A Potential Business Model

- Commitment
  - Target = 5-6 sites per day for 60 days
  - Anticipated hours 8 - 10 per day 7 Day per week (6 more realistic)
- Suggested
  - Products
    - Wordpress Direct
    - Market Samurai
    - Traffic Geyser
  - Services
    - http://Articlez.com
    - http://articleunderground.com
    - http://animoto.com
    - http://royaltyfreemusic.com
    - http://replacemyself.com
    - http://flippa.com
    - http://zedo.com
    - http://pulse360.com
    - http://traffiq.com
    - http://AdShuffle.com
    - http://OpenX.org
    - http://bannerdesignerpro.com
    - http://bannersnack.com
    - http://keywordrockstar.com
- Outline Approach
  - Wordpress Blog
    - Structured Approach
      - Mini-Blogs built around 1-3 Keywords
      - 3-5 Quality Articles (for posts) ~ $6 each
      - Monetise with
        - Offer Trappers or...
        - Magic Bullet System (now closed)
        - ClickBank
          - Seek High Gravity (Big Markets)
          - Suggested Gravity >50
          - Search in Google "product name"
          - Looking for pages found <50,000
          - Look for average PR of top 10 results to be </= 3
          - Helpful tool suggested "market samurai
      - Research Comission Junction/Clickboot/ Linkshare ShareaSale for offers with High Network Earnings
        - CJ carries longer lasting offers (as a rule) winners = longer earning period
        - Follow same Google Search rules
      - Get Domain name once Target Keyword identified
        - Domain MUST have KW at beginning of url
          - Append modifiers to achieve objective
          - Buy only .com/.net/.org
      - Install WP Blog using... WPD process (refer their training)
        - Use Paid themes: Suggestions: Thesis or Headway (Not graphics heavy & content focussed)
        - Install additional plug-ins
          - Keith Baxters "Stealth Traffic System" The paid version from affiliateradio.com
            - subscribe to blog
          - GoCodes (Affiliate Link Cloaker)
          - "What would Seth Godin Do" plug in
        - Add the usual 'Business' pages (about/contact/privacy
          - examples at http://bestfreemakeup.com
        - Content:
          - Use http://Articlez.com http://articleunderground.com or other article creation process
          - Need 3-5 articles of 300-400 words Each focussed on main Keywords Include LSI variations within each.
            - Googles Keyword Tool First 5-7 keywords are typically best choices
            - Keyword Density 2 - 3%
            - Ensure Main Site KW within Site title tag
            - Publish articles every other day
            - Ensure Keith Baxters Plug-in is operational at start
      - Promotion: (Not until after 3 weeks from last post) Let Keith Baxters PI do it's stuff for 30 days.
        - Use: Offer trappers/Magic Bullet system/ What would Seth Godin Do to add offers to Main Pitch Post & Sidebars
          - They automatically embed images as ads
          - Pitch posts are not articles but carefully crafted "Soft-Sell" for target product (Reviews etc.)
          - Once done start promoting using: SocialMarker.com / Ping.fm & submitting RSS Feeds.
        - Produce video slide shows and promote using Traffic Geyser (v2)
          - Use http://animoto.com as one tool tell stories by articles.
          - Use Traffic Geyser to promote at rate 1 vid per day per blog
          - Submit each vid 4 times in different formats
            - Formats: mov/flash/mpeg/wmv
          - use different music & differing lengths (by few seconds or so)
            - Music source http://royaltyfreemusic.com
            - repeat every few weeks to... maintain incoming links & traffic
      - Efficiency: Each site around 2-3 hours to complete up to the point of promotion
        - Look for outsourcing opportunities Via http://replacemyself.com (John Joanass) and others
        - Without outsourcing expect 10-12hours/day for 60 days.
      - Management:
        - After 2 Months check which sites are making money
        - Top 3 sites - perform media buys to scale up traffic & conversions.
        - Sites that don't perform too well (where gains do not equate to effort) Sell on http://flippa.com for around $200-$500
      - Media Buys:
        - Pro's: Unlimited Traffic Available Cheaper than PPC if done correctly Management is a lot less
        - Con's: Can be massive time drain Can lose a lot of $ overnight if done badly Management is still a pain Hard to Automate
        - Adnetworks
          - http://zedo.com
            - Have own add server
          - http://pulse360.com
            - self service network
          - http://traffiq.com
            - brokers
          - Self Managed Networks:
            - Google content network
            - Adsonar (owned by AOL?)
            - Pulse360
          - IO (Insertion Order) essentials
            - Specify:
              - Even delivery (equal rate across contract term)
              - Net 30 day tems (hard at first so position yourself as expert to facilitate negotiation)
              - Frequency cap = 1 (at first) means each visitor will see add once/24h)
              - Frequency can be ramped up once conversion data supports it.
              - Out Clause: (24h or 48h) Facilitates exit from contract if data poor.
              - Arrange for billing based on own numbers (will need to use a mutually acceptable AD-Server)
              - Initially specify US only traffic
          - Ad Servers
            - Allows self control of campaigns
            - Allows tracking of impressions
            - Allows automated optimisation (saves tonnes of time)
            - Recommendations made:
              - http://AdShuffle.com
                - cheap to use automation great training & support
              - http://OpenX.org
                - Free open source Popular too Unlikely to gain acceptance for 'own numbers' source
              - http://zedo.com
                - Nice but very expensive
          - Mass Banner Creation
            - http://bannerdesignerpro.com
            - http://bannersnack.com Super cheap
            - http://keywordrockstar.com (get latest version 2.x) Does automated image creation based on adwords adds
              - Recommended banner sizes:
                - 250/250
                - 300/300
                - 300/250
                - 120/60
                - 166/60
              - Tips:
                - Blend in (colour sink) or stand out Big [90% of time suggested]
                - Banner CTR target >0.2%
                - Start with no more than $2 cpm
                - Zedo (highly recommended).
                - ZEDO: Specific notes:
                  - They can handle everything Give them a conversion target figure Give them or receive a target code for your 'thank-you' page
                  - They will chose traffic sources They do the optimisation They tune the bids for best roi It is a complete service.
                  - Note: If a site is Hot thern invest so as to scale up rapidly and cost effectively using their service as leverage toward faster and greater ROI.
  - Basic SEO
  - Promotion
  - Media Buys (For best sites)
  - Sell low earners

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