

# Introduction

The “Quick Start Earnings Plan” is designed to cut to the chase and give you an overview of two very effective methods that I use to make money online, both which leverage SEO.

The first method earns money through Affiliate Marketing (which is still EXTREMELY lucrative), the second method makes use of Google AdSense.

Remember, this is designed to give you “cliff notes”...this is not an in depth step-by-step plan, it's a basic breakdown of what you need to do.

Time to get started!

## Method One – Affiliate Marketing Authority Sites

### Step 1. Niche Research

*Objective: Find a niche in the Clickbank marketplace that has at least TWO products with a Gravity of 20 or more.*

First you need to identify your niche.

The easy way to do this is to head straight to the [Clickbank Marketplace](#). Once you're there, hit the “[Advanced Search](#)” link and search for ALL products with a Gravity higher than 20 (all other fields can be left empty).

Filter the results page based on Gravity (from high to low), then work through the ENTIRE list and note down niches that appear two times or more. These are PROVEN niches and you can make money from them.

### Step 2: Uncover Commercially Viable Keywords That You Can Rank For

*Objective: To find keywords that are realistic to rank at the top of Google for that'll bring you enough traffic to make one sale per day.*

The next step is keyword research, and like finding a niche, this is a VITAL component of any affiliate authority site. Here's Keyword research in a nutshell:

To get 1 sale per day, you'll need about 150 visitors per day. To get 150 visitors, you'll need to be targeting keywords with a combined exact match search volume of about 15,000 visitors.

Here's the math behind that:

- 15,000 searches/month = 6,300 visitors (assuming your keywords ALL rank #1)
- Not all keywords will rank #1 though...so lets halve the 6,300 to get a better estimate... 3,150 visitors/month. 3,150 visitors per month is about 105 visitors/day – VERY ACHIEVABLE!
- 1% conversion rate = 31 sales per month. A 1% conversion rate isn't EASY to get, but it is reachable with a little optimization and when you choose commercially driven keywords.
- \$30/sale = \$930/month

The key thing to remember is this:

You can target 5 different keywords, or 50 different keywords, the key is that they have a combined exact match search volume of 15,000 searches per month.

So what types of keywords should you target?

I aim to have a minimum of 12 pages on my affiliate authority sites:

- At least 1 “product name” keyword (e.g. “Truth About Abs”)
- At least 1 “author name” keyword (e.g. “Mike Geary”)
- At least 10 “informational” keywords (e.g. “how to lose belly fat”)

Keywords that look to solve problems are GREAT keywords because they're “commercial keywords”. In other words, they're keywords that people often type before buying something (a solution). They're keywords that result in sales and they're the ones we want on our websites.

## **Keyword Competition**

I use SEOMoz to analyze the competition for me. Their SEO toolbar saves me time makes competition analysis easy.

First, install the SEOMoz toolbar – you can get it free here:

<http://www.seomoz.org/seo-toolbar>

Next, go to Google.com, make sure the SEOMoz toolbar is activated, and do a search for your target keyword. Here's an example showing the results for the phrase “how to get rid of ankle fat”:



As you can see in the image above, below each search result is a light blue colored bar with a few bits of data shown on it.

You need to look at the top 10 results for each of your keywords, and count how many of them have both “DA” and “PA” values of 50 or less. I’ve highlighted the websites that meet this criteria above as well as a website that doesn’t meet the criteria.

For a keyword to be “eligible” for my affiliate sites, I like to see at least 2 websites in the top 10 that have both DA and PA of less than 50.

TIP: If you see a weak site at the top of Google, this is a GREAT sign you’ll quickly be able to get rankings!

Now, using the methods in Page One Evolution, you'll be able to rank #1 in Google for pretty much ANY keyword regardless of the competition...in saying that, I like to make things as easy for myself as possible, which is why I deliberately try to find weak keywords.

Suggestion: Don't over-complicate this process...if you only find 1 website with a DA/PA of less than 50 in the top 10, but have a good feeling about the keyword (perhaps the other PA/DA results are just slightly over 50), then move forward with the keyword. You can always add more later if you need to!

## **Step 3: Buy A Good Domain Name**

In all the years I've been teaching internet marketing, I'm ALWAYS amazed at the dumb decisions people make when choosing domain names. You don't need to re-invent the wheel, just do what's PROVEN to work!!!

Here are some rules that you should stick to in 2013:

### ***1. Only buy .com extension domain names.***

Unless you want to rank in a specific country, then a country extension such as .co.uk is fine). Do NOT buy .org's, .net's, .info's or anything else – they just don't work as well!

### ***2. Choose an "authoritative" sounds domain name.***

I'd much rather have a broad authoritative sounding domain name, than a long exact match domain name. For example, if I had to choose between "OnlineSwimmingTips.com" and "HowToSwimFaster.com", I'd almost always choose the first one (OnlineSwimmingTips.com). It has fewer words, sounds more authoritative, and looks like the domain that a higher quality site would have.

### ***3. Don't buy a domain name that has dashes.***

Avoid domain names that have dashes in them. You won't get the same results. You'll have a lower click through rate from the SERPs and that'll restrict your rankings a little.

## **Step 4: Get Your Content & Build Your Website**

By the time you reach this stage of the process, most of the hard work is done.

The next step is to get your content, and build your website. I recommend Need An Article for content creation and one of the included Wordpress themes for your Wordpress design (Authority Pro 2 is also a good option – earn more here: <http://pageoneevolution.com/members/ap2>).

When building your site, make sure it adheres to all the principles explained in the On Page SEO manual. You NEED to ensure your website looks good and you need to make sure people are engaged to ensure you have a low bounce rate, high pages/visit and a decent time on site.

Once you've built your website, GET RANKINGS using the Page One Evolution SEO plan!

## **Method Two – Adsense Authority Sites**

### **Step 1. Niche Research**

*Objective: Find an INFORMATIONAL niche (not product based) that you can add value to.*

The niche research process I use when creating Adsense websites is quite different to the process I use for identifying niches for affiliate websites.

The important thing you need to remember is to only use niches that you're able to provide value to easily on your site – INFORMATIONAL niches.

Here are a few examples of “informational niches”:

- Education (for example, driver training)
- Travel (for example, information about travel destinations)
- DIY (for example, information about how to lay tiles)

A good place to start your niche research is to make a list of your hobbies, your interests, your expertise, your fears, and personal and/or family problems.

Here's my list:

Hobbies/Interests, Expertise, Fears, Personal/Family Problems

Example - AIDAN

Hobbies/Interests:	Fears:
running	financial security
swimming	personal safety
triathlon	public opinion (negative feedback)
New Zealand tourism	Personal/Family Problems:
buenos aires	knee pain
travel	shin splints
rugby	transportation in Buenos Aires
property	summer heat
marketing	
portuguese	
Expertise:	
internet marketing	
wordpress	
buenos aires <u>tourism</u>	
10km training	
spanish	

In addition to writing down my hobbies, interests, expertise, fears and problems, I like to check out these sources for inspiration:

- Magazine Stands and Magazine section in Bookshops
- MagazineSubscriptions.com (<http://www.magazinesubscriptions.com>)
- Dummies Books (<http://www.dummies.com/how-to.html>)
- "How To" Websites
- Big-Boards.com (<http://directory.big-boards.com/>)
- Amazon Site Directory (<http://www.amazon.com/gp/site-directory/>)
- Craigslist.org (<http://www.craigslist.org>)
- EHow.com (<http://www.ehow.com>)
- Career Lists (<http://www.careerplanner.com/ListOfCareers.cfm>)
- EBay Classifieds (<http://chicago.ebayclassifieds.com/>)
- Wikipedia.org (<http://wikipedia.org>)
- Squidoo.com (<http://www.squidoo.com>)

You don't need to think of a niche that's overly obscure or strange, you only need something that is of interest to a people. The more people interested, the better.

## Step 2: Uncover Commercially Viable Keywords That You Can Rank For

*Objective: To uncover 1-4 keywords that are realistic to rank at the top of Google for that have a combined search volume of 600 visitors per day.*

In order to make decent money from an AdSense website you need a minimum of 250 visitors per day. You can definitely make good money with less than this, but to be on the safe side I prefer to aim high which is why I recommend a minimum of 250 visitors per day.



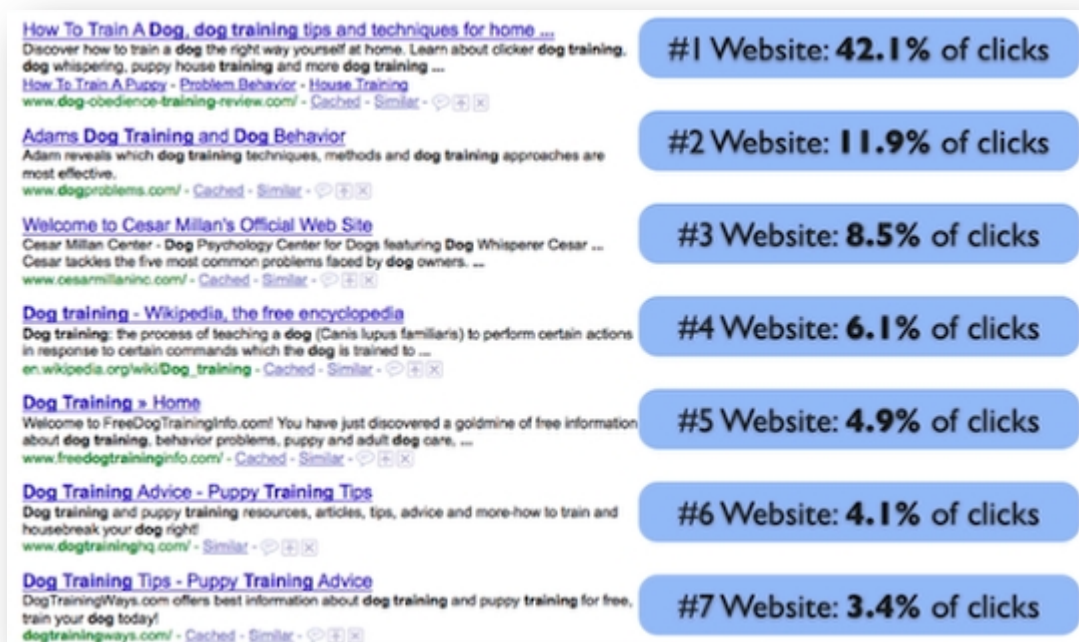
*NOTE: Traffic of 250 visitors per day to even a highly mediocre website should result in at least \$300-\$500 per month, potentially a lot more.*

In order to get 250 visitors to your website, you need to have a much higher search volume. This is something many people just don't understand.

When the Google Keyword Tool tells you that 600 people are searching for some keyword each day, what that means is 600 people will be typing the keyword into the Google search engine...it doesn't mean your website stands to receive 600 visitors. In fact, if your website is ranked #1 in Google it'll typically receive about 42% of the total search volume...so being ranked #1 for a keyword with a search volume of 600 would result in approximately 250 visitors per day.

CALCULATION: 600 visitors x 42% = 252

The image below is one of my favorite images because it shows how the click distribution is shared between the top websites in Google:



As you can see, website 1 gets 42.1% of the total search volume, website 2 gets significantly less at a mere 11.9%.

**IMPORTANT: In addition to identifying keywords that have a decent search volume, I recommend checking to ensure they have an estimated CPC (cost per click) of at least \$1 (this gives an indication of earning potential).**

Use the Google Keyword tool to identify the search volume and CPC of your keywords. Here's a screenshot showing the things you need to be looking for:

The screenshot shows the Google AdWords 'Find keywords' interface. The 'Word or phrase' field contains 'how to build a shed'. The 'Match types' section has 'Exact' selected. The results table shows one search term: 'how to build a shed' with a competition level of 'Medium', 12,100 global monthly searches, 12,100 local monthly searches, and an approximate CPC of \$0.76.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC (Search)
[how to build a shed]	Medium	12,100	12,100	\$0.76

As you can see in the image above, I've chosen "Exact Match", I've typed in my root keyword ("how to build a shed"), and I can see the global search volume and the approximate CPC.

*NOTE: You need to be logged in to a Google Adwords account to be able to see CPC levels.*

Once you've identified a few keywords, it's time to check if you can actually rank for them. The competition analysis for an AdSense website is exactly the same as for an Affiliate site – you're looking for keywords that have at least 2 websites in the top 10 that have both DA and PA of less than 50 (see page 3 for more information).

***Step 3 & Step 4 (buying a domain name and building your website) are exactly the same as for authority Affiliate sites, so refer to page 5 and follow through the process as explained there.***

Just like when I'm building a website based on Affiliate monetization, my AdSense websites have a minimum of 12 pages of information. The 1-4 keywords you've identified as having a combined search volume of 600/day (18,000/month) will be the keywords you need to get rankings for. The other pages you have on your website simply help make your website bigger which will make the SEO process easier (search engines favor bigger websites).



Once your website is built, use link building methods to get top rankings for your “money keywords” – once you’ve got top 10 rankings, you’ll be making money!