

A Profitable Website In 39 Days?

**A step by step Guide to building a profitable SBI
website quickly, without spending a cent on
marketing...**

By Rocky Tapscott
www.localwebsolutions.com

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Screenshots in this book are taken directly from my own records and visitor log files. They are used only to illustrate points in the book. Text and images available for download over the Internet may be subject to Copyright and intellectual rights owned by third parties.

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Introduction

How would it feel to be able to wake up every morning, walk 20 feet to your office (saving you an hour of fighting traffic congestion and avoiding becoming the next road rage victim), flick on your computer and see that you'd made money while you were asleep?

Look 5 years into the future, to a time when you've built several successful web Businesses...

What will your life be like then?

Many people fantasize about doing exactly this, but for most of them it remains nothing but a dream. Something that is far off in the future.

Sadly, most people will never realize their dream...but you can achieve this if you put your mind to it, follow Ken's CTPM model along with the Action Guide and do the work you know you have to do to build any successful Business.

With this in mind, here's my story...

On July 26, 2004 I started on the Nitroincubator Mentoring program set up by Matt Gill and Kevin Wilke from Nitromarketing.com and headed up by Ric Thompson.

While I had some previous experience with [Site Build It!](#), having built my first SBI website a year earlier and a couple of others since, I hadn't made an awful lot of money online.

While I had quite a bit of experience building websites and using SBI, I felt the coaching and Mentoring from the Nitromarketing team could be useful in helping me focus on where I wanted to go, and the result of my work in the program so far can be seen at www.just-german-shepherds.com

As I moved through the lessons, I kept a Journal of the steps I took building my site.

This eBook is that Journal.

I am so glad I kept a record of my first few weeks in the program, because I'm sure that what I learned will help you to succeed even more quickly than I did if you put your mind to it.

I sincerely hope that by reading this eBook, you will be able to get more out of your Site Build It! Websites.

As you read through these pages, please think to yourself, "How can I use this to build

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my site and make it even better?"

Put yourself in the picture, and think about what you will write about as you go through the steps in the Action Guide to creating your own profitable website.

It takes time and effort to build any successful Business, and an online Business is potentially even harder because of the credibility issues involved with all the crooks, scams and spam problems that exist today.

But there is a process that you can use to build a profitable cash flow Business that makes you money while you sleep, that you can operate from anywhere in the World, one that can generate initial and ongoing streams of residual income for you and your family.

Building one or more theme based content sites using Site Build It! has the potential to help you achieve this for yourself...if you will follow the CTPM process.

So, grab a cup of your favorite beverage, sit back and let me take you through the steps I took to go from no idea of what Niche I wanted to target, to a website that made it's first small profit in 39 days...

This eBook is divided into several parts

The first section takes you through the 15 steps I took in creating a new web Business from scratch over 39 days.

The second section takes the form of a day-by-day analysis of what I did explaining the work I did each day to get the site up and running.

The third section looks at what's in store for Just German Shepherds in the future.

The forth section offers some additional ideas and distinctions on how you can take this information and apply it to your own specific situation or Business.

It is my hope that by taking you through the process in two distinctly different ways as I do below, you will be able to copy what I did in a Niche market that is related to your Business or build a web Business around a hobby or market that you are passionate about, and generate a massive income from your efforts.

To your success,

Rocky Tapscott

[Just German Shepherds](#)

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A Step By Step Guide

This step by step guide looks at the specific tasks you will need to perform if you want to follow in my footsteps and build a Site Build It! website in the way I did with www.just-german-shepherds.com

No matter what you sell or what your passion is, you can use a website to target a niche in that market to earn multiple streams of income and help to create financial freedom for yourself and your family.

Of course, nobody can guarantee that you will have any amount of success on your first, second or even your tenth attempt at building a web Business, but the system I outline below works if you follow the lessons outlined in the SBI! Action Guide and build a content rich website that both the search engines and your visitors love.

This is what I did, but of course you can change the frequency of your study or the order in which you did the lessons.

This is just a guide to show you what is possible...and you may be able to do even better than I did, perhaps a *lot* better.

Hundreds of other people have followed a similar process and become successful.

So can you.

OK, so let's go...

Step 1 – Read the Site Build It! Action Guide from start to finish to get an idea of what the process is and what's in store over the next few days and weeks.

As you follow in my footsteps, you should be reading the SBI! Manual every day if possible to follow the steps outlined and continue building your knowledge and understanding.

Ken Evoy's words of wisdom in the Action Guide and will take you a long way towards building a profitable site that ranks well at the Search engines and attracts free, targeted traffic.

Step 2 – Use Sitesell's [Searchit](#) feature and the SBI! Brainstormer to brainstorm lists of profitable keywords for each niche you are interested in as outlined in the Manual, then narrow it down to the best niche market for you.

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? Brainstorm It!

[Go to Master Keyword List](#)

Welcome to **Brainstorm It!**. More accurately, this is the brainstorming part of **Brainstorm It! ("BI!")**. This is where you generate and research hundreds of keywords, all possible topics for your site... in minutes! Every time you use this part of **BI!**, you end up at *the other* part, your **Master Keyword List ("MKL")**.

[Show Action Guide And Online Help](#)

[Terms of Service](#)

The screenshot shows the 'Brainstormer' interface with the following elements:

- Header: **Brainstormer** with a help icon and **Proper Settings** link.
- Step 1: **Select Function** dropdown menu set to 'Vertical Brainstorm'.
- Step 2: **Select Resource** dropdown menu set to 'Yahoo! Keyword Selector Tool'.
- Link: [Click Here For Information AFTER Completing Steps 1 & 2.](#)
- Step 3: **Enter Seed Word** text input field containing 'german shepherds'.
- Button: **Brainstorm It!** button.
- Text: *Click button... not "Enter" Key.*
- NOTE: After you enter the Brainstorm Seed Word and click on the **Brainstorm It!** button, the Yahoo! results Web page opens in a new browser window (disable popup blockers). *This* window will be underneath and advances from Step 3 to Step 4. If you like the Yahoo! results, follow the STEP 4 instructions to save and upload.

You'll see above that I've chosen to do a Vertical Brainstorm using the Yahoo Keyword Selector Tool, with a Seed Word of German shepherds (full instructions on how to use the Brainstormer are in the Action Guide)

After you've done some brainstorming, you'll see that the Brainstormer places your keywords in columns labeled Keyword, Demand, Supply and Profitability.

Demand means how many people searched for that keyword during the last 60 days.

Supply means how many web pages are competing for the top spot at Google and other search engines for that keyword.

Profitability is a calculation of the comparative ease or difficulty of getting your page targeting this keyword listed in the top spot in the search engines for that word.

The higher the profitability number, the more likely that word will be worth building a page for, and the more profitable it should be for you.

You can sort your keywords by any one of these factors, but profitability is the most important one for our purposes.

By finding the keywords with the highest demand and lowest supply, I.E. the highest

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profitability, then optimizing and building your pages to focus on these keywords as outlined in the Action Guide, your site has an excellent chance of ranking well in the major search engines for that keyword.

Step 3 – Brainstorm hundreds of additional keywords that are related to your chosen Niche. Use the Yahoo search tool and Wordtracker as well to find a large list of potential keywords for your chosen niche idea

Drill down through each of the keywords that the software brings back and add any that are relevant to your Master Keyword list. This brainstorming session will give you many more related keywords in addition to the ones your first search came up with.

When you have finished brainstorming, save the keywords to a text file for future reference.

Step 4 – Find the profitability of each keyword. When you have done this with the most relevant keywords, sort them by profitability in the Brainstormer.

Step 5 – This step is most important. **This one step has the potential to multiply the profitability of your website many times.**

In the Brainstormer, look for your most **profitable** *and* **relevant** keywords, and try several versions of each word. You'll need to bring your brain along for this as the SBI Brainstormer won't do it for you, but it's well worth the trouble.

What do I mean by profitable and relevant?

Your most *profitable* keywords will naturally be at the top of your Brainstormer page when you sort by *profitability*. Your most searched for and most *relevant* or on topic ones will probably be further down the list.

By trying different versions of your most profitable *and* relevant keywords, you may just find one or more that have a vastly higher profitability score than the one you were considering using.

You'll never know until you test it...

You will never know unless you test this, but it is definitely worth taking the time to find out. If this doesn't make sense to you just yet, it will once you read the Action Guide.

You should also try this with all of your highest demand words, in case there is another version of that word that does turn out to be both high demand *and* high profitability.

As I said, always test it!

For example, if the keyword is love, try loving, lover, lovers, lovingly, lovely, love nest,

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etc.

Here's an example using a different keyword – flowers.

| # | KEYWORD (551 in this list) | ? | DEMAND | SUPPLY | PROFIT- ABILITY | SUPPLY SITE INFO |
|---|----------------------------|----|-----------|------------|--------------------|------------------|
| 3 | flower | \$ | 3,658,856 | 28,100,000 | 9.5 | URL: |
| 4 | flowers | \$ | 3,658,856 | 42,100,000 | 8.7 | URL: |
| 5 | flowering | \$ | 357 | 2,290,000 | 0.0 | URL: |

You can see that both flower and flowers have the same demand number – 3,658,856, but the supply number for flower is much less than for flowers. It's still huge, but it's a lot less.

And the keyword 'flowering' hardly rates a mention...

Using these profitability numbers, this would be a very difficult topic or market to rank highly for at the search engines, and a page that had been optimized for 'flowering', with only 357 searches performed over the last 60 days, and 2,290,000 web pages targeting it, would clearly be a waste of your time.

You may find that by testing these different formats for the same word as shown in the screen shot above, there will often be one variation that will have a profitability score many times that of it's nearest rival.

I have found some words that have an 800% better profitability factor than other variations, with the same demand number!

To give you an example of what is possible, I have found a keyword for one of my sites that has a demand of 56,950, and a supply of 44! The profitability number is 96,254!

How hard do you think it would be to get a well-optimized page to the top spot at Yahoo or Google with such limited competition?

I only found this keyword by testing. You should do the same.

It's research like this that helps you find profitable nuggets in all the gravel of the Internet and avoid wasting a lot of time chasing topics and keywords that simply won't be profitable.

That's the beauty of the SBI! Brainstormer...it automates much of the tedious grunt work involved in looking for just the right keywords and lets you focus on building web pages that will be in demand by people surfing the web. You'll attract free traffic from the search engines, which you can then turn into dollars in your bank account.

Of course, you can do all of this research manually by finding the demand for each keyword at www.inventory.overture.com and then checking on the supply at

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www.google.com but it is a very time and labor-intensive process.

The SBI! Brainstormer lets you have a coffee (or a beer...) while it does all the work for you.

Then you just hit the 'profitability' tab and your keywords are sorted for you. It won't find every word that relates to your Niche, but your brain can help it along.

You simply choose the most profitable and relevant words for your niche, and build your website around them.

The keywords that have the best demand combined with the highest profitability are the ones that you should optimize your pages for.

You can use two other variations of that word in the keywords box and body copy of each page, but focus the main content of the page on your most profitable word.

Another important point...

Never optimize for more than 3 keywords when building a page.

Why?

This is the optimum number for each page. Several Search Engine experts have tested it and told me that 1 to 3 keywords seems to work best. That's why.

When you have completed this research, PRINT OUT YOUR MASTER KEYWORD LIST and keep it safe in hard copy form in case the SBI! Brainstormer ever crashes and loses all of your work.

As well as printing your Master Keyword List out, save it to a spreadsheet for easy reference later.

You don't want to lose your keywords after all the work you have done to get them. It happened to me while building my German shepherd site and I lost 700 of them! Not funny...

Step 6 – Find the keyword that epitomizes what you want your site to achieve, while still having a good demand number and an acceptable profitability factor. This keyword phrase should be in your Domain name.

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Sidebar –

What do I mean by acceptable?

Well a niche worth working in would probably need to have something in the order of at least 30,000 searches in the demand column to warrant further investigation, and 50,000 or more is best.

As for supply, you will have a hard time having an impact in a niche where your supply is more than 4 times the demand for your main keyword.

It's not impossible, but it's definitely harder.

Remember that it's not necessary for your main keyword to rank extremely well or to get on your home page ranked #1 by Google for your master keyword to get lots of targeted traffic to your website.

This is because hopefully you will have found lots of profitable tier two keywords that will bring you traffic from the search engines.

Traffic to your home page will mainly come from your link partners, your email sigfile, from articles you've written and submitted to article directories and your other marketing efforts.

Your tier two and three pages will attract the bulk of your search engine traffic if your site is like many other SBI websites.

End Sidebar

If the perfect Domain name you are looking for is taken, add a word to either end and try again. Keep trying until you find the perfect combination of words that work for you.

For example, www.just-german-shepherds.com contains my main keyword and instantly tells my visitors what the site is about (and 'German shepherds' with an 's' has a third of the competition compared to the words 'German shepherd')

Step 7 – Build your Homepage and several tier 2 and 3 pages using the 10 most profitable and most relevant keywords you've discovered for your chosen Niche.

SBI will start submitting your pages to the search engines behind the scenes without any involvement from you.

Try to build 1 page per day to keep your momentum going, even if the pages aren't perfect at this stage and you have to come back later and edit them.

SBI will automatically be submitting your completed pages to the search engines for you

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while following each engine's submission rules, which is one of the most important parts of the entire process. SBI now also includes a special feature that re-submits to Google immediately every time you make a change to your site or build a new page. Sure beats doing it manually, and this can get your pages visited by the Google search 'bots very quickly.

Step 8 – Start finding Affiliate Programs that are related to your Niche.

Choose quality products and services, because your reputation will be on the line. If you recommend junk, your customers will not trust you again, so be very careful.

The whole idea of having a website is to bond with your visitors and have them trust you. Once your readers know and trust you, they will tend to be very receptive to your offers.

If they have a good experience each time they hear from you or buy something that you recommended to them, they will be back. If not, you've lost them.

Only ever recommend quality products and services that you wholeheartedly believe in and can stand behind.

Think for a moment.

How would you feel if you bought something through a friend's recommendation and you had a terrible experience?

That's how your customers will feel if you offer garbage to them.

Never do that...it's just too expensive, and counter productive to your long term Business survival.

And make sure that everything you recommend has a generous Money Back Guarantee!

If you can't guarantee your products or those of your Merchants, then find better products to sell!

Step 9 – Continue to build your tier 2 and 3 pages using your most profitable and logical keywords so that your site has a flow to it and it all makes sense to your visitors. The faster you build your pages, the more quickly you will start to make money from your site.

A 40 page website won't just get twice the free traffic and make twice the money of a 20 page one. It will probably get many times the traffic if it is properly optimized as outlined in the Action Guide and offers quality information that gives your visitor great value, answers the question they were seeking a solution for and makes sense to your reader.

As you write your content pages, remember that you can also submit many of them as

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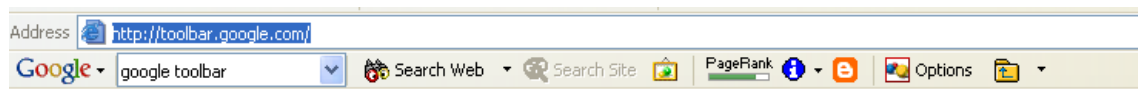
articles to article directories in the future. This is a great way of leveraging your content...

And as you will see if you follow this strategy, good articles submitted to other people's websites can attract a significant amount of free traffic to your site.

Step 10 – Do some research and find at least 10 suitable link partners – websites that you can exchange links with. Select quality sites and try to link to related sites that have a **Google PageRank of at least 2.**

You can download the Google toolbar to check your own PageRank that of a potential partner at <http://toolbar.google.com/>

Here's a picture of what the Google Toolbar looks like in my browser.



You have to be careful here though.

Many times, a site's Homepage will have a PageRank of 4, 5 or 6, (you can see the green line in the toolbar above for the Google Toolbar page, the more green the better – this site has a PageRank of 8) but the page they want you to link to (their 'links' page) will have a rank of zero.

There's no point in linking to a page with a low page ranking unless you are doing so to give your readers additional quality information and are not worried about its ranking (which is OK too).

Try to get links to your website from sites with pages that have a high PageRank themselves.

The reason is that some of your partner site's PageRank will flow down to you. If your partner site has a page rank of 6, your site should inherit a page rank of at least 4 or 5 over time.

Why should you worry about PageRank?

Because the higher your site's PageRank, the more often the Google search 'bots (search robots) will come around to see if you are offering anything new.

Your pages will be listed in the Google search results much more quickly if your PageRank is 5 rather than 0. It's that simple.

And here's a great reason to submit articles to article directories, and in particular to www.ezinearticles.com

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When you submit your articles to www.ezinearticles.com they are quite often displayed on a page with a PageRank of 5.

This means that your article and its associated links are spidered regularly by Google, **as are the links to your website.**

Some of the PageRank from your articles in the directories and on other people's websites will ultimately flow through to your website without you having to link back to them. Something to think about...

OK, so how do you get these links in place?

First, build a tier two (right off your home page) **Premium Partners** page (not a 'Links' page) as outlined in the Action Guide and create a link to your preferred partner with an accurate and positive description of their site.

Your prospective partner's site will probably have some text you can use to describe their website available on their links page, so use this if it's available.

Then, send the other site's Webmaster an email message something like this –

Subject [firstname], Quick question about your site <http://<URL>>...

Start Of Message

Hi [firstname],

I took a look at your site at...

<http://<URL>>

...a couple of hours ago.....And I tell you, I'd LOVE to trade links with you!

I think your site has some really good stuff related to <theme> and would be a great resource for my visitors and clients, as it deals with some great aspects of <theme> that I'm not qualified to cover or write about.

In fact, I went ahead and added your website to my "<theme> Resources Directory" at:<linkpageurl>

(If the link above wraps onto two lines please copy and paste both into your browser)

Your site is specifically listed on this page:

<ThemeSitePageURL>

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(Your listing was categorized in the "<theme>" theme, sorted alphabetically by title.

The title that I have for your site is "<title>". Is that okay with you?

Can I ask a HUGE favor? Will you give me a link back on your site? I'd REALLY appreciate you returning the favor!

If you do, I'll make you a "Link Partner". (You'd get a top listing in your theme, and you'll have a thumbs up logo by your listing that lets people know that you're a "Link Partner" and asks them to visit.

Just copy and paste the following information to your site in order to link to us.

You can tell them what you want here - The proven methods to increasing your blah blah blah ...

Thanks!

Drop me an email if you'd like to chat more about this.

Warmly,

Your Name Here
Author, Owner
<http://www.yourwebsitenamehere.com>

P.S. Talk to you soon!

End Of Message

Give them a good reason to link to you. Talk about their site. Tell them what's in it for them...

Sell them on why they should do it now and point out the benefits they will receive. Start with 5 outgoing links and try for at least two additional quality link exchanges each week from now on.

You will receive a small but consistent stream of traffic through these links, and some of your visitors will leave your site to visit your link partners. It's a trade off and it shouldn't worry you at all if a few of your visitors look around the web and leave your site.

If you are having trouble finding link partners, register for [Value Exchange](#) and you'll start to find plenty of them...automatically.

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You should already have their email address if you have done it right, so you will be able to contact them again. More on this later.

More important than losing a couple of visitors to another site, if you have chosen a partner with a high PageRank, is that Google will be visiting your site regularly, and listing your new pages much more quickly than if you had not linked to them.

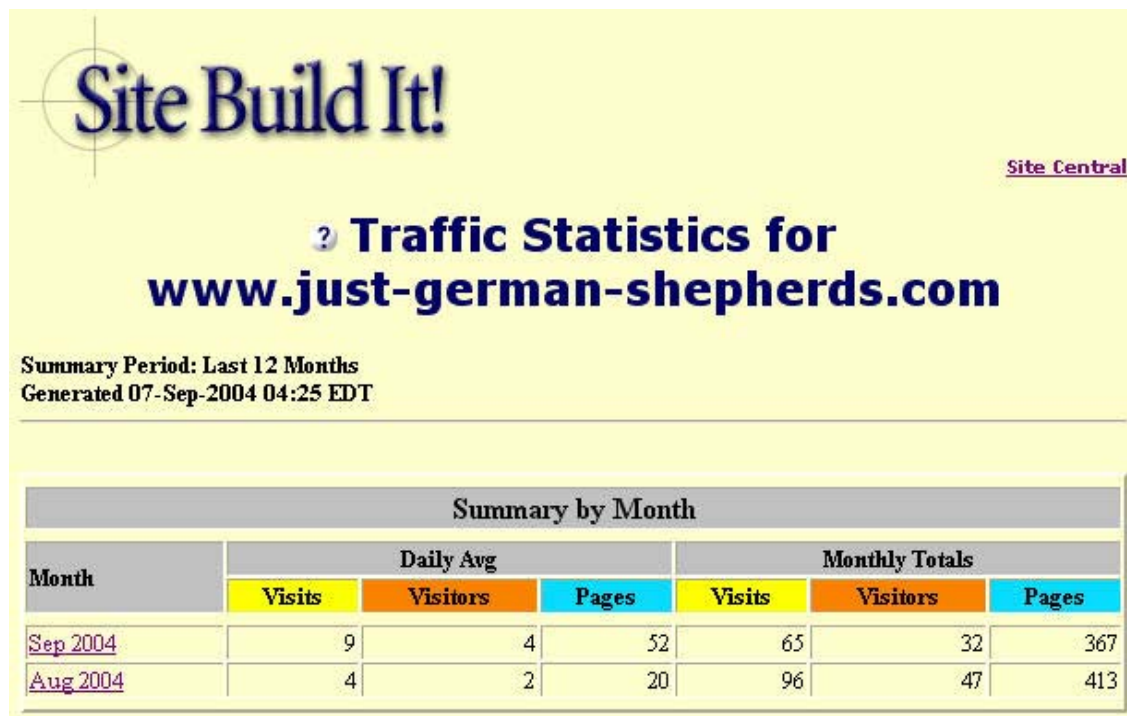
A way to minimize people leaving your site completely through your link exchange program is to **make sure that each link that takes people away opens in a new window.**

That way, when your visitor closes that window your page is still open and waiting for them to continue exploring your site.

And exchanging links does bring you traffic...

You can see the traffic statistics for the Just German Shepherds site below.

Note that the screen shot was taken on September 7, 2004. The August traffic numbers show 2 visitors per day on average and a total of 413 pages viewed for the month. This was for a period of 20 days for a brand new site.



The monthly figures above for September show an average of 4 visitors per day, viewing nearly three times as many pages, and total page views of 367...in only the first 7 days of the month.

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A week later, traffic was up to 6 visitors per day.

Traffic was growing exponentially and continued to do so as more visitors started to come from the search engines, as I added more links to partner sites and as I started sending a Newsletter to my database.

Below is a screen shot of the *daily* visitor numbers for September up to the 7th.

Remember, this is a brand new website that has had absolutely no money spent on marketing...

? Traffic Statistics for **www.just-german-shepherds.com**

Summary Period: September 2004
Generated 07-Sep-2004 04:25 EDT

[\[Daily Statistics\]](#) [\[Pages\]](#) [\[Entry\]](#) [\[Exit\]](#) [\[Referrers\]](#) [\[Keywords\]](#) [\[Countries\]](#)

| Monthly Statistics for September 2004 | | |
|---------------------------------------|------------|------------|
| Total Visits | 65 | |
| Total Unique Visitors | 32 | |
| Total Pages | 367 | |
| | Avg | Max |
| Visits per Day | 9 | 22 |
| Visitors per Day | 4 | 14 |
| Pages per Day | 52 | 171 |

| Daily Statistics for September 2004 | | | | | | |
|-------------------------------------|-----------|--------|-----------|--------|------------|--------|
| Day | Visits | | Visitors | | Pages | |
| 1 | 8 | 12.31% | 6 | 18.75% | 21 | 5.72% |
| 2 | 22 | 33.85% | 14 | 43.75% | 171 | 46.59% |
| 3 | 13 | 20.00% | 7 | 21.88% | 62 | 16.89% |
| 4 | 4 | 6.15% | 3 | 9.38% | 11 | 3.00% |
| 5 | 11 | 16.92% | 7 | 21.88% | 39 | 10.63% |
| 6 | 8 | 12.31% | 8 | 25.00% | 63 | 17.17% |

The potential of this market is huge.

But please, don't look at this and go out and build another German Shepherd site in competition with me. There are thousands of other Niche markets you can choose

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from...I'm sure you can do well in one of those ☺

Most of these visitors were coming from my link partners at this stage, but the search engines kicked in and the traffic soon began in earnest.

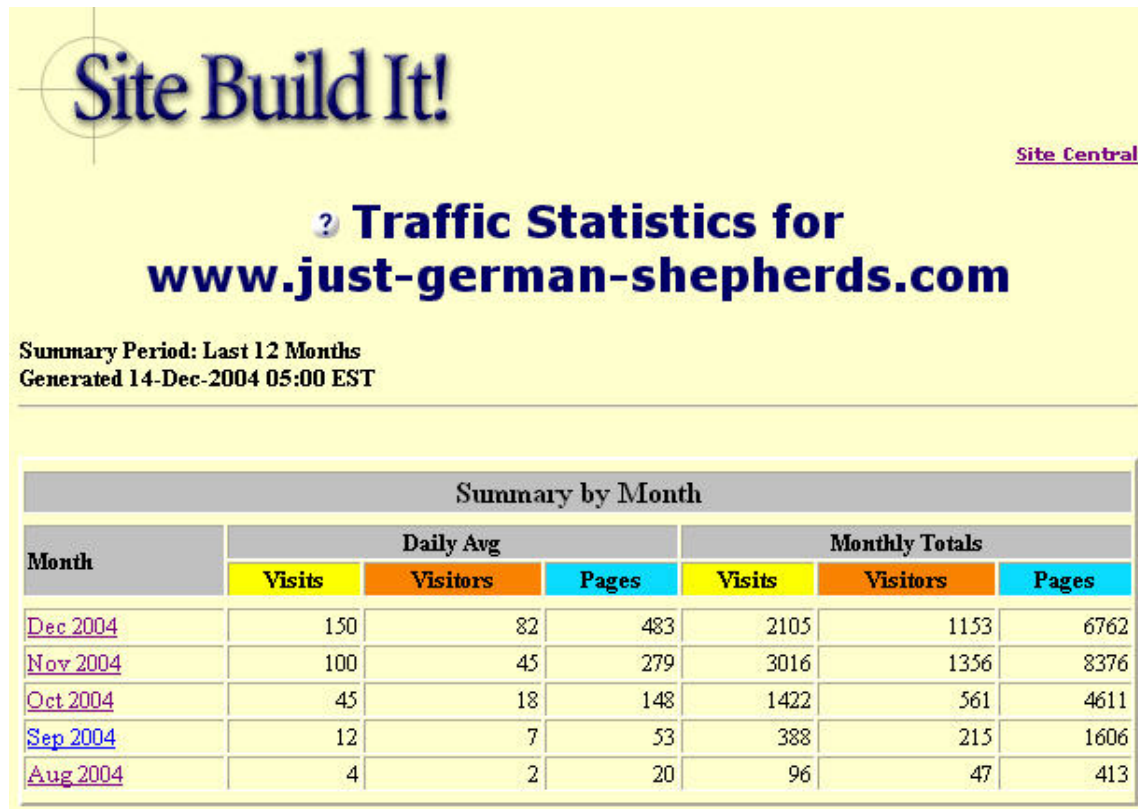
And as I mentioned above, don't worry about a few visitors leaving your site as they follow your reciprocal links.

There is more than enough of everything to go around, and being a good 'net citizen' by offering your visitors other quality sites to visit from yours (in a new window of course) will help you maximize your online profits, rather than cost you money in the long run.

Update – December 14, 2004

Since this eBook was first written, my traffic has indeed grown significantly each month.

Here's a screenshot taken on December 14 showing the daily and monthly traffic numbers for www.just-german-shepherds.com



1153 unique visitors and 6762 page views in 14 days so far this month!

This traffic is coming from my link partners, search engines including Google, MSN,

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Yahoo, mysearch, aolsearch and others, two inexpensive ads using Google Adwords and from articles I have written and submitted to article directories.

The site now has over 100 pages of search engine optimized content and I have 150 Newsletter subscribers.

I've added this update here to show you what is possible with some work using a proven system if you follow it.

We're making some affiliate sales and generating a growing Google Adsense revenue, which should increase exponentially over time as the traffic grows and more people subscribe to our Newsletter.

Visitors are asking me questions and sending us their photos. Chloe and I are building a community with this website and we've had some great feedback.

You can easily do even better than this if you put your mind to it and keep your momentum going.

End of Update

Step 11 – Open a Google Adsense account and put Adsense ads on some of your content pages.

Adsense will give you a small but consistently reliable income stream and will monetize your content pages for you.

As people click on your ads, you get paid.

A few cents here, a dollar there. It all adds up over time. If you build a lot of content pages, you will make a substantial income from this one source alone.

I recently heard about several people who are making anywhere from **\$500 to \$5000 A DAY** from Adsense ads on several websites, so it's entirely possible to make a great living from just this one income stream if you have enough content.

Of course, your affiliate links could take priority over Adsense ads on your sales pages, but you should test every aspect of your website to see what pays the most money to you.

Step 12 – Keep building more content pages and when you have built at least 20, register for your site for [Value Exchange](#) if you haven't done so already.

Even if people don't have or want to use SBI, they can register for Value Exchange and find link partners in related fields who are willing to swap with you.

Value Exchange will find lots of related sites for you to link to. Only choose the best and

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keep the quality of your exchange partners as high as you can.

You will find that there's a lot of rubbish out there. A lot of people just cobble together a fistful of links, banners and other ads, and then want to link to quality sites to bludge off your traffic.

Be careful, link to the good ones, forget the rest, and you'll do fine.

Step 13 – Keep building content, linking and finding affiliate products to promote. Traffic will start to come from your link partners, the search engines and your email Sig file.

Remember to write articles to promote your expertise in your area of interest and send it to quality websites to run in their ezines and directories. As mentioned earlier, you can re-use your existing content for articles to save you time and energy.

Put a small ad for your website in the resource box at the bottom of the article, and include a link so that people who liked your article and are interested in your topic can visit your site.

Step 14 – Start your Newsletter or ezine and offer a great incentive or bonus for people to subscribe.

This should be a free report or a mini course, preferably something you have written yourself on a topic related to your target market.

It should contain top quality information; information that is good enough to sell if you chose to do so, so that it adds value to your visitor's life.

You can of course give people anything of value to encourage them to give you their name and email address, and later on their snail mail address if you don't already have it.

A digital product is ideal because it has no physical cost, no shipping cost and it's available instantly to your subscribers.

Don't give away garbage when you are trying to get people to subscribe to your ezine.

Hundreds of website owners are offering the same old recycled rubbish with reprint rights that everybody else is using to try to bribe people onto their lists.

I have seen reports that I *know* are being offered free on one website, offered as bonuses on another website, and the site owner is claiming it's worth \$97.00 and not available anywhere else!

Come on, get real guys...

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Create something original, something that is good enough to charge money for, give it a value and then **give it away for free** to people who subscribe to your ezine.

You may even want to build a sales page for your Report and sell it on your website. If it is for sale, and people can *see* that it's for sale, then it certainly has a value.

The main goal of your website in most circumstances should be to capture your visitor's name and email address – it is not to sell them products and services on their first visit.

You will make many times more money from your website over the long term if you spend your time creating informative articles and information products such as eBooks and audio recordings and sending them out FREE via email to your ezine subscribers.

From your very first communication, your goal should be to bond with your visitors and subscribers so that they come to know, like and trust you.

When you write your autoresponder series, **send people valuable content only** in your first 4 or 5 messages.

Don't try to sell them anything at all, just bond with your readers and start to build a relationship with them.

Write from the heart and you will create customers for life from some of these people you have never met.

Sidebar -

Imagine you own the local garden store.

People come to you looking for advice on which plants to grow in their type of soil, how to water their garden efficiently and to ask you questions about all sorts of gardening issues.

You are their local expert, and they value your opinion.

In most cases, if you recommend a product or service to them, they won't even think twice about it, they'll just buy what you recommend.

Or say you're the local Auto Mechanic.

When you tell a regular customer that he needs a new muffler, what does he say, "Oh no, I'll get a second opinion on that!"

No of course he doesn't.

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In most cases, he'll just tell you to put one on while you are doing his regular service. After all, you're the expert and he knows nothing about mufflers, right?

It's no different online, except you have to work a lot harder to build credibility and gain your reader's trust when they can't physically see and touch you.

End Sidebar

After this, in every second or third email message, you should **make an irresistible offer** to your readers to buy either one of your own products or something from an affiliate merchant with whom you have an association.

A fairly consistent and reliable percentage of your subscribers will buy what you recommend to them every time you send out an email message.

It will vary from 0.5% to 30%, depending on how well you have targeted your Niche market, how well you have bonded with your visitors, and how irresistible the offer is.

If you do this right, you will be creating money out of thin air...while you sleep in many cases.

Step 15 – Send out your ezine regularly (at least once a month, every two weeks is better), give your subscribers great free information and make them enticing offers for your products or those of your affiliate Merchants.

You will find that if you write your website content and your regular email messages from the heart as I mentioned earlier, talk about a topic that you are passionate about, and you have targeted a Niche market that has lots of other passionate people who are already buying online, you will have no trouble bonding with your visitors and subscribers and making sales to them.

They will be very receptive to your messages and will provide you with an ongoing stream of income for as long as you continue to fulfill their needs, give them a reason to read your messages, and make offers to them.

The most important part of the whole process is to create a powerful bond between yourself and your subscribers.

If you have done this properly with your communications, your readers will like you and respect your opinions and they will buy from you over and over again.

The bond you build is the key. A strong bond with your customers = wealth

OK, that brings us to the end of the 15 steps to creating a website that works.

In the next chapter, we will take a slightly different approach...

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A Day By Day Record For 39 Days

This day-by-day guide is set out chronologically so you can get an idea of the activities involved in taking an idea from nothing to a fully functioning web Business ready for growth in just over a month.

It is designed for you to use as a template to follow along with as you build your own online Business using Site Build It...

With that in mind, let's begin.

Day 1 – I downloaded the SBI **Action Guide** and started reading through the first few chapters.

Note – Use the [Searchit](#) tool from Sitesell.com to do your initial research. It's a great free resource you can use for your research on Niche selection and for finding profitable keywords.

Day 2 – While reading the Action Guide, I kept thinking about what I would like to build my website about. Stock Trading and Property Investment are two of my favorite topics, but because I'm not licensed to talk about these, they were out of bounds for now.

I really had no idea at this stage about what I was going to write about, but I had faith that it would come to me.

Day 3 – More reading of the Action Guide. It contains a lot of material, but as you have seen this includes lots of screen shots and plenty of spacing between the text, so it is surprisingly easy to read and understand.

Day 4 – Spent several hours reading the Action Guide and thinking about my target Niche market.

Day 5 – Started using the free software tool at www.goodkeywords.com and the SBI Brainstormer (or you can use [Searchit](#)) to brainstorm keywords for ideas that I thought might be profitable.

Day 6 – I continued reading the SBI Action Guide and thinking about what I wanted to write about. I thought about German shepherds, but at the time, I really didn't think that it was 'the one'.

I still had no idea about what my Niche would be yet, so I decided to buy a 1-day subscription to www.wordtracker.com and use their search function to find additional ideas and keywords. This service is now included in your Brainstormer at no extra charge.

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I found 1500 keywords on dogs and German shepherds because I *was* considering this niche at the time, plus hundreds more highly profitable keywords for my next three or four websites...

Important Note - Make sure you copy your new keywords into a Text file for future reference. You can use an Excel spreadsheet, but they sometimes don't copy over to the SBI Brainstormer very well.

As I mentioned, one of the first topics I brainstormed was **German shepherds**, because we have a beautiful GS female named Chloe and she's a wonderful part of our family (you can see her with me on the front page at www.just-german-shepherds.com), but I dismissed this at first because I felt I didn't know enough about the topic – I kept thinking, hey I'm no dog expert!

Day 7 – Studied my keywords looking for ideas and continued to study the Action Guide.

I also went to the Newsstand to look at the magazines available to search for a Niche market that I was really interested in.

There were hundreds of ideas there, but I just couldn't seem to come up with one that I was passionate about like Ken discusses in the Manual.

Day 8 – I continued reading the Action Guide right to the end. I was still having problems coming up with the right Niche and time was racing by.

Day 9 – Brainstorming for my Niche still didn't seem to get me any closer to finding it, so I spent some time studying the Action Guide again.

Day 10 – Niche selection time was overdue. By now I was getting worried.

I just couldn't think of something that I really loved that I could write about with passion.

I kept using the Brainstormer to research topics, but nothing really grabbed me.

Day 11 – More brainstorming, *thinking* and studying the Action Guide.

This Niche thing was bothering me...when would it come to me?

Just then I remembered something I read in Russell Cronwell's book, **Acres of Diamonds**.

He says that the solutions we are looking for are usually right under our noses, but we look everywhere else for them.

He was right!

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As I pondered my dilemma one evening looking out at the night sky from my balcony, my wonderful German shepherd, Chloe, was sitting at my feet looking up at me, **right under my nose**.

I had to trip over her to see the opportunity though...

That was my Niche!

My perfect Domain name came to me. It was www.just-german-shepherds.com

Day 12 – Now I had a problem. I didn't know that much about German shepherds. I love them, but I didn't think I knew enough to build a website about them.

So it was time to do some research.

I borrowed three books from the Library to read and did a few hours surfing the web, looking for ideas and information on what other people were doing.

More on doing what others are doing later...

Days 13 to 20 – After several hours' research and reading up on German shepherds, I spent the next 7 days building my home page, 6 tier 2 pages and 4 tier 3 pages as instructed in the Action Guide.

My goal was to build good quality, keyword focused, content rich pages just like the Action Guide advises, put a little bit of myself into the content, and get them submitted to the Search Engines as quickly as possible.

I would then come back later and edit them if necessary.

I continued to read through the German shepherd books I had borrowed from the library, looking for additional ideas for content.

I put a link to my new German shepherd site in my email sig file as a first step in announcing it to the World.

Days 21 to 24 – I continued re-reading of the Action Guide, while aiming to build at least 1 or 2 new content pages per day.

I also found 12 affiliate programs relating to dogs to promote on the website when it was ready and applied for them.

Days 25 to 30 - I continued to build pages at the rate of at least 1 per day. I also went back and edited some of my earlier pages and tidied them up a little.

Day 31 – Disaster! My SBI! Brainstormer (then called the Manager, which lived on my

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computer) containing over 700 keywords, 350 of which I had copied and pasted in **by hand** from my other keyword research, Crashed.

I contacted Site Build It Support, and while they did their best to help, the damage to the software was too great.

I had to re-install the Manager (now the Brainstormer) and because I didn't do something right during the process, I lost all of my hard won keywords.

Now that's depressing...☹

The new Server Side SBI Brainstormer module has fixed this particular problem, but you should still keep a copy of your keywords handy just in case.

Days 32 to 35 – I took two weeks off my paid work and continued building my pages at the rate of 2 a day, building my online pet store as I went. My affiliate links had been approved and I had my affiliate tracking codes, so I could start putting them into my sales pages.

I did a fresh Brainstorming session and then manually added and checked the profitability of another 200 keywords I felt were the most relevant from my research.

I'm sure glad I kept the Text File with all those words I found ☺

I built a 'Preferred Partners' page and exchanged links with 5 dog-related websites, which immediately started to bring me some traffic.

I also continued editing pages built previously to include my new affiliate links.

Day 36 – I found some more very profitable extra keywords by using singular and plural words in the Brainstormer to test their profitability.

As I mentioned earlier, I have found variations of up to 800% in the profitability of related keywords by doing this for just a couple of minutes.

This *super keyword* is the one that you optimize your page for when you build it.

You can use two other variations of that word in the 'keywords' box and in the body copy as you build your pages, but focus the main content of each page on the most profitable keyword.

Don't use any more than 3 keywords on any one page, and always check your pages with the 'Analyze It' function in SBI before you build them to make sure they are formatted properly. It's amazing how you miss little things that the Analyze It function find for you...

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Day 37 – I built 4 more pages, taking the total to 30. I put my Google AdSense code on 15 of my pages, including a small 2 ad banner on the bottom of the home page.

Traffic was building through the links from other sites and it looked like only a matter of time before I would have my first paying customer.

Day 38 – I built 3 more pages and read some more of the Action Guide.

Today, my home page was listed in Google!

It took a couple of weeks from the day it was first spidered, but that's not bad considering it can sometimes take months to get listed. Thankyou Site Build It!

Here's a screen shot of the Google listing confirmation.



The screenshot shows a report titled "Submit-Spider-List Report for index.html". It contains a table with the following data:

| Search Engine | Date Submitted | Date Spidered | Date Listed |
|---------------|----------------|---------------|-------------|
| Google | Q 5.0 | 2004/08/11 | 2004/09/02 |

Google first spidered the page on the 11th of August, and it was listed on September 2nd.

This is an outstanding result because it can often take 3 months or more to get listed by Google. This certainly brought a smile to my face.

The site was still listed a long way down in the Google search results because it needed other pages with the same theme listed to back it up.

Once the Google spiders know that this is a site that is relevant to German shepherds as I add more content, it's rankings will improve.

Day 39 – Visitors started clicking on my Google AdSense ads...the site had made a profit! A small one at this stage, but a profit nonetheless.

So there you have it.

A day-by-day summary of how I spent a few hours each day for the last 39 days to build a website that works. If a Fitter and Turner from Brisbane in Australia can do it, then anyone can!

Two different ways of looking at the same thing...how to go from scratch to an online profit in 39 days.

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I hope you haven't found yourself getting overwhelmed by the process I outlined above. It may look like a complicated thing to do, but if you take it one step at a time, you can do the same thing or perhaps much more.

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So Where To Now For Just German Shepherds?

Of course this is only the beginning. I want to make Just German Shepherds one of the most popular sites on the 'net for this niche market.

2 Traffic Statistics for www.just-german-shepherds.com

Summary Period: Last 12 Months
Generated 27-Aug-2005 05:01 EDT

| Summary by Month | | | | | | |
|--------------------------|-----------|----------|-------|----------------|----------|-------|
| Month | Daily Avg | | | Monthly Totals | | |
| | Visits | Visitors | Pages | Visits | Visitors | Pages |
| Aug 2005 | 193 | 135 | 460 | 5212 | 3650 | 12444 |
| Jul 2005 | 158 | 111 | 401 | 4901 | 3447 | 12460 |
| Jun 2005 | 123 | 84 | 349 | 3694 | 2527 | 10487 |
| May 2005 | 115 | 71 | 307 | 3575 | 2211 | 9518 |
| Apr 2005 | 120 | 71 | 303 | 3620 | 2141 | 9100 |
| Mar 2005 | 59 | 30 | 187 | 1829 | 955 | 5815 |
| Feb 2005 | 63 | 34 | 189 | 1778 | 974 | 5304 |
| Jan 2005 | 71 | 31 | 200 | 2210 | 961 | 6226 |
| Dec 2004 | 120 | 54 | 387 | 3738 | 1690 | 12013 |
| Nov 2004 | 100 | 45 | 279 | 3016 | 1356 | 8376 |
| Oct 2004 | 45 | 18 | 148 | 1422 | 561 | 4611 |
| Sep 2004 | 12 | 7 | 53 | 388 | 215 | 1606 |

Here's the latest traffic figures for this website. As you can see, it started off with a rush, settled back again and now it is on a steady growth curve. This is occurring with absolutely no marketing budget or money spent buying traffic whatsoever.

Visitors come from free search engines and my link partners, plus some articles I wrote 8 months ago. It should continue to grow indefinitely as more and more people find the site through search engines and word of mouth, more people link to me and my articles spread further a field.

One of my Mentors, Aussie millionaire Justin Herald, says..."Look at what everyone else in your market is doing, and do something completely different so that you stand out from the crowd."

With this in mind, some of the ideas I have for this site include -

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- Finding inspirational, funny and interesting German shepherd stories written by other people and using them with their permission as content and in Newsletter articles
- Creating an eBook containing a dozen of the best stories and offering it as a unique gift to people who subscribe to my Newsletter, or alternatively a training course on how to have a well behaved, happy and healthy German shepherd
- Offering this eBook to top quality related sites that have a large subscriber database as a bonus when somebody new signs up for their own ezine. Their visitor could then come to my site and subscribe to my Newsletter if they wanted to download their copy of the eBook. If my offer is compelling enough, a good percentage of my partner site's subscribers will visit my site and subscribe to my Newsletter to take advantage of it
- Finding unique products and services that should appeal to my readers from vendors who don't have affiliate programs and offering them to my customers through online and *offline* Joint Venture agreements. For example, fencing contractors, dog-wash Businesses, pet food suppliers, quality dog breeders, etc.
- Creating a global German Shepherd breeders directory and doing Joint Ventures with the top breeders to refer website visitors to them for a commission or referral fee

There are lots of other ways to monetize the traffic from this website and these are just a few. I hope they give you some ideas of what you can do to create additional revenue streams from your own SBI website.

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Some Final Notes And Observations

You might be thinking to yourself, well that's all fine if I was building a website about German shepherds, but I'm passionate about beds, or shoes, or sausage casings...how on earth can I apply what this guy's talking about to my passion or Business?

The principles are the same no matter which market niche you choose to explore.

So here's some final thoughts that you may find helpful when you are writing your web pages and email messages, in no particular order of importance...

1) When you are writing the sales messages for your email communications, and on your website if you have sales pages there as well, **always tell your visitors the full story.**

Tell them everything they need to know to make a decision on whether your product or service is the right one for them.

Keep all the relevant information on one page.

If you make your readers jump from one page to another, you will often lose them in the process. Every time you say [Click Here](#), you risk losing them to somebody else.

2) In the bottom line of your sales message, **only offer people one or two options**, a Silver and a Gold, a Basic and a Premium. A single affiliate link or two at the most. Give people too many options and you will confuse them.

A confused mind will always say no.

It will slap shut like a steel trap and you will lose the sale nearly every time.

3) You must always be trying to build trust and remove your customer's risk. **Always do everything you can to remove your customer's risk so it's a no-brainer for them to say yes to your offer.**

Think ahead to the questions they will have, and answer them in your sales or pre-sales copy before they come up later on and kill the sale (or the click to your affiliate merchant).

Take away any lingering doubts that they have about the decision they are about to make.

Use testimonials to prove you will do what you say you will do. There is nothing more powerful for convincing a person to proceed with a purchase than reading a genuine message from another person who's just done the same thing and is very happy

4) **Give a powerful, no weasel out clause Guarantee.** Don't just give customers a wimpy, government legislated Guarantee because you have to.

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Shout about your guarantee so that your customers are left in no doubt that you stand 100% behind what you are selling.

A powerful, sincere guarantee (**with testimonials from people who have taken you up on it if possible**) will increase your sales profoundly, especially online.

It will also increase the number of product returns you'll receive, but you will still make more bottom line profit because you will be selling a whole lot more of your products and services.

And if you are getting more than a 3% return rate, you had better do something to fix it anyway. There could be something wrong with your product or service...

5) People really like dealing with people. Make sure your site is a people friendly place.

Put your photo and signature somewhere on your website for your visitors to see. Show them that there is a real person waiting to serve their needs.

Do you have any hobbies or activities that you could talk about to make your site a friendlier place to visit?

Talk about these on your **About Us** page and in your Newsletter.

If you think you look funny or strange, don't worry about it. You're a person, and people like dealing with people.

If you can, use your looks to add some humor or uniqueness to your site. Capitalise on it, don't hide it.

6) Put your own personality into your writing. Does your site have a personality?

Give it one.

What about your email messages?

Bond with your customer by showing her that you care....she'll come to trust your recommendations and over time could even become an evangelist for your Business...

There is a lot more that I could share with you, but we'll leave that for another time.

I hope I have given you enough information to go ahead now and start building your own profitable web Business with the help of [Site Build It](#)

A properly optimized SBI! Website, one that targets your market using the correct

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keywords, formatted correctly and written well using the strategies Ken outlines in the Action Guide, should generate a consistent and growing flow of highly targeted, ready to buy visitors.

You can then monetize these visitors in lots of ways.

If you always remember to give more to every customer in use value than you take from them in cash value, your Business will continue to grow larger and ever more profitable over time.

This is a fundamental principle on which all great fortunes are based. Use it in your own Business and you will certainly reap the rewards for yourself...

So, are you ready to build your very own Site Build It website. If you are, I'd like to offer you a very special limited time bonus.

If you buy your Site Build It package through this page –

<http://www.rockyapscott.com/sbioffer.htm>

...and follow the instructions outlined there (you'll see what I mean when you get there), I'll give you hundreds of dollars worth of exclusive bonuses and personal coaching as a Personal Thankyou from buying from me.

You won't find an offer like this from a Sitesell Affiliate anywhere else and it's limited by the fact that I can only work with a few people at a time.

So if you've ever thought of building a SBI website, and you want to get your hands on these bonuses and personal coaching, let me know...

If you'd like to talk about Site Build It or any web design matter, feel free to email me at rocky@localwebsolutions.com and I will get back to you as soon as I can.

Or call me on 07 55432004 within Australia or 617 55432004 from overseas.

Thankyou for taking the time to read this ebook. I sincerely hope that it helps you on your journey towards building your own massively profitable website (or several of them ;-)

Until next time,

Kind regards,

Rocky Tapscott

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

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Notes