crank a new one out each day.
- With long-term blogs, we're going to write 100% original content for our niche. With auto-pilot blogs, we going to "mash-up" custom content, private label content, RSS feeds, videos, marketing feeds, and spun content to create a valuable property.
- With long-term blogs, we're going to focus on personal promotion. With auto-pilot blogs, we're going to focus on backlinks.



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- With long-term blogs, we're going to spend time maintaining each property. With auto-pilot blogs, we're going to set it and forget it.

So remember, while many auto-pilot tips will carry over to long-term blogging, keep both of these ventures distinct in your mind.

Auto-pilot and VRE is about generating revenue in the short-term (our timeframe is to start earning in one month, increasing to months three to six, and then leveling off).

If that doesn't make sense, please get in touch with me!

Resources to Locate Niches

In the full [Blogging in Action](#) book, we cover a step-by-step method for identifying niches of interest. To keep this book focused, we're only going to cover what you can do to locate a hot niche if you have no suitable ideas. Alternatively, you can use these resources to verify that a selected niche is indeed in demand.

Believe me when I tell you that finding a good niche isn't easy, but it very much becomes second nature after you do it for a few months. You begin to notice patterns here and there, which lead to hunches, and those hunches can then be validated pretty easily. Provided you know how to validate them.

I use several free online services to validate my niche research. Note that I usually don't find niches this way, but I use these sites to validate a niche, focus a niche more tightly, or even find key selling points for a niche I've chosen.

Here they are, in no particular order:



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Yahoo! Buzz

<http://buzzlog.buzz.yahoo.com/overall/>

The Lycos 50

<http://50.lycos.com/>

Google Trends

<http://google.com/trends>

Trendhunter Popular List

<http://www.trendhunter.com/popular>

AOL Hot Searches

<http://hotsearches.aol.com/>

eBay Pulse

<http://pulse.ebay.com/>

current.com's Google Current

http://current.com/topics/76253632_google_current?sort=currentness

Barnes & Noble Bestseller List

<http://www.barnesandnoble.com/bestsellers/top100.asp>

You probably noticed a pattern in the above, which should point to another success factor that you should try to address with your auto-pilot sites: find a hot niche, attack it quickly, and generate traffic ASAP. That's how you capture search traffic and Page Rank.



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Auto-Pilot Success Blueprint

While the length of this book doesn't allow me to go into detail on this blueprint—and in fact, this blueprint is currently being turned into a monster of a book, video, and software package—my partner twisted my arm into including a highly abbreviated version of the formula we use to profit with auto-pilot blogs.

1. Perform your keyword research.

Each tool is different, but use a high-quality keyword research tool to do your research. Determine your keywords with whatever facility your tool uses. For example, in Keyword Elite, you'll pay attention to R/S and KEI; with Market Samurai, you'll look for OCI, AWCTR, AWV.

It's not important that you know what those mean; the point I'm trying to make is find your keyword list using whatever measures your tool of choice uses.

There are dozens of solid formulas for success, but one good formula (and an obvious one) I'll mention here is to find a niche with low to moderate traffic that has very low competition, proportionally. For this approach to work, you will want to avoid the typical selection of very low-competition niches, but certainly don't put yourself against more than two or three paid advertisers.

2. Create niche families.

Your niche family consists of a parent niche, child niches, and possibly grandchild and great-grandchild niches. The goal is to assign the authority of each lower-level niche to both the next higher-level niche and the top level niche. Done properly, this means a healthy number of backlinks in multiple



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channels, with increasing authority being assigned to the top level domain—the one to which you are driving traffic.

Think of your niche family as looking similar to a directory like Yahoo! or DMOZ. But in this case, each member of the family is maintained by you, but they all have their own “homes.”

3. Create your auto-pilot sites.

Your lower-level auto-pilot sites should be spread around the web, gathering you authority from multiple networks.

For example, you might choose to put grandchild niches on services like Squidoo, HubPages, Google Pages, or Yahoo! 360. Your child niches might be on your own domains or on Wordpress.com or Blogger blogs. Your top level domain will always be on your primary domain.

With your upper level niche family, you are now going to create one auto-pilot site for each family member. If you have one parent and three children, you should end up with a total of four sites. Take your time and get the sites just right.

For each niche in your niche family, find the corresponding keyword list. Sort the list by whatever keyword ranking factors are appropriate for your tool. After you're done, you'll hopefully have a list of 20-30 (or maybe more) high-quality keyphrases, and a supporting list of 20-80 more keywords. I usually shoot for somewhere between 30 and 60 total keyphrases.

Choose whichever options you like, but I find that the magic formula consists of a mixture of custom, imported, and semi-duplicate content. Obviously,



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purely custom content will work the best, but our goal with auto-pilot sites is speed, so that's not always a possibility.

4. Choose your monetization options.

Choose relevant, profitable affiliate programs for each niche. Also add contextual advertising that is relevant to the niche.

5. Link your niche family according to their relationships.

Use the A-B-C-A and B1-A1-B2-A1-C2-A1 linking structure within your niches.

6. Cross-promote your sibling and parent niche products.

For each niche, promote relevant products from your other niche sites, with the overall goal being to increase authority for your top affiliate pick, which exists on your top-level niche site.

7. Start driving traffic.

Now the fun begins! Get your sites indexed and implement a systematic, organized traffic generation plan.

8. Promote Using AdWords

Start a low-cost Google AdWords campaign for each high-level niche and keyword grouping.



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Important: Make sure you know how to use Google AdWords effectively before you try this! It's easy to get carried away with AdWords and spend much more than you earn. Don't use AdWords unless you really know what you're doing. And even then, test before jumping in completely.

This is another area where your keyword tool can really save you. Your goal is cheap clicks from AdWords. If clicks cost too much, then there is too much advertising competition (or your site and ads aren't properly aligned)

9. Maintain

Continue maintenance promotion while you start your next niche.

Congratulations, Trump! Your VRE empire is starting to grow.

The formula I've outlined might look a little complicated, but the approach is very logical. You're capitalizing on an under-served niche by snatching the bulk of the search traffic (both paid and organic) related to it, plain and simple.

Obviously, this is a highly condensed version of the full blueprint, but I did want to give you a taste of auto-pilot blogging, as I do believe that once you get a firm handle on long-term blogging, auto-pilot blogging is a viable way to create an additional source of income.



Conclusion

Whatever I've been able to communicate to you in this short book, I hope these points are among them:

- **Think long-term** when it comes to blogging. You will have to work hard—but if you follow a well-crafted blueprint, blogging offers a very realistic path to success on the internet.
- You must **get your own domain name**, and you should ideally be self-hosting your blog on a quality platform like WordPress.
- Choosing a **narrow, clearly defined niche** is vital if you expect to monetize your blog with any kind of contextual advertising program.
- **Cultivating your blog community** and gaining blog subscribers is the goal of long-term blogging.
- Driving traffic to your blog is hard work, but there are a **wide variety of effective, honest techniques** that you can learn to get a very high amount of traffic.
- **Keep your traffic methods clean** and don't toy with unscrupulous techniques or get rich quick schemes.

In [Blogging in Action](#), you will learn the information and techniques that true six-figure bloggers use to build their readership and earn money from their blogs. And with the [Six-Figure Plugin Suite](#), you can increase your readership, build your backlinks, generate more traffic, and earn more money with just a few clicks.



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Blogging in Action: Six-Figure Blogging Blueprint

Why waste time doing it wrong when you blog like a pro? You now have the chance to steal my blueprint for running wildly successful blogs that are magnets for readers and long-term profits. And you won't have to sell your soul in the process.

Blogging in Action is filled with authoritative advice that will walk you through each step of your blogging journey, providing exactly what you need to build your new blog into a powerhouse.



Blogging in Action is the definitive source available today on profitable blogging. It contains a comprehensive blueprint for starting, running, and making money from a professional blog.

It consists of a 260-page book, an **extensive** video series, several complementary e-books, and a toolkit packed with utilities that no blogger should be without, including a keyword research tool and a security script to prevent your blogs from being hacked.

Pair it with *Blogging in Action's* exclusive Six-Figure Plugin Suite, and you'll quickly find yourself in blogging's upper echelon. Profitable blogging can be easy if you know how to go about it—and that's exactly what you'll learn inside *Blogging in Action*.

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Serious Tools for Aspiring Bloggers

BLOGGING IN ACTION AND THE SIX-FIGURE PLUGIN SUITE

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Introducing the Six-Figure Plugin Suite

“What Has Your Blog Done for **YOU** Lately?”

Drop all the time-sucking manual labor and put your blog to work for you. With just a few clicks on your mouse, your blog can start building traffic and subscribers, and start putting money into your wallet—all on auto-pilot.

We’ve been asked to split this package and sell each of these plugins individually for as much as \$127 each. But we believe that these plugins can help your blog grow and put money in your pocket, so we want you to have the chance to get them in one bundle, for a dramatically reduced price!

You’ll receive:

- Affiliate Stealthifier
- Autolink Wealthier
- Blog AdSensifier
- Blog Commentifier
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- Take-a-Breakifier
- Traffic Rankifier



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