Azon Monster Sale:
Advanced

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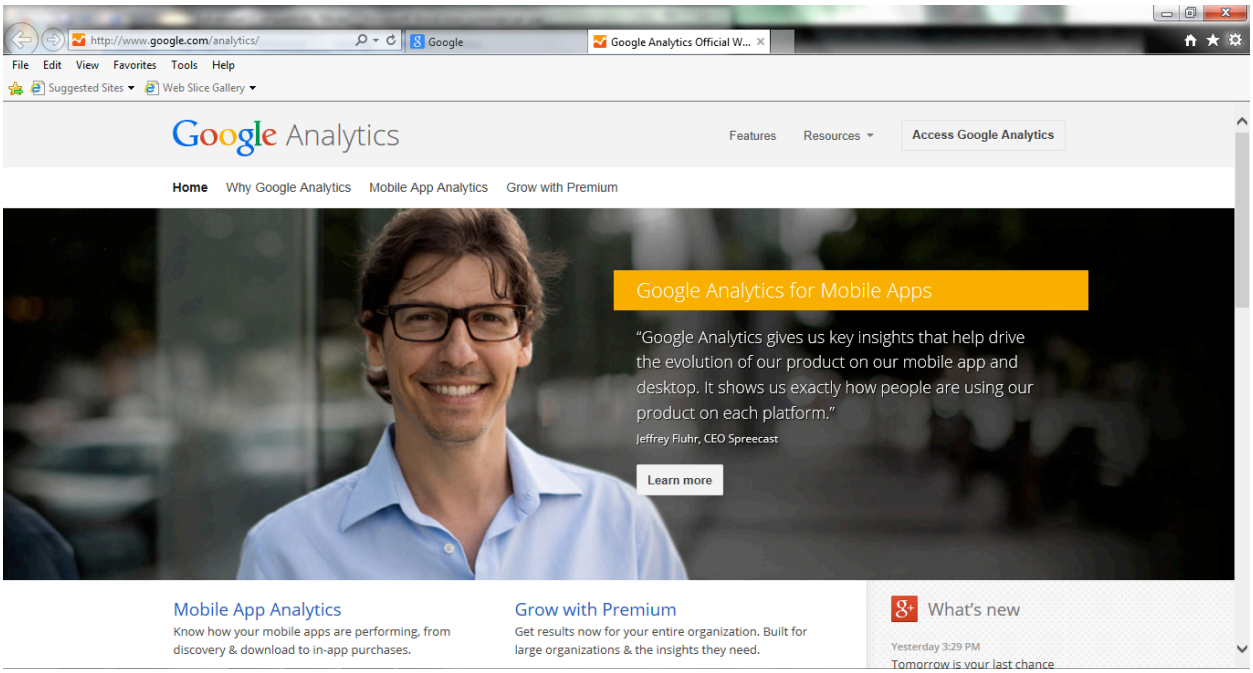
Google Analytics



In this portion of the training, you are going to learn some advanced monetization methods. One of the best ways to better monetize your site is to utilize Google Analytics. Adding Google Analytics is very easy and it can give you a huge amount of insight into how much of a following you have and how many hits you're getting. That's not all either, Google Analytics tracks all sorts of information for you, as you will soon learn.

If you've never used Google Analytics before, it is recommended that you take some time to look into it yourself. This course won't cover every little thing that Google Analytics does, but basically it allows you to see and examine all of the traffic that comes into your website. You'll be able to see what pages they are clicking on and how much time they are spending on the site. You'll also be able to find out exactly where the traffic that you have is coming from.

It's very easy to set up a new Google Analytics account. If you did not already have a Google account before, you have surely set up one when you created a Google+ page for your site. If you already have a Gmail account and/or a Google+ account, Google will create an account for you almost automatically using the credentials from you other account(s).

You can reach the Google Analytics homepage by visiting www.Google.com/Analytics. When you get to this page, click on the 'Access Google Analytics' button which is located on the top-right of the page. On the next page, click on the 'Sign up' button and you will be brought to a

page titled ‘New Account’. The first thing that you will be asked is if you would like to track a website or a mobile app; you’ll want to choose ‘Website’.

As you scroll down the page, you will be able to take a quick look at some of the features Google Analytics offers. You’ll need to choose whether you would like to use the Classic Analytics or the Universal Analytics. After that, you’ll need to enter in your account name. For the vacuum site, ‘Highest Rated Vacuums’ was entered into the ‘Account Name’ field. After that, you’ll enter your website’s URL and your ‘Industry Category’. The industry category that was chosen for the case study site was ‘Home and Garden’. You’ll want to choose whatever best fits your own website.

Next, you need to choose your ‘Reporting Time Zone’. Just set this to whatever time zone you happen to be in. This is going to help you see what times people are visiting your site. After that, you’ll reach a section of the page titled ‘Data Sharing Settings’. You can simply leave all of these options checked and click the ‘Get Tracking ID’ button down at the bottom of the page. When you click this button, Google’s terms of service will appear in a separate window. You will need to accept them in order to move forward. This is a pretty standard agreement, but it is recommended that you read over it before making your agreement.

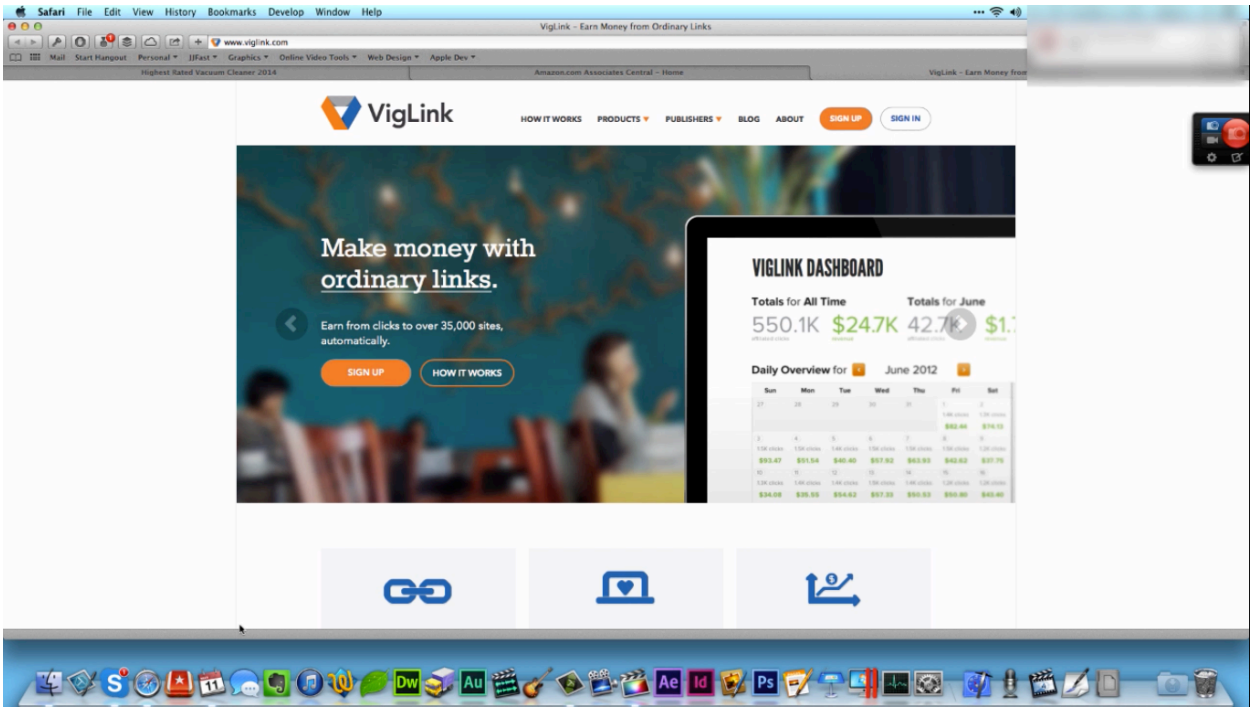
Once you click the ‘I Accept’ button, the window will close and you’ll find yourself on a new page. This page contains a tracking code and a tracking ID. Now it’s time to apply this code to your site, so next you’ll want to head back over to your WordPress site and search for a plug-in called Google Analytics. When you find it, install it and activate it. This plug-in just makes the process of adding the Java Script code to your site a little easier.

Some themes actually have this plug-in built in, but many of them don’t. It doesn’t really matter though because this plug-in is always available. After you activate the plug-in, open it up and you will find yourself on a page that calls for your traffic ID. All you have to do is copy the ID and paste it into the field within the plug-in. After you do this, click on the ‘Save Changes’ button.

Now the code is added to your site and Google Analytics will start tracking every page on your site. At first, little or no data is going to show up for your site on Google Analytics, but as time passes, and there is more and more activity on your site, then more data will appear. Your data should begin to appear on Google Analytics within a couple of hours or a couple of days; sometimes it might even take a week for the data to appear if your site doesn’t get much traffic.

The most important portion of the data for you to pay attention to is the data on where your traffic is coming from because that’s going to help you figure out which campaigns are working. If you find that a campaign is not working well, you should either ditch the effort or spend more time pushing for traffic.

Other Affiliate Programs



You may be in, or have to move to, one of the states within the United States that Amazon has banned from their affiliate program. The reason why certain states are banned is because some states have passed a law that requires any company that resides in that state to pay taxes to it. So, Amazon cut these states out of its affiliate program because they didn't want to pay sales tax on them. In other words, if you worked as an affiliate in any one of these banned states, then Amazon would be legally obligated to pay taxes on any of the purchases you brought about. Amazon, of course, doesn't want to do that because they want to keep their prices as low as possible.

If you have already built your site, and you are in one of these states, you do have a couple of options. Eventually, this law may be overturned in your state, as it has already in a couple of different states. For now, however, there are a few other affiliate programs out there that you can join. You'll have to do your own research as to whether or not you can legally join them in your state. After all, other sites might have their own limitations on who can join, but there are a lot of different affiliate programs out there. Here are a few examples of companies that have affiliate programs:

- Barnes & Noble
- Best Buy

- Walmart
- Target
- Sears

Target and Walmart both carry a lot of the same products that Amazon does. Sears carries quite a few of the same products as well. So if you built an affiliate site for vacuum cleaners, for example, it's likely that you can find the same vacuums at Walmart, Target, and Sears. You may even be able to find some models at Best Buy.

Another thing that you may consider is to set up a business in another state. A lot of people do this, but you should know that legally there is a lot of gray area pertaining to this. Of course, this is something that would take some careful consideration. For certain, you would want to ensure that the cost of creating an LLC or something like that in another state doesn't outweigh what you can actually make as an affiliate. Also, if you wanted to do something like this, you'd want to consult a lawyer. No legal advice is being offered in this training; it is simply being stated that some people have created businesses in other states in order to make their online business successful.

A third option that you have is to use VigLink.com. This is kind of an affiliate program for the affiliate program. Technically, you will just be running everything through VigLink instead of through Amazon. This is just one example and suggestion. There are a lot of similar sites which do the same thing. It is advisable that you check into a few before making any final decisions.

Again, if you have put a lot of work into becoming an affiliate, don't get bogged down by it. There are a lot of other options out there. Aside from some of the solutions previously offered, you could also simply sell your site. These types of sites can be very, very valuable to people. This is especially true if you have a site that has a good following. You may even consider setting up niche sites such as these, build up the traffic to them, and then sell them one-by-one to interested parties.

Site Flipping

You might be able to make some extra money through site flipping. If you have never heard of site flipping, it just means that you buy a domain, buy hosting for it, set up a fully-functional site, and then sell the site to someone else. This is a great alternative if you live in one of states that are banned from Amazon's affiliate program.

If this is something that you would want to do, you would still need to do all of the niche research and go through all the other processes of selling an affiliate site that are outlined in this training. You will want to go ahead and link certain products to your site as well. So, go ahead and set up a site just as instructed step-by-step.

This method doesn't always bring in the big bucks, but it can be pretty lucrative sometimes, especially if you have a domain that someone just has to have. In any case, this method allows you to get a larger upfront payment instead of earning smaller but more long-term revenue. Site flipping does involve some investment, but after you set up a site and flip it, you no longer have to pay for hosting or worry about renewing the domain name. You also don't have to worry about keeping the site updated or having to manage it.

Before entering into this venture, you should know that not every site can be sold. The case study vacuum site, for example, is very new and needs to be cleaned up quite a bit. Whenever you're flipping a site for maximum earning potential, you're looking at a year's worth of revenue. A potential buyer is going to want to see that you have built a list out of the visitors to the site and that people regularly visit your site. They are also going to want to see that the site is making at least a few sales each month.

Now, you could create a site like the vacuum site and charge less money for it since you aren't putting a whole lot of effort into it and since you don't have a track record of sales. So, you can just be a habitual 'site-flipper' and set these sites up for people and the people who purchase them can just take it from there. There are a lot of people out there who have become very successful through site flipping.

There are some criteria you need to try and meet before attempting to sell a site if you want to make a decent profit off of it. First of all, you'll want to make sure that your site is complete and that all of the content within it is fleshed out. You'll also need to have a top-ten ranking in Google for at least one of your keywords. Finally, you will want to be able to show that your site gets daily traffic and that your site gets at least a few sales every month.

If you want to get a lot more money out of this, you'll want to have track records for multiple months showing that the traffic and/or sales of the site are increasing every month. If you can maintain records such as these that last for more than a year, then you can really receive a great amount of profit from your site. So, you might have to invest a little more time and effort, but the payoff will be more substantial.

It would be better to keep the site once you have it set up because it's going to generate some income for you on a substantial basis. In other words, in the long run you'll probably make more money by keeping your site. However, this also means that the work is ongoing as well. As time transpires you are going to want to continually update your content and add new content. If you need some quick cash, or if you live in one of Amazon's blocked areas, you can absolutely do this. You may even decide that flipping websites is the right trade for you.

At this point, you may be wondering how much to sell your site for. Roughly, you'll want to sell it for 18 times your monthly sales. Most people are going to want to see a return on their investment within six months to a year and then make more money on top of that. Of course, you will need to make a little bit of money on this as well. That's why it is advisable to sell for a price that's well over what the site brings in. Now, if you aren't making any monthly sales, it's going to be a lot more difficult to price your site because you're not going to have a foundation to judge from. A lot of that is going to depend on your niche and the potential for sales. It's a lot harder to sell on potential versus having actual numbers on hand.

Just like everything that is sold online, some sites will do well and some not so much. That depends on the interested party and where you sell it. You can boost your price by setting up social media profiles. Your Facebook and Twitter pages can be transferred along with your website. It is possible to transfer a Google+ account, but it's rarely done and the process is uncertain.

If you want to boost your sales price, you will need to make your site as visually enticing as possible. To do this, you'll want to make sure that all of your colors fall into the same color scheme and that you have images on all of your pages. You'll also want to make sure that everything works operationally on your site.

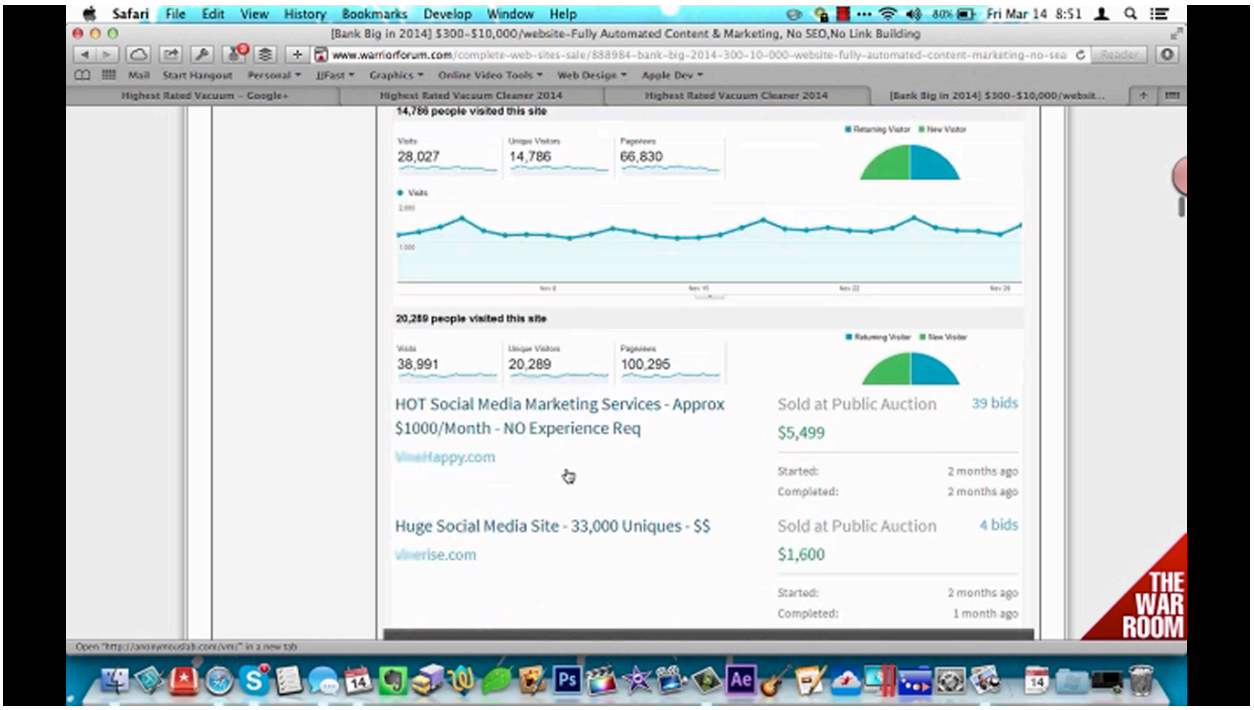
As you approach selling your site, you are going to want to keep a couple of things in mind. You will want to be sure that your site contains custom content first of all. In other words, your site should contain either content that you wrote or that you paid someone else to write. Your site can't just contain dynamic content that's been pulled from Amazon. This is something that's very valuable to an end user. You'll also need to write down:

- When the site was built

- How the site was built
- How you have monetized on the site

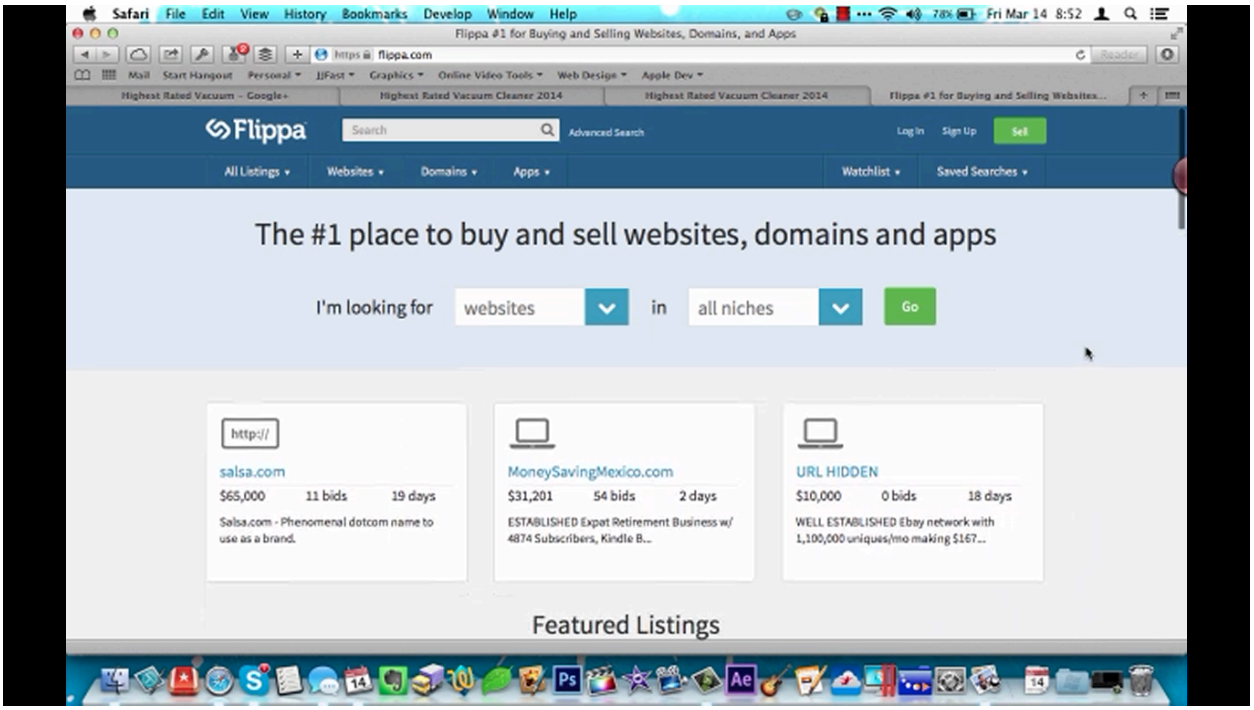
Finally, you'll want to go through everything on your site and write down everything that your site contains. You'll also want to make note of any kind of promotion you have done on Facebook and things like that. This list should also include any social media accounts or websites tied into the website that you're trying to sell.

There are a number of different ways that you can go about selling your site. One site that people often turn to is the Warrior Forum (www.warriorforum.com). This site is a favorite among many internet marketers, and the site even brands itself as an internet marketing forum. You can open an account on this site, create a sales page and a listing for your site, and link out to it. When you do, you'll want to provide as much data as you possibly can. The more information you share, the easier it's going to be to sell your site.



There is a thread listed within the Warrior Forum that is titled 'Complete Websites for Sale', and within one of these postings there is a link out to the sales page shown in the screenshot above. Within this page, the seller has included a good amount of Google analytics pertaining to the site. The seller also mentions information about how many sales have been made through this site in the listing and within the title of the sales page. This seems to be a site that's completely set up and is making a lot of money. The seller shows a lot of data to show that. This site is probably going to sell for a lot.

There are 66 pages of postings within this one thread. This is a very popular place for selling websites and things like that. Most of the time, if you'll create a sales page that shows some proof, you'll do well. You'll want to create a very nice looking listing and sales page for your website as well. A lot or the websites listed within the 'Complete Web Sites for Sale' thread, show to be made specifically for Amazon. The Warrior Forum does have a search bar that you could use to search for 'Amazon affiliate sites'.



Another site to try is Flippa.com. The Warrior Form is going to be the best place for starter websites and a wide range of other sites. Flippa is very selective in the websites that they allow you to list because the site contains so many. If you have all the proof, however, you are going to make a lot more money by selling through Flippa. The site is going to require at least 12 months worth of proof.

You are going to need the list of information mentioned above when you go to set up your account. Once you create an account, you can just click on the 'Sell' button located on the top-right of the screen and you are going to be asked for some information that's related to your site. The site is going to ask you for proof, and they are going to verify that proof. A lot of people buy through this site because of all of this verification.

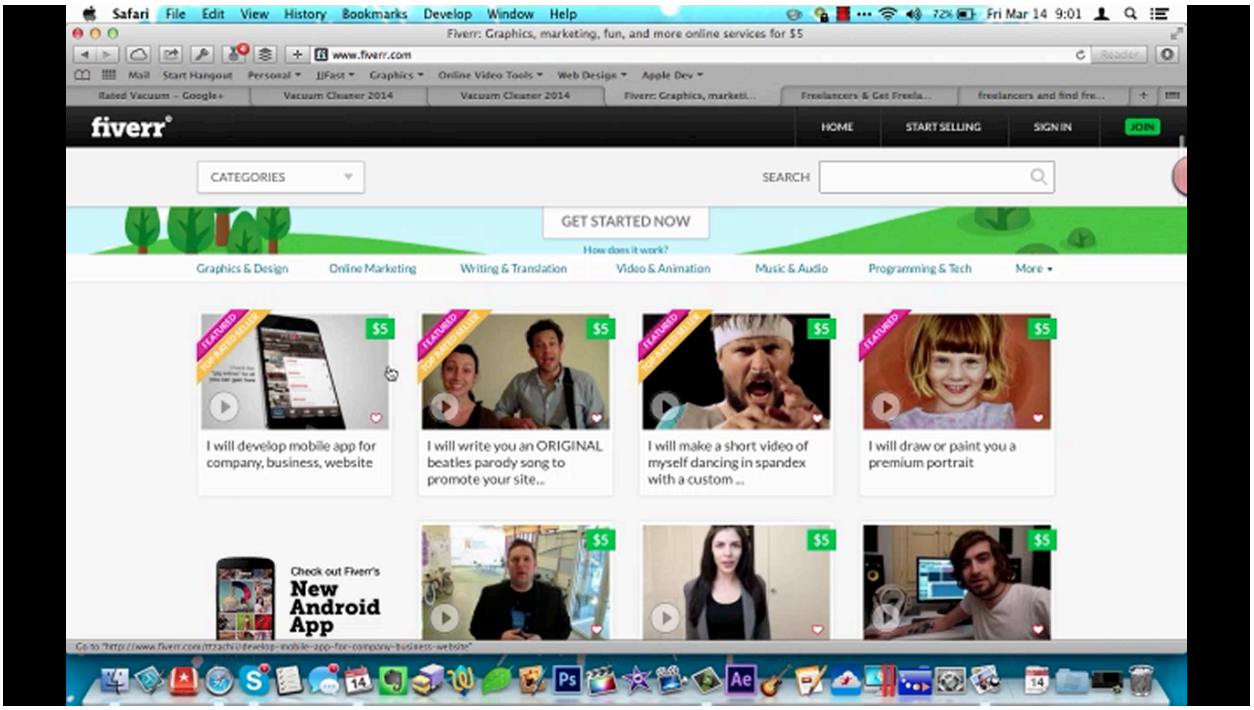
Look at the screenshot above. Do you see how much some of these sites are selling for? Salsa.com, for example, is selling for $65,000. Now, don't get too excited. These are some of the more high-end sites that Flippa has listed. However, if your site is very successful, you might get quite a bit for it.

You can also hold a private sale. This is going to be the easiest way to sell your website, but it's typically going to bring about the lowest return. You can take out ads on Craigslist or on Facebook letting people know that your website is for sale. You can even put a banner across the homepage of the website letting people know that it is for sale. It's really not recommended that you do this if you are trying to get visitors to your site, but that is all up to you.

If your domain name is really valuable and it ranks very high as far as the search term goes, you might be able to sell it at a good price. Some people will buy a site just for the domain name. Anyway, if you want to make a private sale, you'll need to collect all of the information to make the sale yourself and create some type of sales page for it. If you go this route, you will need to find a way to transfer the site over along with the domain, the hosting, and so on. This can be a pretty difficult process; that's why people use sites like Flippa. Sites like Flippa also often offer protection. In other words, they make sure that a payment is received before the domain is transferred.

Again, if you are looking for a quick return on your investment, then you might try selling your site privately. Just remember that sites like Flippa provide more security and a platform in which you can find good buyers to sell to at a higher price. It is highly-recommended that you keep your website if at all possible because you will make far more money off your site by maintaining it in the long run.

Outsourcing



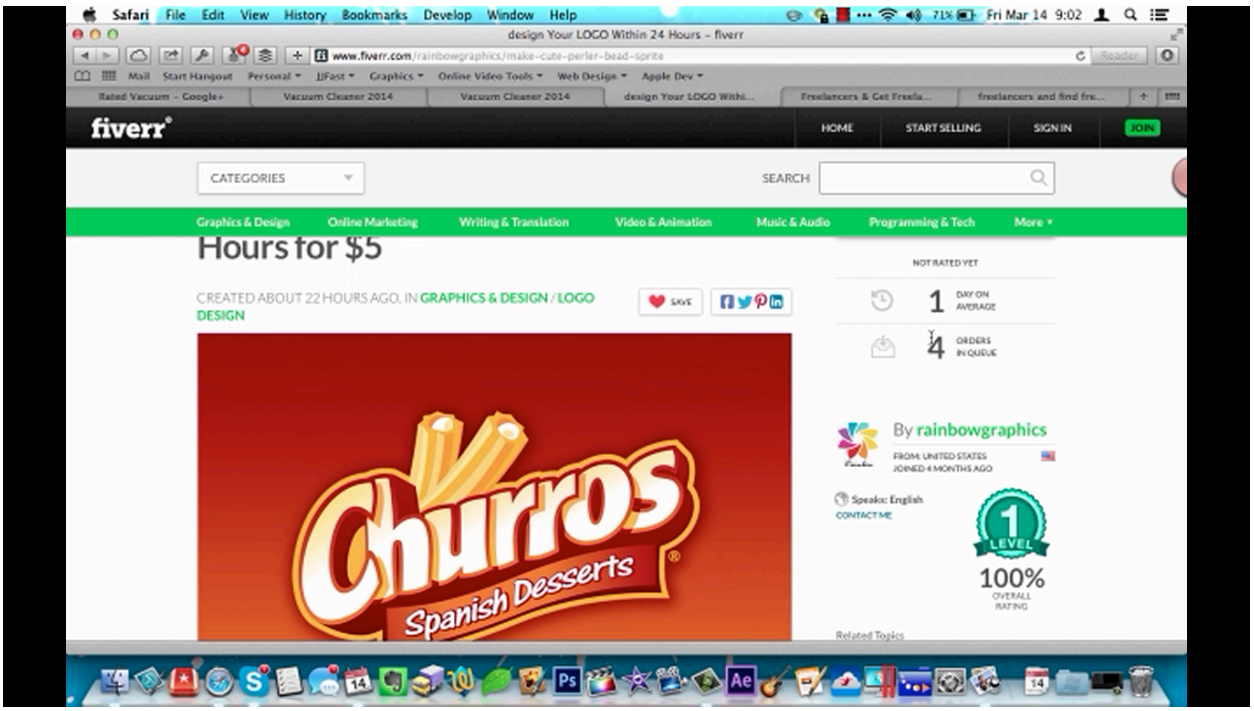
In this portion of the lesson, you're going to be walked through the steps that you should take to outsource your content effectively. If you are not a very good writer, you may outsource your writing. On the other hand, if you are not that great at building a website, you might outsource that instead.

One of the least expensive places to find an outsourcer is Fiverr.com. You can find lots of writers and graphic artists here. You can also find people to promote products or build social media promotions for you here. Really, you can get just about any task you need done on Fiverr.com, and in many case, you can get a project done for just $5.

A lot of people go to Fiverr.com to get a logo or some other type of graphic built. Above you can see some of the most recommended workers for this category. Before hiring someone, you are going to want to look into how good of work they do and how good their ratings are. It's really best that you choose one of the site's featured and top-rated sellers.

If you were to click on one of these pages, you can read a description of what the seller is offering, how many offers they have in queue, and a number indicating how long it generally takes the outsourcer to finish a product. If someone has a lot of orders or they have a turn-around time of over a few days, you might want to move on to find another worker.

If you look at the screenshot below, you will see that the outsourcer being featured now has 4 projects in queue and it takes him or her about a day to finish a project on average. You can also see that this outsourcer has a 100% overall rating, and although he or she has only been on Fiverr a few months, they have already received a level one ribbon.

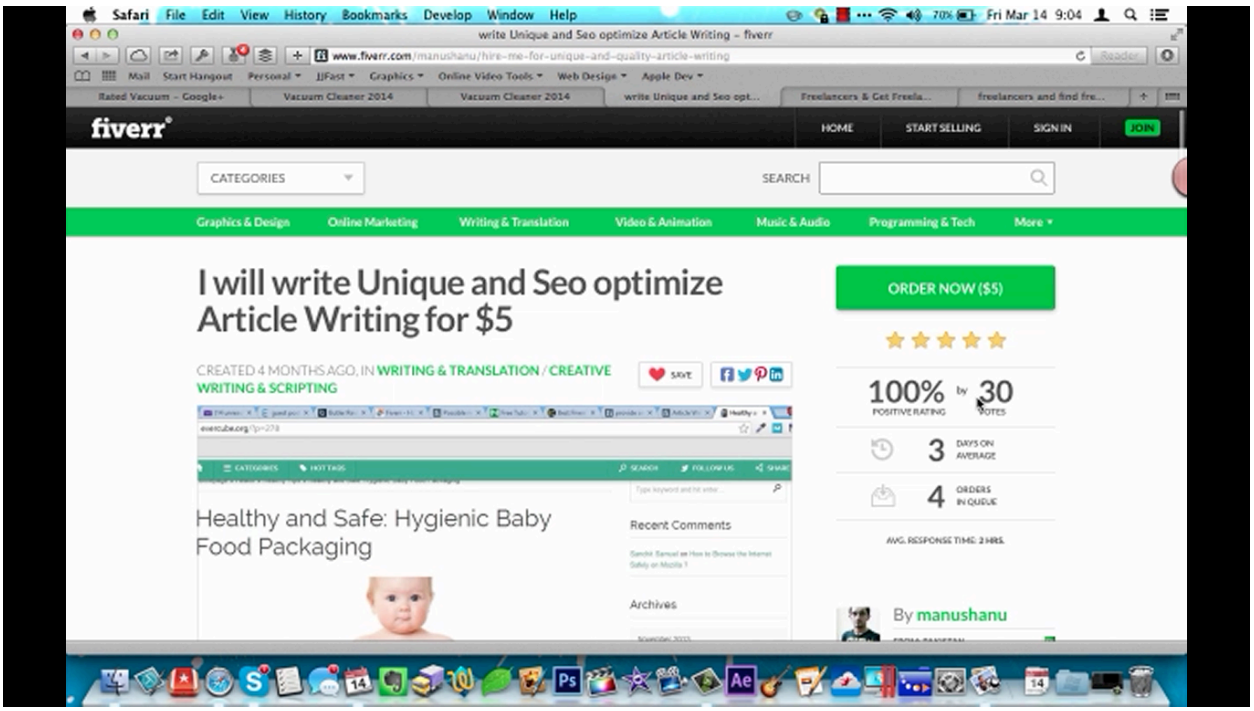


Although the jobs on this website have a base-price of $5, outsourcers will list extra prices for doing certain things. So, you will need to look at a person's profile to make sure that they are not charging extra for anything that you're asking for. The outsourcers are required to list extra fees that they charge for any extra work within their profile, it's just that sometimes people don't look before making a deal. On most profiles you can look at examples of an outsourcer's work as well. You'll want to look at this before hiring someone as well, especially if you are hiring a writer or graphic artist.

When you come here to search for an outsourcer, it is recommended that you sort your results so that the highest-rated workers come up first. You always want to look for high-rated workers because it can be very frustrating to try to work with someone who doesn't do a good job or doesn't follow instructions well. One of the most highly-rated graphic designers on the site currently has 888 orders in queue and it takes him or her 18 days to complete a project. This is obviously a very popular designer, and he or she must be very good at what they do because they have a 99% approval positive rating. In this case, this designer may be worth waiting 18 days for.

Now, let's say that you wanted to get someone to write your articles for you. You would search for technical writers and it would definitely be a plus to use someone that knew a little bit about SEO. The profile for one such writer is shown in a screenshot below.

As you can see, this person has a 100% positive rating and this rating has been achieved through 30 votes. It takes this person about three days to finish a project, and he or she has four jobs currently in queue. For $5, this person will write articles that are about 500 words long. That's the article length that you should shoot for anyway, so this person looks like they would be perfect for creating your website content.



If you consider that it would only cost $5 to get an entire article writer for your site and you think about how long it would take you, you may come to the conclusion that it may actually save you money to outsource because it save you time and energy that you can devote to other things. Plus, if you're not a very good writer, it will be worth the extra cash to have well-written content on your site. Just think, you could potentially have all the articles created for your site for less than $100 and you could have your site up and running in a very short period of time.

If you are planning on creating multiple affiliate sites using an outsourcer, then it is very important that you spend some time looking for professionals that you can continue to work with. Some really great workers can be found at oDesk.com and Elance.com. You can workers with all kinds of different skills here too such as web designers, SEO experts, and freelance writers. You may even decide to find your own virtual assistant here.

It’s highly recommended that you create your first affiliate site on your own and find people that you can work with before taking on any major projects. However, once you gain some experience when it comes to doing this stuff, you could essentially hire a team of outsourcers that will set these sites up for your all the way from scratch. For instance, you could have a web designer and web programmer set up the site, have a freelance writer come up with the content, and have a graphic designer create your logo and all the other images you need. That is definitely a way that you could kick this into overdrive.

If something’s not your forte, it’s best just to let a professional do the work. After all, is it better to save $5 by doing the work yourself, or being freed up to concentrate on making $50 while someone does the work for you? If you’re not good at something, it’s going to take you twice as long to do it, and you’re only going to end up getting frustrated. So, if you can do it all yourself, that’s great. However, if you can avoid shouldering everything, you might consider doing that instead. It all just depends on what’s the most beneficial to you and your business.