

# **Azon Monster Sale: Website Setup**

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## Setting Up Your Hosting & Domain



Now it is time to purchase your domain and set up the hosting of your site if you haven't already. Two different methods for hosting your site are recommended by this training. Of course, you always have the option of doing some research and finding another hosting method. There are a lot of different options for hosting out there.

HostGator.com is the first site recommended. This is a less expensive hosting option. Now this site doesn't offer some of the same features that the next recommended option, A2 Hosting, will have. However, HostGator.com does have the features that you need to start out as an affiliate marketer. If you plan on expanding and creating multiple websites, you will probably want to upgrade to the A2 option.

The homepage of HostGator is shown above. As you can see, there are several different layers of service offered by the site. You are just going to need the 'Web Hosting' option. There is a 'Web Hosting' tab up at the top of the screen. Click on this to move forward. When you do, you will find that there are three different web hosting plans offered on the next page. There is a Hatchling Plan, a Baby Plan, and a Business Plan.

HostGator » Web Hosting

### Get Started with HostGator Web Hosting Today!

Plan	Starting Price	Key Features
Hatchling Plan	\$3.96/mo*	• Single Domain • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
Baby Plan	\$6.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • Shared SSL Certificate
Business Plan	\$10.36/mo*	• <b>UNLIMITED</b> Domains • <b>UNLIMITED</b> Disk Space • <b>UNLIMITED</b> Bandwidth • <b>FREE</b> Private SSL & IP • <b>FREE</b> Toll Free Number

\*Price reflects 20% off first invoice

HostGator Control Panel: cPanel is the #1 used control panel in the world. If it was not the best we wouldn't be using it. [Try cPanel Demo](#)

Easy SiteBuilder: Our **FREE** Weebly SiteBuilder allows you to easily create a professional website within minutes.

The Baby Plan would be good enough for what you are doing. The Hatchling Plan would work too, except it limits you to only having a single domain. If you choose the Baby Plan, you are going to be able to have an unlimited amount of domains, and it only costs about \$3 more a month. All of the plans include unlimited disk space and unlimited bandwidth.

The Business Plan offers higher levels of support, a free toll-free number, and free private SSL and IP services. So, this is a great plan, but you really don't need it. The Hatchling Plan or the Baby Plan is going to be enough for what you are doing. The Baby Plan would probably work best and it is well worth the extra money.

In the screenshot above you can see a breakdown of all three of these plans. Once you click the 'Order Now' button for the plan that you want. When you get to the next page, you'll be given the option to register a new domain. If you do so, HostGator will automatically set everything up for you. They will add in your domain name. Generally, you are charged for a domain name on a yearly basis and you pay for hosting on a monthly basis. You can sometimes purchase hosting on a yearly basis and the more you purchase at a time, the more of a discount you are going to get.

Below, you can see a screenshot of the A2 Hosting site. This site gives you two different options for hosting. You can choose between their Prime service and their Prime+SSD. The only real difference between the two is that the Prime+SSD is going to be quite a bit faster. Both plans offer unlimited domains in this case. You can review the rest of the page to check out the specs that each plan offers. Most of the time you don't need a dedicated IP address, but if you want one you can add that to your service as well. You're also going to get an unlimited number of email accounts with either option.

## High Speed Hosting

You don't like slow websites. Neither do your visitors. If your site is slow, your visitors will just find another site to buy from or get their information from. That's why your site will be hosted on our exclusive **SwiftServer** platform. The bottom line is **we're faster than the competition.**

As a product of A2 Hosting's 10+ years of expertise, our hosting provides the **ultra-reliable, high-performance** solution to help you succeed. Host on our SSDs for page load speeds up to **300% faster** than standard drives!

**17% OFF** Use coupon code **PATRICK** to save on your first invoice!

Save

**17%**

off first billing cycle with coupon code

PATRICK

Recommended For

Prime

From ~~\$4.97~~mo. Was \$5.99

Order Now

Prime+SSD

From ~~\$7.46~~mo. Recommended

Order Now

Plan Resources

Solid State Drive Speed Boost - Up To 300% Faster Page Loads! (Complete SSD Solution - Your Files, OS & Database) [Learn More!](#)

<p style="margin: 0;"><b>Average Page Load Speed</b></p> <p style="margin: 0;">SSD <span style="display: inline-block; width: 60%; height: 5px; background-color: #76b82a;"></span> 0.3 sec</p> <p style="margin: 0;">Standard <span style="display: inline-block; width: 80%; height: 5px; background-color: #ccc;"></span> 1.1 sec</p>	<p style="margin: 0;"><b>MySQL Transactions per Second</b></p> <p style="margin: 0;">SSD <span style="display: inline-block; width: 95%; height: 5px; background-color: #76b82a;"></span> 19.9K</p> <p style="margin: 0;">Standard <span style="display: inline-block; width: 10%; height: 5px; background-color: #ccc;"></span> 0K</p>	✗	
<b>RAID-10 Storage</b>	Unlimited	Unlimited	Unlimited
<b>Transfer</b>	Unlimited	Unlimited	Unlimited
<b>Email Addresses</b>	Unlimited	Unlimited	Unlimited
<b>Domains</b>	Unlimited	Unlimited	Unlimited
<b>Databases</b>	Unlimited	Unlimited	Unlimited

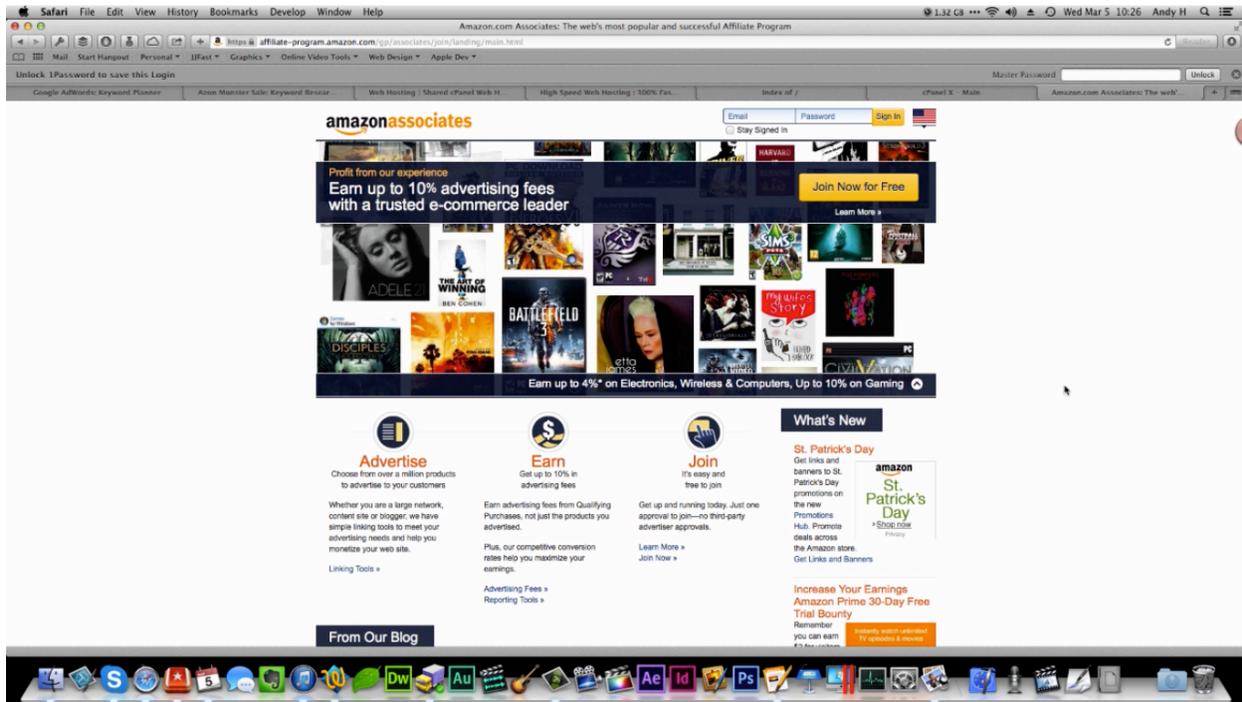
High Speed Hosting Features

SwiftServer Platform	✓	✓
CloudFlare Content Delivery Network (Avg. 200% Faster Page Load)	Free	Free
Railgun Optimizer (Up To 143% Faster HTML Load Times!)	\$2.00/mo	Free
US & Europe Server Location Options	✓	✓
10 Gb/s Redundant Network	✓	✓

A major reason why A2 Hosting and HostGator are being recommended is because both of these hosts have the ability to quick-install WordPress. That saves you a lot of time and takes a lot of pressure off of you. Most hosts do have a quick-install feature, but HostGator and A2 seem to be two of the best out there.

After you have finished setting up your domain name and hosting, you can move on to set up your Amazon Associates Program account. The next thing you'll need to do is set up your WordPress installation setup. So, keep reading to learn more.

# Amazon Associates Account

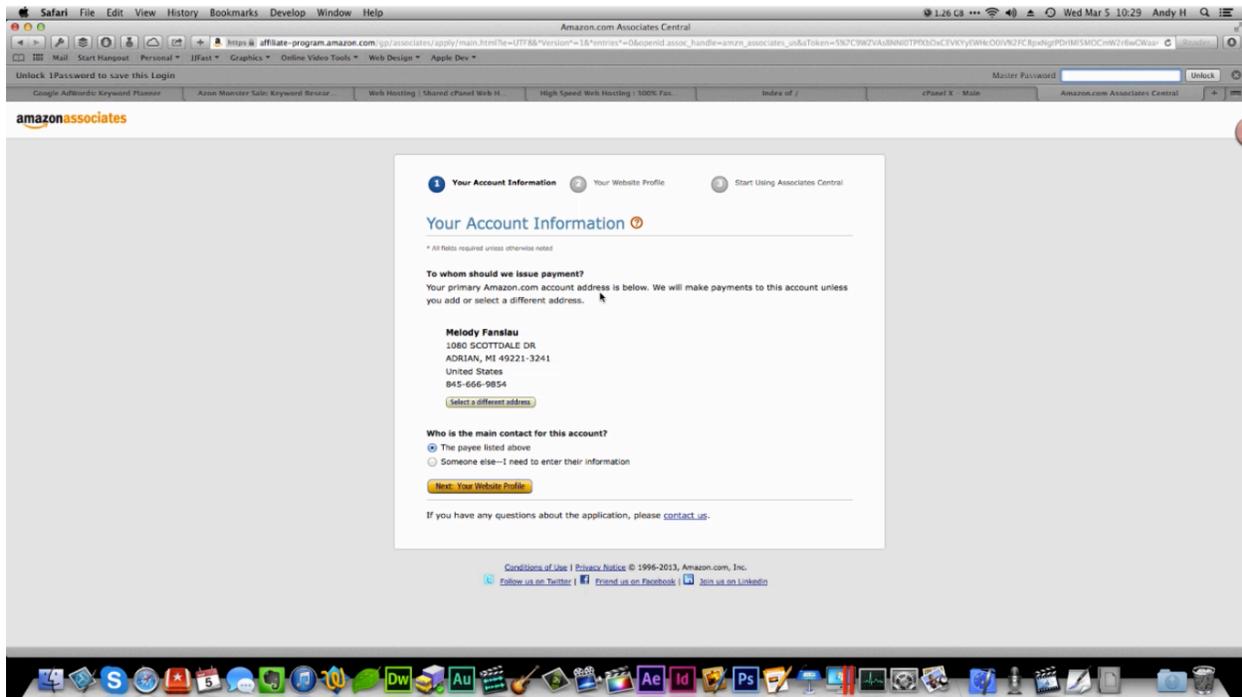


There are some limitations to this program. There are a couple of different states in the United States which do not allow you to sign up for the Amazon Associate's program, for example. There are also a couple of different stores on Amazon that require you to sign up on their site specifically if you live outside the United States. For instance, if you live in the UK, you are going to need to sign up through Amazon.co.uk, particularly if you are going to be selling products to be sold in that area.

You can find out more about all of this by simply performing a Google search on the words 'Amazon Associates Countries' or you can click on this link <https://affiliate-program.amazon.com/gp/associates/help/t22/a13> to check into it. When you do, you'll find yourself on the webpage shown above.

Whether you live in the United States or not you will need to review the Associates Program Operating Agreement, which you can find at <https://affiliate-program.amazon.com/gp/associates/help/operating>. In section two, you will find the states that are excluded from the program. Once you do so, you can click on this link to sign up to the program: <https://affiliate-program.amazon.com/gp/associates/join/landing/main.html>.

When you get to the Amazon Associates main page, you can click on the 'Join Now for Free' button at the top of the page. Next, you'll be asked to log into your account. If you don't have an account yet, you can select 'I am a new customer' and you'll be led through the process of creating an account.



It's likely that you already have an account, and if you do, when you click the button to sign in you will be directed to the page above. From this page, you'll be able to set up your payment information and designate a main contact for your account. The main contact for the account will be the person that the payments are being issued to. If you want this main contact to be someone else, this is where you can set that up. At the bottom of the page there is a link that you can use to contact support if you need any help.

Next you're going to set up your website profile. This is where you are going to enter in the name of your site and its URL. You'll be asked what your website is about and what the primary topics of your site are. On this page you'll also be asked what your website will be about, what your primary topics will be, what types of items you intend on listing, and how you plan on monetizing your site. You can see that this form has partially been filled out in the screenshot above.

You should know most of the information that you need to include about your site already, if not, you may need to gather what you need before you start this process. This page includes the following questions:

- What is the name of your website?
- What is the URL of the website(s) you will use to send traffic to Amazon?
- What is your website about?
- Which of the following topics best describes the topic of your website(s)?
- What type of Amazon items do you intend to list on your website(s)?
- What type of site is your website(s)?
- How do you drive traffic to your website(s)?
- How do you usually build links?
- How many unique visitors does your website(s) get per month?
- What is your primary reason for joining the Amazon Associates Program?
- How did you hear about us?

1 Your Account Information    2 **Your Website Profile**    3 Start Using Associates Central

## Your Website Profile

\* All fields required unless otherwise noted

### Website Subject & Content

**What is the name of your website?**

We will use this name to generate your unique Associates ID.

**What is the URL of the website(s) you will use to send traffic to Amazon?**

  (Add additional URLs\*)

Your website, your blog, your Twitter feed, etc.  
If you have more than one website, please include your top 5 by traffic volume.

**What is your website(s) about?**

Visitors will be able to learn more about vacuums and the best models of vacuums. They will also be able to learn some history about vacuum cleaners. Visitors will also be able to gather information about which type of vacuum will suit their needs best.

What can users do on your website, who is it for, and what kind of products do you intend to promote?

**Which of the following topics best describes the topic of your website(s)?**

 
  
   (Add additional topics\*)

**What type of Amazon items do you intend to list on your website(s)?**

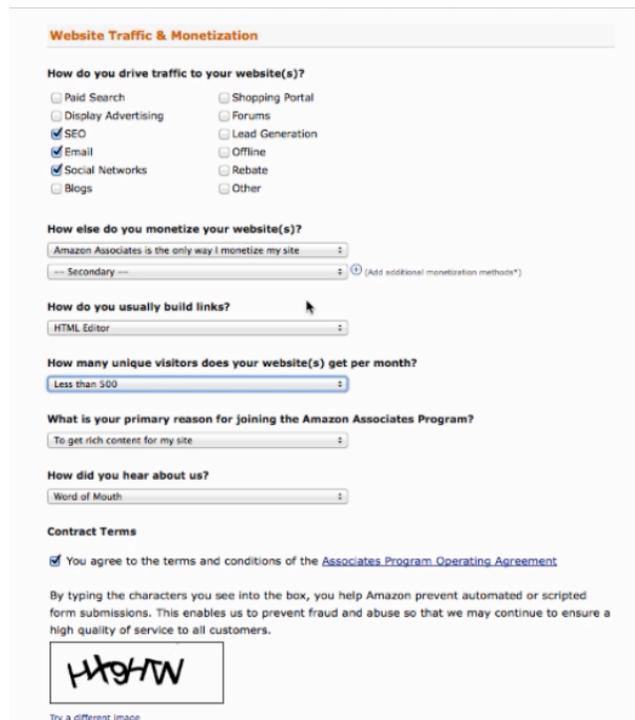
Books                       Home & Garden  
 Movies, Music & Games     Health & Beauty

The name of the site that is being put together as a case study for this training is going to be Highest Rated Vacuums 2014. You may remember that HighestRatedVacuums.com was the domain that was chosen for the site from GoDaddy.com. So, that was entered into the form as well. The next question asks what the site is about. During the case study, the following text was entered:

Visitors will be able to learn more about vacuums and the best models of vacuum. They will also be able to learn some history about vacuum cleaners. Visitors will also be able to gather information about which type of vacuums will fit their needs best.

For the most part, the vacuum cleaner website is going to be a reference site. The site is also going to give some information about Retail/General Merchandise, so this was selected as well. After this, the page asks what type of items you intend to promote, and then there are a number of categories to choose from. If you don't know which one to choose, simply and go see what category the product you are going to promote is in.

The case study site is going to be a content or niche website. That is what you are learning to create as well. It will also be a comparison shopping engine. Traffic to will be brought to the website through SEO tactics mainly. That basically just means that you're going to use keywords to drive traffic to your site. Traffic may also be brought in via email and social networking. Later on 'Display Advertising' may be used to drive traffic to your site.



The image shows a screenshot of the Amazon Associates 'Website Traffic & Monetization' form. The form is titled 'Website Traffic & Monetization' and contains several sections of questions and input fields. The 'How do you drive traffic to your website(s)?' section has checkboxes for Paid Search, Display Advertising, SEO, Email, Social Networks, Blogs, Shopping Portal, Forums, Lead Generation, Offline, Rebate, and Other. The 'How else do you monetize your website(s)?' section has a dropdown menu with 'Amazon Associates is the only way I monetize my site' selected and a 'Secondary' dropdown. The 'How do you usually build links?' section has a dropdown menu with 'HTML Editor' selected. The 'How many unique visitors does your website(s) get per month?' section has a dropdown menu with 'Less than 500' selected. The 'What is your primary reason for joining the Amazon Associates Program?' section has a dropdown menu with 'To get rich content for my site' selected. The 'How did you hear about us?' section has a dropdown menu with 'Word of Mouth' selected. The 'Contract Terms' section has a checked checkbox for 'You agree to the terms and conditions of the Associates Program Operating Agreement'. Below the contract terms is a CAPTCHA image showing the characters 'HHTW' and a link to 'Try a different image'.

You could use 'Paid Search', but these kinds of websites don't really have a lot of success when it comes to using this sort of strategy. SEO, email, and social networking are really the best ways to drive traffic to a site like the case study sites. Blog advertising can be helpful to use as well.

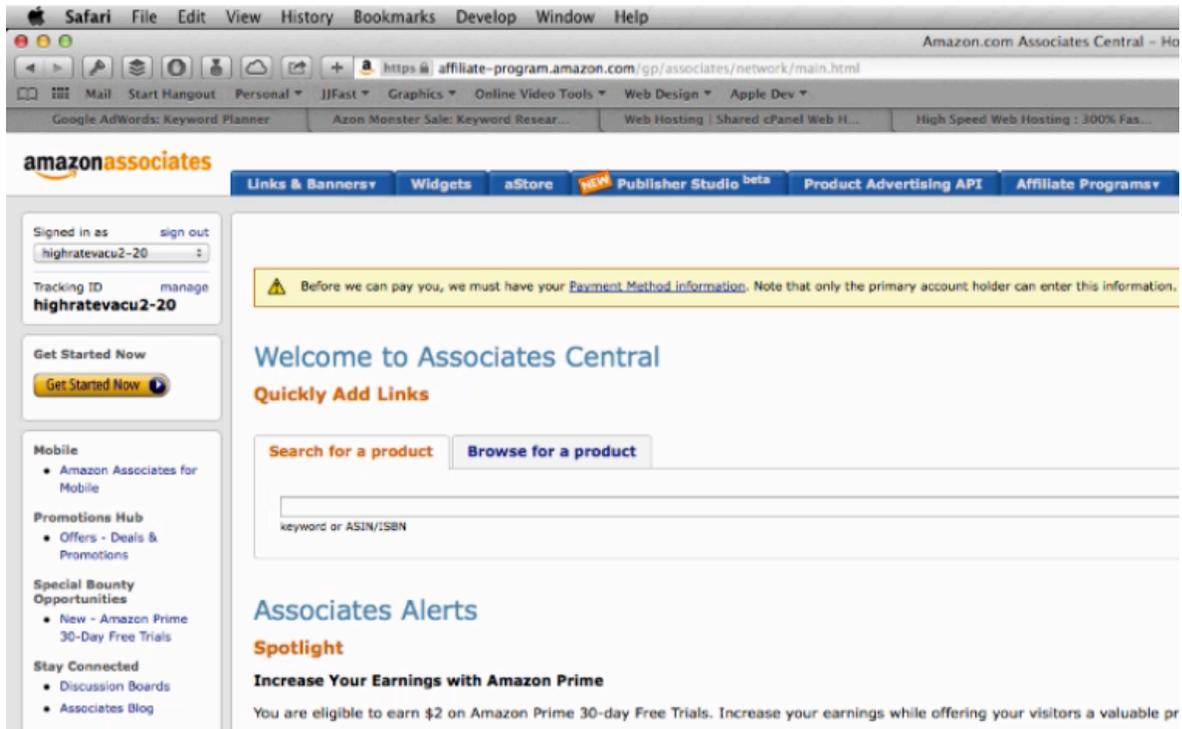
The site will be monetized through Amazon Associates. However, if this isn't true for your site, you will need to select whatever is most applicable to your site. Next the site will ask how you plan to build links. If you're not an html-coder, you will probably want to choose 'Content Management System' or you could even choose to use a 'Blog Editor' like WordPress. After that, you'll be asked how many unique visitors your site gets per month. If you haven't set up a site yet, you'll need to choose 'Less than 500', of course.

The reason why you want to choose for setting up your site is 'To get rich content for my site'. You can choose 'To monetize my site', but that's not really what it's there for. The point of your site is going to be to help others find the products that they need primarily. In other words, you are creating this site to make money off of it, but that's not the primary point of the site itself. Plus, there are lots of different ways to make money online. If you are doing this, it should be because it's something you enjoy and are proud of.

Finally, you'll be asked how you heard about the site. You can just choose 'Word of Mouth' if you like. After that, you'll want to check the box stating that you agree to the terms and type the characters from the captcha before clicking on the 'Finish' button. Of course, you don't want to agree to the terms unless you actually agree to them. That part is completely up to you.

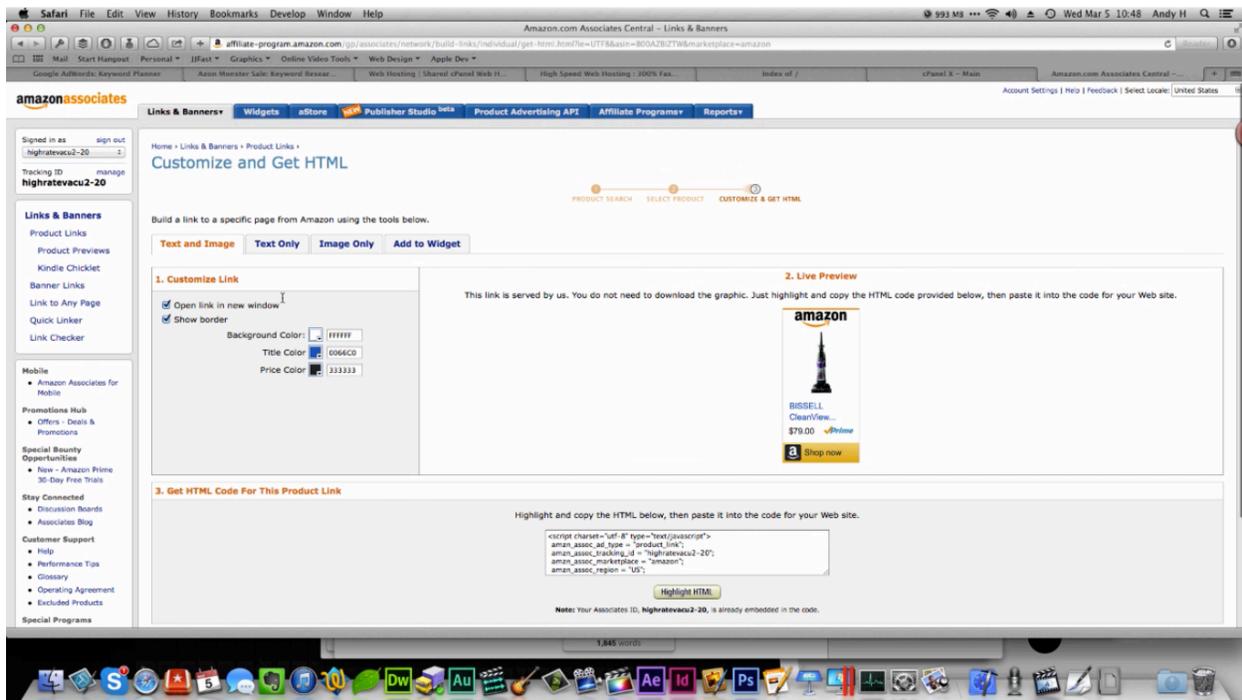
After you hit 'Finish', your application will be processed. Once you are fully approved, you will receive an email. There is a button below this message that you can click on to set up your payment method. You can either choose to get paid by check or you can set up a direct deposit. You could even opt to get paid by gift certificate if you like. When you are done, click 'Continue' to finish this process. Now you can move on to start setting up your WordPress site.

## Setting up Your AWS Keys



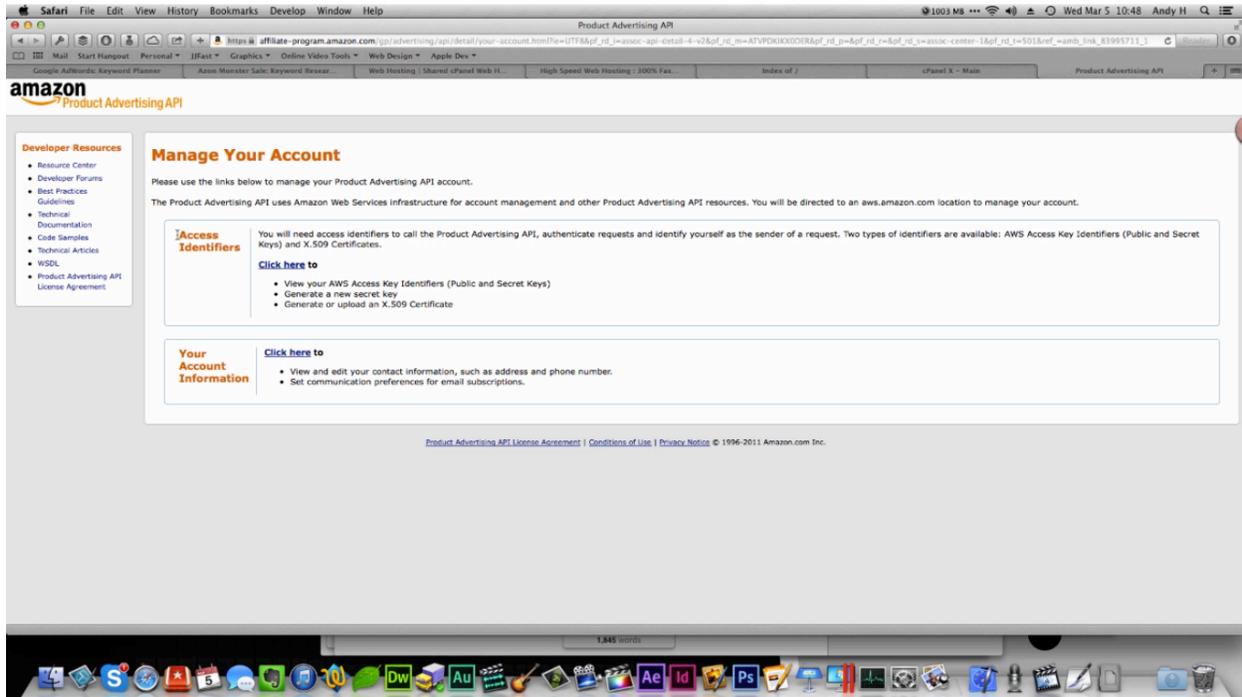
There are a couple of other things that you need to do before you can set up your actual website. The first thing that you'll need to do is retrieve your Tracking ID from your Amazon Associate's account. You will find this at the top left-hand corner of your account. There is a 'Manage' link above it; you can click on this to add more tracking IDs to your account.

Also up at the top, you'll find the 'Links & Banners' tab. When you click on this, a number of options will appear. You'll want to click on 'Product Links' in order to find the products that you want to promote and the site will automatically set up the links you need. You can search for vacuums, for example, and a number of vacuums will come up. From here you can find one of the products that you have chosen and then click on the 'Get Link' button beside the product. When you do, you will find yourself on a page similar to the one pictured below.



As you can see, an image has been generated for the vacuum that is going to be used on the case study vacuum cleaner site. This is the 'Text and Image' version. There is also a 'Text Only' version that you can use as well. In both cases, you'll be provided with the HTML code that you need to insert the link into your site. You also are given an 'Image Only' option and an 'Add to Widget' option. Later on in the lesson, you'll be shown a plug-in that makes it easier to insert these links.

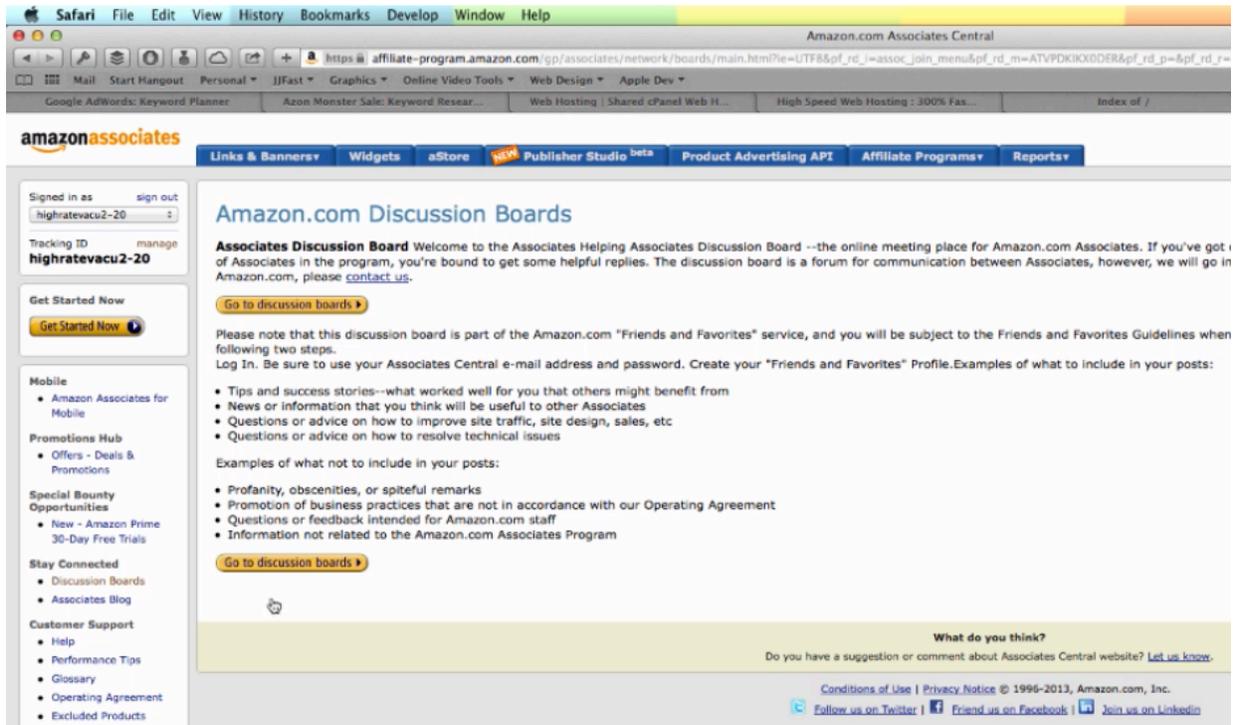
Another thing that you'll need in order to set up your site is your AWS Access Identifiers. Amazon uses public and secret keys a lot. They kind of work like usernames and passwords, but these are composed of a long sequence of characters that are automatically generated. You can find your identifiers under the 'Manage Your Account' section within your Amazon Associates account. You can also come here to generate or upload certificates.



There is a 'Click Here' link inside the 'Manage Your Account' section of your account. This is where you are going to find your access keys. If one hasn't been generated for you already, you can generate one of your own by clicking on the 'Create a new Access Key' link within this page. An access key will be generated and a secret access key. You can make these active or disable them later on. You're going to need these for a couple of the plug-ins that you're going to be using inside of WordPress.

Under the 'Manage Your Account' section, you will also find a 'Click here' link that will allow you to access your account information. When you click on this link, you'll be led to a page where you can edit your contact information and set your communication preferences. This is where you would want to go if you need to change any of the basic info pertaining to your account such as your mailing address.

# Associates Discussion Board



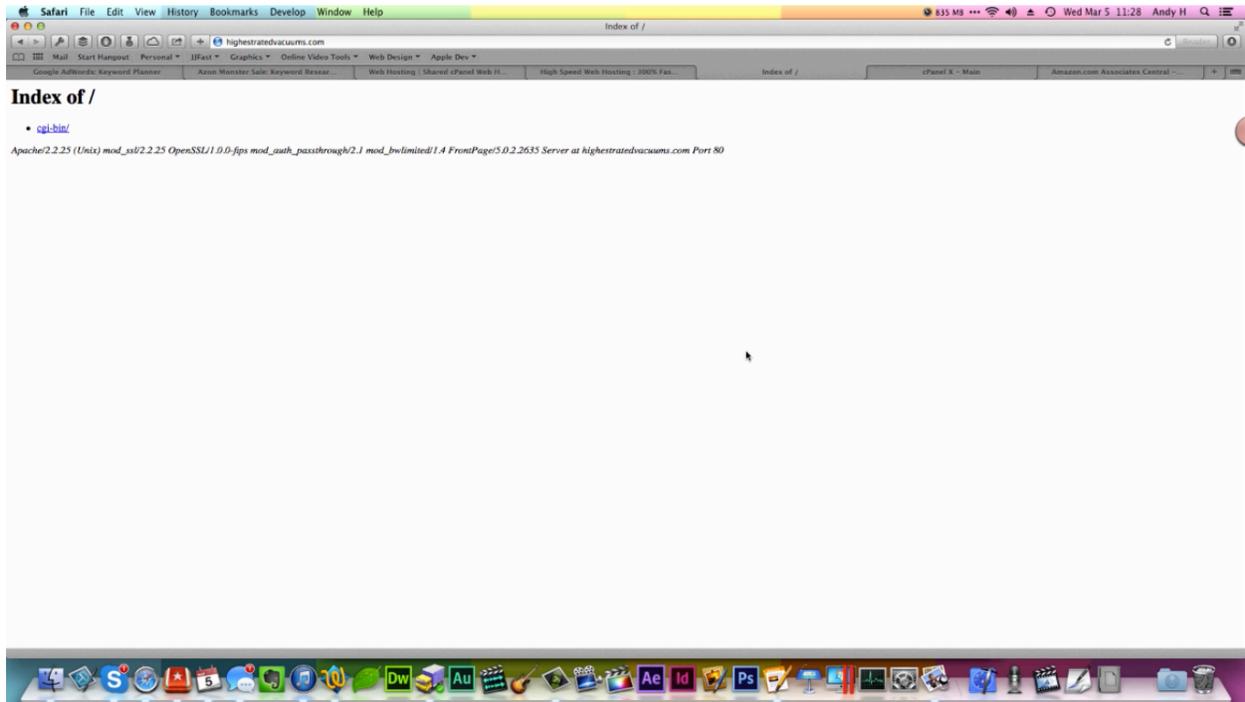
There are a couple of different places where you can go to find out more information about Amazon's Associates Program. One of these places is the site's discussion board. You can find a link to this discussion boards over on the left-hand side of the page right underneath the words 'Stay Connected'. Here you will also find the 'Associates Blog'. These will both help you stay up to date on most of the news and any new features that they roll out.

It's highly recommended that you check them both of these sections very often. There is an RSS feed that you can subscribe to pertaining to the blog. This will help you to find new products to promote, and it will help you to know what products Amazon will be featuring next.

It can help you out immensely to visit the discussion board as well. Here you can find all sorts of questions and answers, and you can connect with all sorts of different people. This is also a place that you can go and vent. For example, there is currently a thread titled 'Hilarious orders'. It's not all fun and games though. People come here to make serious inquiries about things they need to know, such as what to do about taxes. You are likely to be able to find the answer to any question that you have within the discussion board, and if you can't, you can simply ask other associates by starting your own thread.

The discussion board allows you to stay informed and stay connected. Again, you can also use it to ask questions and get advice from other people who have been in your shoes before. Even if you have a good grip on the things that are going on, it feels good at the end of the day to be able to connect with like-minded individuals who spend the whole day doing the same things that you have been doing.

## Quick Install



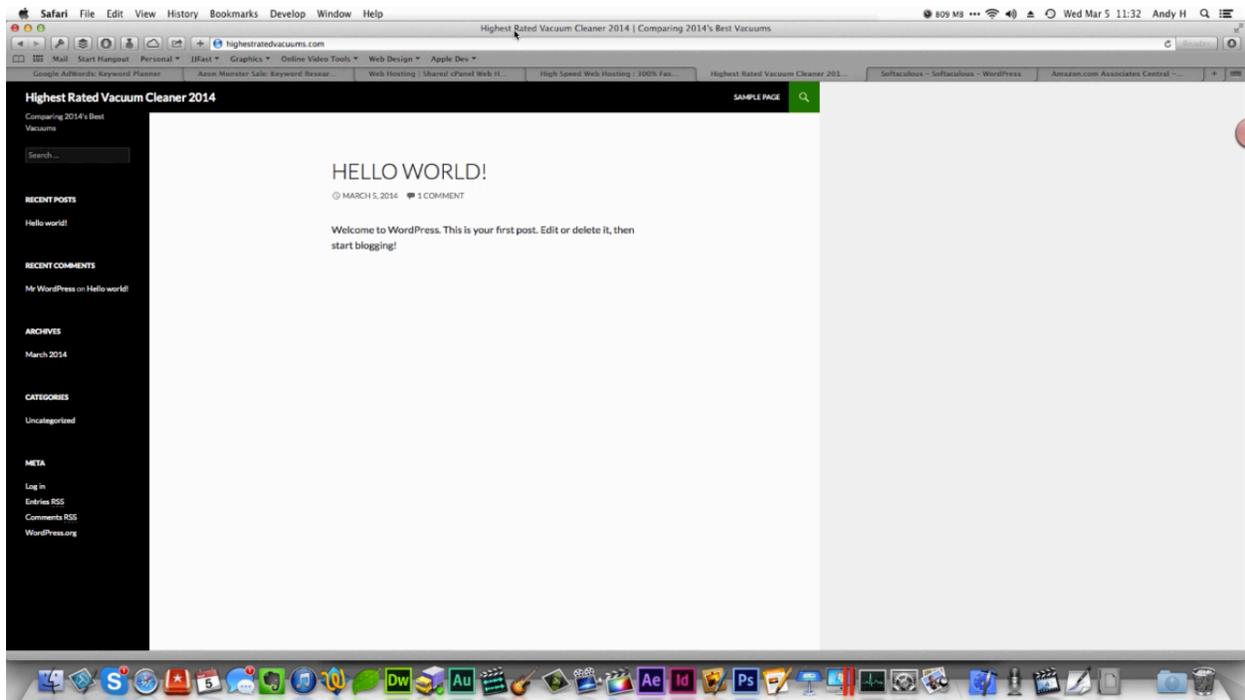
Above you can see the case study site HighestRatedVacuums.com. It was registered through one site and then hosting was added to it later on. Once you have done all of this, you will be able to go right to your c-panel to set everything up. The screenshot above shows what your page will look like before you have anything installed.

The first thing that you will need to do is quick install WordPress through your c-panel. Most c-panels contain a search bar that allow you to search for various functions, and in many cases you can simply type in the word 'quick' to be directed to the quick install features on your site. When you do, you'll see a 'WordPress' option; click on it. You will be redirected to a WordPress dashboard where you will be able to click 'Install'.



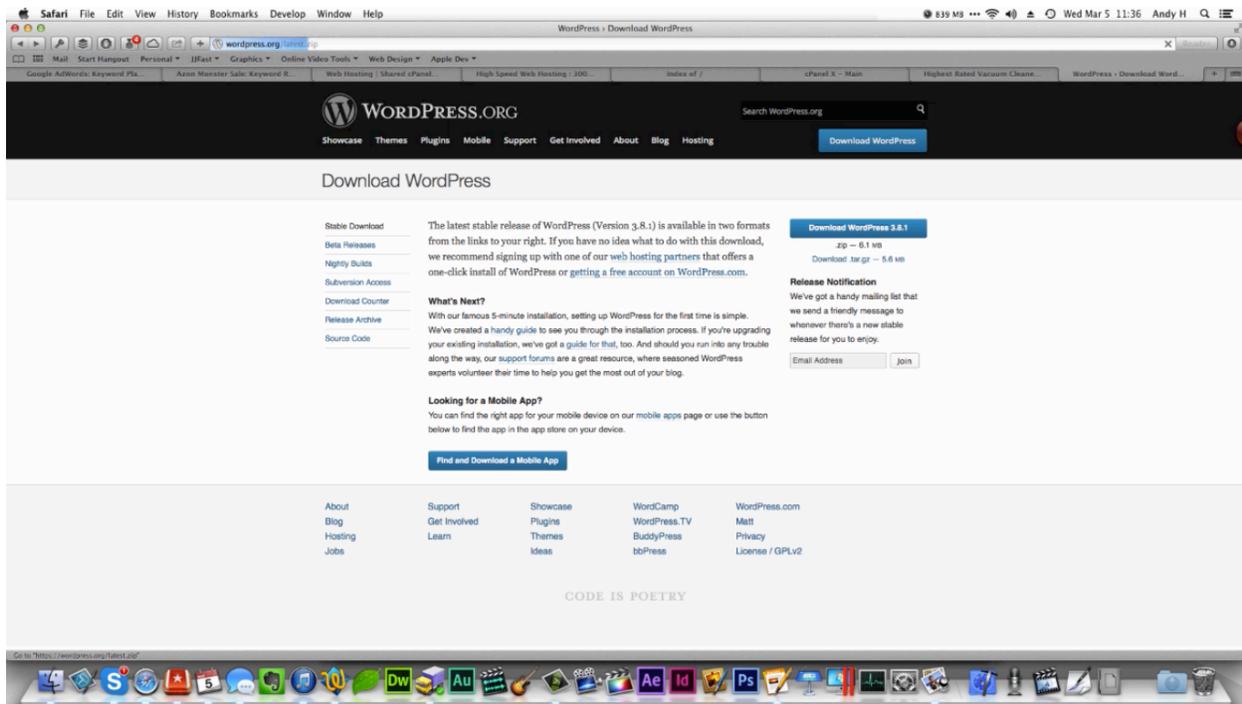
After you click 'Install', you will be brought to a software setup page. You will need to enter some basic information about your page. One of the things that this page will require you to do is set up an 'Admin Username' and an 'Admin Password'. You will want to use a unique username and a secure password. To make it a secure password you will need to use a mixture of upper and lower case letters, numbers, and special characters. Some services don't even allow you to set up a password; they set one up for you and only give you the option to set up your admin username.

In any case, you'll want to store your username and password. If you like, you can paste them both into the text file that contains your outline. You will need to enter in an admin email as well. It is advisable for you to set up a separate email just for your website(s). When you are done filling everything out, you can click on the 'Install' button down at the bottom of the page to finish the process. The install process won't take long. The next page that appears will provide you with the URL and the Admin URL.



When you reload your new webpage, your brand new WordPress install will appear as in the screenshot above. The quick-install feature is very easy to use. Unfortunately not all hosts provide this feature and you will have to set this all up manually. This is what you are going to learn how to do in the next section.

# Automatic Install



If you need to install WordPress manually, you can begin by heading over to WordPress.org. There you will find a 'Download WordPress' button; click on this to download the latest version of WordPress. This will be a 6.1 MB file, so it may take a couple of minutes for this to install. Once the file is downloaded, you can go ahead and extract it. While it's extracting, you can head over to your c-panel to set up your SQL.

Most c-panels have an SQL wizard that will make this process very simple. The first thing that you will be asked to do is name your database and then you will be able to set up a username and password for it. Be sure to save this information as well as the name of your database. If you forget this information, then you are going to have to delete your database and set it all over again.

Once your file is extracted, you'll want to connect to your FTP server in order to upload the extracted files. There are lots of FTP client options out there. Transmit is the client that was used for the case study, but you can use Cyberduck, Filezilla, or any other service you may prefer. In any case, you will need to connect with your FTP server by entering in your user name and password and clicking on the 'Connect' button.

```
1 <?php
2 /*
3  * The base configurations of the WordPress.
4  *
5  * This file has the following configurations: MySQL settings, Table Prefix,
6  * Secret Keys, WordPress Language, and ABSPATH. You can find more information
7  * by visiting the link http://codex.wordpress.org/Setting\_wp-config.php\_editing
8  * or the wp-config.php Codex page. You can get the MySQL settings from your web host.
9  *
10 * This file is used by the wp-config.php creation script during the
11 * installation. You don't have to use the web site, you can just copy this file
12 * to "wp-config.php" and fill in the values.
13 *
14 * @package WordPress
15 */
16
17 // MySQL settings - You can get this info from your web host //
18 // The name of the database for WordPress //
19 define('DB_NAME', 'wordpress');
20
21 // MySQL database username //
22 define('DB_USER', 'username_here');
23
24 // MySQL database password //
25 define('DB_PASSWORD', 'password_here');
26
27 // MySQL hostname //
28 define('DB_HOST', 'localhost');
29
30 // Database Charset to use in creating database tables. //
31 define('DB_CHARSET', 'utf8');
32
33 // The Database Collate type. Don't change this if in doubt. //
34 define('DB_COLLATE', '');
35
36 /**#@+
37  * Authentication Unique Keys and Salts.
38  *
39  * Change these to different unique phrases!
40  * You can generate these using the WordPress.org secret-key service.
41  * You can change these at any point in time to invalidate all existing cookies. This will force all users to have to log in again.
42  *
43  * @since 2.5.8
44  */
45
46 define('AUTH_KEY', 'put your unique phrase here');
47 define('SECURE_AUTH_KEY', 'put your unique phrase here');
48 define('LOGGED_IN_KEY', 'put your unique phrase here');
49 define('NONCE_KEY', 'put your unique phrase here');
50 define('AUTH_SALT', 'put your unique phrase here');
51 define('SECURE_AUTH_SALT', 'put your unique phrase here');
52 define('LOGGED_IN_SALT', 'put your unique phrase here');
53 define('NONCE_SALT', 'put your unique phrase here');
54
55 /**#@-*/
56
57 // WordPress Database Table prefix.
58 // You can have multiple installations in one database if you give each a unique
59 // table prefix.
60
61 $table_prefix = 'wp_';
62
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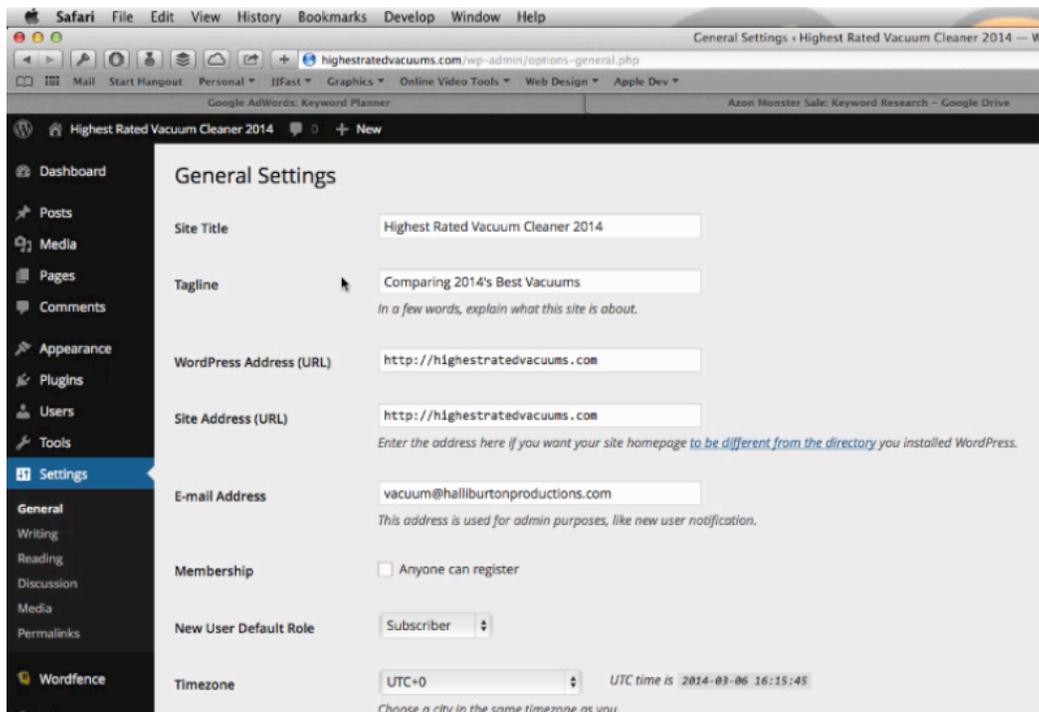
After you have connected to your FTP client, you'll want to go to your extracted WordPress file folder. There you will find a 'wp-config-sample.php' file. You'll want to delete the 'sample' portion of the file name so that it just reads 'wp-config.php'. You will also want to open this file up in a text editor. In the picture above the top there are three pieces of code that begin with the word 'define'; this is where you will need to paste in your database name, username, and password.

At the bottom of this text, you'll see seven different lines that begin with the word 'define'. This is where you can input some unique phrases to make your site more secure. When you are done filling all of this out go ahead and save the file and return to your file folders. One of the files that you will find within your FTP client will be titled 'public\_html'. Open this folder up and you will find that it only contains one file. This file will be named 'cgi-bin'. You will want to drag all of the files that you have just extracted over into the 'public\_html' folder. You can leave the 'readme.html' file out and the 'license.txt' file if you like; you don't need either of them.

It's going to take a minute or two for these files to upload. Once they are uploaded, you can reload your URL and you will be taken to an install name. This page will request some basic information. You'll need to name your site and enter in a username, password, and email address. There is also a privacy option at the bottom of the page that you want to select. This will allow search engines to index your site. After you enter in this information, click on the 'Install WordPress' button.

The next page that you come to will tell you that your installation is complete. From here you can click on the 'Log In' button to go ahead and log into your admin account. Now if you type in your site's URL, you will be brought to the homepage of your site. Next you will learn how to prepare your site for the content that you are going to add.

## WP Settings



Now that you have your site set up and ready to go, there are a couple of things that you are going to need to do inside the WordPress settings themselves. There are also a couple of plugins install which will keep your site secure. The first thing that you will want to do is log into your WordPress dashboard. Over on the right-hand side of the page you'll find the 'Settings' option. Click on this option so that you can edit your settings, and then choose 'General'.

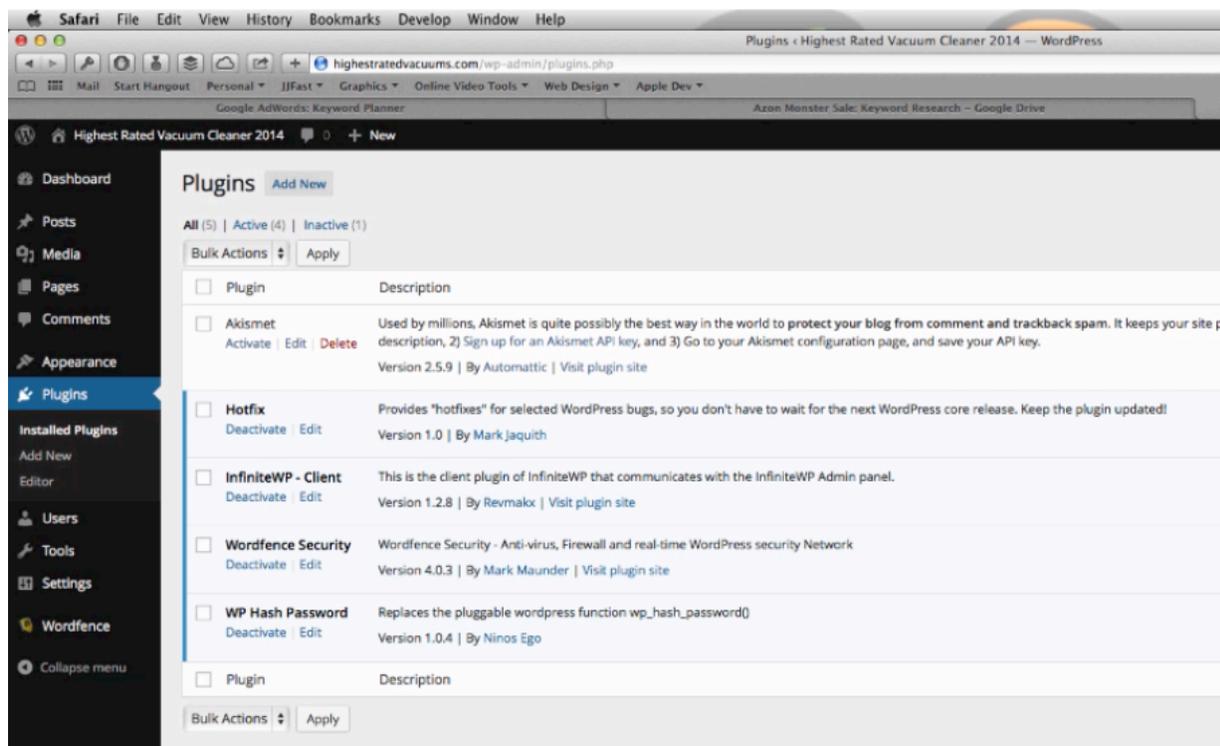
You will want to set up your site title as one of your keywords search terms, and you want to set your tagline as one of your search terms as well. In the picture above, you can see that the vacuum cleaner site's title is 'Highest Rated Vacuum Cleaner 2014'. The beginning of the title 'Highest Rated Vacuum Cleaner' is the number one category that we are trying to target. Then '2014' was added to get the site a higher ranking on Google. The tagline consists of keywords as well. You can change your tagline later on if you do more keyword research and find better terms to use.

You will also want to change the email address to your admin email address. That's important because the email address that you designate is where all of your notifications are going to go to. You don't really need to change anything else unless you just want to. You may want to change the time zone setting so that it's set to your own time. Once you have made all your changes, click the 'Save Changes' button down at the bottom of the page.

Now click to change your 'Writing' settings. You will want to make sure that your 'Default Post Category' to 'Articles'. Don't forget to click on 'Save Changes' if you change this or anything else. Next you'll want to click on 'Reading' to bring up the 'Reading Settings' page. On this page you will want to make sure that the box next to the words 'Discourage search engines from indexing site' is unchecked. You can change anything else on this page that you want to, just remember to click the 'Save Changes' button when you're done.

The 'Discussion' settings are what you will want to change next. Here you will want to uncheck the box next to the words 'Allow people to post comments on new articles'. You will always want to check the box next to the words 'Automatically close comments on articles older than 14 days'. You will also want to change the number 14 to 0. That way, you can make sure that any comments made are closed and deleted.

You may need to change these settings for individual articles later on in order to encourage engagement on your page, but by default you really don't want people commenting on your page. When you are done, click on 'Save Changes' button and then click on 'Permalinks' to change those settings as well. On this page, you will want to select 'Post Name'. Doing so will make your site easier to navigate. After you're done, save your changes once more and you will be finished with your settings.



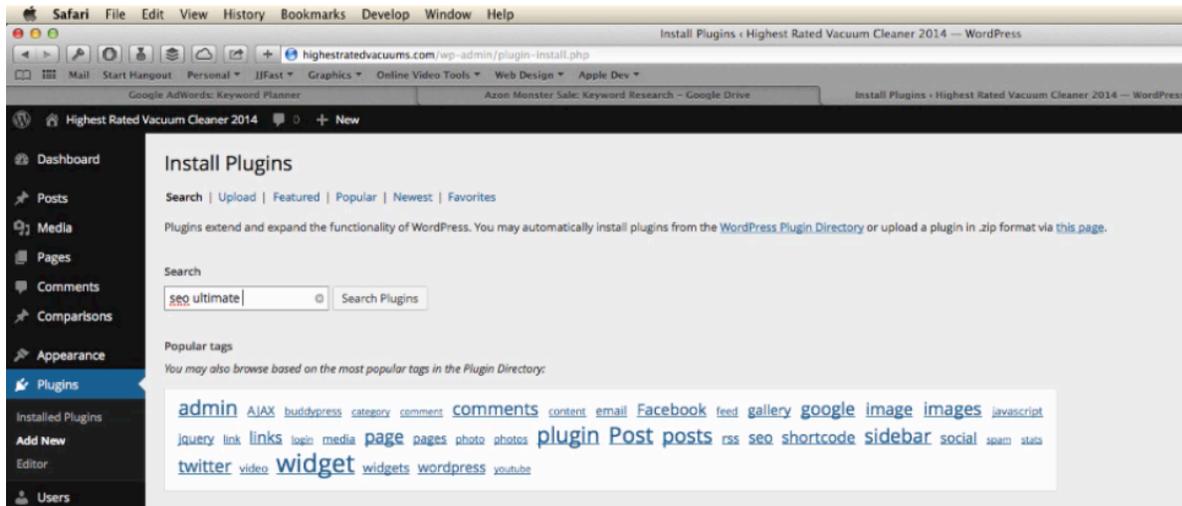
Next, you will want to click on 'Plugins' so that you can add a little extra security to your site. Security is always an important issue when you have a website. WordPress does a really good

job of closing any security loops, but there is also a lot of plug-ins you can utilize to better secure your site. The security plug-ins that were used for the vacuum site are shown in the screenshot above.

Wordfence Security is one of the best plug-ins out there for this. You can buy a premium version of this plug-in, but the free version works very well. Two other great plug-ins to use are Hotfix and WP Hash Password. Hotfix, in particular, is a very helpful plug-in because it fixes WordPress bugs so that you don't have to wait for the next WordPress copy release. InfiniteWP is a remote plug-in that you can use so that you can access your sites remotely.

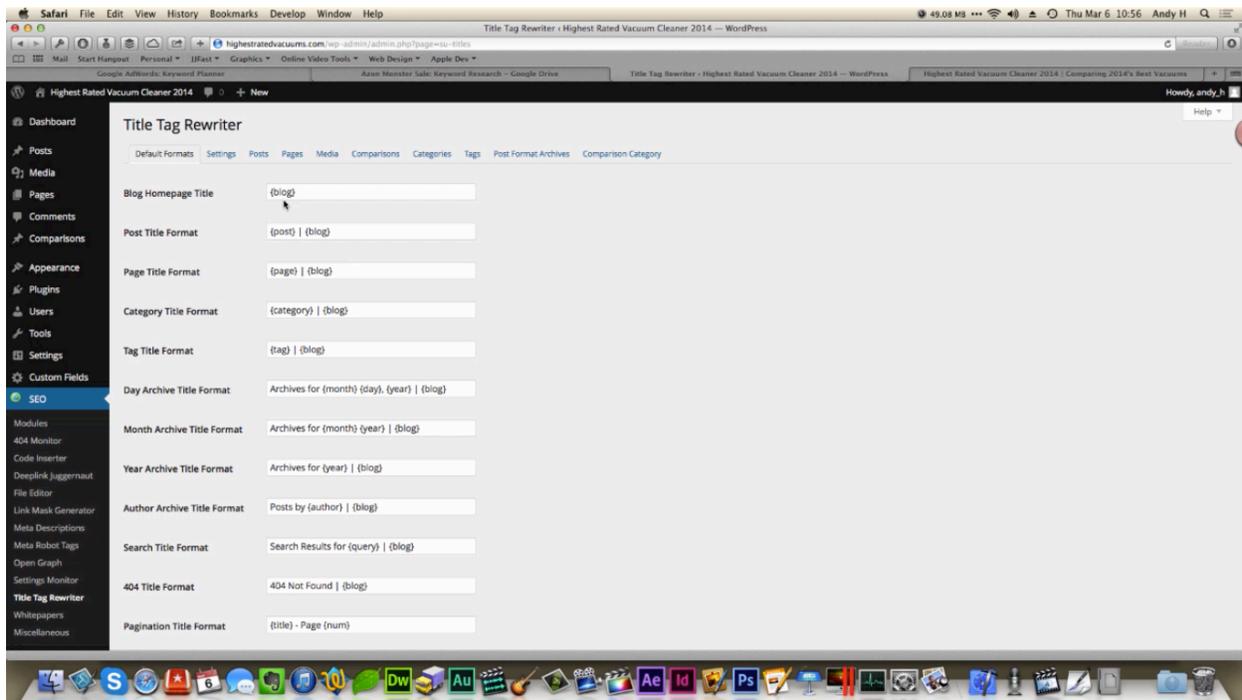
It is highly-recommended that you use Wordfence Security. When you have this plug-in installed, you will receive emails anytime something is going on with your site such as when an admin member logs in. So, this plug-in makes it easy to keep up with the security of your site, which is extremely valuable.

## Helpful Plug-ins



There are a couple of other extremely-helpful plug-ins that you should know about. These can help you immensely when it comes to setting up the pages, the posts, and other things that you include on your site. The first one that you should try is SEO Ultimate. To find this, click on 'Plug-ins' and then click on 'Add New'; a page will then appear which contains a search bar. This will allow you to search for plug-ins. So, go ahead and perform a search for SEO Ultimate. You can see this demonstrated in the screenshot above.

When you search for this plug-in, it should come up first in the search results. Click 'Install Now', and it will be downloaded and installed. Now you will find an 'SEO' option over on the left-hand side panel. Clicking on this will bring up your 'Module Manager'. This page contains a whole lot of different options. You'll want to leave most of these options enabled, and all of them enabled for now. You'll learn more about this page later on in this lesson. For now, you just need to know that this plug-in allows you to set up your site to be search engine optimized.

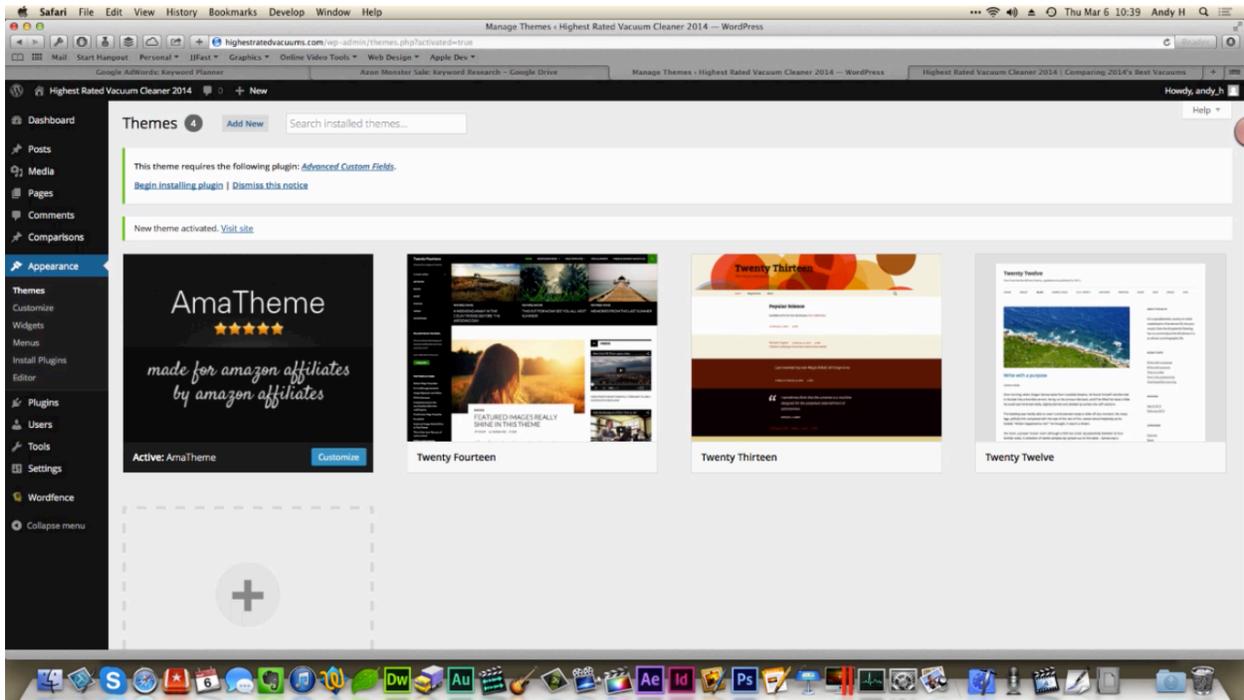


Under 'SEO' you'll find an option titled 'Title Tag Rewriter'. Click on this and the 'Title Tag Rewriter' page will appear. You can see this page demonstrated in the screenshot above. As you can see, a lot of the fields within this page contain the word 'blog'. Your blog name is going to show up everywhere the word 'blog' is used. The blog name for our case study is 'Highest Rated Vacuums 2014', which is a well-optimized title. So, you would think that it would be good to have your blog name inserted in as many places as possible. To the contrary, you don't want this keyword to show up on your site too many times because that will make your page look like spam. So, you would want to go through this page and delete the word 'blog' from all of the fields except the top one.

When you are done deleting blog from all of the fields aside from the first one, click the 'Save Changes' button at the bottom of the page before moving on. You'll learn more about using this plug-in later on. For now, if you would like to learn more about this plug-in, you can visit [WpUltimateTheme.com](http://WpUltimateTheme.com). You can read extensively about each of the features of this plug-in on the site.

Another plug-in that you'll want to look up is Keyword Statistics. You can simply search for it and download it just like you did the last one. This plug-in is very useful. It does a whole lot of different things, but the main feature you'll be using is its 'Keyword Density Checker'. If you type your keywords into this tool, it will show you the keyword density of those keywords. This is an important tool to use because you need to keep the density of your keywords at 5% or lower; otherwise your site is going to be considered a spam site. Therefore, you'll want to check every page of your site with this tool.

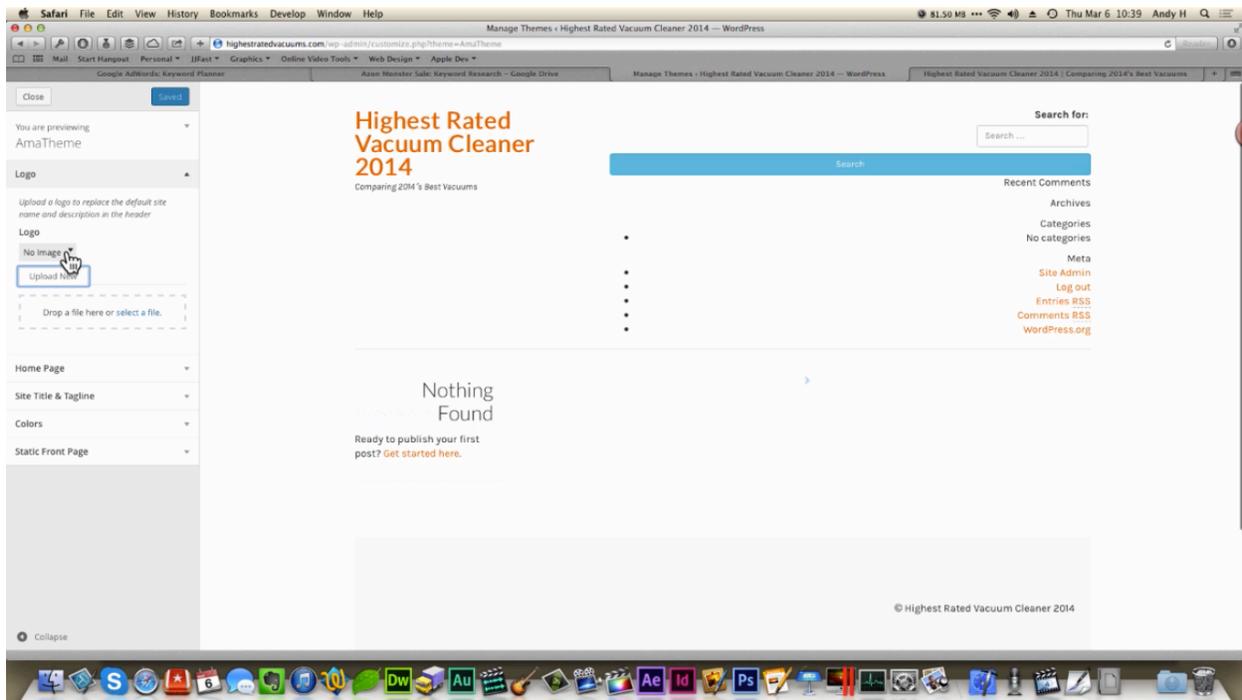
# WP Theme



Now it's time to install a theme for your site. This is something that's super-easy to do. In the package that you have received with this training, you will find a theme that was specifically created for you to use to promote Amazon products. This theme has been thoroughly tested and found to convert well on pages such as the one you are learning to create.

On the left-hand side panel click on 'Appearance' followed by 'Themes' to get started. The page that comes up will contain an 'Add New' button. Next, click on 'Upload' in order to choose the file for this new theme. Then, select it from the file folder that you downloaded it to. It is titled AmaTheme.zip. Once selected, click 'OK' ('Choose' if on a Mac) and then click the 'Install Now' button. If you get an error saying that the .css file is missing, that means that you need to extract the top-level folder and select the AmaTheme.zip file from inside that folder.

After it is finished installing this file, go ahead and click on 'Activate' and select the theme from the 'Theme' page. Now if you reload your website, it will look somewhat like the page shown below. At first your page will not have panel over on the left-hand side. You will need to return to the 'Themes' page and click the 'Customize' button in order to begin customizing your site. When you get back to your site, there will be a side-panel. Click on 'Logo' next, and then if you click on 'No Image', you will be given the option to upload an image to serve as your logo.



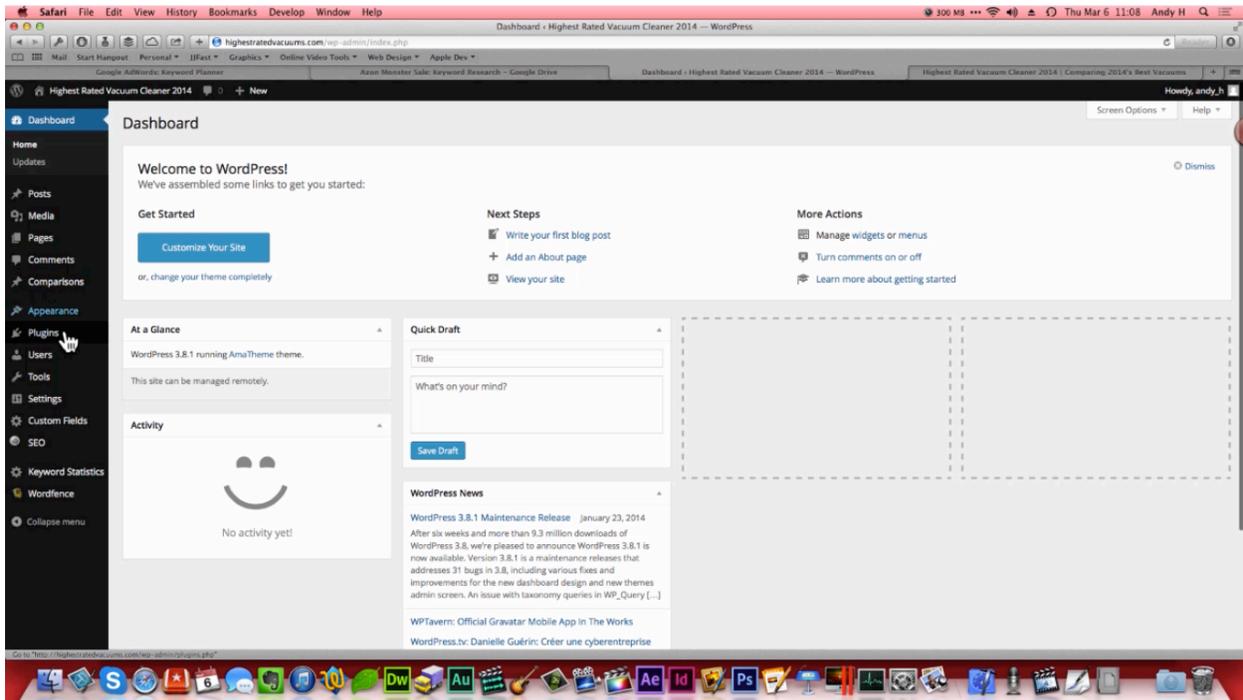
Now, if you click on 'Home Page', you'll find that you are given the option to customize your homepage. Your homepage will contain three different sections unless you choose to hide them. There is a 'Compare & Buy' section, a 'Recently Reviewed' section, and a 'Resent Blog Posts' section.

Within this side-panel, you'll also find your 'Site Title & Tagline' options. These should have already been set up within your WordPress settings, but this makes it easier to change them if you need to. Underneath this you'll find 'Colors'. If you click on this, you will find options for being able to change the color scheme of your page. Changing these up will help your website and your theme stand out.

Finally, you'll find the option to set up a static front page. So, if you want to create a front page that you want to use as your homepage, you can use this option to set this up. You can also set your front page to display your latest posts.

At the top of the 'Themes' page, you'll notice that there is a notification which states that you need to install an Advanced Custom Fields plug-in for this theme to work properly. Go ahead and click on 'Begin Installing plugin'. This plug-in will then download and install. When this is finished installing, you will be able to begin constructing your site.

# Site Construction



In this section, you are going to be given a quick overview of the core elements of WordPress. Those are going to be widgets, menus, posts, and pages. You are also going to learn a little about plug-in updates and how to go about backing up your WordPress sites.

The theme that you are provided doesn't really leave you a lot of room for widgets except on your individual pages. Now, you don't really need to worry about this at all unless you want to use one of the plug-ins to show the Amazon store, bestselling products, and things like that.

You can access 'Widgets' by clicking on 'Appearance' and then clicking on 'Widgets'. As you can see, right now there are a lot of different sections listed under 'Leaderboard'. You can just go ahead and open each of these sections and delete them to get rid of all the existing content. Don't worry about this; you can add these back in later on if you like.

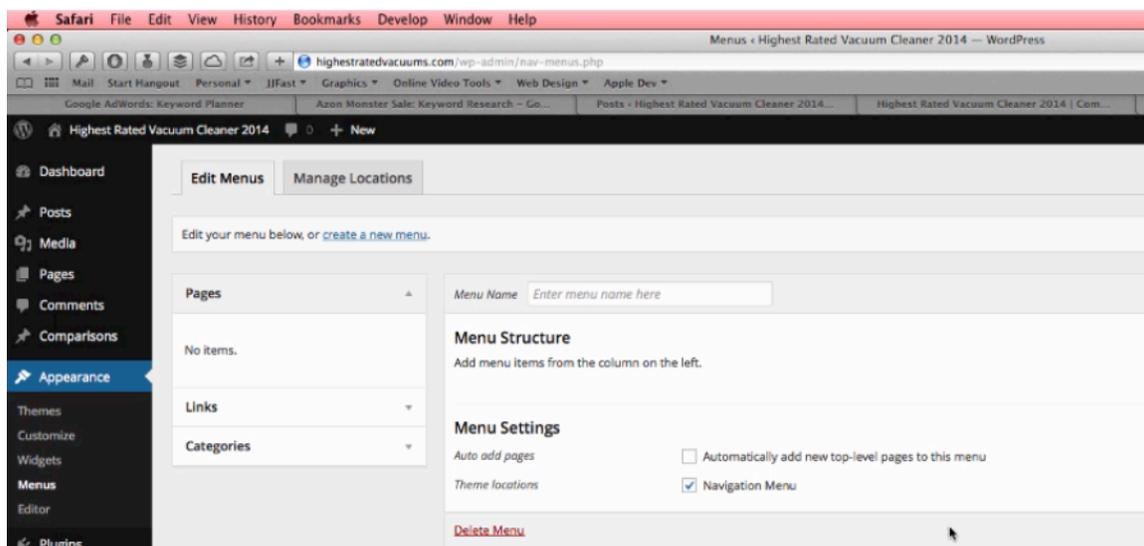
Really, if you are going to leave any content in this at all, it would be a search bar. That really isn't needed for a site like this either though. You could also use widgets to feature specific pages or specific products. You'll learn how to do some of these in the advanced tactics portion of this course.

The next thing that you'll want to click on is 'Posts'. Originally, WordPress was created to help people create blogs. So, that's where the posts come into play. At first, you will feel inclined to use posts, but this is recommended that you don't. Posts will allow you to create your content

easily, but you are not going to have as much control over it. However, you can click on the 'Add New' button on the 'Posts' page and then add a new page in another tab, and you will notice that the pages look almost identical in the way that they are set up. The post's setup page will have a couple more options.

When you set up a regular page you only have publishing options, page attributes options, and featured image options. A post has all of these options, plus you have formatting options, tag options, and category options. The text box and fields on each page are almost exactly the same. So, it's going to be tempting to use 'Posts'. Still, it is recommended that you use 'Pages' versus 'Posts' because it's going to give you more control over the way your content is viewed.

'Posts' gives you the option to place your page within a category, which can be a good thing. You won't have any control over that page because it will be an automatically-generated page, and you can't put certain things on one of these pages. If you use 'Pages' you will be able to set up a main page and then some subcategory pages. Furthermore, you can create a category pages using 'Pages' and have 100% control over what that page is going to look like. You'll learn more about how to do all of this later in the course.

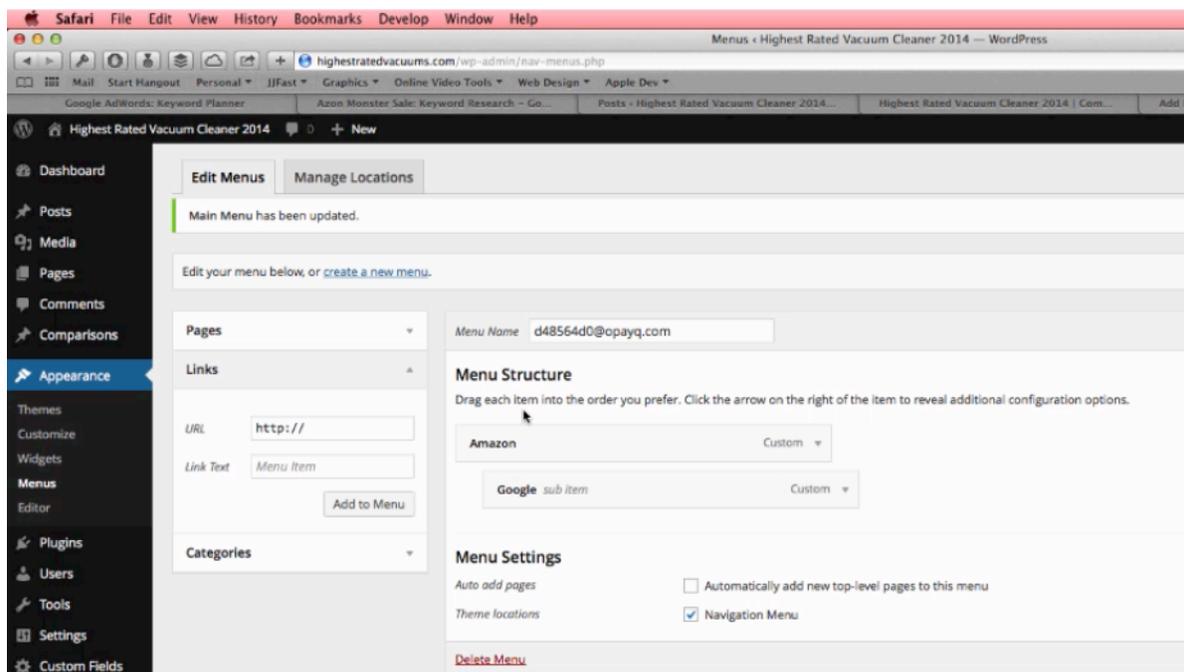


Another thing that you need to learn about is how to set up your menus. You can get to the page to edit your menus by clicking on 'Appearance' and then 'Menus'. By default, you're going to have an automatically-generated menu. There's nothing listed here at first, but later on you are going to add things to this menu and organize it. In the page above, you can see that the 'Navigation Menu' option is checked, but the option to 'Automatically add new top-level pages to this menu' is not. That's because you really don't really want every page placed into the menu automatically.

The first thing that you are going to want to do is create your own menu. Once you have created your menu, you can automatically add your pages. You also want to select 'Navigation Menu' when you are setting this up. You can create multiple menus if you need to. You can also create submenus or menus within the widget bar. These are things that you'll learn more about further on in the training as well.

As your pages are created they will automatically appear in your menu. From the 'Menus' page, you'll be able to click and drag these pages to reorganize them. You will even be able to set them up into subcategories.

From this page, you can also add custom links to your page by clicking on 'Links', which is located within the left-hand panel. Say, for example, you wanted to create an Amazon link. In the URL field, you would simply enter 'http://amazon.com'. Then, in the next field, you could enter 'Amazon' as the link text. You can also add categories, but at this point, you don't need to.



As you add links to the menu, you'll notice that they appear within the menu structure area to the right. Everything created within your menu will appear here, and you can just click and drag to reorganize everything. You can even arrange things by category and subcategory. For example, in the screenshot above you can see that an Amazon link and a Google link have been added and that the Google link is showing as a sub-item.

Another thing that you should know about is how to handle updates. You can find 'Updates' right beneath 'Home' at the top of the side-panel. If you click on this you'll be able to see your

core updates on the page that appears. This page will also help you stay up-to-date when it comes to plug-ins and themes. At this point, everything is updated for the vacuum site. If you are unsure, you can always click on the 'Check Again' button located at the top of this page.

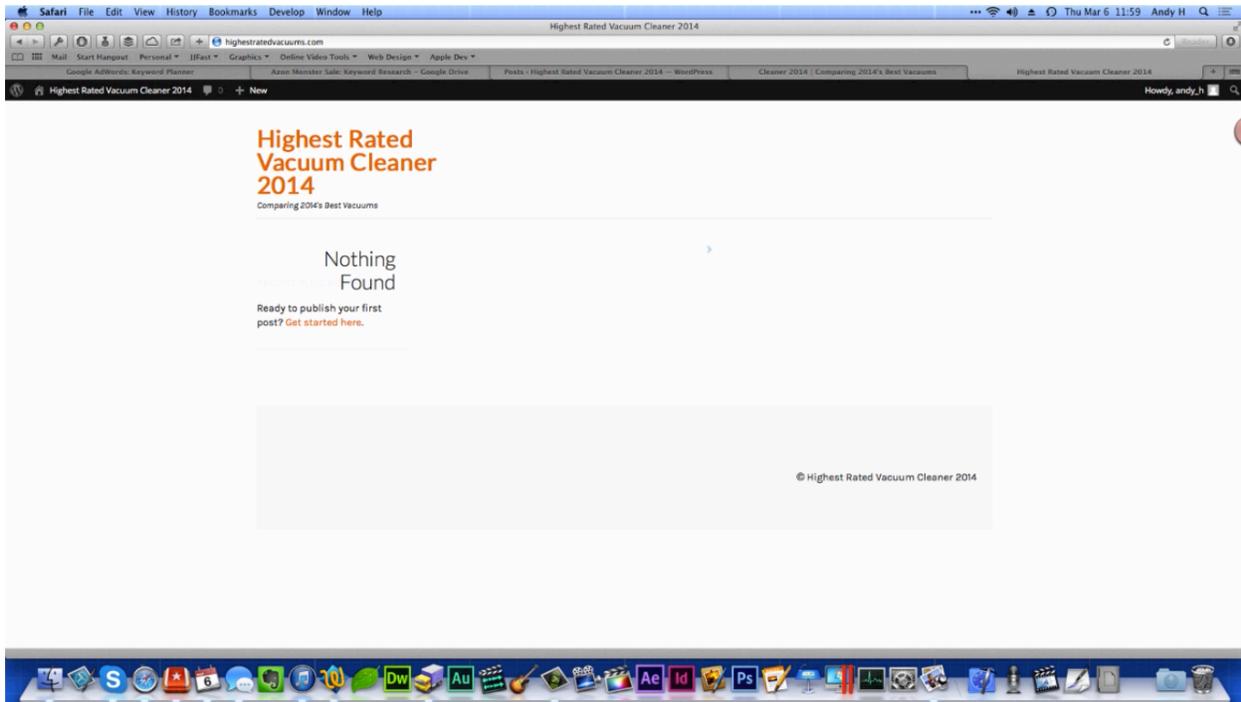
You should know that it's a huge security risk to naught have your plug-ins and themes updating automatically. The same can be said for other types of WordPress updates. So, you'll want to close pay attention to this. When you log into your admin account, you'll see a number next to the word 'Updates' side panel if any updates needed. You can also request that updates be sent to you via email by utilizing other plug-ins. One such plug-in is called InfiniteWP. It's highly recommended that you check out this plug-in, if you have multiple plug-in and/or theme installations.

Another important thing you'll want to do is backup your site. There are a couple of different ways you can do so. First of all, you can use your c-panel to back up everything. You can also do so manually by connecting to your FTP client and downloading all your files, and then you head over to your host's site to download all your SQL databases. These are both advanced options, but you're more than welcome to back up your site this way if you understand these things. However, if you are not very experienced backing up files in this way or not very experienced with WordPress, it is highly recommended that you use a WordPress plug-in to back up your site.

One plug-in that you might use to backup your site is WP-DB-Backup. This backs everything up using Dropbox. Keep Backup Daily is another great plug-ins use as is BackWPup Free. UpdraftPlus is one of the best plug-ins out there for backing up your site, and so you should really check this one out.

You can bring up a list of plug-ins that will back up your site by simply clicking on plug-ins and searching for 'Backup' or searching on Google using the words 'Backup WordPress'. There are a whole bunch of different articles on the subject. However, the plug-ins discussed above all work very well. In the next section you will learn how to easily create content and how to create best contents for your site.

# Content Creation



Now that you as that of your site's domain and its hosting, you've installed WordPress and you have a basic understanding of how it works, you can finally start filling out and flushing out the content for your pages. There are a couple of tips and tricks that you can use to make this process easier.

The very first step of the content creation process is probably the most important. You will need to think about the exact purpose of your site and write it down in just a couple of sentences. Once you know exactly what your site is about you should keep this statement in mind as you formulate your content.

In order to become a successful Amazon affiliate, you will need to provide a site that is informative and useful to your visitors. You can't just throw in a bunch of pictures of vacuums, include a bunch of links, and call it a real website. If you do this, eventually Google will not care about it anymore and it will be pushed down to the bottom of the rankings, if it ever goes up at all. You do want to use SEO tactics to drive traffic to your site, and so, you will want to use keywords that would drive people to your site. However, that's not what you should be focusing on as you create your content.

You want to create a series of articles that would be useful and helpful for those who would purchase the products that you are promoting. For instance, if you were creating content for the vacuum cleaner site, your goal would be to write articles that a person looking to purchase a vacuum cleaner would want to read. By the time I click on a link to go to Amazon, you'd want them to be informed enough about vacuums to make a good decision. That's ultimately your goal; the main point of your site is to educate your visitors, and in doing so help them make the right decisions on what to buy.

You want to build trust with the people who visit your site. Don't just throw ad after ad at them and tell them to "Buy! Buy! Buy!" Not everyone who visits your site is going to buy something. Some people will visit your site, take in all the information that they can, and never use any of your affiliate links. However, every visitor that comes to site is going to help your site rank higher, and your site is going to have a trusted presence on Google. You don't want to give Google, Amazon or the visitors on your site the impression that your site is just meant to get people over to Amazon so that you can make a lot of money.

You used to be able to create an SEO sites that rank well in Google, even though it consisted of just a few pages of useless information and a ton of links. Those days are gone. You need to create a website that people actually want to visit together the information that they need. You want to create an environment that prepares people to make the right purchase. Part of the beauty of the Internet is that buyers are a lot more educated than they used to be. They research products and make informed decisions before purchasing anything. If they are going to do this anyway, then you want them to be researching your site as opposed to other sites that don't carry your affiliate link.

If people find the best information on your site and you help them find the right product to buy, they are not going to return the product, and you're going to be able to keep the money for it. Furthermore, they might recommend your site to other people. Also, remember that your affiliate link last for 24 hours on Amazon, so more people you lead to Amazon more money you're going to make because once someone gets to Amazon, they are likely going to buy something. You are going to get to keep the affiliate commissions from whatever items they buy.

Google and other search engines want to fill their results pages with useful sites. So, don't fight it, just embrace it and give them what they need. As far as your articles go, keep it simple. People aren't visiting your site to read literature; they are coming there to find the information that they need as quickly as possible. When you are writing to the general public, you need to write like you are writing to a fifth grader. This is often what's taught to journalism students.

If you write like you're writing to the fifth grader you are creating an enjoyable reading experience for the people who visit your site. Break everything into layman's terms and don't use complicated terminology. Explain everything in a simple manner; make it easy to pick up, and quick to understand.

If you're not the best writer and probably is best that you outsource these articles, but you don't have to. All you really have to do is write it the way that you would say it if you were telling a friend about a specific product. The articles on your site don't have to be written perfectly; they just have to be written well enough that people can derive the information that they need from them.

Think back to the papers that you wrote in junior high and high school. What were you taught? You were taught that a good essay needs to have an introduction, a body, and a conclusion. That's what the text in your pages is as well. These articles only have to be about four paragraphs long and include maybe 500 words or so. Bulleted lists should be used whenever possible because they allow people to retrieve the information that they need quickly and they allow people to get an impression of what you trying to say without having to read a lot.

People don't often read material that's more than 500 words long anyway. Anything longer than that, they usually skim over. They may not even start to read it if they see that much content on a page and nothing grabs their attention immediately. So split your information up and present it in a simple of a manner as possible so that you don't overload the visitors on your site. That is why bulleted lists work so well.

You can find a lot of different strategies online on how to use SEO, but don't worry about that. You are creating a content-based site, not an SEO site. You are going to throw in some keywords, but you don't want your page to be flooded with them. Google wants to see people visiting and staying on your site because of the content, not because you repeated a phrase 1000 times.

Your keyword density needs to be lower than 5%. That means that less than five words out of 100 of them need to be keywords. That's not a quota that's hard to meet and these keywords will land in your articles naturally. In one of the previous sections, it was pointed out that there is a WordPress plug-in that will scan your articles and tell you what your keyword density is. So, keyword density isn't even something that you have to worry about much. In fact, you are likely to find that you have included more than enough keywords just by writing actually. This tool is going to help you immensely when you start writing your content.

It is recommended that you start writing content up for your site right now. In the next few sections you are going to learn about creating information pages versus product pages. After that, you're going to learn some advanced optimization tactics. Don't worry about that right

now, just start writing out the content for your site. You can of course write everything out in WordPress, but most people prefer using a word processor that they're more used to. You can just type your articles out in Word or even in Notepad if you like. You'll learn how to transfer the text onto your WordPress pages later on in the training.

## Content Creation: Information vs. Product Pages

There are some discrepancies between information pages and product pages that you need to understand before you start working on your content. Information pages contain content that educated your visitors about a certain aspect of your niche or even a certain product in that niche.

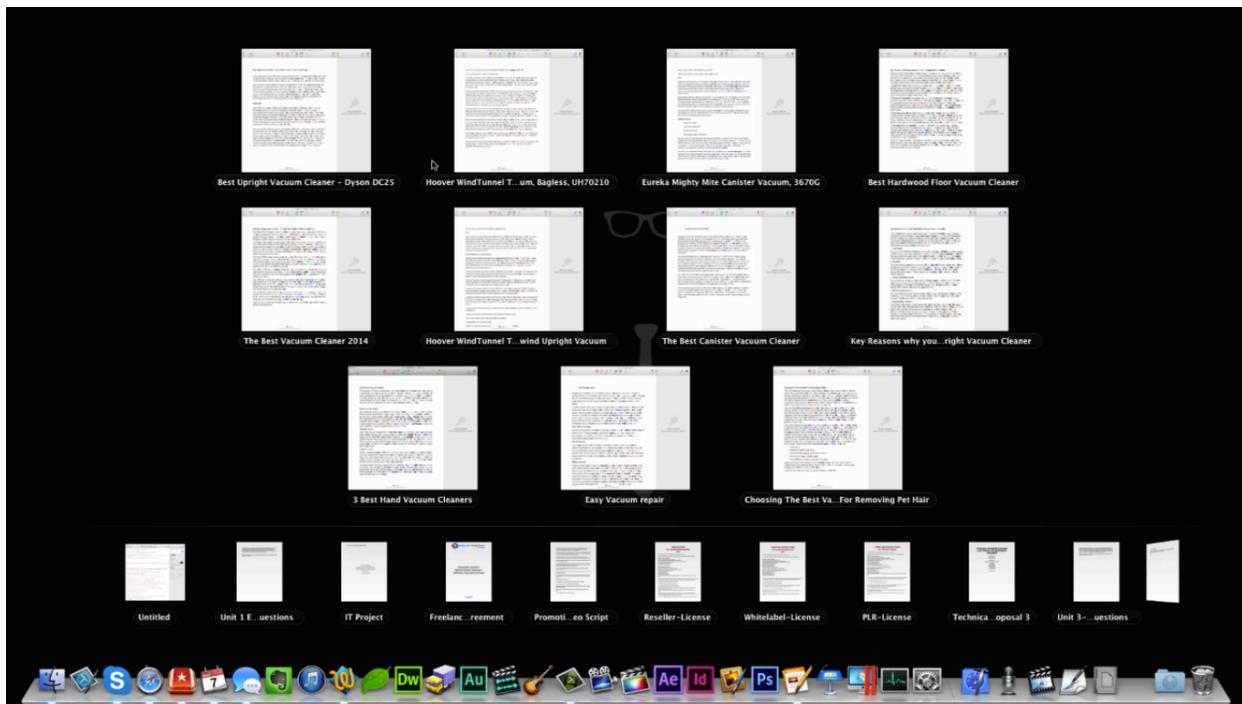
The information pages for the vacuum cleaner site are going to cover topics like “The Best Vacuum for Pet Hair”, “The History of the Vacuum Cleaner”, and “Vacuum Cleaner Maintenance.”. The site is also going to contain product pages. These pages are going to be designed to sell certain products by reviewing them or promoting them.

Your product pages are going to be very much like a product’s sales page on Amazon. It may contain some reviews and some specs about the product. Your site should contain far more information pages than product pages. In fact, you should try to keep a ratio of somewhere around eight to one. That means that you should have around eight information pages to every one of your product pages, and at minimum you should have five information pages to one product page.

Remember, visitors to your site are coming there for information. They may decide to purchase something, but they don’t want to be hounded into buying anything. So, including a lot of useful information on your site is going to lessen the feeling that they are on a site that is just meant to sell them products.

As you create your pages, try to keep in mind what your site is actually being designed to do. Your site should lean heavily on information pages that will help your site’s visitors make wise purchasing decisions. In the next portion of the lesson, you are going to learn how to add the content that you have created to your site, how to set up the menus, and how to organize your site. So, let’s get started.

## Adding the Content



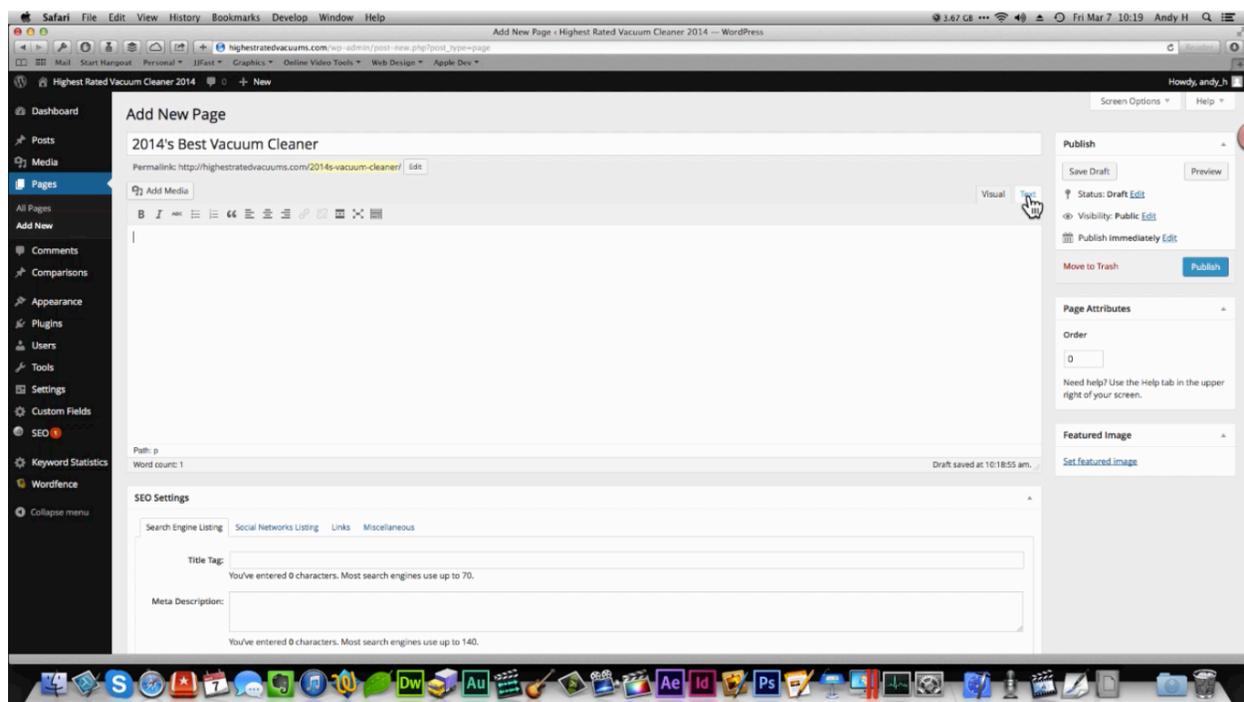
Above you can see a screenshot of all the content that is going into the vacuum cleaner site. Some of them are still in the process of being created. A lot of this content was actually outsourced. You can outsource some of this work fairly cheaply at websites like Fiverr.com.

When you have an outsourcer write your content, you are likely still going to edit it and change it up a little to make it exactly the way you want it to be. You might have to try out a couple of different outsourcers to find the right one to work with. If you find an outsourcer that produces good material, you will likely find that you can have more and more faith in them over time. However, at first you are going to have to review their work to make sure that they are doing well and delivering the kind of content that you need.

Fiverr.com is a website where people offer to do a certain amount of work for \$5. You can get the work done almost just as cheaply on oDesk.com and Elance.com. So, you can go to anyone of these sites and request a writer for these materials. Now, that being said, if you are a very good writer but you aren't very good at setting up software, you might want to write the material yourself and hire an outsourcer to build your site for you instead. If you have more money than time, and know the power of making an investment, you could even hire two outsourcers; one could build your site while another could write the content for it.

If you are any good at writing at all, it is recommended that you do everything yourself for your first site at least. It's actually pretty likely that once you set up one website and start making money with it, that you are going to want to set up more sites later on. So, going through the entire process yourself once will help you to better understand how this is all done from beginning to end, and therefore it's going to help you to instruct your outsourcer(s) on how to do all of this later on.

Hopefully, you can tell that this process may take a little work, but you can get it done fairly easily by devoting a few hours a day to it. It's not going to take much to put up a site like this on your own, and it's something that you can expand upon very easily with the help of a good writer and/or site builder. There is really no limit to what you can make as an affiliate as long as you are willing to put some work into it, and if you build more and more websites, the outsourcers that you hire will quickly pay for themselves.



Anyway, once you have your content put together, you can begin to create the pages of your pages. To get started you'll want to log into your dashboard, click on 'Pages', and then click on 'Add New'. This will open up a page like the one shown above. As you can see, the page has been titled '2014's Best Vacuum Cleaner'.

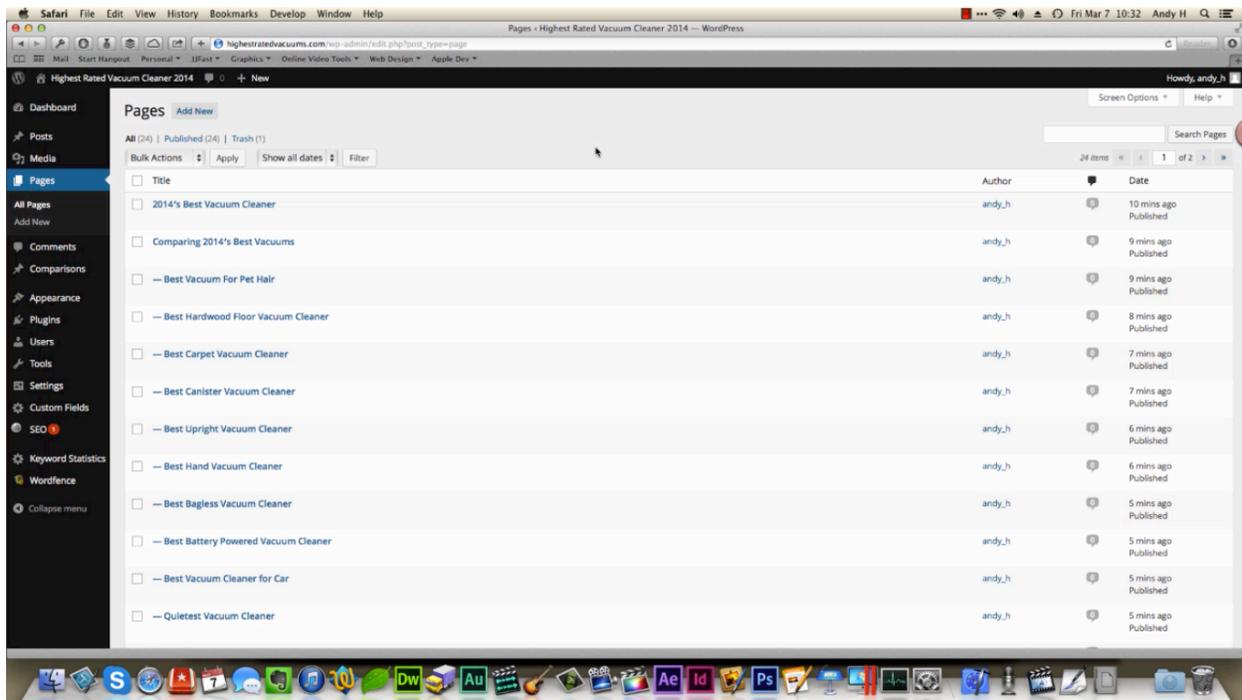
Below the field the title has been entered into, you will see a large text box. This is where you are going to insert the article that you have created for this page. You may notice that there is a 'Visual' tab and a 'Text' tab. If you want to write out your content like you would in a word processor like Microsoft Word, you'll want to use the 'Visual' tab. However, if you know

anything about HTML and would like to fill your content out that way, you would want to use 'Text'.

It doesn't really matter which way you enter in your content. It is recommended that you whichever method you choose, you stick with that method for all of your pages. If you switch back and forth between these two methods, you'll start to notice discrepancies in your formatting and things like that. It really doesn't matter how hard you try to keep it all the same; that's just the nature of the beast.

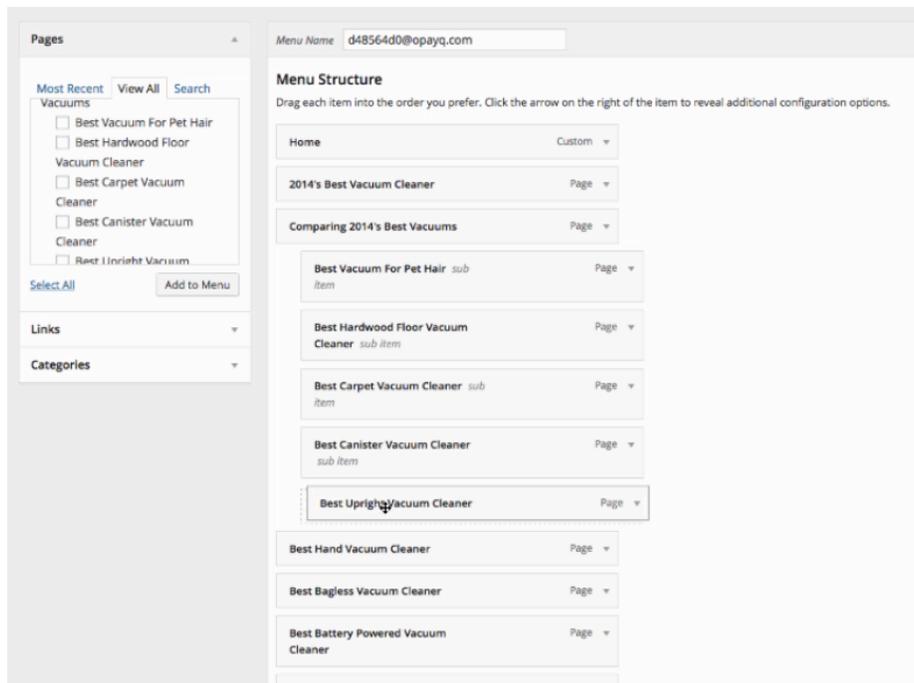
If you are inconsistent, evidence of those inconsistencies are going to show. Which brings up another good point: You'll want to be sure that you are consistent with your formatting. If you bold a title on one page, bold them on all the rest. Use the same size and font on all of the text inside of your articles, and only differ from that style if you have a good reason. Having all of your text follow the same style and all of your pages look alike is going to make your site look much more professional, which is going to make people have more confidence in what you recommend on your site.

The second page on the vacuum cleaner site was titled 'Comparing 2014's Best Vacuums'. The third page was titled 'Best Vacuum for Pet Hair'. This third page is going to be a subcategory page under the second page, 'Comparing 2014's Best Vacuums'. The way that you do this is you change the settings under 'Page Attributes', which is located over on the right-side of the page. Here you simply would set 'Comparing 2014's Best Vacuums' as the parent site and set the 'Order' to 100. You can really put any 'Order' here that you like. The reason that it was set to '100' is because it gives room to go back and change things later.



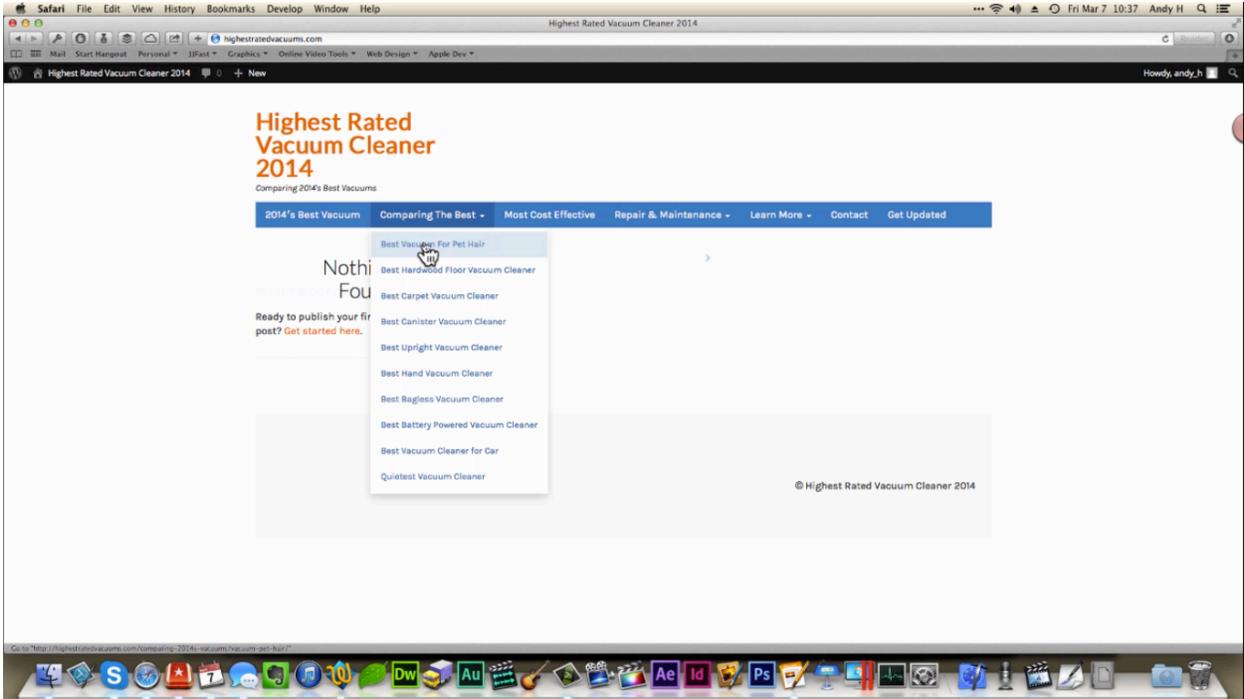
Look at the screenshot above, and you can see that the pages and subpages for the vacuum cleaner site have been set up. Each page that's been added only has a title right now. The content for them will be added later. There are a total of 24 pages. This is more than what is really needed, but it doesn't hurt to have a little extra content on your site. Included in these pages are a contact page and a 'Get Updated' page. A 'Get Updated' page will help you to set up an email list, which is an advanced tactic that's going to be covered later on in the course.

Once you have all of your pages set up, you'll need to set up your menu. So, click on 'Appearance' and then 'Menus' to get started. On the 'Menus' page, under 'Pages', you'll want to click on 'Select All' to select all of your pages and then you'll want to organize them based on your outline. After you have the all selected, they will be listed under 'Menu Structure' and you can simply click and drag each of them and reorganize them. To make a page a subcategory page, you simply have to click and drag it over to the right a little to offset it. You can see that this has been done to some of the articles in the picture below.

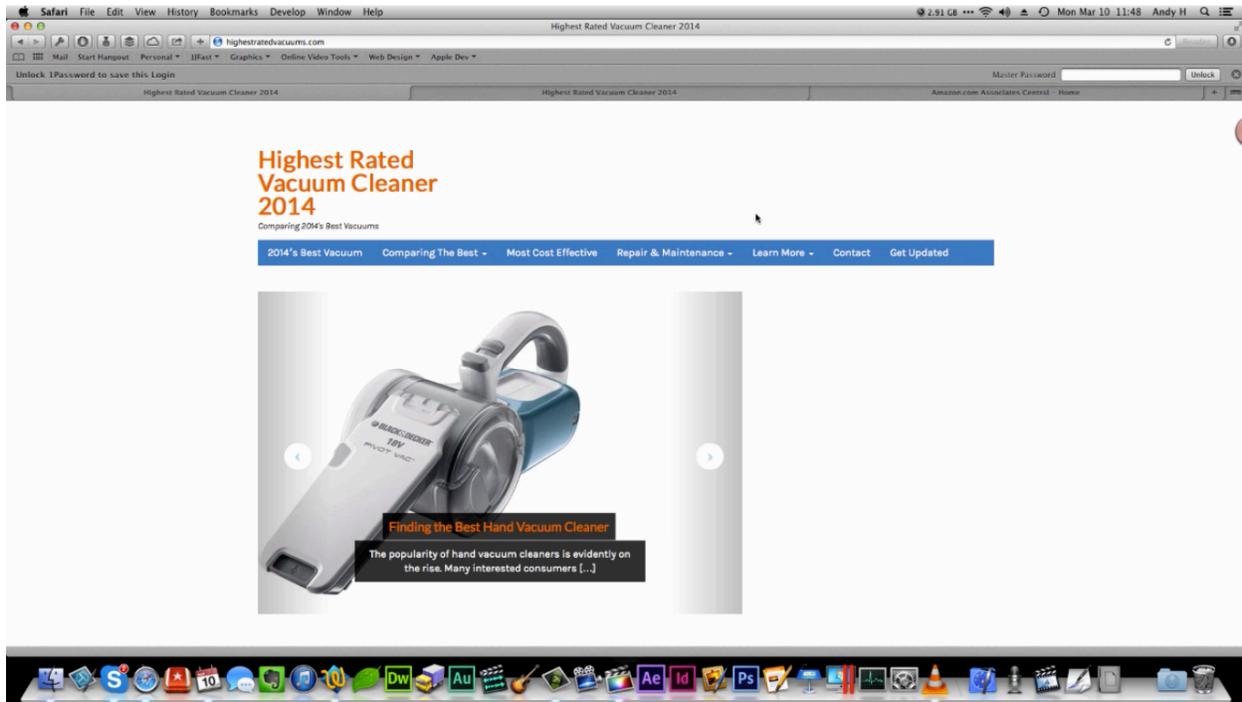


After you have set up your menu, you can simply click on the 'Save Menu' button at the bottom of the screen and you will be ready to move on. If you were to reload your site at this point, you'll notice that there is now a menu at the top of your homepage. One thing you might do is check the menu to make sure that the menu is user-friendly for the user. Making the menu titles a little shorter is one thing that you might consider doing, for example. That way your menu is condensed to just one line. One trick to this is to remove 'Home' from the menu. In this day and age, most people know that you can click on the website name to return to the homepage of a site.

In the screenshot below, you can see that the menu at the top of the vacuum cleaner site has been neatly set up. Now visitors can use this menu to navigate through the website. Once all of the pages have been added to your site, you can start adding content to each of them. In the next section, you are going to learn some advanced optimization tactics that you can implement while you are adding your content to the site. You'll also learn how to customize your site so that it looks the best.



## Advanced Site Optimization



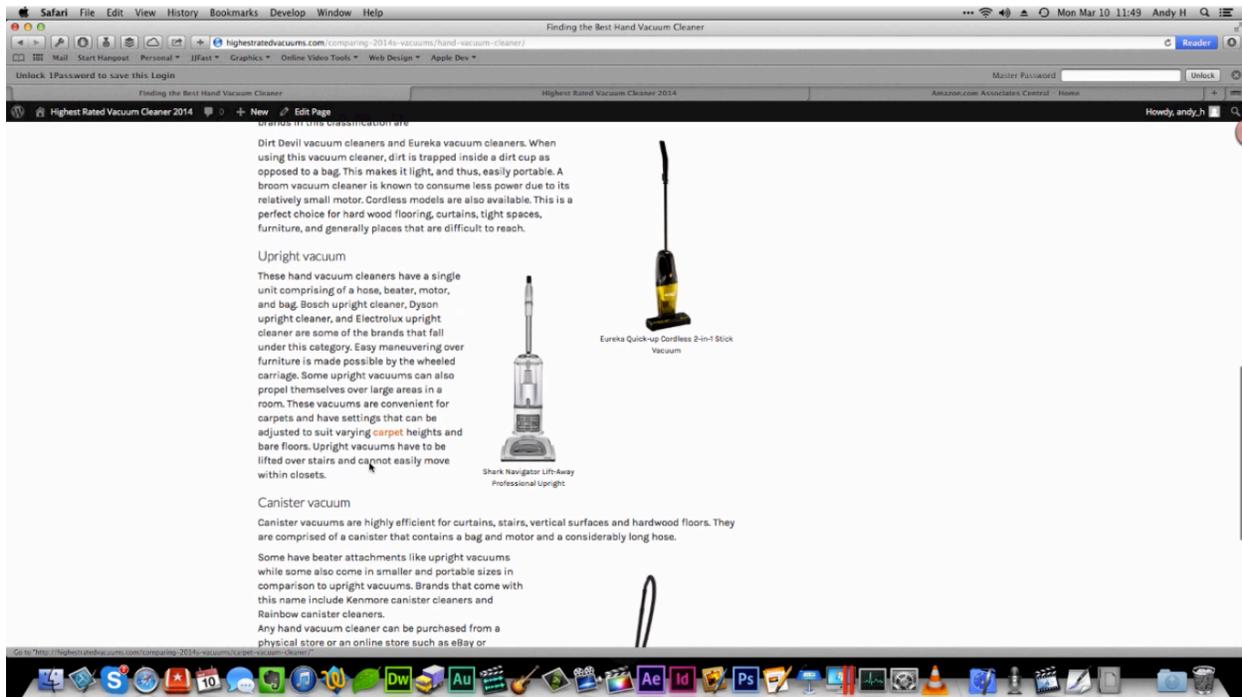
At this point your website should be filled with content. There are some advanced tactics that you can now utilize which will help you get your site in front of more people and make it much more visually enticing. Look at the screenshot above and you will see that an image has been added to the site, and if you were to click on one of the arrows on either side of the picture, you can scroll through several more images.

Overlaid on this image you will find the words 'Finding the Best Hand Vacuum Cleaner' and a short message which gives some insight into what the article on that page is about. If you were to visit the site, you would find a 'Compare & Buy' box underneath the image. It contains a picture of a vacuum cleaner and the names of what were found to be the three best vacuums.

If you were to click on the handheld vacuum cleaner, you would be led to a review page which provides descriptions of some of the most common types of vacuum cleaners. Images of some of the best vacuum cleaners out right now are included on this page as well. These images came from Amazon. As an affiliate, you are allowed to use images from the site as long as you are linking out to a product.

If you were to click on the picture of the handheld vacuum on the page being shown below, you would find yourself being redirected the sales page for this product on Amazon. So, someone

who is interested in one of these vacuums can simply click on one of these vacuums to check it out on Amazon. From there they may or may not buy that exact product. You will get paid commissions for whatever they do end up buying, however, as long as they arrived on Amazon through your link.

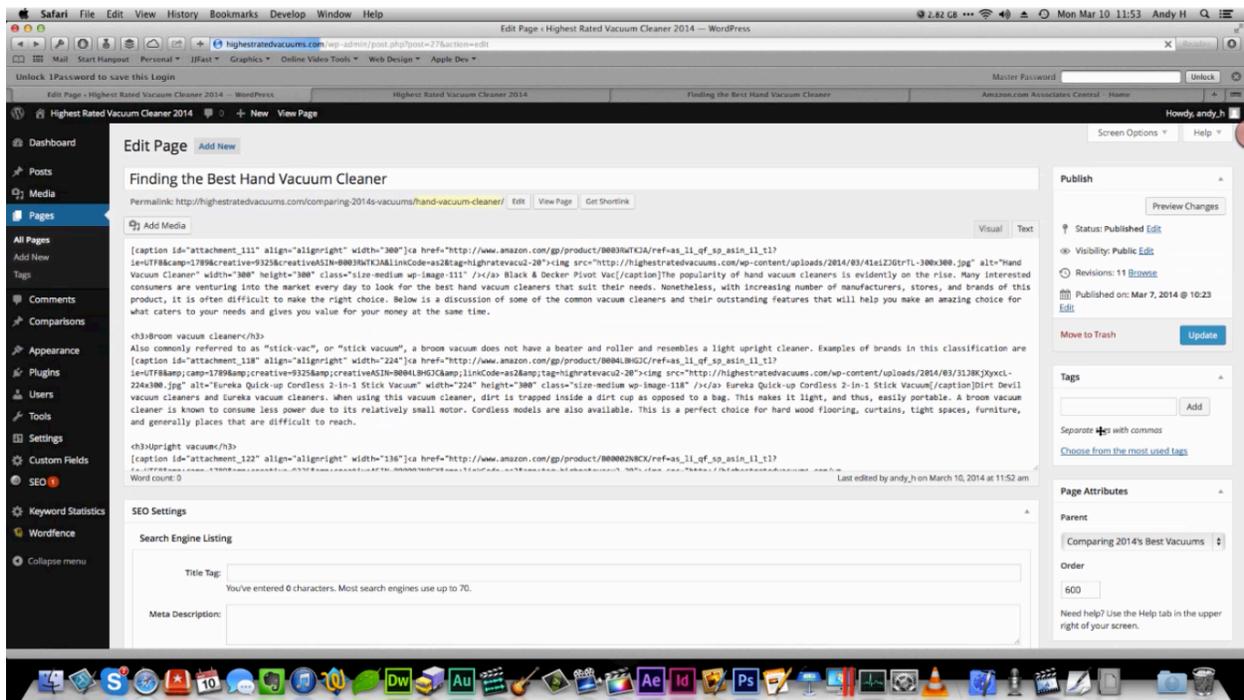


As you can see, this is actually just an information page, but there are still images on the page which are being used to drive people to the site. Each of these images corresponds with the type of vacuum being described on the left-side of the page. If a person reads this article and decides that they want one of these types of vacuum cleaners, then they can click on one of the images to go and find one that they like on Amazon. So, visitors are still being led to Amazon through this informative content page, but in a nonchalant way.

If you want to add images to your pages in this way, you can do so by clicking on the 'Edit Page' button up at the top. Then, when you get to the editing screen, click on Add Media in order to browse for the picture you want to use. There are some settings that allow you to add a title, caption, alt text, and a description over on the right-hand side of the page. You can also set the picture's alignment and adjust the size of the image, and then finally, you can add the URL that you want the image to link into.

When you are done setting everything up, click on the 'Insert Into Page' button, and you will be returned to the page editor. Over at the top-right of this page, under 'Publish', you will find a 'View Page' button. Click on this to see how the image looks on your page. When you do so, it's a good idea to click on the picture that you added to make sure the link works.

As you can probably tell, it's pretty easy to set up these pages, and it's pretty easy to send people to Amazon without using a ton of links and without being pushy. There are some links within the text as well, but the page isn't flooded with them. These links actually link out to other pages within the site. For instance, in one of the articles the word 'carpet' is written in orange. This is actually a link that sends people to a page where the best carpet vacuum on the site has been featured.

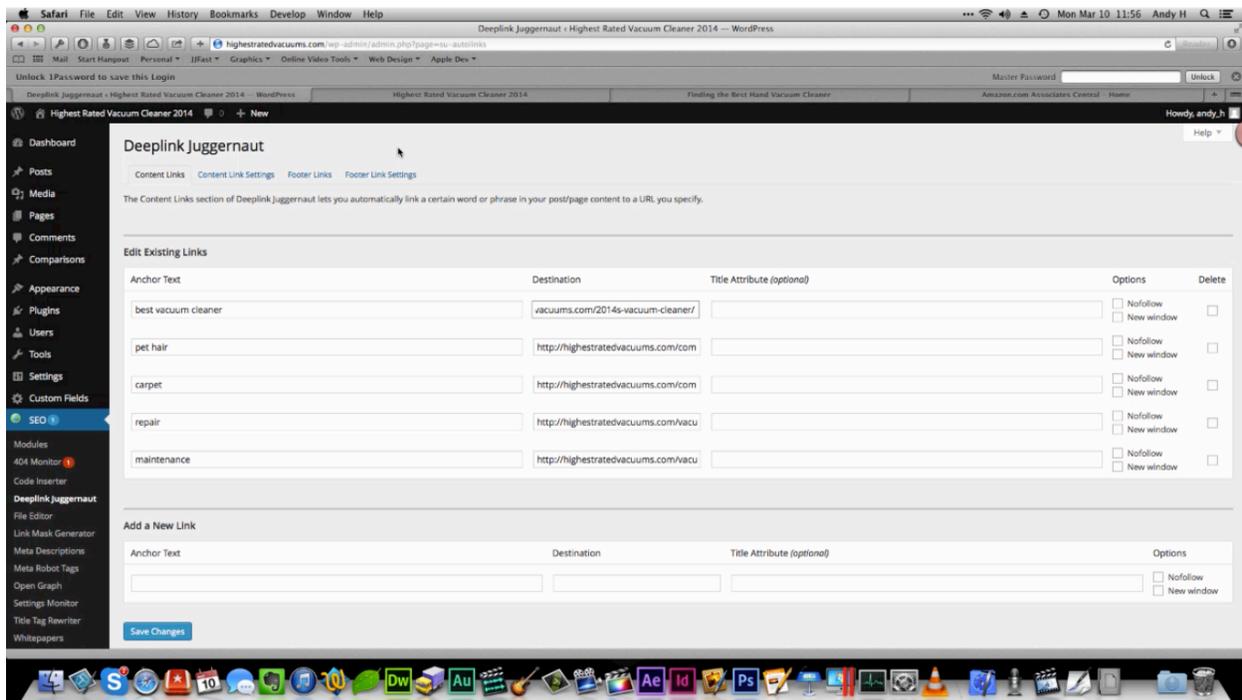


The theme on this website is designed for posts, but if you remember, it was recommended that you use 'Pages' instead. So, a 'tags' feature had to be added to the 'Edit Page' section. There is a plug-in zip file inside of the member's area that you can use to add this yourself. Once downloaded, you can activate this plug-in and then you will have the option to add tags within your pages. If you want this to show up in the featured section, you'll need to type 'featured'. This is demonstrated over on the right-hand side of the picture above. You'll also need to add a featured image for it to look right and build out your links.

The theme is actually going to take care of the rest for you. It's going to add in the text, just like the text that you saw overlaid on the featured image in the homepage. You can control all of this too. You can change this text, for example, by going into the 'Theme Settings' within your dashboard. You will have to know how to work with html in order to do this.

Most of the pages within the case study vacuum cleaner site contain images, and many of these images contain links. It is highly recommended that you make as many images as you can clickable. Again, this causes your information pages to double as sales page.

You won't be able to make your featured images clickable without going in and editing the theme. That can be kind of difficult. So, unless you are good with html, it's recommended that you just leave the featured images as-is. However, there are a lot of instructions online on how to make the featured images clickable in WordPress. All you have to do is search for them on Google. Another thing that you can do is remove your featured image and just add other images throughout the page in a professional manner.



You have learned how to go about adding your links manually. However, there is a plug-in that will do this for you. You may remember that one of the plug-ins that was recommended earlier in the training was called SEO Ultimate. It contains a feature called 'Deeplink Juggernaut'. This tool is shown in the screenshot above.

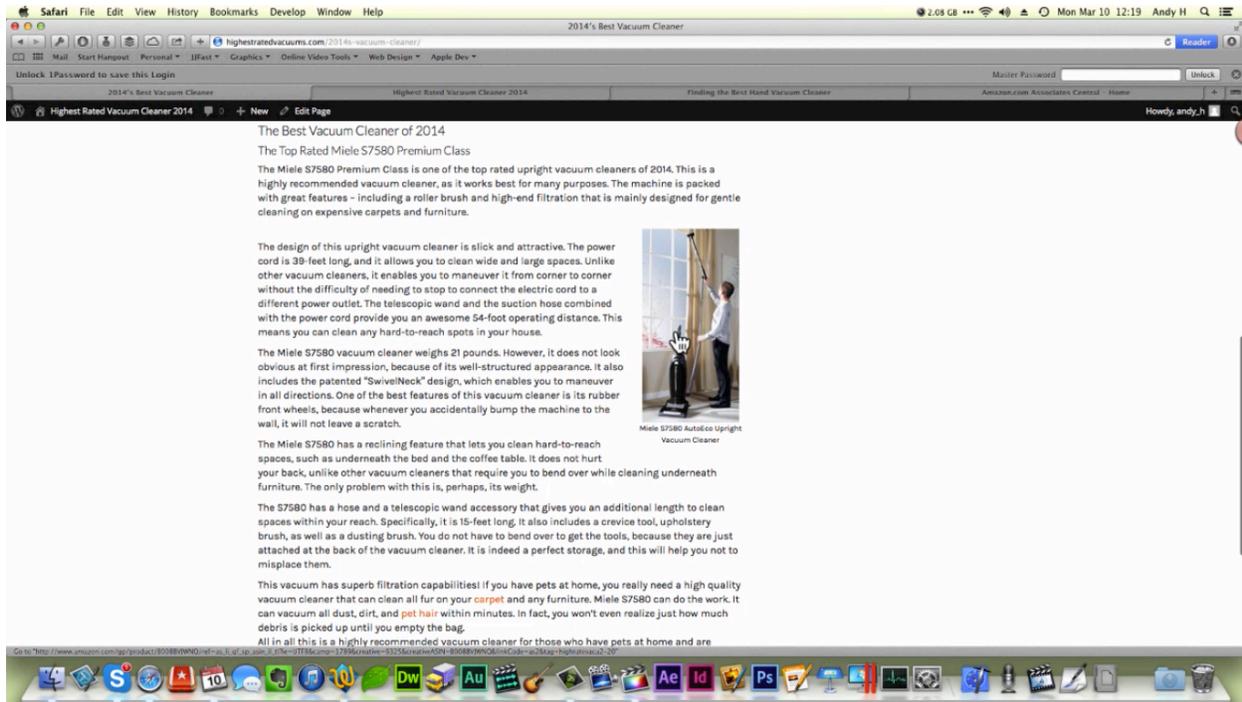
You may notice that there is already some anchor text entered into the fields in the 'Edit Existing Links' section. The words in the top field are 'best vacuum cleaner'. Then, to the field to the right, there is a URL. With this tool, every time the words 'best vacuum cleaner' show up in the text, a link will be generated within the text which will take the visitor who clicks on it to the designated URL. The other terms that will be linked are pet hair, carpet, repair, maintenance.

Look down at the bottom of the tool and you can see how other words can be added to this list as well. Again, these links send people to other pages on the site. Placing these links keep people on your page longer which is something that you want. Google loves to see all of your content interconnected in this way, and they love to see people staying on your site for a good amount of time.

Inside of the Deeplink Juggernaut tool, there are also some 'Content Link Settings'. You'll want to open up these settings and make sure the box next to 'Allow posts to link to themselves' is unchecked. This is unchecked by default, but you will want to make sure this isn't selected. Why? Let's say, for example, that a user is reading 'The Best Vacuum Cleaner of 2014' and the term 'best vacuum' links people into this page. Well if you mention 'best vacuum' within 'The Best Vacuum Cleaner of 2014' article, and someone clicks on that link, they will be led right back to the page they were reading. Sending people in circles like this is going to frustrate your users. That's not what you want. So, it's important that you make sure this box is unchecked.

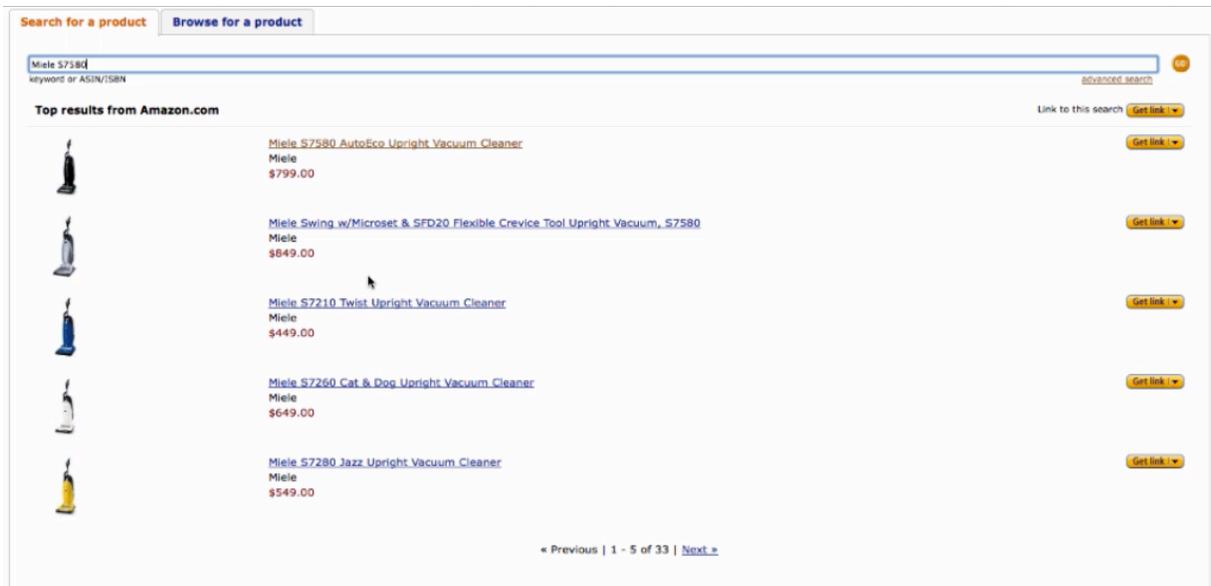
Again, you can add links manually simply by selecting the words you want linked inside the text editor, clicking on the link button, and pasting the URL you want to use into the window that appears. It's great to have the flexibility to do this, but the plug-in allows you to connect your pages in a much more efficient manner. Just make sure and disable the option to pages to link to themselves.

# Setting Up Products



Now that you know how to link all your pages together and how to link out to Amazon, it's time to start adding products to your site. First you are going to need to learn how to set up your products the manual way and then later on you'll learn how you can do so more easily. It is best if you do this in the visual version of the text editor; this way, you can just select the text you want to link and click the link button at the top of the editor in order to insert your link. Of course, you can use the text editor if you know how to do this with html.

Let's say that you wanted to link out to the Miele 57580 from one of the articles that mentions it. The first thing that you want to do is log into your associates account and then search for this particular product. Some results will appear for this model just like in the picture below. Simply right click on one of these links in order to open the link in a new window. From this page you can grab any images or bullet points that you want to place on your site. You don't want to use this URL because it won't contain your affiliate link.



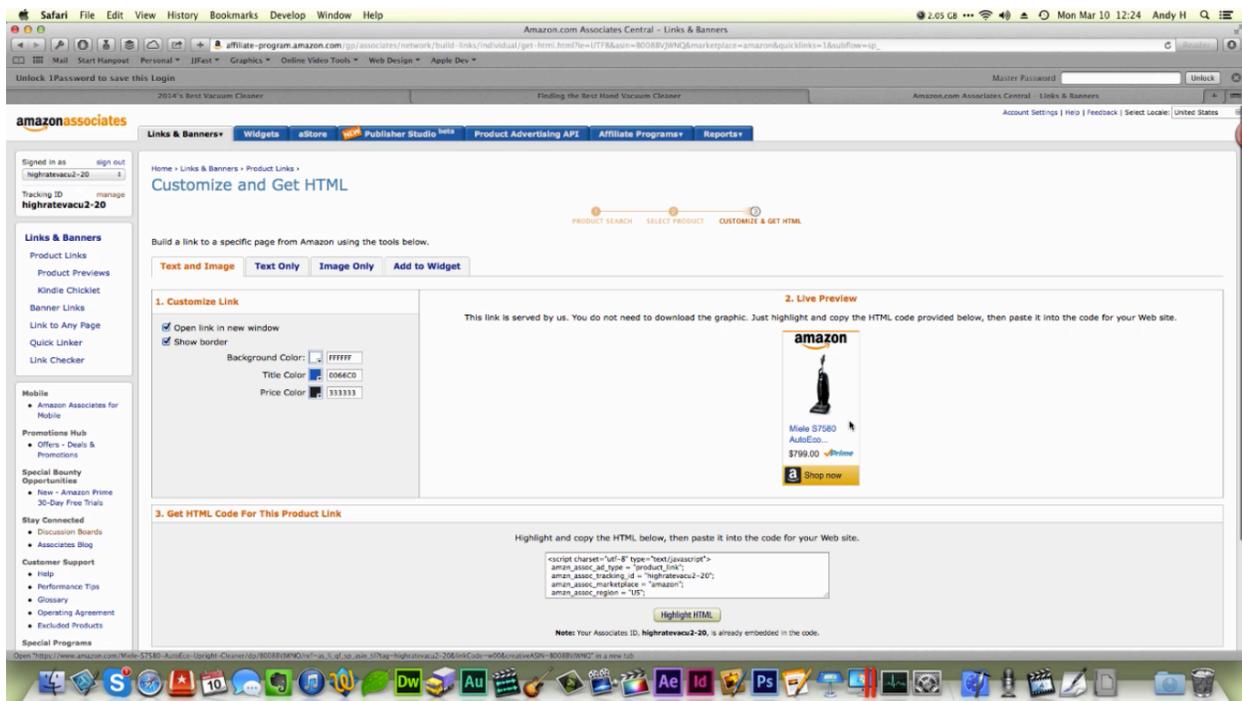
Next, you'll want to return to the results page, click on the dropdown menu and a box that contains a URL will appear. This is demonstrated in the picture above as well. Select this link, copy it, and then return to the page editor on your own website. Now select the word that you want to link out from, click the link button, and a window will appear. Within this window, paste the URL you just copied into the URL field. You can type whatever you want into the 'Title' field. You will want the link to open in a new window or tab, so you'll want to check the box for that before clicking on the 'Add Link' button.

After you click the 'Add Link' button, click the 'Update' button located on the right-hand side of the editor. Now click 'View Page' and you will see that the word(s) that you selected and added the link to is now a link within your article. The link that was applied contains your affiliate Amazon code, so when someone clicks on this link, they are redirected to Amazon and everything that this person buys is connected to your affiliate account. This is how Amazon tracks who you bring into their site and how much in commission you will make.

You could link out to a product whenever it is mentioned in your article, but you don't want to do this every time the product is mentioned if that means you are going to over-saturate your pages with links. You want less than 5% of the text on your page to contain links, but if you choose your terms wisely, you should be able to place enough links to both keep people on your site and direct them to products on Amazon.

Amazon provides you with some other options for using your affiliate link as well. If you will click the 'Get Link' button instead of the dropdown menu on the results page, you will be led to the page below. On this page, you can create a button for the product that contains the

product image. You can create a text-only link on this page too. Plus, you can use this page to create an image-only link and/or add it to a widget.

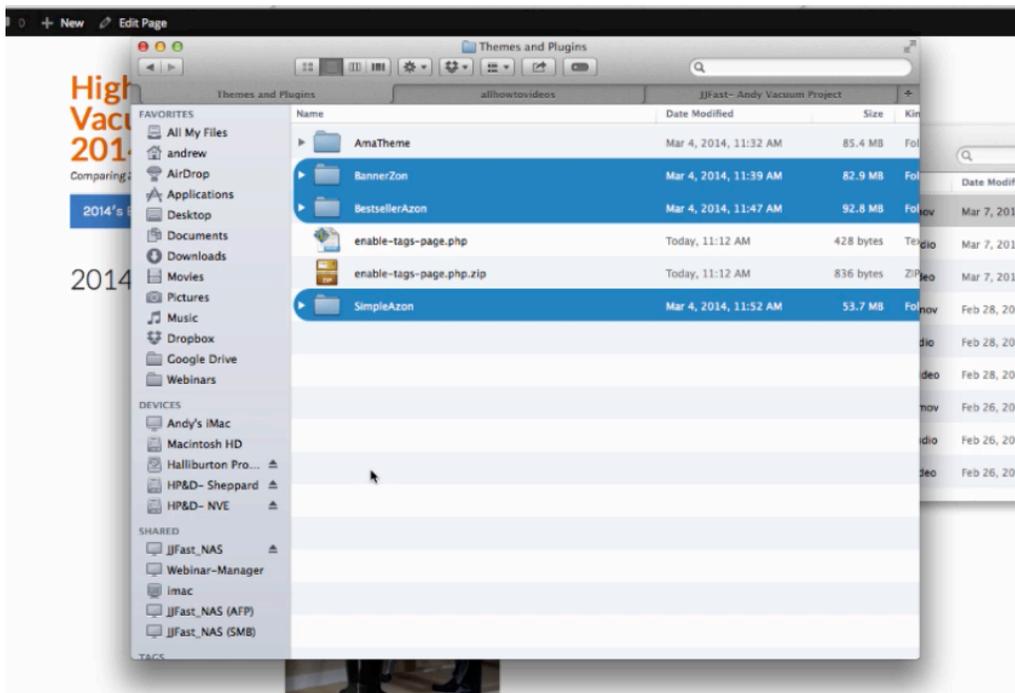


It is best to use regular images on most of your pages and just link out from them. Again, you don't want visitors to your site to feel like they are being harassed into buying anything. You can put an ad like the one in the page above on your product pages and/or your review pages. These are the best pages to place a widget on as well.

You want to add linked content to every page that you possibly can. Your end goal is still to get people on Amazon, but you don't want to create a site that's just about selling products. That's why you want to include original informative content that doesn't have anything to do with selling. The pages in which you compare products or review products are the best ones to place ads in, link out to Amazon from, and let people know that they can purchase a certain product on Amazon.

You can link out to Amazon from your information pages as well, just keep this to a minimum and use photographs that don't request a person click on them or buy. That way, if they click on a product picture, the decision was up to them and they don't feel as if they are constantly being sold to. In other words, you can still promote using the information pages, but keep everything low-key so that your site seems reputable and users don't have a bad experience.

## Setting Up Products

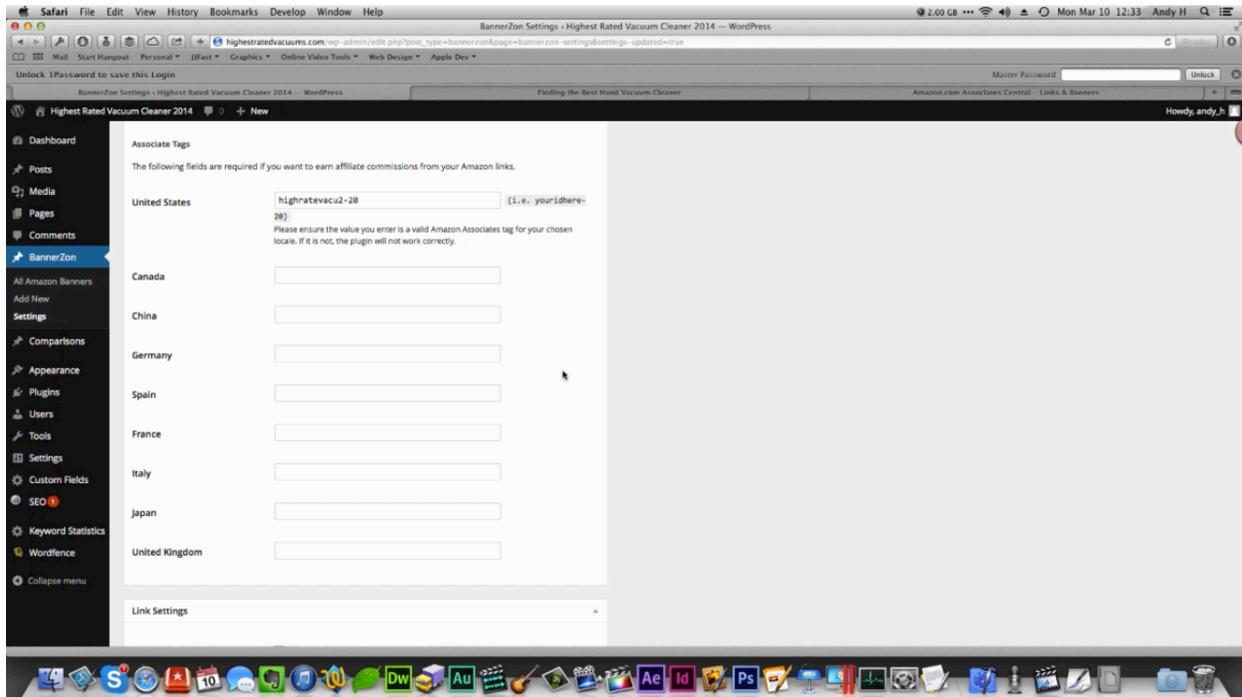


In the previous section you learned how to add links to your site manually. There are a few plug-ins that are going to allow you to create this content automatically. These are BannerZon, BestsellerAzon, and SimpleAzon, and they all do different things. BannerZon is a plug-in that will generate banners for you. BestsellerAzon is automatically going to pull in bestsellers and the bestselling categories to your site. Finally, SimpleAzon will allow you to create product links without having to go into Amazon.

You can search for each of the plug-ins in the same way that you have before. After you download BannerZon, you will be able to find it within your admin account's side panel. The first thing you will be asked for when you click on it is the license key that you received when you purchased it. After that, just agree to the terms of service and click on 'Save Changes' to make your submission.

Once you click to save your changes, you will be asked to enter your 'Access Key ID' and your 'Secret Access Key'. You can retrieve these quickly by clicking the 'AWS Account Management' link, which is located above these fields on the plug-ins set up page. When you click on this link, you will be directed to your Amazon web services page. You might have to log into your account when the page comes up, but once you are logged in, you simply have to click on 'Security Credentials' to find your 'Access Credentials'. If you need to create a new access key, there is a link to create one within this section.

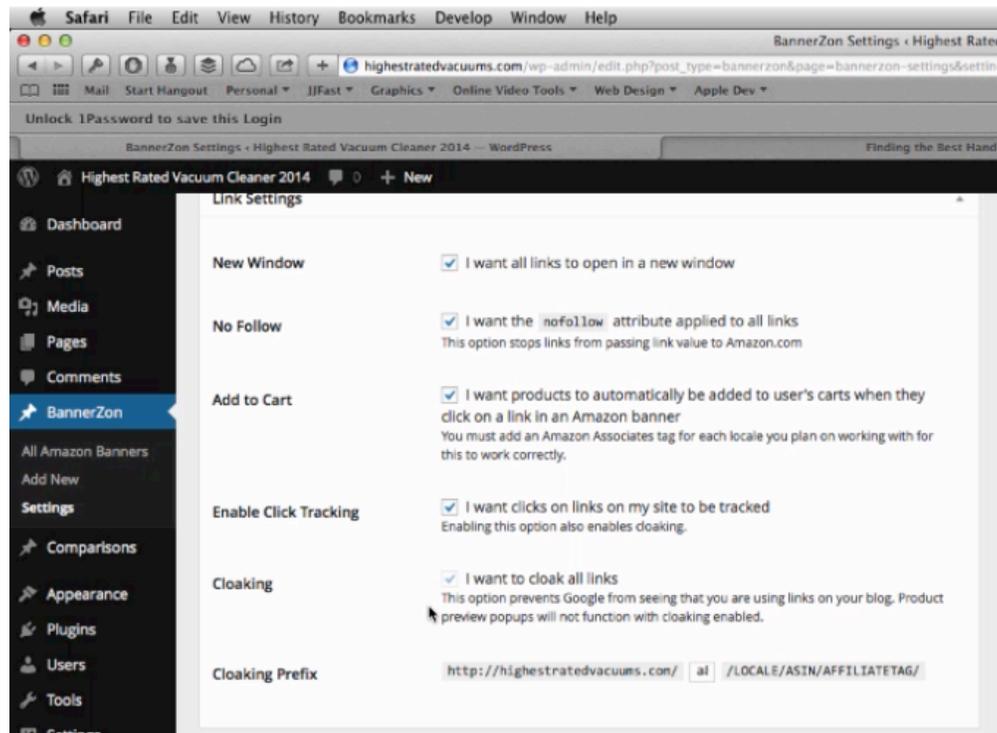
As soon as you click on the link, a new access key and a secret access key will be generated. You will simply need to select your access key, copy it, and paste it on the field requesting it within your plug-in. Next, you'll need to return to your account and retrieve your secret access key. When you get back to your account, you will need to click on the 'Show' link within the table under the 'Access Credentials' section of the 'Security Credentials' page within your account. Just like before, you will want to copy this code and paste it into the field that calls for it within the plug-in.



Once you have entered in the two codes, skip over everything else and click on the 'Save Changes' button at the bottom of the page. After you have saved the changes, scroll back up so that you can add in your associate tags. This is actually your 'Tracking ID'. If you remember, you can find this in the upper-left corner of your Associates page. You can see this demonstrated in the picture above. If you're inside the US then this code is always going to end in '-20'. If you are in a different country, this code will end in a different number. For example, if you were in the UK, your tracking ID would end in '-21'.

The next thing that you're going to want to do is edit your link settings. Under this section of the plug-ins set up page, you'll see the option to set all links to open in a new window. You will want to check this box because this helps to keep people on your site. You will also want to add the 'no follow' attribute. So, check this box as well. Furthermore, you do want products to automatically be added to the user's cart when they click on a link in an Amazon banner. This speeds up the time that you can get paid for a customer clicking on one of your links.

Next you will be asked if you want to enable click tracking. You also want to allow the site to cloak all links and you will want to change the cloaking prefix to something random. The reason why you want to do this is so that the plug-in can run this through the site in order to track the views and the clicks. To make these instructions clearer, all of the selections made are shown in the screenshot below.



After you are done with the settings above, you will come to a 'Defaults' section. There is a dropdown menu next to the words 'Default Category for Bestsellers'. Click on this to select the best category for your products. You may need to drill into a category a little deeper if your category is broad. One way you can do that is to click on the 'Get Children' button to the right of the dropdown menu; doing this will cause some subcategories to appear in the dropdown menu like 'Vacuums & Floor Care'. You can actually click the button again to make the subcategories 'Go up a Level'. When you are done making this selection, be sure to click on the 'Set Category' button.

You can change the default size if you like, but you don't have to. By default, the size should be 300x250. Underneath this, you are given the option to choose whether or not to display the price. For the vacuum site 'No' was selected, but it's really just up to you whether or not you want the price to be shown. There are some 'Link Color' and 'Text Color' options that you can change if you like as well. Don't forget to click on the 'Save Changes' button once more when you are done making your selection.

Under the 'BannerZon' in your side panel, you will find an option titled 'All Amazon Banners'. Click on this, and the 'Amazon Banners' page of the plug-in will open up. This page contains an 'Add New' button. You'll want to click on this button in order to set up a banner. The first thing that you will be asked to do on the 'Add New Amazon Banner' page is enter in a title for your new banner. You'll want to use the name of one your products for the title of your banner, so enter it in the 'Title' field.

You will want your banner to be automatically inserted into you content, but you will need to change this. You will be shown how later on in the lesson. For now, just unclick the box that's next to the words 'Auto Insert in Content'. Next, you'll be given the option to change your 'Locale'. If you are in the United States, choose that.

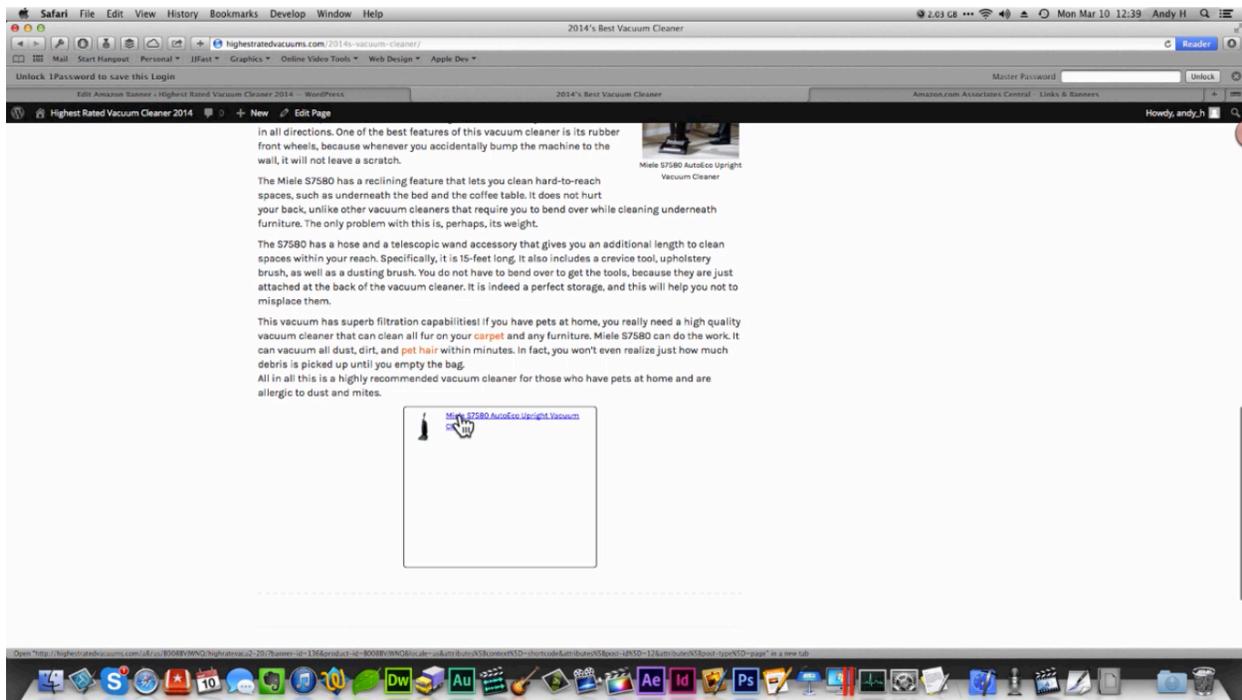
After choosing your locale, you will find that you have the option to change the 'Ad Type' if you like. The 'Individual Products' Ad Type is what was selected for the vacuum cleaner page. If you want your 'Ad Type' to be 'Category Bestsellers', you could set the 'Ad Type' to that as well. The second may actually be a better choice, so you may want to set that up on one of your page.

Underneath these options, you will find a search bar which allows you to search for your product. So, you don't have to leave your WordPress site to find the link for a particular product. When you find the product that you're looking for, click on the 'Add to Banner' button that's in line with the product's name. You can add other products from this setting page. You'll only want to choose one if you want your banner to only feature one specific product.

Down at the bottom of this page, you will find a 'Display Settings' section. You can make any changes you like within this section. For instance, if you want a different link color, you can make this change here. When you finish setting everything up, you will want to hit the 'Update' button, which is located on the right-hand side of the page.

Next you'll want to click on 'Pages' so that you can edit the page you are applying your banner to. When you get to the page editor, you'll see that there is now a BannerZon button placed right above the text box. So, scroll down to the bottom of your text and hit 'Enter' (or 'Return') in order to create a little more space at the bottom. Click on this button and a window will appear which contains a dropdown menu containing all of the product title that you have created. Choose the title of your banner, choose the alignment that you like, and then click on the 'Insert Shortcode' button.

When you return to the page header, you'll see that a short code has been entered at the bottom of the text where you created the extra space. You can select the short code and then copy and paste it somewhere else, if you wanted to. Wherever you place this short code the banner will appear. Anyway, now the short code has been placed on your page, you can click the 'Update' button and click 'View Page' to see how it looks on the page.



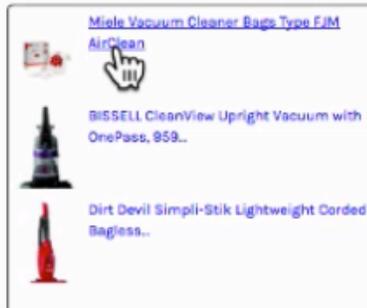
You can see in the picture above that a new banner has been added to the bottom of an article in the vacuum cleaner website. As you've probably noticed this banner should actually contain multiple links and vacuum cleaner pictures. It kind of looks funny with just one. You could add more vacuum cleaners to the banner or you could return to the plug-in settings and change the banner size. After making this change, just click update and view your page again to make sure everything looks right. Even after changing the size the banner it will still look pretty small, so it might be best to just put it into the article itself.

Now let's try to add a banner with multiple products on it. To do this you would head back to the plug-in and click on the 'Add New' button. This time try choosing 'Category Bestsellers' and leave the size at '300x250'. Next, click on 'Publish', and then find the article that you want to add a banner full of bestsellers to, click on edit page, find the point in the page where you want to place the banner and place your cursor there. Now you can click on the 'Bannerzon Ad' button above the text box and a window will appear. Within this window there will be options which banner you want to insert, and you can also set the alignment of the banner. When you are done, click on the 'Insert Shortcode' button.

physical store or an online store such as eBay or Amazon. Once you identify the kind of vacuum cleaner you want, take a keen look at the details of the item. In the event that you pay much for the cleaner, it's smart to make sure that the seller insures the item. These are without doubt the best hand cleaners, and are sure to guarantee speed and efficiency while cleaning.



Eureka Mighty Mite Canister Vacuum



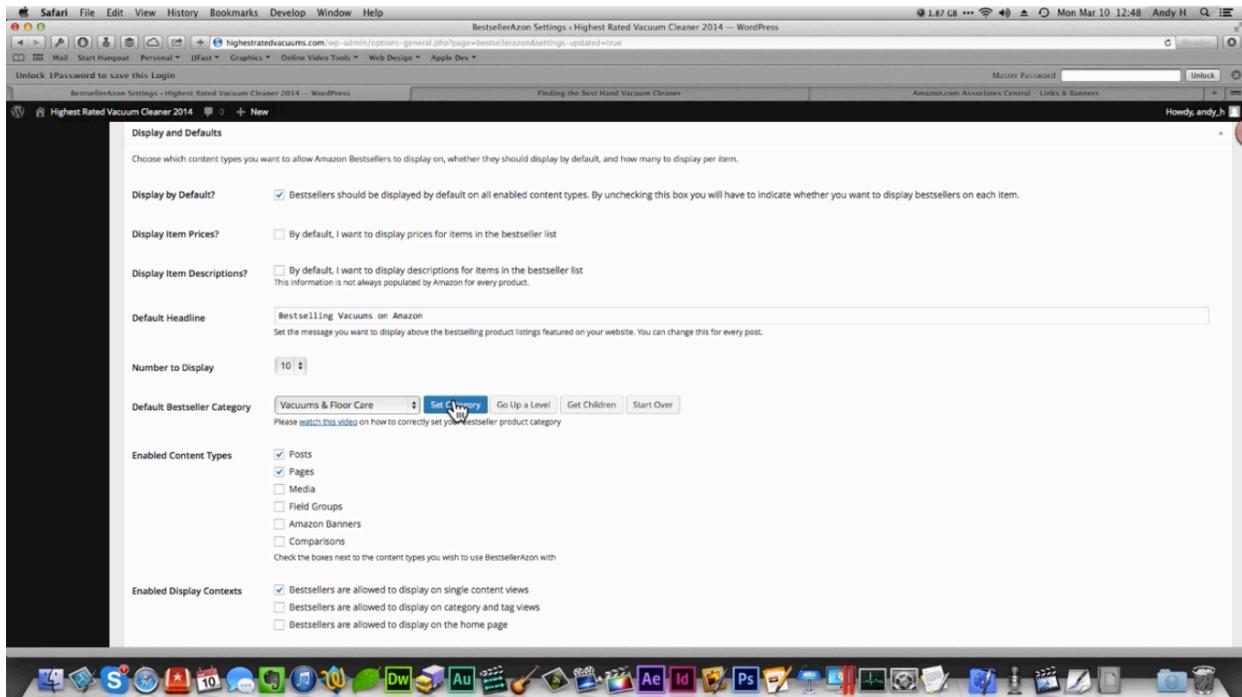
Once again, your short code should be placed within your page now. So, go ahead and click on the 'Update' button and view your page. Look at the picture above and you will see that a new banner has been created for this article. You may notice that the first product listed inside the banner's vacuum cleaner bags. The intention was to only include vacuum cleaners in this banner. Although it's cool that this plug-in can pull and best-selling items automatically, you have less control over what goes into the banner when you use the 'Category Bestsellers' option.

Now let's try out the BestsellerAzon plug-in. When you open this plug-in you up to insert your credentials just like you did with the previous plug-in. In other words, you'll need to enter in the location that you are selling to and your Amazon Associates tag. Next, you are going to come to a 'Display and Defaults' section. It is recommended that you leave the box checked next to 'Display by Default' but uncheck the box next to 'Display Item Prices'. The next option you are given is whether or not to display item descriptions. Item descriptions for products don't always come from Amazon. Therefore, it is recommended that you leave this box unchecked as well.

You can skip over the 'Default Headline' and 'Number to Display' settings, unless of course you have a reason to change either one of them. After that, you'll have the ability to change the 'Default Bestseller Category'. This works in the same fashion as the same setting in the other plug-in, meaning that if you want to drill deeper into the category you'll need to click on the 'Get Children' button. The category selected for the vacuum cleaner site, by the way, was 'Home & Kitchen > Vacuums & Floor Care'.

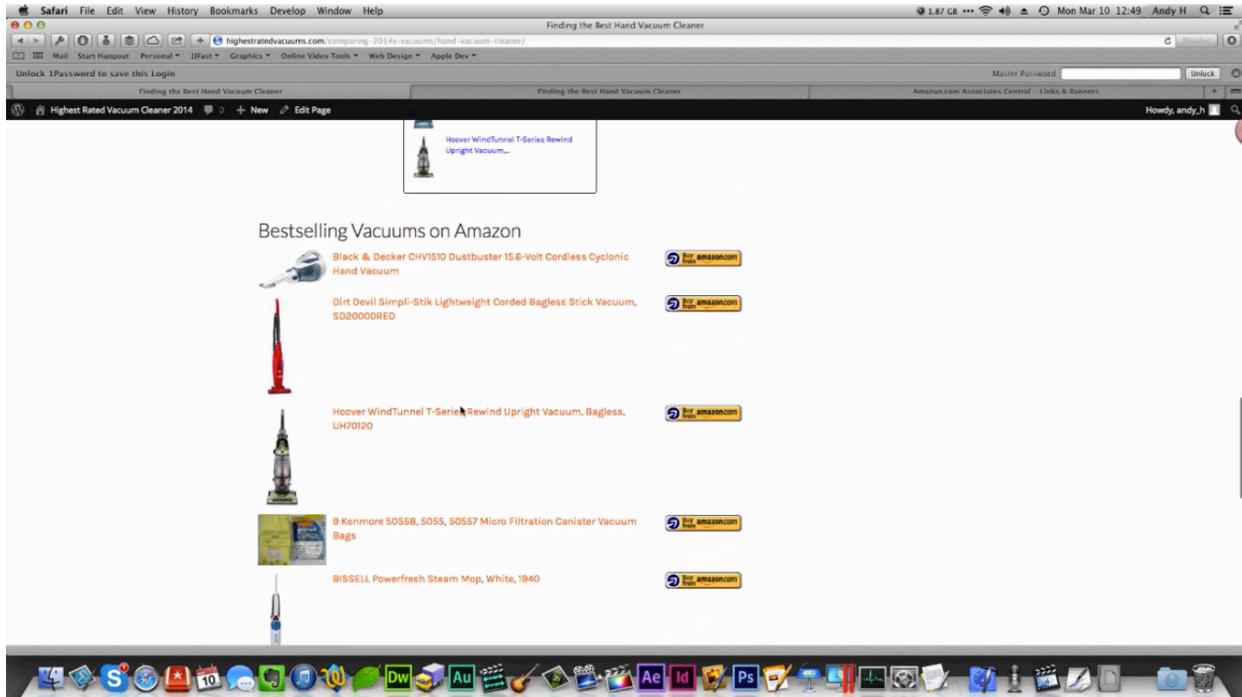
Next, you'll be given the ability to choose your 'Enabled Content Types' and your 'Enabled Display Contexts'. You will need to have the 'Posts' and 'Pages' selected for the 'Enabled

Content Types’. As far as the ‘Enabled Display Contexts’ settings go, you’ll want to check the box next to the words ‘Bestsellers are allowed to display on single content views’. All these settings are shown in the screenshot below to help you know which are recommended for you to choose. The category settings obviously don’t apply.



Next you’ll come to some ‘Affiliate Links’ settings. Just like before you will want all links to open up a new window so that people stay on your site longer. You also want to enable the ‘No Follow’ option because this helps your SEO ranking. You will want to cloak all your leagues as well, so select this box too. Once you are done with these settings, scroll down to the bottom of the page and click on the ‘Save Changes’ button.

Now that you are done setting up the plug-in, you’ll want to check out one of your pages to see how it looks. As you can see in the picture below, the plug-in has added a large section to the page titled ‘Bestselling Vacuums on Amazon’. Within this section 10 different vacuums are listed. This would work better as a standalone page rather than and being placed at the end of an article. Still, this section is really cool because it offers your visitors a wide selection of products to choose from and each of these links are tied into your affiliate tracking ID. So if anyone clicks on any one of them and then buys something from Amazon, you are going to get paid a commission for it.



In the settings, you will also find the option of adding the price to this page. That is going to help people decide which vacuum is going to be for them. So, you might want to turn this feature on. If you were going to add this section to the end of one of your articles, you might want to lower the number of products displayed. That way your article page isn't so long. So, if you're going to do that, it is recommended that you change the 'Number to Display' setting to '3' or '4'.

You can, of course, put this list anywhere you want. You could place it on a page of its own, for example. The plug-in also gives you the option to place this list on a sidebar. These sidebars work extremely well when it comes to getting people on Amazon.

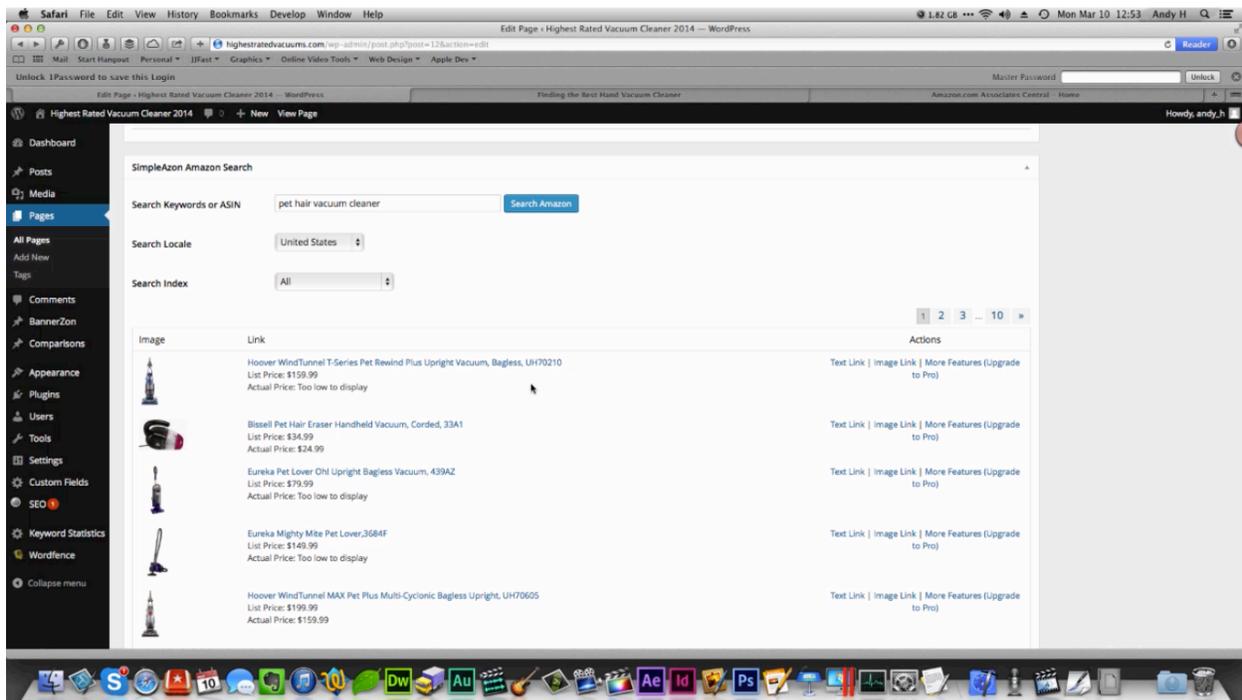
The final plug-in that is going to be covered in this section is called SimpleAzon. You might remember on the Amazon Associates page, you have the ability to generate an ad for a particular product. This could include text and an image, text-only, image only, and you create added to a widget. Well, this plug-in makes it easier for you to do that because you don't have to continually log into your account and generate these ads; you can do so straight from WordPress.

The first thing you're going to need to do once this plug-in is installed is open it up and enter in your credentials. This plug-in is going to ask for your 'Access Key ID' and your 'Secret Access Key'. You learned exactly how to find these earlier in the lesson. You are also going to be asked for your tracking ID. You will reach a 'Search Interface' section within the settings. This is where

you will designate your locale. You'll want this to show up on your pages and your posts, and you will want to set your 'Default Search Index' to 'All'.

Once you done this and you have entered your tracking code into the 'United States' field , or whatever field corresponds with what country you're selling from, scroll down to the bottom of the page. There you will find the option to have your affiliate links open in a new window. As always, you'll want to turn this option on. This is the only affiliate links option listed within the settings for this plug-in and the last option on the page. So, once this box is checked, go ahead and click 'Save Changes'.

Now that you have the plug-in all set up, you can go to one of your pages and then click the 'Edit Page' button. The page editor will open up, just like it normally does, but now you'll notice that there are more options within this page. Down at the bottom you will find a 'SimpleAzon Search' section. This section will contain a search bar. Go ahead and search for a product or a topic that is related to the page you are editing. For instance, if you were working on the vacuum cleaner site, you might have chosen the page titled 'Best Vacuum for Pet Hair'. So, in this scenario, you might open up the editor, scroll down to the 'SimpleAzon Amazon Search' section, and perform a search using the keywords 'pet hair vacuum cleaner'.

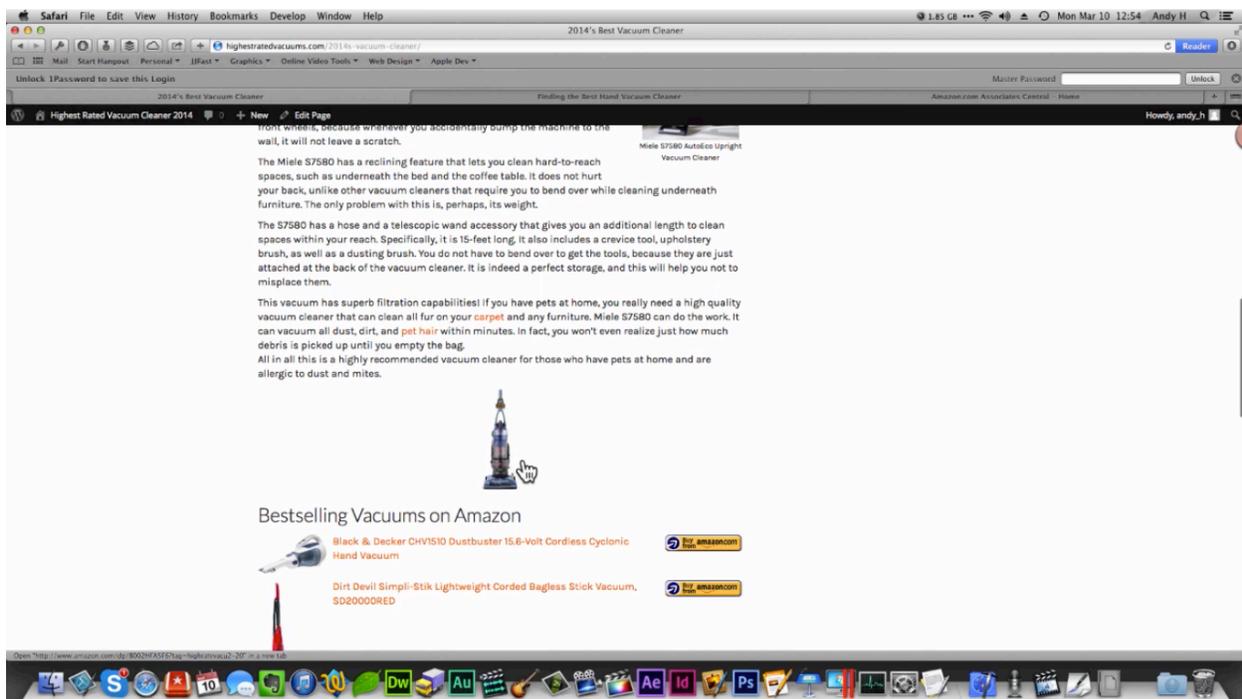


After you click on the 'Search Amazon' button, a list of search results will show up underneath the search settings. You can see this demonstrated in the picture above. As you can see this is essentially no different than what you would find on Amazon. The only real difference is that

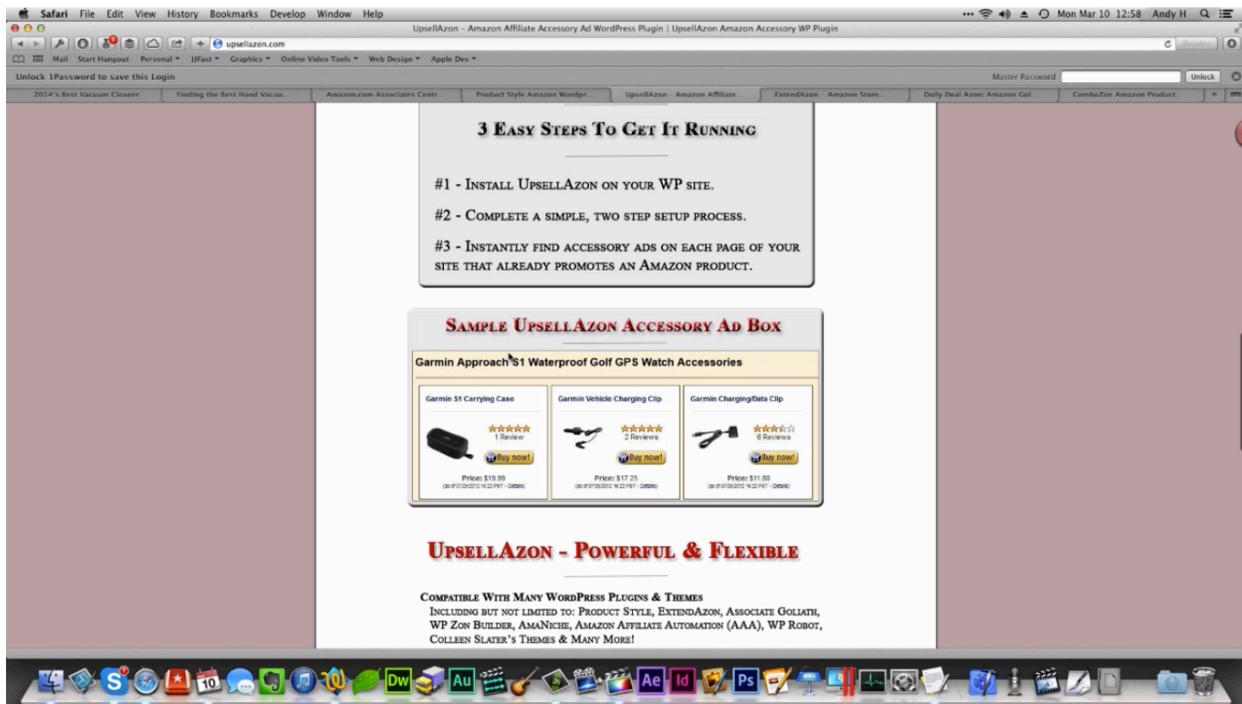
you can do all this right from your website admin area instead of having to move back and forth from your website to Amazon.

Over on the right hand side of these results, you'll find an 'Actions' column. From this column you can choose whether you want to insert a text link or an image link. There are more features but you'll need to upgrade to the premium version of the plug-in to use them. Anyway, if you were to click on 'Text Link' for anyone of these products a window will appear. Within this window you can edit the text for your link and then click on the 'Insert Shortcode' button to insert this link into your page.

Alternately, if you chose to insert an image link, a window will appear allowing you to set the alignment of that image, and the size of it. After making your selections, you would simply click on the 'Insert Shortcode' button again. You can see that an image of vacuum is placed in the center of the page shown below. If someone were to click on this image, they would be led directly to this vacuum's sales page on Amazon.



## Additional Plug-ins



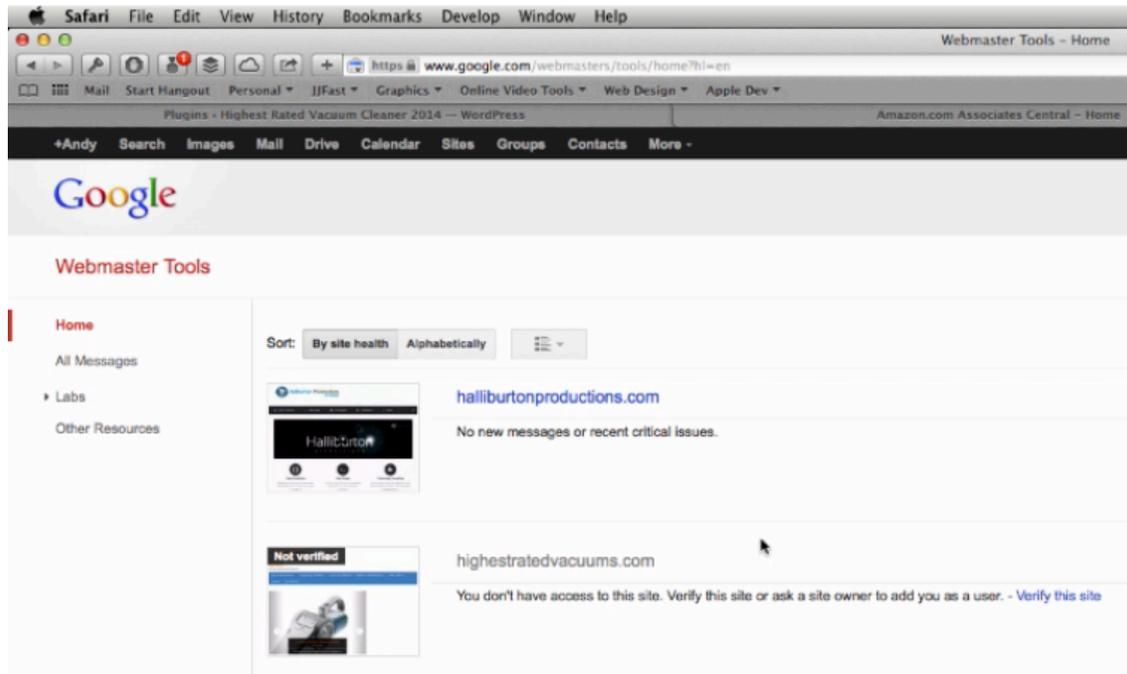
There are a couple of other plug-ins that you could check out. These will help you to add products to your website as well. The first plug-in is called Product Style. You can use this plug-in to create standalone ads and comparison charts. These features are actually built into the theme you're being given, but if you're looking for a little bit more juice, feel free to try this plug-in out.

Another plug-in that you may want to try is called UpsellAmazon. This plug-in is great because it allows you to create ads for accessories to your products quickly and easily. The screenshot above demonstrates a little about what it does. This plug-in automatically pulls in accessories that people would need for whatever product you trying to grow. So, for the vacuum cleaner site it would pull in things like vacuum cleaner belts and vacuum cleaner bags.

You might also want to check out ExtendAzon. It will combine any of the plug-ins on your site into the shopping cart plug-in. There's also Daily Deal Amazon, which automatically pulls and Amazon 'Gold Box' ads. You really don't need this for a site like the one you are creating, but it is a cool feature to add in and it might cause people to click into Amazon more. Finally, you might want to check into the Combozon Amazon plug-in. This plug-in creates product bundle ads.

These are just a few more plug-ins that might help you achieve more with your site. You don't have to use them, and they are not going to be used on the vacuum cleaner site. However, they are available if you think that you might need them for your site or that your site would be better if you had them.

## Getting Your Site Found



In the previous section you learned how to add content and products to your site. That's great, but there's no sense in doing all of this work if no one can find your site. In order to make your site successful, you will have to make sure that people know and see your site. There are a lot of different ways to go about this. The first way, and really the most effective way, is going to be to hand your site to Google on a silver platter. You can do this by creating a site map for Google.

To begin, head over to Google Webmaster Tools, which is located at [www.Google.com/webmasters/tools](http://www.Google.com/webmasters/tools). If you don't have a Google account yet, you will have to set one up in order to use this tool. You are also going to have to set up your Webmaster section. Google will lead you through the process of doing so. After this process is done, you'll need to add your site. In the screenshot above, you can see that the vacuum site has been added. You also have to verify the site, which means that you have to download a HTML verification file, which is provided by Google.

Once you have downloaded the verification file, you'll need to load up your FTP browser and upload the file to your site. When you open up your FTP browser, open up the public\_html folder and drop the HTML verification file into this folder. This is a very small file, so this process doesn't take very long. Next, you'll want to click on the link online three of the instructions to

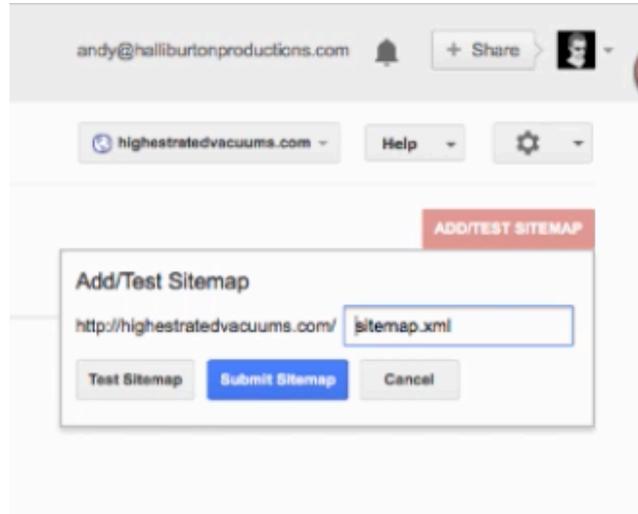
verify that the file is there. After that, you'll want to click on the 'Verify' button, which will prompt Google to verify that you are indeed the owner of the site.

On the next page that you directed to click 'Continue'. You'll be led to the Webmaster Tools dashboard for your site. There is a left-hand side panel, and in this panel, you'll see the word 'Crawl'. Click on this and a few more options will open up. One of these options will be 'Sitemaps'.

When you click on this you'll notice that the sitemaps for your page haven't been created yet. So, what you'll need to do is head back over to WordPress in order to install a plug-in that will create a site map for you. One of the best plug-ins for this is called Google XML Sitemaps. As usual, you can search for this simply clicking on plug-ins and then 'Add New' in your site's administrative account. There you'll find a search bar in which you can type the name of the plug-in you are looking for, and then click on the 'Search Plug-ins' button. Some results will appear and Google XML Sitemaps will likely be the first plug-ins listed.

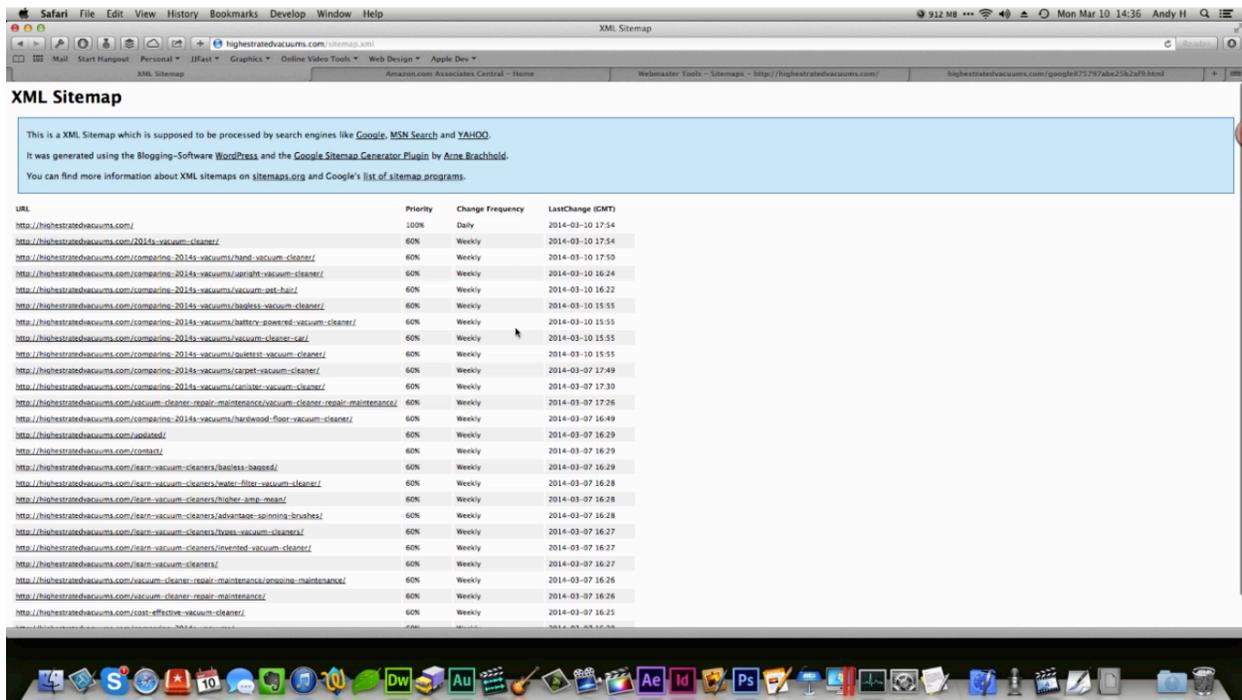
All this plug-in does is it creates a site map for your website that you can download and quickly upload. Essentially, you are just telling Google "Hey, look at this! I need you to index this on your site." This is a very simple process, and it does not take very long at all. Once the plug-in is downloaded, click 'Activate Plug-in'. On the side panel of your dashboard, click on 'Settings' followed by 'XML Sitemap'. Some site map options will then appear.

You are not going to need to change most of these site map options. Under 'Additional Pages', you may need to click on the 'Add New Page' link but that's only if you need different URLs added to your site map. The other option you may need to change can be found under 'Location of your sitemap file'. You'll want to make sure that 'Automatic Detection' is selected so that Yahoo, Google, Bing, and all of the other search engines all know where your site map is. There is a link underneath this option. Once you're sure that this is been selected, go ahead and scroll down the page to click on 'Update Options'.



The next thing you are going to want to do is copy the URL that is located under the 'Automatic Detection' setting. After that, you'll need head back over to your Webmaster Tools dashboard and click on the 'Add/Test Sitemap' button, which is located on the right-hand side of the page. Go ahead and paste the URL you just copied into the field provided. Part of your URL will already be shown, so you can erase the first part of the URL that you copied and just leave the ending as in the picture above.

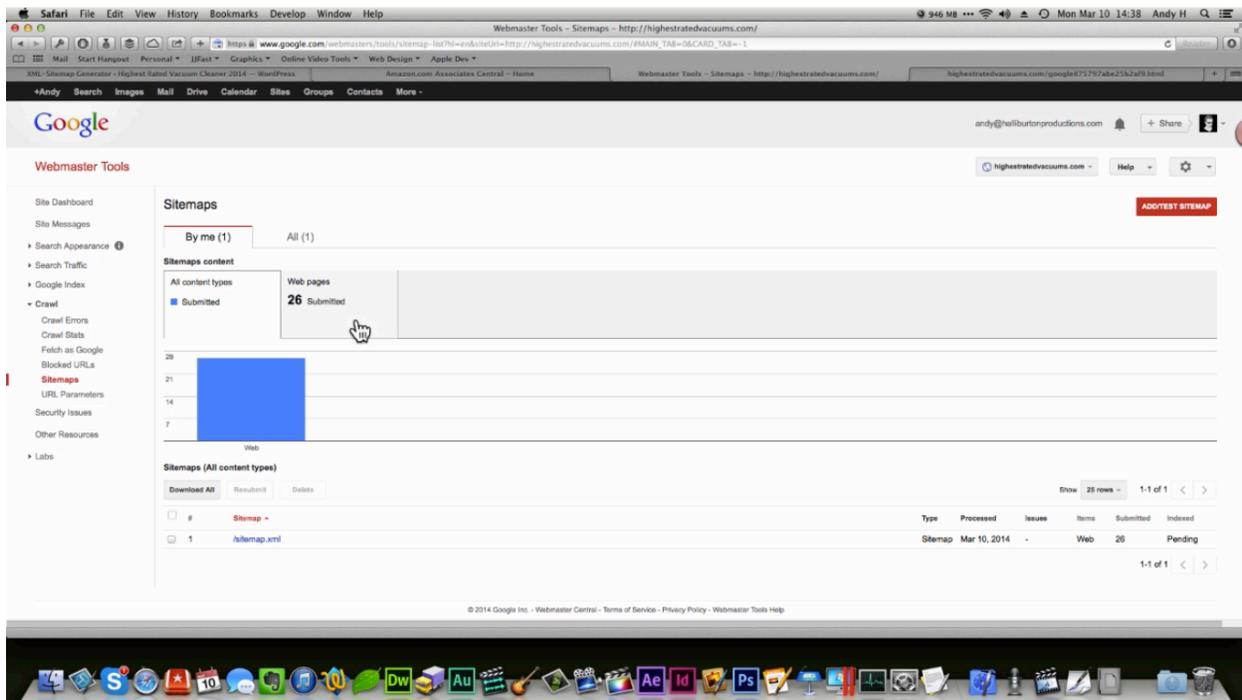
Once you make sure that you are all is write a complete you can click on the 'Submit Sitemap' button. After the submission process is finished, Google going to work on it for a while. When the site map for the vacuum cleaner site was submitted the Webmaster Tool showed that there was an error. That was because the plug-in hadn't completely generated the site map yet. Therefore, it is recommended that you allow the plug-in to run a minute or two before you go try to submit a site map. The plug-in will tell you, and it's been generated, and you can actually click on the URL you copied before to make sure that the site map is complete before submitting it.



You can see the vacuum cleaner site's site map in the screenshot above. The site is going to sign a priority to Google to check most of the pages weekly and the homepage daily. In the settings for this plug-in, you are given the option to change this frequency. For instance, if you would like your posts to be indexed more quickly, you can have them indexed daily.

Understand that just because you change these settings, it doesn't mean that Google is going to index them on your schedule. However, the site map is going to prompt them and having the site map is going to ensure that your pages show up at least. In other words, if Google and the search engines indexes less often your new pages may not show up as quickly, but at least your site is going to be there.

To begin the plug-in a little bit more time and check to make sure that the site map has been generated, yet the Webmaster Tools sitemap page still says that there is an error, you might need to delete your first submission and submit the URL again. This time, you might want to click on 'Test Sitemap' first. Then, on the next page to appear, click on the 'View Last Result' button. The page should show how many pages your site contains next. If it does, go ahead and submit your site map URL again.



Once your site map is submitted and approved, the page above shows automatically. You may have to click on 'Sitemaps' under 'Crawl' again to get to this page. The data on the page shows how many web pages the vacuum cleaner site has. Later on this page is going to show a frequency as the tool checks through how many pages the website has been as it indexes them.

Again, the reason why you want to do all this is to make sure that Google's indexing your site. This is one of the most important things that you can do for your site, but there are other ways to promote your site and to drive traffic to it. Driving traffic and increasing the popularity of your site is a goal that you should continuously have. In the next portion of the training, you are going to learn a little bit more about marketing. See you there!