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Everything Should Be Made As Simple As Possible... But Not Simpler

~ Albert Einstein



Super Simple Steps To Near Immediate Income Creation!

A Roadmap To A Six-Figure Business!

A SuperSimpleBlogging.com Special Report

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Note: *In case you're skeptical, this is not something I pulled out of my ***! This is a proven business model used by many people to make a six figure income a year or at the very least a 4-figure income a month (if proper action is taken).*

If you have questions or would like to learn more about how to set up these types of sites, please visit:

[Http://SuperSimpleBlogging.com](http://SuperSimpleBlogging.com)

INTRODUCTION

Contrary to popular belief, making money online isn't difficult. You just have to create a process that can be duplicated over and over again... quickly (unfortunately the work is not all that fun...).

If you have few resources (money) to invest in your business, the fastest way to create an income is through the creation of UNIQUE CONTENT (whether it's article marketing, ghost writing, content site building or what not).

With the plan below I can virtually guarantee a \$1000 - \$3000 month (sustaining income stream) within the first 8 - 12 weeks of operation (probably a lot more - provided you do the work).

So, what's this all about?

This report is about creating micro niche sites with an "exit plan" in mind, and is the best way in my humble opinion to generate some quick cash online.

What do I mean by an "exit plan"?

It simply means that you create a site with the intention of selling it down the road.

This report is broken up into 3 sections.

Section 1: Site Creation

Section 2: Basic Traffic Generation

Section 3: The Exit Plan

Enjoy!



***P.S.** This report was created based on an article I wrote for Earn1KaDay.com in June 2008.*

SECTION 1

Site Creation - step-by-step:

1. Choose a Niche

If you are creating a site to sell, the simplest thing to do is to go to Flippa.com (<http://flippa.com>) or DigitalPoint.com (under Sites for sale - <http://forums.digitalpoint.com/forumdisplay.php?f=52>) and see what types of sites are selling well.

If you want a more specific overview of how to find a hot niche / products have a look at the videos here:

<http://supersimpleblogging.com/can-you-say-product-research/>

2. Keyword Research

Here's a checklist of the most important criteria when choosing keywords for your niche:

- ✓ Find keywords that get 1000 searches or more per month (when sorting by phrase match with Google External Keyword Tool)
- ✓ Less than 25,000 competing sites when doing a phrase match search in Google (i.e. putting your keyword within quotation marks when you do the search, like this: "your long tail keyword")
- ✓ Look for "long-tail" keywords (3 – 7 words as these are generally easier targets)
- ✓ Commercial Intent (ads need to be displayed when doing a search on Google with your keywords)
- ✓ Pick 1 primary keyword, and 4 – 10 additional keywords for your niche.

See the videos on keyword research here:

<http://supersimpleblogging.com/secrets-of-keyword-research/>

Note: *The criterion for research is different in these videos as the intent is a bit different. However, the process is the same.*

3. Competition Research

Competition research is important because it will make or break your initial efforts. Pick keywords accordingly. Here are some things to consider:

- ✓ Look for search results that have sites that are NOT "root level" domain names (in other words, an internal page is ranking for keyword from sites like eBay, Article Directories like EzineArticles, Squidoo, Hubpages, Craigslist, Amazon... you get the idea)
- ✓ Look for results with sites that have less than 50 backlinks to your page.
- ✓ Look for sites that do not have the keywords in the: Title, Header, URL, Description & Header

If you'd like to learn how to do this easily, watch the videos on keyword research here:

<http://supersimpleblogging.com/secrets-of-keyword-research/>

4. Create Unique Content

Write 1 page of unique content for each of the long-tail keywords you've dug up. If you chose only 2 – 5 keywords, then write multiple articles using the same keywords. The content should be 300 - 400 words. Make sure the content is of value to the visitor.

Write at least ONE more article (350 - 600 words) choosing one of the five keywords or a related keyword.

To learn how to create unique content really quickly by signing up to my Super Simple Blogging course here:

<http://supersimpleblogging.com/watch-this-video/>

5. Get domain name & hosting

This domain name should have the long-tail keyword in it (preferably your primary keyword that you chose above). While it's not necessary, I would highly recommend that you get an exact match of your keyword. So, if your keyword is "super cool domain name", then your domain should be

supercooldomainname.com. Only choose .com, .net or .org. (don't bother with the rest)

Point your domain name to your server. If you don't have a server, get signed up now. If you're short on money, look for a free hosting provider.

Check:

<http://supersimpleblogging.com/domain-names-hosting/>

on how to setup your domain names and hosting, and also check out my recommended resources.

6. Build Your Site

You can choose to either build your sites using an HTML editor or Wordpress. I personally prefer the latter but it doesn't really matter.

If you need templates for standard HTML sites, go to OSWD.org.

If you are planning on using Wordpress, you need to watch the videos and get my list of Wordpress resources here:

<http://supersimpleblogging.com/wordpress-installation/>

Don't know how to use Wordpress? No worries, I will show you how in the SuperSimpleBlogging.com video course.

If you want to build your sites in HTML and don't have an HTML editor, go to NVU.com – it's free.

You can upload your site via FTP. If you don't have an FTP client, get it a free one at <http://filezilla-project.org/>

Note: *If you are using Wordpress, be sure to upload the right plug-ins. You can **get my plug-in list** by signing up for my course here:*

<http://supersimpleblogging.com/watch-this-video/>

6. Add Monetization

Sign up for AdSense and add AdSense code to each of the pages (I would generally do this after the site has been indexed – see next section).

I would also recommend that you sign up for either the Amazon or the eBay (EPN) affiliate program. Add either an Amazon “Recommended Product Links” widget on your site (468x240) OR use EPNs RSS Feed Generator widget and add the codes to below each article on your site.

This will make your sites look less like a “Made for AdSense” site (in case of human review by Google).

For AdSense, use 1 large rectangle above the fold (top of the article). Do not wrap your content around the ad.

Learn how to set this up easily with Wordpress by signing up to Super Simple Blogging here:

<http://supersimpleblogging.com/watch-this-video/>

SECTION 2

Basic Traffic Generation - step-by-step:

1. Get your site indexed!

Do the following steps to get your site indexed quickly (this is what’s working for me):

- ✓ Go to <http://Whois.sc> type in your URL: yourcooldomainname.com - once you get your search result, click on: *AboutUs: Wiki article on yourcooldomainname.com* - this will create a page about your site on Aboutus.org (which is a site that gets crawled very frequently by search engines).
- ✓ Create a sitemap.xml page (if you don’t know how go to sitemaps.org or upload the Google XML Sitemap plug-in if you are using

Wordpress). Once created, ping the sitemap at <http://blogsearch.google.com/ping> (your sitemap url will be something like: <http://yourcooldomainname.com/sitemap.xml>). Also add your site to Google Webmaster Tools (must get a free Google Account) and submit your XML sitemap.

- ✓ Submit your RSS feed to Pingoat.com or Pingomatic.com (Wordpress will do this automatically). If you have a static site, create an RSS feed for your page at: <http://html2rss.com> or <http://feedity.com/>
- ✓ Submit at least one of your pages to Digg.com, Propeller.com and StumbleUpon.com. Ping your submission to Pingoat.com or Pingomatic.com

Want to learn more about how to do this? Sign up at:

<http://supersimpleblogging.com/watch-this-video/>

2. Bookmark your site

Submit each of the pages of your site using your favorite social bookmarking tool. If you don't have one, you can use socialmarker.com (it's free) - you will need to sign up to each social bookmarking site individually.

Be sure to tag each page using your keyword(s) for the page. One tag = one keyword.

3. Submit your Article

Submit your "extra" article to EzineArticles.com. Be sure to create a resource box with at least one link back to your main page of the site (use your primary keyword as anchor text).

Once EzineArticles have accepted the submission, bookmark your articles using one of the sites mentioned in step 1. Use your keyword phrase(s) as your tags.

Also create an RSS feed of your article and ping it.

4. Get more links

Sign up to receive Angela's backlink report (<http://supersimpleblogging.com/track/angelasbacklinks>) or Paul's backlink report (<http://supersimpleblogging.com/track/paulsbacklinks>).

Create 10 – 20 links using the top 3 keywords you chose for your site as anchor text. Wait a week, then re-submit to 10 – 20 more sites.

To make this more effective you should learn how to combine each of your links into RSS feeds and pinging them. Learn how to do this easily by signing up to:

<http://supersimpleblogging.com/watch-this-video/>

SECTION 3

The idea here is for your sites to generate some revenue before selling them. You will need to make a decision on whether to keep the site and scale up into that niche or to sell it, based on the income and the traffic generated by the site.

The waiting period (for income / traffic) is generally the “hardest” part of this whole process, since it takes patience to wait so long.

We're not talking about months for this... all you want is the beginnings of a profitable site. And your site should begin to see some traction in 2 – 4 weeks and you should start to see consistent daily revenue by weeks 4 – 8.

By doing this little step, your site will fetch an additional 3 - 10 times the amount of a non-profitable site (if you were to sell it).

The Exit Strategy - step-by-step:

1. When To Sell

To get the most out of your sites, you should have at least 60 days of earning history. In other words, to get the most bang for your buck you probably would want to hold on to your sites for about 90 days (or longer). Get some basic traffic and AdSense income (\$1 - \$4 per day is sufficient).

3. Where to sell

Sign up for the forum at Flippa (and DigitalPoint.com) and start getting familiar with the site and the selling process. (You may also want to participate in the regular forum discussions at Digital Point as they have minimum posting requirements to sell sites... at least they used to).

Once you feel the site is ready, list your site on Flippa.com.

I recommend that you use Flippa.com to sell sites (used to be Sitepoint) as the buyers there are more serious than at DigitalPoint or elsewhere.

4. Listing your site

There are many mistakes people make when selling sites. Here are some things you should pay attention to when listing your sites.

- ✓ Don't start your listing at \$1. Set it to around 6x your monthly earnings (this is a good place to start and you will get more serious buyers looking at your site).
- ✓ Set your reserve at a price point you can live with (generally around 8x - 10x monthly revenue). In case you're not familiar with the auction jargon, the reserve is the price you would have to sell at if people bid for it.
- ✓ Set your BIN (buy it now) at 11x - 14x your monthly income (sometimes more depending on your site). This will depend a bit on how quickly you want the site to sell.
- ✓ Set the length of your auctions at no longer than 7 days.
- ✓ Start your auction on Sunday or Monday (for quickest sale)

Final Thoughts:

This whole process once you've done it a few times will take you 4 - 8 hours per site (spread out over a week or two because of the linking).

You will find that once you've built a dozen or two of these that some will perform a lot better than others, which might be a sign that you might want to hold on to the site(s) and cultivate it even further (and add even more content and monetization). So sell the "losers" to recoup the investment of time and money... and invest it back into your business.

In my opinion, you could easily make 5 of these sites a month in you spare time (probably a lot more if you're willing) and build a nice business that will pay you residual income (from AdSense) and a more immediate income stream by flipping your sites.

Please refer to SuperSimpleBlogging.com (<http://supersimpleblogging.com>) for on-going tutorials on building micro niche blogs that you can later flip for profits.

If you have questions, please feel free to email me at:
stevenresell@gmail.com

Thanks for taking the time to read this.

STEVEN

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