

Quick and Easy Website Promotion

By Mark Thompson

This is NOT a free book and you cannot sell or give it away to others without my express permission.

Copyright © 2010 by Mark Thompson.

All Rights Reserved.

Unauthorized duplication or distribution of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the author/publisher.

The author, publisher, and distributor of this product assume no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from

any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader.

The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

Table of Contents

Introduction	2
The Quick and Easy Guide to Site Promotion	5
Basic Formula	5
Choosing a Domain Name	6
The Hare and the Tortoise	7
Blog Setup	8
Getting Your Site Indexed	9
Articles	10
Promotion	13
Spun Articles	14
RSS Feeds	14
Article Submission and Back Links	15
The Secret Sauce	17

Introduction

I was going through an external hard drive a few weeks back and found the original version of this report. It was about 25 pages long and contained a step by step guide to promoting a website.

I think the original report was about 16 months old, so I sat down to read it. The guide contained every step I took to get my sites ranking well. It was like reading a 15th century guide to medicine, it bore little relationship to what I do now.

It really brought back to me how quickly things change in Internet Marketing! So I thought it was time to update this guide and show you what I use now and how I promote my sites.

If you are anything like me and 95% of other people in Internet Marketing, you hate site promotion. Personally I love the whole process of finding a niche, developing the site then monetizing it...then I get bored...Promotion is soooooo booooooring

As a result I spend hours trying to find quick ways to promote my sites. I would love all my site promotion to be 100% automated, but as of yet just like the flying car, and living on the moon, it's not possible.

However unlike the flying car and living on the moon, you can get pretty close. So in this report I am going to tell you exactly what I do to promote my sites.

I appreciate that my methods might not be ideal for everyone as I generally take a long term view to my sites, so I class my sites as being in development for the first 6 months or so and only after that do I expect them to start to earn money for me.

I don't use any expensive tools or services I think the most expensive service I use costs me \$47 a month and I've had it for 2 or 3 years now.

Unlike a lot of people I really don't mind paying monthly fees so long as I am getting value for money and the cost is helping to grow my business.

Up to now this method has paid off and I've recently sold an established site that earned less than \$100 a month for \$2000 just due to the fact that it was ranking well for several keywords.

I do realize that some people can't afford to take a long term view so I'll include some ideas to help you maximise your efforts over a short time

It's worth adding here that I truly believe that most SEO techniques are bunkum and are the 21st century's equivalent to snake oil. I have only ever used the very basic amount of SEO and I regularly have my sites rank #1 for search terms with over 6 million competing pages.

Obviously if I was trying to break into the top 10 for a highly competitive keyword phrase I would need to do a bit more but we'll leave those phrases to the people who want to spend half their life on one or two sites.

There are 2 cardinal sins in website promotion

1. Under promoting a site
2. Over promoting a site

Unfortunately I've done both in the past. Hopefully the method I use now will help me stop doing both of these and ensure I just use efficient promotion methods.

Frequently in the past I've spend months promoting a sites only to find it's already been ranking #1 So now I ensure that every week I check my

sites ranking by using the ranking module in Domain Samurai. There are several tools that will check where you rank just be sure to use one!

The Quick and Easy Guide to Site Promotion

Basic Formula

My Basic formula is very simple and stays the same for every site I create.

1. Choose a keyword based domain name.
2. Set up a blog and optimise it
3. Add the Site to Various Social Bookmarking Sites
4. Distribute articles.

That's all there is to it. Follow this formula and by choosing the right niche you can often gain the top spot with very little work.

The more you get right at the start the easier promotion is #1 and #2 are important....repeat after me...

The More You get Right At The Start The Easier Promotion is!!!

Choosing a Domain Name

Choosing The right domain name is the single most important thing you can do by just using a keyword based domain name you are virtually guaranteed a high ranking position in the majority of niches.

There are just 3 very simple rules to remember when choosing a domain name.

1. Ensure that it is keyword based.
2. Avoid hyphens if at all possible
3. If it's available ALWAYS buy a .com. If you can't find a .com, .org and .nets come a close second.

I often get people asking me if they can use a .info because they are cheap. The difference between a .info and a .com in cost is about 5 dollars if you search for a godaddy or namecheap coupon. I have sites that rank highly because I used a .com and not a .info those sites earn \$5 more a day than the .info's as they rank higher.

I always encourage people at least once to buy the same .info and .com and see how they rank...that should settle the argument in your own mind.

If your domain name is keyword based you are going to rank much higher for that keyword purely on the strength of the domain name.

I always choose my niches by the keywords that are available rather than the other way around even 1000 visitors a month for a keyword is enough to make a site worthwhile in the long term.

Try to avoid keywords with hyphens. Look at the google rankings and see how many keywords with hyphens are ranked in the top 3.

I recently found a site I bought was ranking #2 in Google when I came to renew it. I had bought it, added the blog, and forgotten about it.

It was ranking #2 with the standard Kubrick theme and the "hello world" post for the keyword in the domain name. Keyword based domain names are very powerful at the moment

The Hare and the Tortoise

I am sure you all know about the hare and the tortoise so I won't repeat the story here. Site promotion is very much the same as the race the two of them had. You can choose to be a hare and rush off and get lots of backlinks from day one. Or you can take your time and gradually build up your links .

What usually happens to the sites that get lots of links all at once is that you'll find them bouncing up and down the Google rankings faster than a kangaroo on a pogo stick. You have 2 choices , spread your initial promotion out over a month or two or accept the Google dance.

There is a big misconception that Google doesn't like sites with lots of links. This isn't true what it doesn't like is lots of links from 1 source and a whole load of links appearing for a site that it's only just indexed.

Remember link building is supposed to be natural

So spread you links around, use article marketing, use social network sites. Just don't stick to one source.

Take your time building links and don't spam and you'll be fine. After all you have your site for a at least a year so why waste 6 months by being penalised by Google. Take it slowly submitting articles over time and don't feel you have to submit your RSS feeds or bookmark you site every day, once or twice a month is fine if you do it manually.

Blog Setup

Whenever I set up a blog, I make sure that the permalinks are set up to display the name of the post, i.e., www.myblog.com/my-new-post. I do this by using a custom tag of "%postname%" under the permalink section.

If I think that I'll be using a number of posts with the same keyword I'll use "/%post_id%/ %postname%" which once again will retain the keyword in the title but add a unique post number www.myblog.com/23/my-new-post.

This type of link is much more attractive than the standard WordPress type link. www.myblog.com/?p=123. And I've found it to rank much better.

Additionally I will always make sure the site title and description is set up properly and I'll usually add the All In One SEO plugin and configure that. That is all the Seo I ever do.

You will find that a properly set-up blog will get indexed in Google very quickly and that will go a long way to increasing your profits.

When making a blog post about a product or something you are trying to promote, try to ensure the post title uses the keyword phrase that you expect people to use.

For example, if you're writing about "Callaway Big Bertha 3", then that exact keyword phrase should appear in your title. Also ensure that you use the term throughout the post and that you include a picture. Link the picture using your affiliate link if you have one and also give it "alt" text using the same phrase.

There are a number of ways to give an image "alt text". Most software tools will automatically provide an area where you can add the details or you can manually add it.

Getting Your Site Indexed

The sooner your site is indexed the sooner you'll start to get traffic. I used to use Clipmarks and Twitter to get the spiders coming around but I thought that there must be a better way so I had a special tool created to get all my sites indexed very quickly

<http://ismysiteindexed.com>

Simply add your domain to the box and press "Check"

On the next page you'll see what Google sees when it looks at your site so check that all your keywords are listed then finally scroll to the bottom hold CTRL on your keyboard and click on all the links listed.

This will open these sites in a new tab and drive spiders and bots to your site resulting in indexing and some backlinks.

Enjoy!

Articles

This is a very brief guide to using articles for article marketing you'll find a much more in depth Free Report at

<http://articledominance.com/freereport.html>

How do you write your articles?

You do write articles or at least outsource them don't you??? If not stop reading this now and start to plan an article marketing campaign. Two articles earned me \$20,000 over the space of 6 weeks. Unless you want to do expensive PPC marketing you can't afford not to do Article Marketing.

If you are like most people you will spend 20 minutes on the content and a couple of minutes writing a title and the resource box. STOP!!! This is wrong!!!

The Title

The title is what people will see in Google so you should spend time making it attractive and be sure to feature the keyword phrase.

The better your title the more people you will get to read your content. So spend time creating a title that make people want to read your articles.

The Content

The content should be informative and should tell prospective customers all about the good points of the product. You have got to make people want it.

Appeal to their ego. If you are writing about a putter tell them how it will improve their golf game. If it's a new watch tell them how it's the hottest watch available and how all their friends will envy them. Give them reasons to buy it. By the time they reach the end of the article, they should at least be keen to find out more.

Unlike selling Clickbank and digital products, with physical products, you need to do the selling yourself. If someone clicks through on your Clickbank link they go to a sales page. If they click through on your physical products they get the vendor's shopping cart. If you've done your sales pitch right, your visitor will have credit card in hand!

There are a few exceptions to this, for example Amazon has what I call a "semi sales page" where they give a description and previous buyers give their opinions.

To demonstrate how much difference a good article can make the following are the stats from two articles on the same subject.

Article A – 267 views, 4 clickthroughs

Article B – 290 Views, 63 clickthroughs

It doesn't look like much does it, but Article A has been posted to EzineArticles for over a year, whereas Article B for less than one week. That's the difference a good article makes!!

The other great benefit of having good quality articles that rank well and drive traffic is that you don't need to spend money on PPC. If you have 5

or 6 of the top 10 rankings in Google you can congratulate yourself by knowing that your rivals are probably spending several hundred dollars to get the same traffic you are getting. Feels good, doesn't it!!

When it comes down to it, the bottom line is profit and if you don't have to pay for ads and manage ad campaigns you have more time to get on with ramping up your business and earning even more profit.

The Resource Box

Finally, we get to the resource box. I will say this only once but it is vitally important - DROP THE EGO!!! (Unless you are trying to establish your name.)

Are your resources boxes like this:

"John Smith has been playing golf for twenty years and is considered by some to be an expert golfer. Visit www.bigego.com/golf for more details."

If they are similar to that then you are losing visitors. Check out your clickthrough rate at EzineArticles. Is it between 30% and 40%? If it is I apologize and continue doing what you are doing. If not then you need to change your resource box.

Make your new resource box compelling and make people want to find out more.

"Now you have found out why the Callaway Big Blaster is the best driver on the market click the following link to find out how you can save 50% off on the recommended price <http://mydomain.com/mylink.html>".

Or alternatively,

“Find out which golf club outrives 99% of others, Visit www.bighitters.com”

Use anchor text so that they can click on “Callaway Big Blaster” If we look at the article as a complete sales presentation, the title is the opening, the content is the sales pitch and the resource box is the close. Just like in real life it’s the close that separates the ordinary salesmen from the great salesmen.

To make what’s referred to as “anchor text” clickable, wrap your keyword with html tags thus: `Callaway Big Blaster`.

What will show up in your resource box as the link will be the keyword like this: “[Callaway Big Blaster](#)”. I would recommend adding the full url in the resource box as well so that if your article is picked up by other sites, your information will be visible even if not clickable.

Things to Note:

- Lose the ego in your resource box
- Use anchor text
- Your article is a sales pitch.
- Count the extra profit from not using PPC

Promotion

The most important part of any campaign is the promotion of your blog posts and website. The more promotion you do, the more traffic you

receive and the more income you make. Having said that, it need not be a long and laborious chore.

I generally set a target to attract around 50-100 visitors a day to a new site in about a month.

When you start out set yourself a target for the number of visitors and work to achieve it. You need to ensure that you are using enough keyword with enough searches to realistically achieve that target.

This is where this version of the guide is going to differ from the old version.

In the old version there followed about 12 pages telling you how I set up link wheels and generating lots of links to my sites. It was quite labour intensive work but it worked.

However 16 months on and I've replaced all that work with just a few tools so this is how I now promote all my sites.

Spun Articles

Once I build my site I order an article for each keyword purely for promotion purposes. The first thing I then do with them is spin them so I can leverage them and use them in different places.

There are several tools available that you can use to spin them Magic Article Submitter and The Best Spinner to name just 2. However I have an account at EzArticleLink (More of This Later) and I use them to spin my articles for me. \$3 is a good price as it would normally take me 30 minutes to do it myself.

I'll then submit them to different sites using Unique Article Wizard I use very conservative setting as I don't want lots of articles appearing at once.

RSS Feeds

I take my RSS Feeds and submit them through [RssBot](#) which is available for a one time cost.

Social Bookmarking

I add my details [Socialadr](#) and use that to submit them. This service has a free or paid version, with the paid version once I add the site I don't need to do anything else it's all done for me. If you don't like the monthly subscription then [Socialbot](#) is a great semi-automated tool available with a 1 time payment.

Socialadr does also have a free version where you do some of the work for the people who pay the monthly fee

You can read about how I use Socialadr at <http://mjthompson.net/496/a-free-alternative-to-outsourcing/>

Article Submission and Back Links

At the moment there is only 1 tool I use for both getting backlinks and Article Submission (apart from UAW mentioned above) and that is [EzArticleLink](#) .

I cannot stress how much this tool is worth to me. Since I've started using it I have seen the sites I use it on without exception rise in the rankings . As with Socialadr there is a free and paid version. I think the current fee is \$27 I would happily pay \$127 for it.

The only problem with EzArticleLink is that it tends to be confusing until you start to really use it. I wasted the first 2 months after I joined as I didn't understand the power of this awesome software.

There are 3 main aspects to EzArticleLink

1. Article Directories

You can add an article directory to the backend of any sites you own, EzArticleLink will then post articles to these. These directories will also link to other directories in the system ensuring that they have backlinks pointing to them and that they are indexed. This creates a massive linking network.

I used sites that were pretty much dead and not making much money since adding the directories many of them have started earning money again.

In fact I earned more from these sites last month than it cost me in my subscriptions.

2. Post Only Domain

Post only domains are domains that you don't have an article directory attached to. These are my current money sites. I can submit articles linking back to these and they are posted on other member's article directories. (see 1.)

3. Bonus Backlinks

For every article you add to the system you get 100 bonus backlinks which are posted to the sidebar of members article directories. I generally get about 6000 links a month which I can point at my sites.

This is very powerful.

I use [EzArticleLink](#) as follows:

Each morning I will go to Ezinearticles and grab one of my articles. I then submit it to the in house spinners . Generally I add 2 articles a day so the spinning costs me \$6 a day.

At the moment the spinners are returning articles in under 24 hours so I grab yesterday's articles and submit them.

I'll then apply the 200 bonus links from the day before to one of my domains.

All this takes about 10 minutes and as a result I have just generated 800 backlinks to my sites.

300 distributions per article = 600 backlinks

100 bonus links per article = 200 Backlinks

All these are gradually applied over the coming weeks

Once again you can read more at:

<http://mjthompson.net/496/a-free-alternative-to-outsourcing/>

The Secret Sauce

I've kept this bit until last so that people who just skim over the guide miss it 😊

There is one thing that has changed how I promote my sites 100 % and how I do my keyword research for my sites.

We all know that Google is a law unto themselves, no matter how we build our sites Google will decide what keywords we are going to rank for not us. The problem is that it's not always easy to know what keywords you are ranking for.

That's where [The Rank Tracker Plugin](#) comes in. It's so simple I can't believe no ones done it before. The Plugin lists all the keywords that are used to find your site in Google and their ranking.

So for example it will create a list similar to the one below:

Keywords	Rank	Page	PR	Date
Pink fluffy bunnies	1	/	2	1 June

Seeing that you are #1 for a phrase is useful BUT seeing that you are #15 for a different phrase that you haven't even targeted is **priceless**.

I have sites that have 260 different keywords listed in the plugin. Generally I'll start to create anchor text links to the relevant pages for these keywords. I'll initially target keywords that are ranking highly and have good traffic.

There are several other things you can do with this plugin that are undocumented. For example take the list of keyword phrases and add them to Godaddy's bulk domain checker. It will immediately find available keyword based domains for you that will allow you to dominate your chosen niches.

Conclusion

That's about it for this guide I've tried to make it as short and as to the point as possible, I don't like fluff! It will probably take you longer to read this guide than to implement most of the steps and ideas laid out.

I am sure that some people will say that you need to spend much more time promoting websites. Fine let them think that, I've used automated methods like these to generate a rather nice income for myself over the past 4 years and I am not going to stop now. It's just a case of monitoring what's getting results and adding it to your armoury.

If you would like to know more about how I generate my income from simple blogs and even simpler promotion methods please visit [Wordpress Goldmine](#)

You'll find discussions on all the topics mentioned here and lots of feedback and ideas from members. One recently made \$34,000 in a couple of days by following and improving a guide posted by another member.

If you are looking for a Forum where you will learn to make a good income online, where you will find helpful members happy to give you advice, guidance and support then please try Wordpress Goldmine.

If you are unsure you can even have a 7 day trial for \$1

[Wordpress Goldmine Special Offer](#)

Resources

[EzArticleLink](#)

[Socialadr](#)

[Rank Tracker Plugin](#)

[RssBot](#)

[SocialBot](#)

[Web2.0 Bot](#)