Azon Monster Sale:
Site Planning

Jay Boyer & John S. Rhodes

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Finding Your Domain
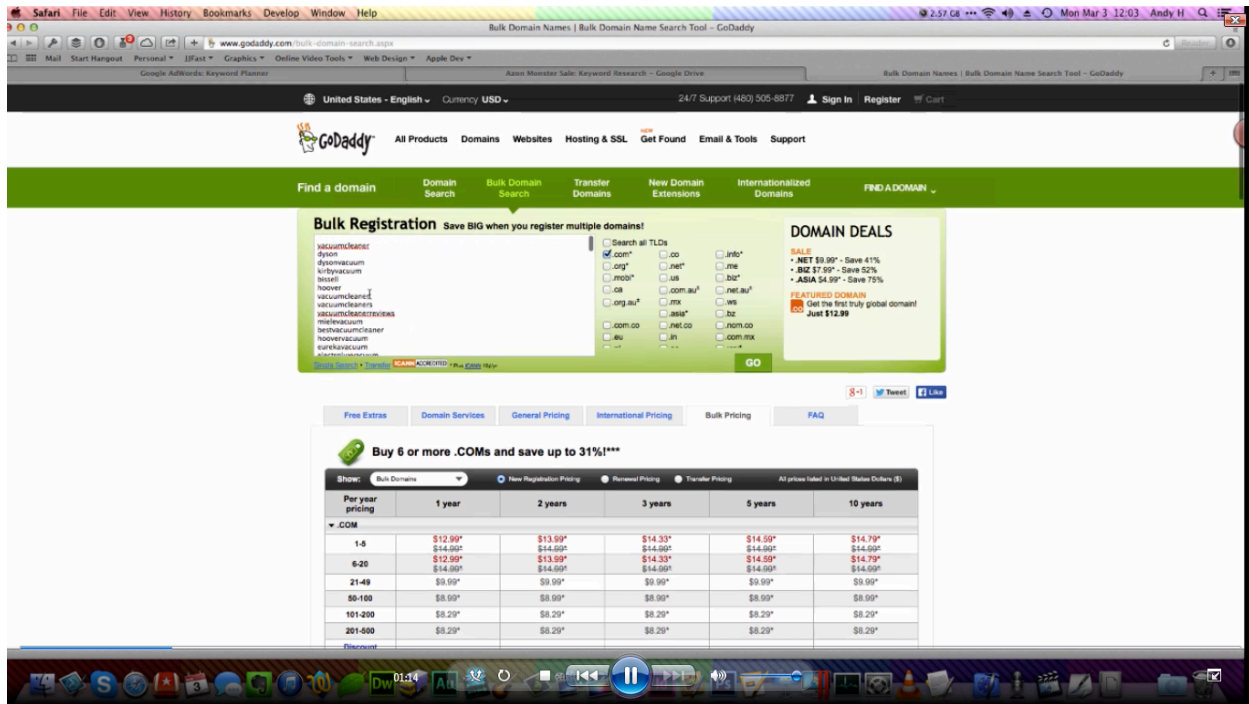
Now that you have chosen a niche and done all of your keyword research, it's time to start building your site. So, the next step in this process is to find a domain. Domain names aren't as important as they used to be. You used to be able to use popular keywords in your domain name to increase traffic to your site. Nowadays, there are so many different domains out there that they don't really correlate with the search results anymore. However, keywords can really help you when it comes to finding the right domain name.

There are a couple of different ways that you can go about finding the right domain name. One thing that you can do is perform a bulk search for domains, and GoDaddy.com is one of the best places to do so. If you look at the picture above, you can see that there is a 'Bulk Registration' section. GoDaddy.com allows you to paste up to 600 keywords into this section. So, one thing that you can do on this site is paste the keywords that you found using Google's keyword tool.

Since you can paste in every keyword that comes up in the tool, it's best to sort the average monthly searches so that the highest ones come up first; that way, the words that you use for your domain work with the most popular keywords that you have found. So, when you do this you are searching for a highly popular keyword search term that correlates with a fitting domain name.

Keep in mind that this isn't a required step, but it does help you find domain names that fit your site well. For instance, you don't have to have a domain name like BestVacuumCleaners.com, but wouldn't it work best if you did? Obviously, you would normally want a domain name that fits your site and lets people know exactly what your site is about.

You could use some off-the-wall domain name if you like, but it wouldn't really make since to your users. For example, you could use something like your name as the domain, but FredJones.com just isn't quite as fitting as BestVacuumCleaners.com would be. Plus, it adds to your site's credibility. Some people may not pay attention to whether or not a site seems credible before they buy anything, but many people do. One of the things that are going to make your site seem more credible and professional right off the bat is its domain name fits the products being sold there.

You may remember that you can download a list of keywords pertaining to your site straight from the keyword tool by clicking the 'Download' button at the top of the results. You may even have several CSV files full of keywords downloaded already. If you don't, go ahead and head over to the keyword planner and perform a search to find the most popular keywords pertaining to your list. When you are done, sort the results so that the words with the highest monthly searches come up first. After the results appear, click 'Download' to save this list to your computer as a CSV.

Once you have your CSV file and have opened it up, it should look somewhat like the file in the picture above. If you don't have spreadsheet program like Excel or Numbers, you can open the file up in Google Drive. You only need to copy the keywords themselves, not the rest of the

data. You may have to go through and delete the other columns of info and then save it as a new CSV. It also helps to delete all of the spaces within each keyword (so that they look more like domains) before pasting them into GoDaddy. You can do this quickly, by the way, by using the Find/Replace option; just replace the spaces with nothing.

All you have to do is copy all of the words, or even just the ones that you want to use into GoDaddy. Now remember, you can only paste in 600 words, so if you have more it won't let you paste them all in. You can paste in the rest later on if you need to.

You can search for different types of domains if you like, but it's always better to have a .com domain if you can. Therefore, it is recommended that you only check the box next to .com in the 'Bulk Registration' search box on GoDaddy, at least at first. Domain names ending with .com seem to give sites more credibility, and since you have so many different keywords, you aren't tied down to settling for some other ending. Anyway, once you have your words pasted in and you have selected the type of ending(s) you want to search for, click on the 'Go' button.

After you click on the 'Go' button, the site will show you a list of domains that are based upon the keywords that you entered. Then, underneath this, the site will show you a list of domains that are available for use. You'll want to look through these and select one which will work for your site. You should try to find one that's short. Shorter ones are easier to remember and they add to the credibility of your site. BestLightWeightVacuumCleaner.com is an example of a long URL whereas BestVacuum.com is a nice, short one.

If you find a good one that's long, you don't have to discount it. For instance, HighestValueVacuumCleaner.com may be a long URL, but it is one that will make people perceive your site as credible. Another example of one that would be good to consider is WhatIsTheBestVacuumForPetHair.com. Now, you wouldn't want to choose this unless you wanted to focus your site on removing pet hair and providing the best vacuum for that. However, this might be a good niche to get into because there are a lot of people who have this problem. They make specific vacuums for pet hair for a reason. BestVaccumForCar.com is another URL that pertains to a certain niche you could specialize in.

Above you can see the list of domains that were generated for our vacuum cleaner case study. This is much like the list you will get when you search for domains in your niche. As you look through these in your search, you might want to paste the ones you really like into an excel sheet. A lot of these can be used as heading titles and things like that. They might even inspire the subject matter for some of the articles that you add to your site in the future. The pet hair URL spoken of above, for example, may remind you that you need to write an article pertaining to that topic.

The domain finally chosen for the case study was HighestRatedVacuums.com. This URL is pretty short and it contains some of the keyword terms that came about in the research. So, now that it is chosen, it needs to be purchased. There are a couple of different ways that you can go about purchasing a URL. You could go ahead and purchase it from GoDaddy.com, which is probably a good choice if you are going to use GoDaddy.com for your hosting as well. You have other options as well, however. Now that you know that this domain is available, you can go to NameCheap.com to purchase it and then use HostGator.com for your hosting site.

HostGator.com is actually recommended to those who have never built a site before. A screenshot of the site's homepage is shown above. You can head over to Register.Hostgator.com to register the domain if you like as well. You can usually purchase a domain in several different forms here too. So, for example, you could go ahead and purchase HighestRatedVacuums.net and HighestRatedVacuums.org too. It actually wouldn't be a bad idea to purchase a couple more related domains. After all, you are building an entire business around one single niche.

You could wait until you're ready to purchase hosting for your site and then purchase the domain you want. Keep in mind that there is no guarantee that your domain isn't going to be purchased by someone else while you are waiting for the right time. So, if you have found the perfect domain for your site, it's probably best that you go ahead and purchase it before someone else does. Just because you have purchased a domain does not mean that you have to buy hosting for it right away.

As referred to above, you can also purchase your domain through a site called NameCheap.com. This site can be a bit cheaper than GoDaddy.com and HostGator.com when it comes to purchasing a domain. This isn't the best site to use for hosting, but you could use it for that as well. It is a little bit cheaper to host your site through NameCheap.com.

Outlining Your Site: Getting Ideas
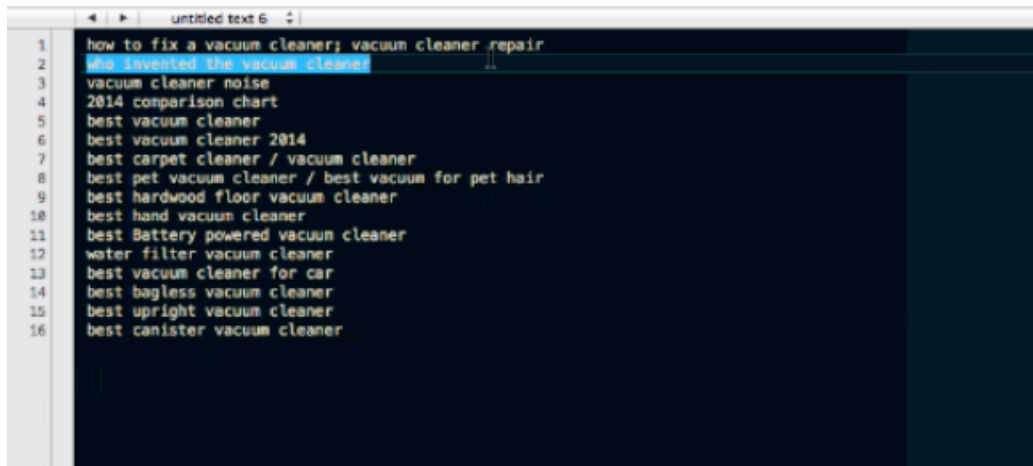
Now it's time to start outlining your site and your pages. You probably have some page titles in mind already. Hopefully you have been writing your ideas down as you go, but if you haven't, that's fine. In this lesson you'll be introduced to some strategies for getting ideas and creating content.

One great way to come up with page titles is to pay attention to the questions that people generally ask about your product. For instance, one question someone might ask about vacuum cleaners is "How do I fix my vacuum cleaner?" So, if you had a vacuum cleaner review site, this would probably make a great title for one of your articles or one of your pages. Another good question people often have is "Who invented the vacuum cleaner?" You may be surprised to find out that this question is searched for quite often in Google, but it is very rarely answered. Therefore, you could attract a lot of people to your site by being the one to answer it.

The keywords that come up in Google's keyword planner can also be good to use in your page titles and articles titles. Some of the wines that came up in the case study research were:

- best vacuum cleaner

- best vacuum cleaner 2014

- best carpet cleaner/vacuum cleaner

- best pet vacuum cleaner/best vacuum for pet hair

- best hardwood floor vacuum cleaner
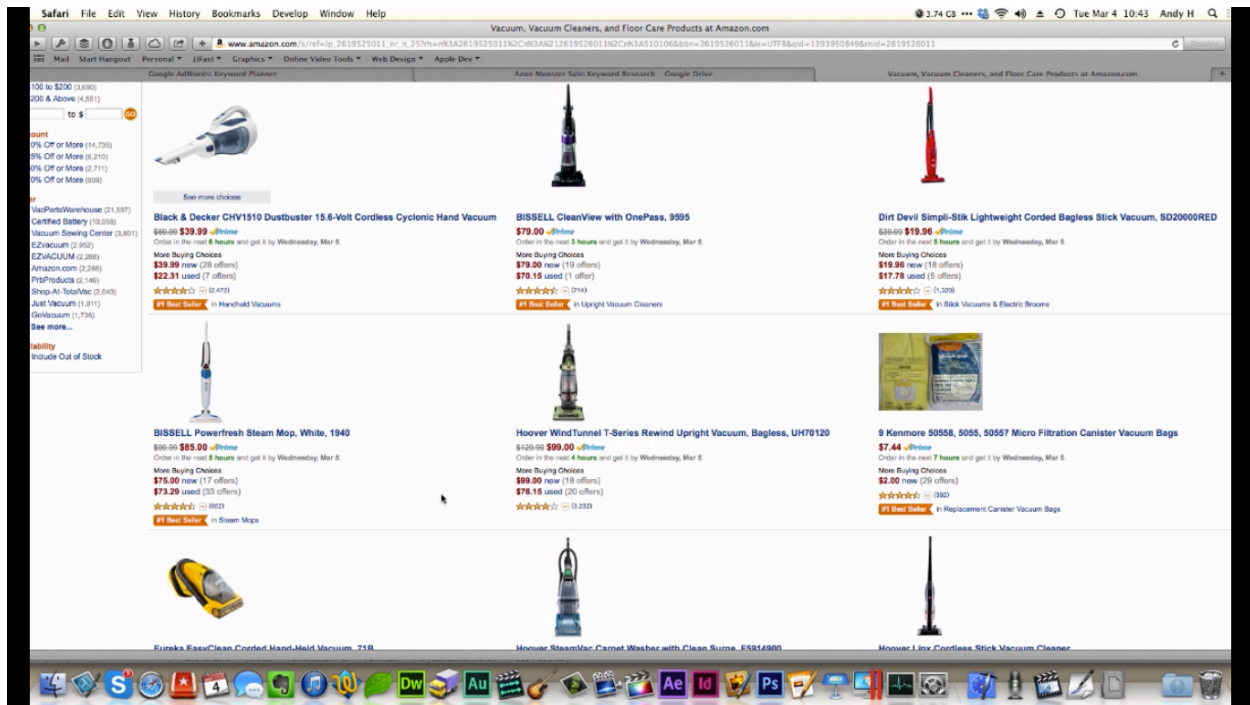
- best hand vacuum cleaner

- best battery-powered vacuum cleaner

- water filter vacuum cleaner

- best vacuum cleaner for car

- best bagless vacuum cleaner

- best upright vacuum cleaner

- best canister vacuum cleaner

These are all just search terms that people use that would make great titles, and they are examples of keywords that you should be writing down and recording to use later. Remember that you want to create content that people want to read. You don't want to fill your pages with articles that people don't care about. That's why you want to use questions and search terms that people are actually searching for.

If you feel like you're a good writer, you can create articles for your site yourself. On the other hand, if you don't think that you write very well, you can always outsource the work. Later on in the lesson you are going to learn how to create articles for your site. Right now, just look at your research and decide what keywords would work best as page titles.

Some of the basic questions that you would have are the same basic questions that other people would have. For example, some of the questions that you might use for your titles are "What is the difference between a bagless vacuum cleaner and a canister vacuum cleaner?" and "What is the difference between a canister vacuum cleaner and an upright vacuum cleaner?"

A person who visits your site may not know that they need a HEPA filter if dust is a concern. These are the kinds of things that people would be visiting your site to find out. One way that you can find out what questions people have is by looking at the products themselves on Amazon. As you do so, you may want to look for specific products that you want to promote. Products that don't have a lot of traffic, but are very, very popular are great picks.

Look at the page above and you will see that a number of the vacuum cleaners listed here are ranked as number one bestsellers and have four star or four and a half star reviews. These would be great products to start with. Remember, you want to promote products that are priced between $50 and $200. These are going to generate higher commissions per sale than lower-priced items.

Also, keep in mind that you don't want to promote a specific product. For example, our case study site is going to be all about vacuum cleaners. The goal isn't to sell people a specific vacuum cleaner; it is to lead people who are looking for the right vacuum cleaner to your site where you tell them about different vacuum cleaners and provide links to these vacuum cleaners on Amazon. From there they can decide what to buy. The important thing is that they get to Amazon through your link.
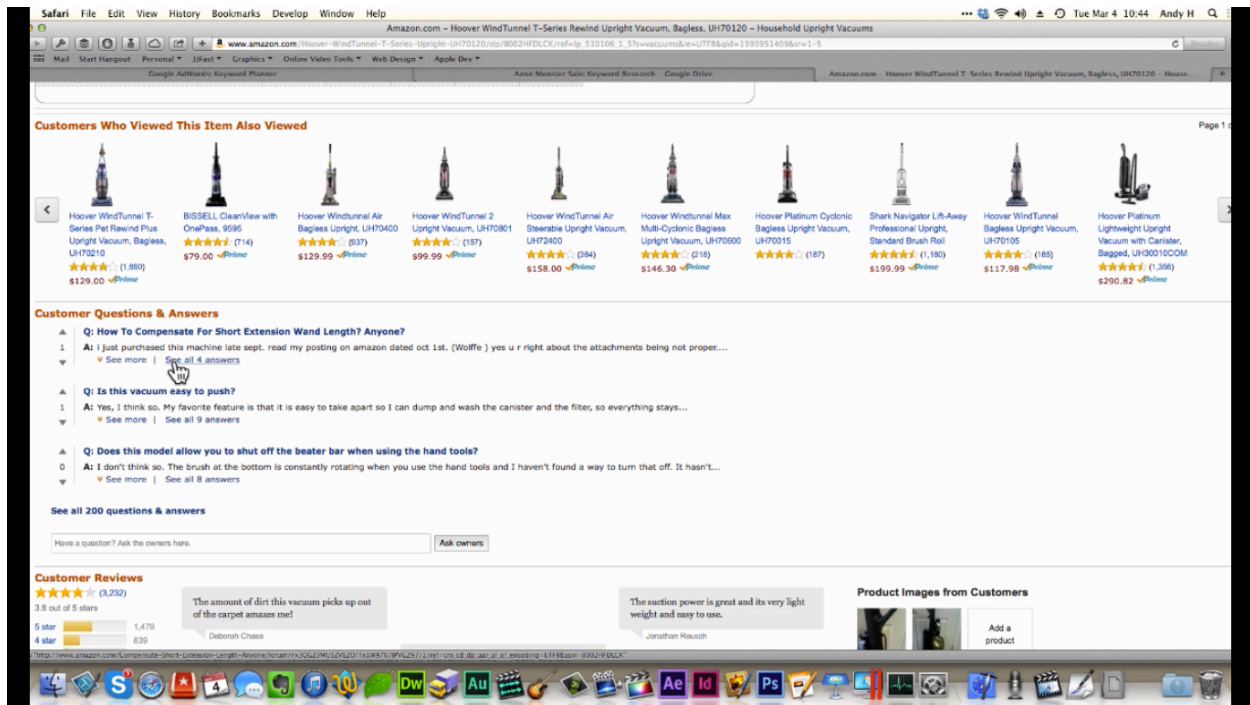
As you choose specific products you would like to promote, you'll want to look at the different questions people have about them. If you click on a product on Amazon, you are redirected to its sales page. Scroll down and you'll find a 'Customer Question and Answer' section right above the reviews for that product. This is demonstrated in the picture above. The questions currently being shown on this particular page are:

- How to Compensate for Short Extension Wand Length?

- Is this vacuum easy to push?

- Does this model allow you to shut off the beater bar when using the hand tools?

These are the types of questions that people are considering buying a vacuum will ask, and many of them are questions that people asked over and over again. Therefore, it helps you promote products in your site if you can answer these common questions for potential customers.

Some questions are going to relate to a specific product, while others are going to pertain to your entire niche. For instance, one question you might find is "Will it pick up cat hair?" Obviously, this question is being asked about a specific vacuum in this context. However, a common question that you can derive from this is "What is the best vacuum for picking up cat hair?"

Although you can't see all of them, this page actually contains 20 pages of questions. Going through these questions is going to give you an idea of what people generally want to know before they purchase a vacuum cleaner and what questions they have pertaining to specific types. Now, keep in mind that the vacuum cleaner page above is just an example. You can find question and answer sections on the page of just about any product on Amazon.

The point is you want to look into the questions that people are asking about products that you want to promote so that you can be the wind to provide them with the answers that they need. When people are scouring the Internet for these answers they will run across your page, and when they find the answers on your page and find that a product on your page will fill their needs, they will click your link to buy the product on Amazon. So basically all you have to do is provide the answers that people are already searching for, help them find the product that best fits their needs, and leave them directly to the product they are looking for on Amazon.

No matter what product you are selling, you'll see some of these questions again and again because they pertain to certain problems people have. For instance, would researching vacuum cleaners, you'll see questions about whether or not a vacuum will pick up pet hair over and over again because this is a problem that people often have. These common questions are really what you want to look for because these are the questions that people are searching Google for answers to. You want to let people know that you cannot only answer these questions, but you can help solve their problem.
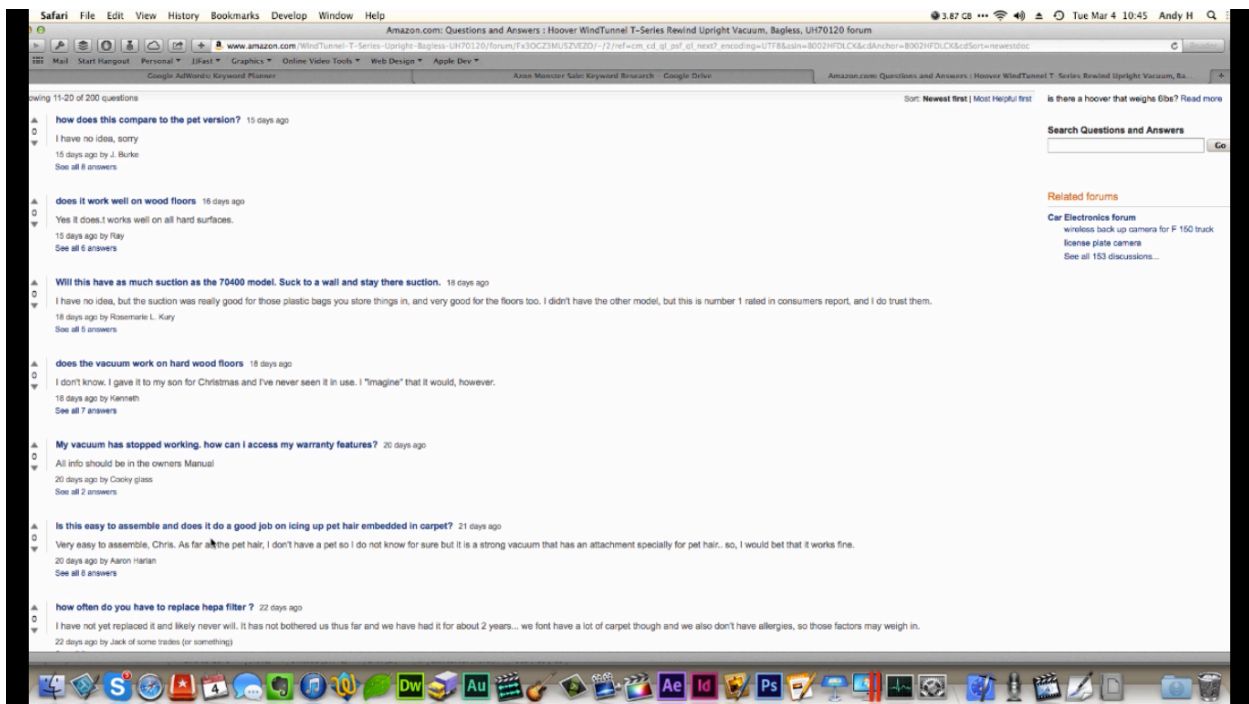
Over on the right-hand side of the 'Questions and Answers' page above, you'll find a link to a forum section. Visiting this forum is a great way to find out what people are talking about and thinking about pertaining to your products. You can even search for questions and answers pertaining to a product.

You also want to think about the accessories that come with your product. For example, spinning brushes are something that the visitors to your site might want to know about if you were promoting vacuum cleaners. So, this is something that you might want to add to your list of questions. This is also an example of how you need to use common sense when it comes to building your site. Another question that people might have is "What difference is a higher amp make?" People are going to want to know exactly what that means. Is it going to equate to a higher amount of selection or doesn't mean that it's going to propel itself better? You want to think about the questions you would have about your products and attend to them on your site.

You also want to think about questions that pertain to the cost of the product. For example, a bag list vacuum cleaner my beloved more expensive, but people don't have to buy the bags for them. Vacuum cleaners are spending brushes are going to require little rubber bands that will have to be replaced. So that would be a common concern that you would need to attend to on your site. Therefore, one of the pages that you may want to build is one about vacuum cleaner maintenance.

As you gather all these common questions and you think of different things that my concern potential customers, you should add them to your documented list. You want to let people know what the best cost-effective options are. For example, if you are selling vacuum cleaners you would want to make it clear whether or not they have to spend $400 on a vacuum cleaner to get their needs met or other cheaper vacuum cleaners that will get the job done just as well. Think about your potential customers concerns when it comes to your own products and try to counter or attend to these concerns on your site.

Next, you are going to learn how to build a bullet point list that you can expand upon the building the content of your site. This is something that you can send to your outsourcer to help them build your content as well. In other words, you can come up with a bulleted list of page titles that you can hand off to your outsourcer and they can go find content to fill the pages of your site with. Then, you can take the content that they have created and move on to build your site. However, in the back section you will learn a process you can use for creating your content.

Outlining Your Site: Site List
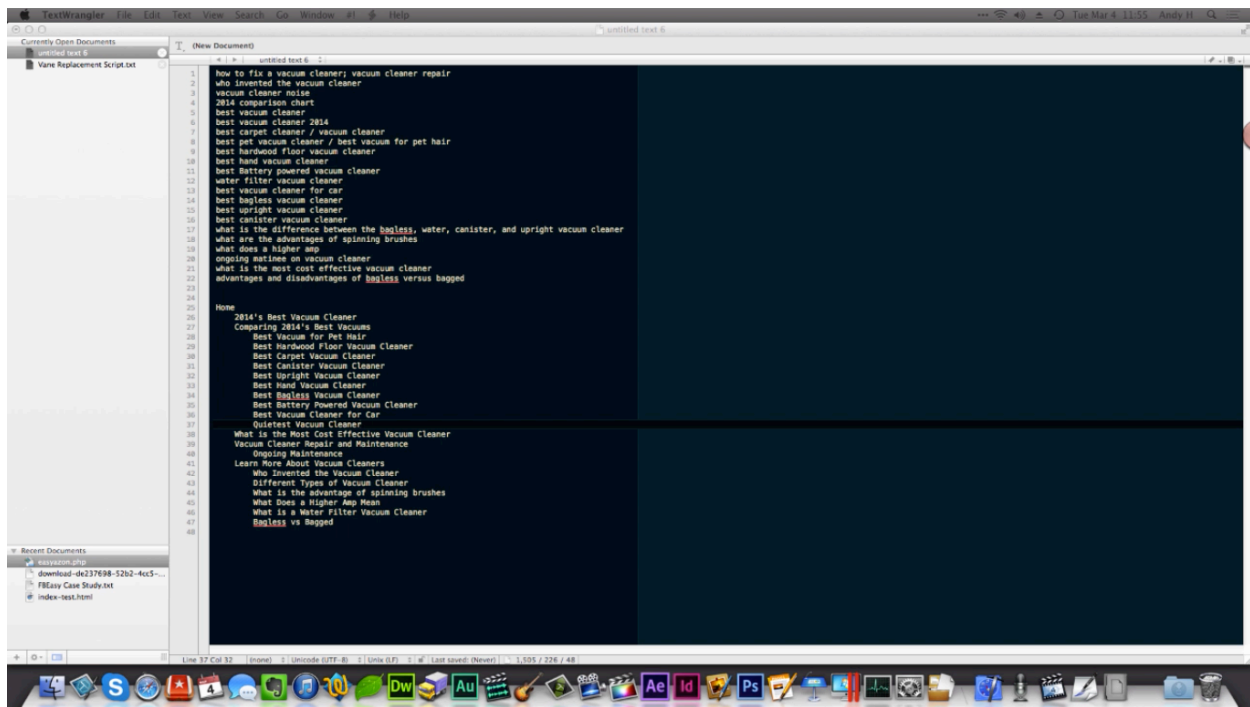
It's finally time to start building your site. The first thing that you are going to need to do is get an idea of how you want to lay your site out by building an outline of what your site is going to contain. This going to be a list of topics your site is going to cover, which is going to help you immensely when it comes to building the content for your site. If you are outsourcing the work, this is going to help you immensely as well because you'll be able to send a bulleted list of topics to your outsourcer to build upon.

In the screenshot above, you can see an outline that was built for the vacuum cleaner site that is being built for the case study. At the very top there is a list of topics and keywords that were compiled to build the outline, and below this is the outline itself. It is laid out as follows:

Home

- 2014's Best Vacuum Cleaner

- Comparing 2014's Best Vacuums

    o   Best Vacuum for Pet Hair

    o   Best Hardwood Floor Vacuum Cleaner

    o   Best Carpet Vacuum Cleaner

- Best Canister Vacuum Cleaner

- Best Upright Vacuum Cleaner

- Best Hand Vacuum Cleaner

- Best Bagless Vacuum Cleaner

- Best Battery Powered Vacuum Cleaner

- Best Vacuum Cleaner for Car

- Quietest Vacuum Cleaner

- What is the Most Cost Effective Vacuum Cleaner

- Vacuum Cleaner Repair and Maintenance

  - Ongoing Maintenance

- Learn More About Vacuum Cleaner

  - Who Invented the Vacuum Cleaner

  - Different Types of Vacuum Cleaner

  - What is the Advantage of Spinning Brushes

  - What Does a Higher Amp Mean

  - What is a Water Filter Vacuum Cleaner

  - Bagless vs. Bagged

When you plan out your content, you'll want to think very logically. What are the people who visit your site going to want to learn? What are they going to be looking for, and what questions are they going to want answered? You'll also want to present your content in a user-friendly manner. You don't want to bombard them with information, in other words. You want to present the information in a way that they can quickly find the answers that they are looking for and then move on to buy the products.

You may notice that the list above shows the site's homepage as the basis of everything. Then, five main pages branch out from there, and pages of information may or may not branch out from these. Dividing your information by topic in this way is going to help visitors to your page

find what they are looking for quickly and easily, and then hopefully, they will move on to click one of your links and begin purchasing products from Amazon via your link.

You might want to add a 'Contact' page to the site. You could also create an 'About' page, but it really isn't necessary that you do so with this kind of site. It's really not going to do you any good if you aren't really an expert in regard to the product(s) you're promoting. On the other hand, if you are a connoisseur when it comes to vacuum cleaners or whatever product you're selling, you may want to brand yourself and let people know that you really do specialize in that field. This is really the only reason why you would want to create an 'About' page for the site.

At this point you should at least have an idea about what your topics should be and some basic information about those topics. You may not know every detail, but you should be able to write a couple of sentences pertaining to each one. Later on in the lesson you'll learn how to perform research for each topic and answer the questions that you have pertaining to each one as well. Again, if you don't feel like you can write about each topic or you don't want to spend the time doing so, you can outsource the work. Further on in the lesson you are going to learn a little bit about how to go about this too.

Finding Answers
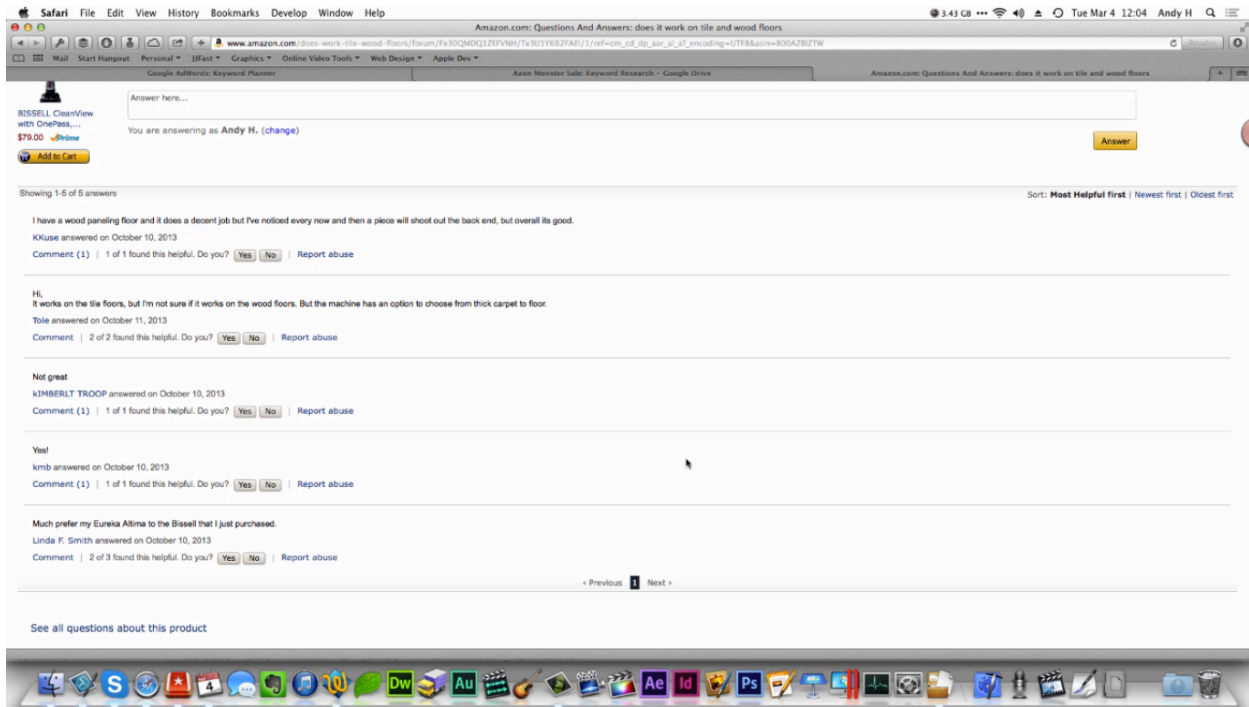
By now you should have a bulleted list put together. This list is likely to change as you find articles, research topics, or even outsource some of the work. So, this is just a rough list right now. Therefore, you shouldn't take this process too seriously. The point is to get everything on paper so that you'll have a rough idea of what your site is going to be like.

Now that you have your main outline done, it's time to start your content research. You are going to learn how to do this and how you can go about outsourcing it as well. If you are going to do this yourself, you need to begin by researching the questions that you have come up with. You may have gotten a lot of your topics and questions from Amazon itself. If so, you can find basic answers on the same page that you found the question on. If you can't find the answers here, you can search on Google for the answers. You could also probably find many of the answers you need on Wikipedia.

If you are creating a page that compares a couple of different brands or discusses one specific brand, you can turn to the company that created it for answers. You can either check out the product's specs on their website or you can jump on a chat with that company to find out the answers you need. Then, of course, you can also find a great deal about a particular product on Amazon itself.
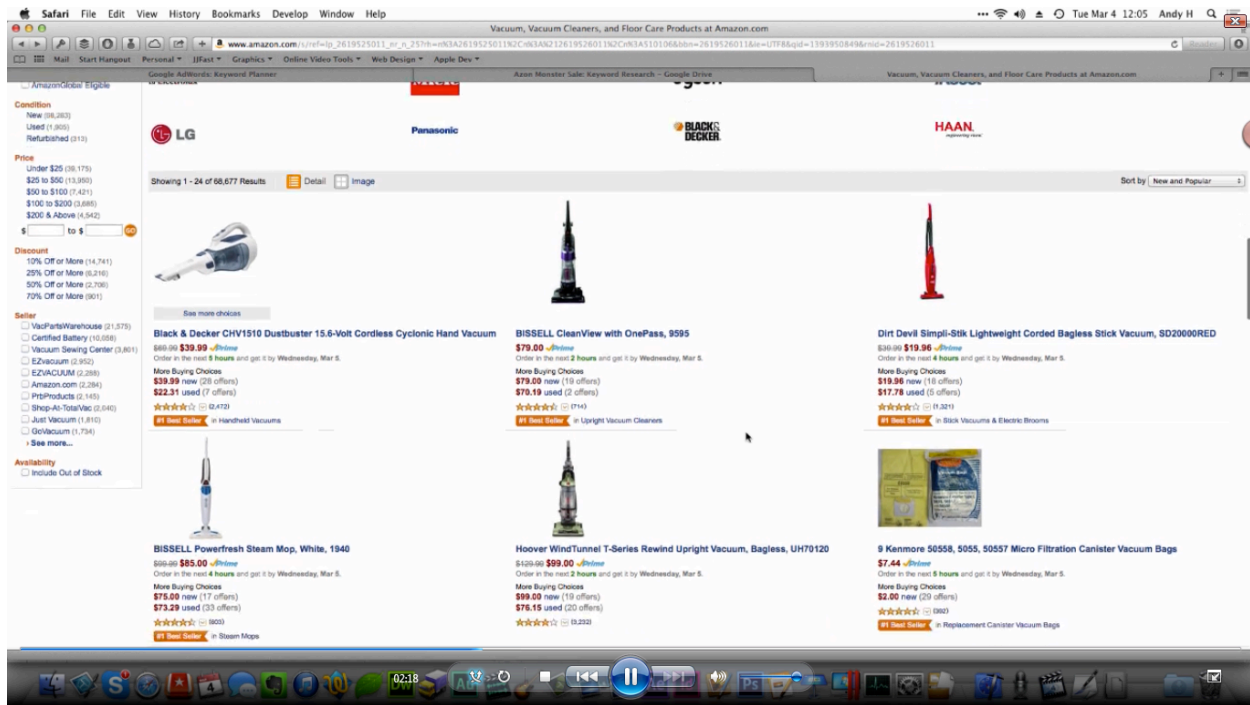
Let's say that the first page listed on your bulleted list is titled "What is the most cost-effective vacuum cleaner?" Honestly, the best way to find this out is to head over to Amazon. In the picture above you'll find a Bissell vacuum cleaner which is only $79.00. You could probably derive that this is the most cost-effective one because it is the cheapest one on the page of its kind and it's a bestseller.

If you're still unsure about which is best, you can look at the product's reviews. To do this, simply click on the item and go to its sales page, and right underneath the title to the page you'll find its star review rating and the number of reviews that the product has received. Often really good companies such as Bissell will place a comparison chart on the sales page that you can look at as well.

If you look at the screenshot above, you may notice that the person who left the top review on this page has actually gone to the trouble of updating his or her review several times over a six month period. This is an example of how these reviews can be very helpful.

You can tell from this person's statements that the vacuum is still working well and therefore is very cost-effective. In the next review the person is saying that they have this particular model of the Bissell vacuum cleaner and an Oreck. They continue on to say that the Oreck cost three times as much as the Bissell, but the Bissell works just as well as the Oreck, if not better.

Not all of these reviews are positive. One of them says that this vacuum is too loud and one of them says that the belt has a tendency to fall off. If these aren't things that are being said over and over again, you can be pretty sure that there's some explanation behind what the customer is saying. For example, the customer complaining may have received a vacuum that was defective. As you read through these reviews, you'll begin to get a sense of what problems a certain vacuum has as well as how it is beneficial. In other words, the ratings and reviews of a product will give you a pretty good idea of what the pros and cons of that product are.

If you wanted to be sure that you knew which the most cost-effective vacuum was, you could double-check by looking up cheaper vacuums and see if any seem to work as well or better than the one you are considering. If one of them is less expensive than another, yet has just as good of reviews, then that one may be the most cost-effective.

You can also find information by looking at blogs and other review sites pertaining to your product. However, if you do this, you'll want to be sure that you are not infringing on any copyrights. Also, as you do this, you'll want to check to make sure that you're looking at the latest information possible.

If you can't find the answers that you need from any of the sources above, you can always have a live chat with the company or even call the company up on the phone. You could also go to Best Buy, Walmart, and places like that to compare specific items. In this case, you would probably want to go to a couple of vacuum cleaner stores and find out as much as you can.

Don't be afraid to ask the salesman working at these types of stores either. You can learn a lot about your products that way. Simply walk into a Best Buy and ask "What type of vacuum cleaner do you sell the most?" Best Buy may not be the best example to use for selling vacuum cleaners, but surely you get the point. Sears is another great store that you can visit to find out more.

You have just learned a few tactics that you can use to find out more about your product. No matter how you go about it, you'll want to save or take note of the location of where you found out about your information. Keep this list because you will need to it in order to source where

you got your information later on. This is not only going to make you seem more credible, but it is going to make your site seem more reliable as well. Try to use the most credible sources you can find as you do so.

Find Products

There is one final step that you need to take in order to complete the process of planning out your content, and that is to find specific products to promote on Amazon. Since you already have a bulleted outline of what to include on your website, it should be too hard to know what to choose. You may have already started a list of products as you came upon them in your research.

Remember that the topics of your site should not be centered on any particular item. You are looking to find items that fit your niche, and you're looking for items that fit in with the topics that you have listed in your outline. For instance, our case study site is going to include a 'Best Vacuum for Pet Hair' page. This page is going to link out to the vacuum that you have found to be the best vacuum for pet hair on Amazon; you may even want to link out to several of them.

When a customer clicks through your link to look at a product that you pointed out it really doesn't matter if they buy it or not. They may notice, for example, another vacuum or some vacuum accessories or move on to something else entirely. You will get commission for whatever they end up buying as long as they started their search through your link.

You are not creating a site that's full of sales pages. The point is to provide people with interesting content, and then you may offer suggestions and provide links that a visitor can click on to check out a specific product if they would like to. So, the point of your page is to draw people in with interesting pages and to prompt them in a number of different ways to get them to move on to Amazon through your link.
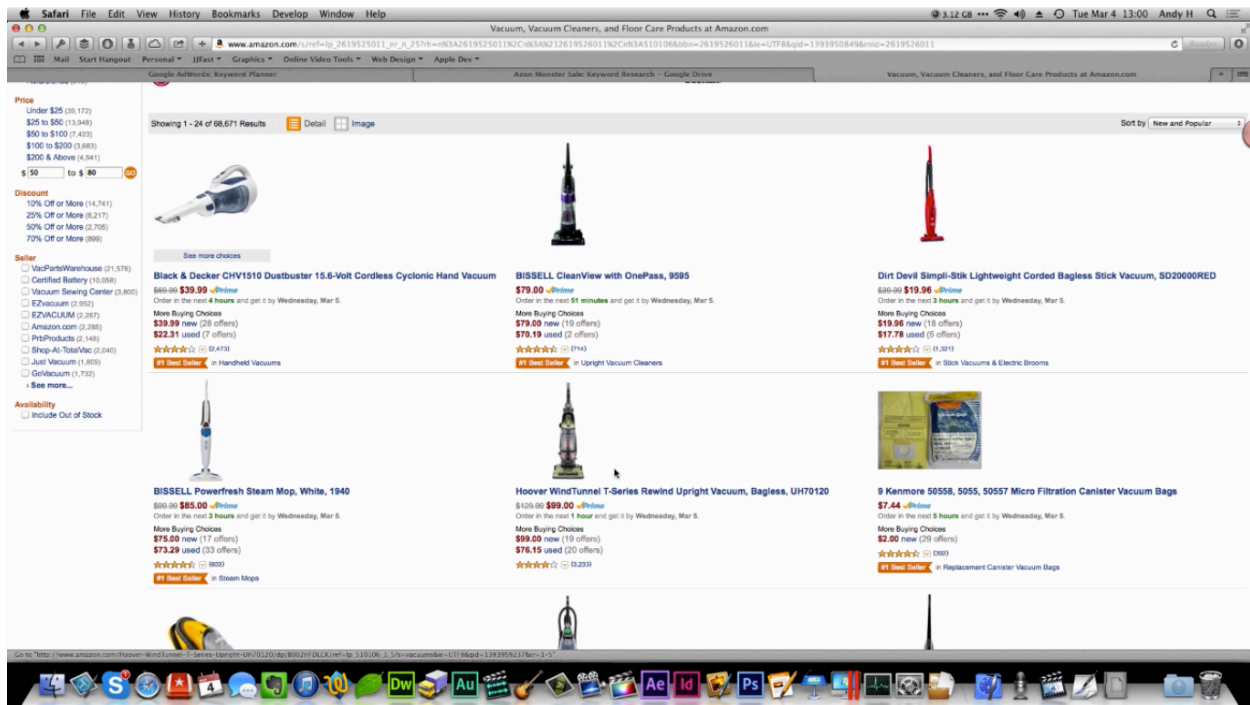
Twenty-two different pages are outlined in the bulleted list for the site at this point. There will probably be about three more sales pages created for the main vacuum cleaners being promoted. Above you can see a list of vacuum cleaners that are available on Amazon. The Bissell CleanView and the Hoover WindTunnel are the main vacuums that the site will be promoted. Both, as you can see are price between $50 and $100. Finally, a lower-priced vacuum will probably be promoted as well. The reason the first two were chosen was because these were some of the highest ranked on Amazon and they fit the right price range.

There is another version of the Hoover WindTunnel that is being considered as well. This one is priced at $129.00. It's got a little bit more sucking power and a wider brush array. Furthermore, this one is specifically designed for picking up pet hair. Anything that comes up during the research will be added to the page as well. Don't worry about all of this right now. Further on in the training you are going to learn how to add these links. There are a couple of programs that are going to make the process of adding links to your page super-simple.

This concludes the instructions on how to outline and plan your site. In the next lesson you are going to begin learning how to build your website. The first step to this process is going to be to purchase and set up your domain name.