PotPieGirl's Mini Sites

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Welcome!

Any of you that have been following me probably know that I am a BIG fan of making small, targeted niche sites. This is something I've talked about extensively in my free online course called:

Under The Radar with PotPieGirl

These small niche sites are an amazing thing for me. The way I do it requires very little upfront effort and then very, very little maintenance effort.

These little sites make passive income for me AND they are an asset – which means I can SELL them should I ever want to.

I think of my little niche sites as a "real world" property owner would think of his/her small houses that they have for rent.

While no ONE of them makes me a lot of money, all of them combined generate a very nice passive monthly income.

And, worth repeating, they are an ASSET – just like "real" property is in the offline world. These sites are my little pieces of the virtual real estate world. I own them.

I have read MANY systems, guides, and techniques for creating these little sites. Majority of these guides are very good, but they all seem to miss a few things that I have discovered while creating these sites and running my own testing.

I'd like to walk you through my process, show results of my tests, and blow some theories out of the water.

Please keep in mind that this process is nothing to obsess over. Yes, you will have questions if you have never taken action and actually tried this process – but once you get rolling with it you will see that this is not a process you obsess over.

So, let's get started. I sincerely hope that you will actually DO this process at least once or twice before even asking hypothetical questions. The "What If's" and "Will This Work If...." and "How many backlinks?" questions can't be answered.

The only way YOU will know is if YOU do it and see for yourself.

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You have to actually take *action*.

My biggest "problem" with this industry is that there are too many people relying on what "so-and-so" said in some marketing forum or on some blog post. Rely on your own results. Test things, try things...

Take Action – *Massive* Action.

What Does It Take To Rank in Google?

I've decided to start with showing something that might amaze you. This was something I always thought I knew to be true, but until I actually tested it and tried it for myself, I didn't KNOW it to be true.

What does it take to rank in Google?

Lots of unique content?

A certain keyword density?

A good meta description or meta keywords?

Tons of back links?

What if I told you that there are only THREE main requirements to get ranked well on Google?

Now, before I go any further, I need you to hear this -

Any web page can rank for ANY keyword phrase.

Seriously, your domain name could be xyz5ht768ss.info and you COULD make it rank for tough phrases like "make money online" or "buy car insurance" - or ANY phrase you'd want to rank for.

But, it will take *work*.

What I want to talk about are the three basic things it takes to get a website ranked well in Google with little effort -

Not a "hands OFF" type thing (that doesn't exist), but with minimal effort. The building blocks of a niche site that will get you off to a great start for ranking well – AND make it easier to rank for related terms as your site grows (if you choose to grow it).

Ready?

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I have a website. It usually ranks in the Top 10 for it's keyword in Google (sometimes it drops to #11 or #12 as the index in Google fluctuates).

It is a blank page.

Yes, you heard me right – that web page that ranks is a BLANK PAGE!

Seriously, if you click that listing on the search results of Google you will get greeted by a totally white and totally *blank* web page.

If you enter the url for this website into the Google keyword tool to get Google to tell you keywords and phrases that this page is about – Google can't do it.

Know why?

Because there *isn't* any content to analyze.

There are NO words on this web page. There are no images on this web page. There are no stats or analytics tracking on this web page.

There is nothing but white space.

Why in the WORLD does this web page rank well?

Three reasons:

1. The domain name
2. The title tag
3. Back links

Yup, that's it. Those 3 simple things cause that page to rank well in Google WITH NO CONTENT ON THE PAGE AT ALL.

Now, I am not saying that content is not important – it IS important to help you rank for related keywords and to help Google understand what your web page is about.

But that whole keyword density thing.... not as important as everyone claims, now is it?

All it took for me to rank that web page was my keyword in the root domain name, my keyword in my <title> tag, and some back links (and not even "Good" back links at that!)

If you go to that web page (which for reason of protecting my testing environment I am not linking to), and you right click/view source code of that web page, all you will see is:

<title>My Keyword Phrase</title>

With "my keyword phrase" being the actual keyword phrase I am targeting.

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If you are very careful and very specific with those 3 basic building blocks of a niche site, ranking will be MUCH easier for you. I do this all the time – have tons of these little sites out there on the internet – and I am very rarely let down *no matter how competitive the keyword market appears to be*.

So don't ask me about competition, or checking in quotes, or ANY of that. These 3 things will give you

a BIG advantage over the rest of the pages ranking there.

Everything you add AFTER those three things will take you even further, create more earnings, generate more traffic – but these three things are key.

Let's take a look at each element.

Domain Name

Many, many, MANY of the courses out there now will tell you to get a domain name with your keyword in it. That, in itself, is not a newsflash at all.

However, I've read many techniques that say that if you can't get your exact keyword in the domain name, to just add a modifier to the front or back of the phrase.

For example, let's say you find a keyword like "purple dog collars" (just an example, I haven't researched it)

They suggest that if you can't get PurpleDogCollars.com to just get something like:

BuyPurpleDogCollars.com, or
PurpleDogCollars101.com, or
PurpleDogCollarsStore.com, or
PurpleDogCollarsBlog.com

etc, etc

I strongly suggest to <u>NOT</u> do this.

I have tried this many, many times myself by doing this with a "modified" domain name. Each time, I find it takes much more work and effort to get ranked.

Get the EXACT match domain name – period – no exceptions.

If you can't get it, move on to the next niche keyword idea.

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Got it?

If you don't believe me (which according to my own advice, you shouldn't...lol), get out there and test it to see for yourself. An exact match domain name will come out of the gate with a leg up on all the other pages currently ranking in Google.

What about hyphens in the domain name?

Again, I have heard others say that if you can't get the exact match domain name, to just buy one with hyphens. For example:

Purple-Dog-Collars.com

Again, I say – Don't Do It.

If you are planning a small niche site from the research phase on (as you should be), do not "shoot yourself in the foot" by buying a domain name that won't help you as much as it poosibly can.

So..... Should I Get a .com? .net? ,org? ,info?

This is another very popular question – which domain extension is best?

Before I go further into my case studies with this, I want to mention a few things...

I have quite a few .info domains that rank extremely well for their chosen keywords. I do not think .info domains are useless, however they DO tend to take longer and more effort to pick up steam in the search engines.

Since I have conducted my own case studies on this situation, I no longer buy .info names to build niche sites on (tho I do get them for redirecting/forwarding affiliate links as I teach in my free course The DAM Way).

Case Study #1

My first case study on finding which domain extension was best for my needs was an interesting one.

I picked a query space (Google results for a keyword search) that was very low-competition (probably virtually zero competition) so that I knew the odds of ME being the only person changing the dynamics in that query space were very good.

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Testing online and in the Google index is VERY DIFFICULT. In order to test if ONE thing works or does not work, everything else must stay equal. That is nearly an impossible task since in most query spaces, someone is always adding a web page, or builds a site, or gets a back link, or loses a back link....and all this happens by the SECOND in Google.

This is part of the reason why I don't share my testing areas with the public. Once people know about it and go look, the dynamics change.... or people try to copy it or..... Well, you get the idea.

So I picked a query space that was very low-competition and that I was familiar with. The web page that was at #1 when I started this test had good Page Rank and had been at #1 for quite some time.

I went and bought:

MyKeywordPhrase.com
MyKeywordPhrase.net
MyKeywordPhrase.org
MyKeywordPhrase.info , and
My-Keyword-Phrase.com

I bought them all at the same time and installed Wordpress with the default theme on each as closely together as humanly possible.

I put only the domain name as the title of the blog. I wrote a unique post on each blog that was random but they each had virtually the same keyword density.

I then published them one right after the other so all posts were live and online at virtually the same moment.

I created a footer link on one of my sites that *looked* like this:

* * * * *

However, each of those asterisks was a link to one of the sites.

My theory on that was...

Google needs to find my new sites via links from other sites and the sites needed at LEAST one link to STAY in the Google index. By doing my links to them like this, if Google found one of the links to ONE of the sites, they found all of the links to all of the sites equally.

Then, I watched the query space in Google to see what happened.

I did this months and months ago – and to this day, the results are still consistent with no further effort on my part.

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MyKeywordPhrase.com took the top spot away from the established and “authority” web page that previously ranked #1.

MyKeywordPhrase.net took #2

The previous authority page settled in at #3

MyKeywordPhrase.org came in and stuck at #7

MyKeywordPhrase.info is now at #10 (tho it took forever to show and got stuck on pages further back for quite some time).

And what about My-Keyword-Phrase.com?

As of today, it is #11 tho it was back in the 20's for a long time – and this is in a keyword market that has virtually NO competition.

Case Study #2

This time I picked a real “niche” keyword (not something trivial) and went into a keyword market that had more competition. Instead of just buying ONE domain to promote the product, I bought SIX.

(and that, folks, is a hint if you ever want to REALLY dominate a Google search results page!)

I bought:

Keyword-Product-Phrase.com
Keyword-Product-Phrase.net
Keyword-Product-Phrase.org
KeywordProductPhrase.com
KeywordProductPhrase.net
KeywordProductPhrase.org

I did these sites the same.... bought them at the same time. Installed Wordpress back to back to back – same trick to get indexed and even back links with the asterisk link trick.

This time, each site got a unique theme (since these sites were truly made for people to see). I wrote a unique overview of the product on each site with an image linked to Amazon and then I also added AdSense ads.

This test was also done months ago...and the rankings have stayed fairly consistent since they settled in.

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KeywordProductPhrase.com took the #2 spot. I knocked everyone out of the way but the actual product listing page on Amazon (which I know I could bump out, too, if I worked it).

KeywordProductPhrase.net has settled into the #11 spot and KeywordProductPhrase.org coming in at #26

What about the domains with the hyphens in them?

As of this writing, I have gone thru 10 pages of Google search results for my targeted keyword and they are no where to be found.

And if they aren't in the first 10 pages, they might as well be invisible.

All these sites were treated and optimized equally. Nothing fancy was done... Just build the site, write some content, get indexed and let it go.

As you can gather from these two case studies, the .com comes out on top.

Now, I have many .net sites and .org sites that outrank a .com that belongs to someone else – but when competing against myself with all things being equal, the .com comes out best in the short run AND in the long run.

As I mentioned, my KeywordProductPhrase.com site is at #2, right behind an Amazon listing. I know I could beat out that Amazon listing and take that #1 spot (Amazon doesn't optimize it's internal pages like we do – their site is too big to do all that...lol!), but if I did that, I would be throwing the whole case study off-balance and everything would NOT be as equal as I can get it.

Oh, and before anyone asks... Yes, these sites make sales, too =)

In Summary -

Based on my own results from my own testing, I always try to get a .com

If the .com is not available, but it is also NOT BUILT OUT (ie, a parked page, etc), I will get the .net and try and secure my rankings.

If the keyword is especially good or extra tempting and the .com and the .net are not available, I will get the .org (especially if the other two extension options are bought but not built).

I do NOT buy .info, .biz, or put hyphens in my domains names for niche sites.

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Do those extensions work? Yes, they do. I have .info's and mispelled domains and hyphenated domains that all work well, but they took time and effort. It is not the best way to get to the fastest and most "sticky" results with these type of niche sites.

About using .org

I know this question will come up.... Are we allowed to use a .org?

Yes, we are. I have them, they rank great, they work well, and I AM COMFORTABLE WITH IT.

If YOU are not comfortable with it, don't do it. No need to argue ethics or any of that, just don't do it.

Do what feels right for you and for your business – Always.

About Title Tags

The second building block for getting a small niche site off the ground is to have the exact keyword in the title of your web page (or website).

If you are using Wordpress like I do, the title of your blog would be the exact keyword you are trying to rank for. Anything additional you add to that title dilutes your ranking efforts – so just put the exact keyword until your position in Google is stable.

If you are making static HTML sites, make sure your exact keyword is in your <title> tag when you code your page.

About Back Links

Ya know, it's a funny thing about back links. People go on and on and on about how to get thousands and thousands of back links, and about building back links too slow or too fast, and optimized back links, and ALLLLLL that stuff.

These little exact match niche sites don't take all that effort.

I like product type keywords. To me, if someone is in Google searching for a certain type of product they are likely on the verge of what? Yep, BUYING something – or they want more information. That's why I tend to monetize most of my niche sites with AdSense ads and Amazon links.

No lists, no "blogging" and comments and all that mess – just a small site with a few pages of content

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that offers people info on the product (or videos....hint hint), a way to get to the product and buy, and then the AdSense ads are there if they are still in “click click info” mode. These sites don't really have return visitors...they are there when people need info on a product during a specific time in their life.

All that said, my main competition in these Google search markets are big catalog sites and reviews sites.

I LOVE seeing them on Page 1 of Google when researching a niche!

Why? Because these sites are HUGE – have TONS of products – and while the main domain (like Amazon.com) might have a TON of back links, each individual page on the site DOES NOT.

They're easy to beat with these exact match domains if you're patient enough =)

Back Links serve two main purposes when it comes to ranking in Google.

1. They are the first way that Google will most likely find your new site or new content.
2. They are the “votes” that help your site/web page rise in the Google rankings.

There are a few places that I go to get my initial back links and my ranking back links. I'll talk about them in a bit.

In the past year or so, I have been working hard on setting up my own resource network for getting both indexing back links and ranking back links. It is a pretty darn extensive and EXPENSIVE system, but it is working great for me. It involves a ton (a TON) of blogs on different “C class” ip addresses that have developed Page Rank and love from Google over time.

These sites are not monetized in any way, shape, or form. They are simply designed , and only exist. to help me get my content and new sites indexed when needed and to help me rank better in Google.

One small group is purely for indexing. All I wanted was a few sites that Google runs to when new content comes up so they find my links and go to where the link leads (ie, MY content). These sites are also constantly fed new unique content automatically each day that contains links that have NOTHING to do with my sites. This is all automatic and set up to be “time-released”.

To get indexed, all you need is a site that Google runs to whenever something new comes up. Just because Google runs to it does NOT mean it passes ranking value, too. However, it will do what it is supposed to do and get your new content found by Google and indexed.

The other larger groups of sites exist to pass ranking value to my web pages. These sites have been carefully cultivated over time. Not only does Google love them and run to them, but links from these sites pass ranking value to my content so that my content rises in the Google rankings when the targeted keyword is searched for.

These sites are also getting unique content daily that has nothing to do with me. These sites also are

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NOT monetized in any way (no analytics, stat tracking, or nothing- just content).

Now, I am not telling you all this in an attempt to teach how to do it. (I will tell you that I use this service to get my free content automatically published on my sites for me. I use the other part of this service to get links TO my content, too. Great service!)

This is a very advanced and extensive process that is not for the faint of heart....lol. I pay a couple hundred bucks a month just for the hosting alone for this and it took a great deal of time to grow and to reconstruct domains I bought just for this purpose.

My point of telling you all this is that it is really important that you come up with a Back Link Tool Box of your own.

Your Tool Box should have two types of back link resources -

One for getting your content indexed, and the other to help your sites rise in the Google rankings.

Now, yes, it is possible that a single link from one resource could help with both of these needs, but let's try and keep it separate for the sake of discussion.

Getting Indexed

Getting indexed is a very simple concept if you let it be.

Google's job – Google's sole purpose – is to find and organize all the pages/documents on the internet.

Google WANTS to find you.

All it takes is a link to your new content from a site or resource where Google hangs out or checks on often – and they found you. All there is to it!

Yes, sometimes Google can be stubborn. Yes, sometimes Google can be what I call "slow to show" - meaning they find new web pages but take forever to SHOW them in the index.

But they WILL find you if you link them there.

Now, if you have read my personal One Week Marketing Action Plan, you know exactly how to get indexed and know many sites to go to in order to make it happen. Using the indexing techniques and sites in One Week Marketing is a perfect way to get your new site found. In fact, if you follow those steps exactly, it is really hard to NOT get your new site found.

Due to the automatic pinging that happens in WordPress blogs, most new WordPress blogs will be found easily and quickly with very little effort on your part.

When you hit "publish" for a new post on a WordPress blog, your blog will "ping" the services you

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have listed and let them know there is new content to be found (or updated content).

Your WordPress blog comes with one ping service in it's list by default. Usually that one service is fine, but I do add to mine.

Whenever I share a ping list I am using it seems that it starts this whole discussion over whether its "right" or its "wrong". All I know is that it works for me, I've never had an issue, and Google (as well as others) come when I publish.

So, to avoid that whole, "Jennifer, you're wrong" discussion, just go to Google, type in -

ping list for wordpress blog

and take your pick.

I've never had a blog get "banned" or "blacklisted" or any of those other horror stories I've read online so don't be afraid to try a new list and see how it does for you. A good ping list will HELP your site, but it will not MAKE your site – so don't obsess over it.

Other than a new ping list, I like a service called Posterous (posterous.com).

I'm not going to teach all the ins and outs and benefits and features of posterous, but let me tell you how I use it.

Posterous gives you a free blog.

You can "attach" other free blogs that you have (ie, a free WordPress blog, a Blogger blog, etc) to your Posterous syndication network.

Posterous gives you this little button that sits up in your FireFox browser.

When that Posterous button is installed, you can be on any web page, highlight a portion of it, and then click the "share on Posterous" button in your FireFox browser.

A new window opens up with the content you highlighted inside of it.

By clicking in the excerpt box of that window, you can edit the title, change the content, add to the content, add links.... anything you want.

Click ok...

Add your own comments if you'd like...

Then, click "post".

After you click "post", your content/excerpt will be automatically and *instantly* posted on your Posterous blog AND on any other blogs you have attached to syndicate to.

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This is VERY powerful for getting things indexed – *if you take the time to get it going*.

When you first start a Posterous blog network, post something on your Posterous blog everyday and let it syndicate to your other blogs. (yes, you will have to take the time and effort to create these blogs if you don't already have them).

I don't care if you talk about what you had for breakfast, what you fed your dog, how your favorite sports team did last night, or what you bought at the mall. Just get in there, type a hundred words or so about SOMETHING and post it so it syndicates out to your other attached blogs.

What you are trying to do is "train" Google to come to your blogs whenever you post something new. This could happen very quickly for you, or it could take some time and some back links to get Google to catch on and play nice with you.

This is ONLY about getting Google to find your links when YOU need them to.

Don't ask me about duplicate content or any of that. This has nothing to do with duplicate content, ranking your little blogs, making money from these blogs....nothing.

It is ONLY about posting something and Google come running to find what you posted – and then following your links.

That's it.

Train Google. This will make your life MUCH easier in future days.

Try it – you'll like it..... and.... It's free to do. =)

(***note:*** resist the temptation to put affiliate links on these free blogs or to link to the same content over and over. These free sites are quick to shut you down if they even THINK you might be trying to be overly promotional – ESPECIALLY free Wordpress blogs. Don't risk a powerful resource by trying to make a few extra cents).

Ranking Back Links

Another thing that drives me crazy is people talking like all back links are created equally.

They are not.

I'm not talking about the value of a "no follow" back link vs a "do follow" (which is obvious) – I am

talking about back links that actually DO something to help your web page rank better in Google.

So often in forums I hear people telling others to go submit thousands of the same article to all these article directories...yet no one shows proof that these back links alone do a bit of good.

It is important to know if your back link system passes ranking value. If you don't know this – and SEE this – with your own eyes, you are wasting your precious time.

Any new system you sign up for should always be TESTED first to see if it can actually help you.

However, no one talks about testing, do they?

Sure, they claim this xyz system took them from the pits of Google to Page 1, but how do they KNOW that is what helped them? (and amusingly, those claims are usually followed by a carefully placed affiliate link.....hahhaahhaaha! Sorry, a little industry humor!)

Don't fall for people's claims – not even mine. Test for yourself to be sure it is a good investment of your time AND your money (if it is a paid service).

So, how does a link pass ranking value?

First thing a link needs in order to help you is to be *found* by Google. If Google doesn't find the link, it is useless – period.

How can it pass value if Google doesn't even know it exists?

Secondly, the value of the page (and the domain to an extent) the link is coming from determines the ranking value it passes.

The amount of outbound links on that page also comes into play...

But one thing that many don't talk about is WHERE on the page the link is found.

All links on one web page do NOT pass the same value.

If, for example, a web page has a passing value of "10" (just an example for illustration purposes), and that page has 10 links on it, that does NOT mean that each link gets $1/10^{th}$ of the page value equally.

According to Google patents I have read (or read the summary of), the placement of the link on a web page could have a very direct effect on the value of that link.

And I certainly believe it.

Links in a blog roll or a footer are not the same as links found within content on a web page.... or on the home page of the site alone. The context the link is found within could have a very strong impact on

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the value of that link as could the font the link is written in.....and.... from what I've read...

The likeliness of someone CLICKING that link could have a definite impact on the ranking value that link passes to the linked to web page.

Pretty deep, huh?

See, I'm weird, and ranking factors (also called ranking signals) fascinate me. GOOGLE fascinates me. If you ever stop and think about how dynamic the Google index is and how quickly they can determine which web pages are most relevant to a specific search query.... well, it's just mind boggling!

Ok, let's get back on track...

The "best" back links to acquire to help you rank better in the Google index are:

- links that Google finds
- links that are on pages that Google finds valuable (ie, they pass ranking value)
- links that are found within content, surrounded by relevant content, in a font that makes the link more likely to be clicked (hint: above the fold – preferably early in the content).
- Links that have anchor text that describe the page being linked to (in short, linked TO with the words you want to rank FOR).

The indexing links we create are purely links that Google finds and follows – that's it.

Ranking links have more to them.

Not all links pass ranking value that helps your rank better in Google.

All links are NOT created equal.

So, how do you know if your back links are passing ranking value?

There is a simple little test you can do for your back link system or technique to see with your own eyes that your back linking methods are helping you rank better in Google.

In the SEO world, I've heard this test referred to as a "Carrier Pigeon" test.

It is very simple to do, but takes a bit of time to see the results.

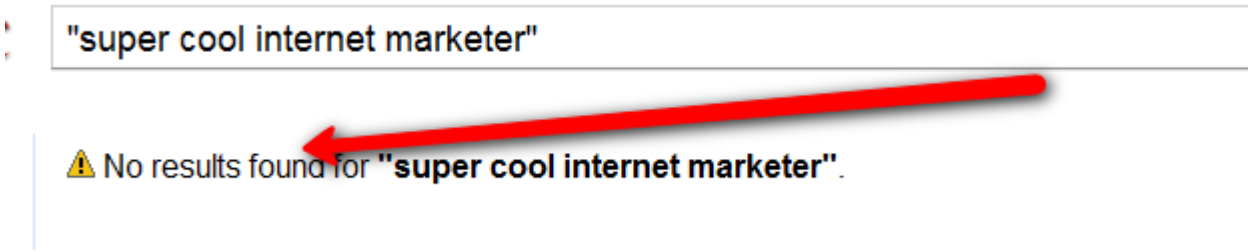
Step 1 – Silly Phrase

The first thing you do is think of a phrase that when searched in Google in quotes returns NO results. You need what is called an "empty query space" to do this little test.

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For my example, I will use the phrase “super cool internet marketer”

As you can see, as I write this, there are NO RESULTS in Google when searching this phrase in quotes:



Step 2: Check Your Content

Now, pick a web page of yours that you are going to use for this test. The web page DOES NOT HAVE TO DO WITH ANYTHING RELATED TO YOUR SILLY PHRASE. Just pick a web page.... any web page.

Now, scan that web page (or do a “Ctrl+f” for “find) to make sure the silly phrase you picked IS NOT ON YOUR WEB PAGE.

THIS IS VERY IMPORTANT

DO NOT HAVE THE SILLY PHRASE ON THE PAGE YOU ARE TESTING WITH.

Step 3: Go To Your Back Link System

Now, go to your current back link system, or one you are thinking of using, and write an article to submit to that system. Use the silly phrase you chose as the anchor text of your link to the web page you are using for this test. Then submit it to the service (or publish it, or post it, or whatever the system you are testing calls for).

Let's take an example using my sample silly test phrase.

Say I was using this test on a new article submissions service to see if the links submitted (ie, articles submitted) were passing ranking value to my sites.

For example, I'll say I picked a page on my PotPieGirl.com site for this test. I checked that web page on my site to be sure my silly phrase is NOT found on it in any shape or form.

Now, I'd go to the article submission service and write some random article about any ol' thing and put

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a link in the content with my silly phrase as a link to my page on my PotPieGirl.com site.

I'd then submit the test article and do my best to attempt to be patient. ;)

Over time, when I search Google for my silly phrase in quotes, I should start to see the places where my test article was published.

Since that silly phrase is found in the content of those article sites, those web pages will naturally be returned when searching for them in Google (especially since Google is "hungry" for results for that query since it didn't have any before).

Over some more time you SHOULD eventually see the page you linked TO (ie, the page on my PotPieGirl.com site) start showing when that silly phrase is searched in Google in quotes.

When I run these tests, it usually takes about a week or two for the linked TO page to start showing when I search in quotes.

If you see the page you linked TO show when you search Google for your silly phrase in quotes, your back link system IS passing ranking value to your sites....and you are good to go!

Odds are good, too, that if your linked TO page shows up when searching in quotes, that it will probably rank well WITHOUT quotes, too.

This test is giving you an indication that the sites linking TO you are helping you rank for the phrase you used as anchor text. This is a very, very good thing.

If after two weeks, you still do NOT see the page you linked TO start showing in a quoted Google search, your system is probably NOT passing ranking value (or, like I've done, you may have messed something up and need to try again....lol).

It's a very simple test to execute and worth it's weight in gold by keeping you from wasting time and money on something that is NOT working for your needs.

Note: This test ONLY has to do with RANKING – nothing to do with article marketing, or getting more listings in a Google search result or anything like that. This only helps you SEE if your current or potential back link system is working to help your web pages rank better.

Also to note: When doing this test, isolate it to one linking technique. Don't try and test your Squidoo lenses, article directories, AND an article submission service all at the same time with the same silly phrase. The end result will be that you won't know WHICH back link resource actually worked for you.

Always test <u>one</u> thing as a time.

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Summary

Ok, we've talked about some important things so far.

We know that in order for our little niche sites to have a big leg up on the competition and help improve our chances at success, we need:

- an EXACT match domain name
- .com, .net. or .org as the extension (in that order).
- The EXACT keyword in the title of our web page or as the title of our blog
- back link system to get indexed quickly and easily
- back link system that passes ranking value

Funny, isn't it? I still have yet to talk about content....

and they say “Content is King”.....

{insert amused giggle here}

With the above 5 things, you will find that in most keyword markets, you won't need to do all this crazy back linking and running around chasing your tail to rank well.

And, with a keyword with decent search volume reflected in research, and with the 5 things above, your natural organic listings in Google will take care of getting traffic FOR you.

Passive..... I love it!

Let me tell you about another example site I have.

Case Study #3

While this other example site is not a *totally* blank page, it is pretty close to it.

This “site” has an exact match .com domain name, it has my exact keyword as it's <title> tag (it is a static site – not a Wordpress site).

The “site” consists of a picture of a product that is linked to Amazon via my affiliate link. It has about 150 words of content that I just typed out real quick after reading an Amazon product description and reviews (***hint:*** Amazon customer reviews are AWESOME for getting content ideas).

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It also has a privacy policy page because the main page has some AdSense ads on it (and a privacy policy is mandatory if you're using AdSense on your site as per the Google AdSense terms of service).

So, this “site” has two pages.

It is UGLY. Seriously... it is *U-G-L-Y*!

I used my indexing system to get it indexed, and my ranking links system to help it rank.

This “site” is currently ranking #4 in Google.... AND it makes sales. =)

It's been there for a few months, too.

Could Google toss this site? Oh yeah, it's quite possible. It's a very “thin” site and I'm not thinking they will love it much....lol. But, it's a test site, and the only way I'll KNOW what will happen is by testing it and seeing for myself.

This test worked so well and was so easy that I am half-way tempted to do more U-G-L-Y sites like this one....but it's really ugly and I don't think it really adds any value to the internet, ya know?

Mid-Way Check Point

If this little guide of mine stopped right here, all I'd want you to walk away with it this (in regards to making little niche sites):

- get the exact keyword in the domain
- get a .com (if not available, get a .net then a .org in that order)
- get your exact keyword as the title of your page/blog
- get an indexing system set up
- get a ranking links system set up

Good news is, we're NOT stopping here!

So, you commit those 5 things to memory and DO them....and we'll move along.

Finding Keywords For Your Niche Site

Finding niche keywords.... whew, does that process ever freak people out and cause immense levels of stress.

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It's time to stop stressing and obsessing over keywords – ESPECIALLY for these little niche sites.

The "secret" is to get yourself a GOOD keyword tool that does exactly what you need when taking massive action with niche sites.

I love the keyword tool in Wealthy Affiliate – it's great for finding article marketing keywords. I have a training video in my free online course, The DAM Way, if you' like to see how I use it for article marketing.

Now, you can use that keyword tool for this niche site system if you want to. After reading how I do it, you should be able to figure out an improvised and revised system for it to work for you.

You also CAN use free keyword tools like Google's free keyword tool. Again, you'll need to figure out how to revise my system to use with your free tool.

Thing is, I am a big fan of saving time. If I can spend a little bit of money that will save me a LOT of time, I will do it in a heartbeat. I have different tools for different processes and systems and it's taken me a long time to narrow down the right tool for the right job.

If, someday, someone makes ONE tool that fits ALL my needs, well, there is NO TELLING how much I would pay for it! Hahahahhhaa!

I use this keyword tool. It is AWESOME for what I do with small niche sites and saves me SO much time.... AND it helps me find niche ideas I never, ever, EVER would have thought of on my own.

If I had to choose a "2nd Runner Up" keyword tool, it would be Market Samurai.

I really do like Market Samurai – and since their recent update, I like it even more.

BUT (yes, there is a "but" coming...lol) – that tool seems to always cr*p out on me. Within minutes, each time I use it, it freezes up, crashes, or even crashes my whole computer. It makes me want to beat my head against a wall. Maybe someday I will write them and see if I can get this resolved, but for now, my favorite keyword tool does EXACTLY what I need....and not much more.

Market Samurai will give you LOADS of info and options and buttons and stats..... but for what I'm doing – it's almost more than my little pea brain can take. Too much input! Hahhahahahaha!

I know we all have our favorites so I'm not here to debate which is best, I am just sharing my thoughts, ok? (translation: please don't email me and yell at me because you love Market Samurai better and you think I am an idiot....lol!)

I'm sharing what I know, what I've learned, and my results here – not starting a debate ;)

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When it comes to my system for niche sites, all I really want to know is:

- niche ideas
- niche keywords
- search volume (all 3 – broad, phrase, and exact)
- is the .com available?
- Average CPC rates

That's it – all I need to know.

My keyword tool has a beautiful little button that I love.

It's called "brainstorm".

In one click, my tool will give me a list of random keywords with search volume and other little buttons to see if the .com/.net/.org extension of that keyword is available.

I can also check competition levels and all kinds of cool stuff, but honestly, with this niche site system, I don't really care about competition.

Yes, you heard me right – I DON'T CARE ABOUT COMPETITION.

I can also toggle between tabs and see the broad search volume, the phrase search volume, and the exact search volume. All important info for me.

I can also see at a glance what the average cost per click (CPC) is for each keyword to give me an idea of

a) whether it would be a good site for AdSense, and

b) how competitive the PPC side of that keyword market is. If it's an "expensive" keyword, odds are good it is a BUYING keyword that I would like to rank organically for.

Also, with the click of a mouse, I can choose one keyword from my random "brainstorm" list and drill down in that keyword to see what else is available.

Very simple to use – very "clean" interface that doesn't boggle my pea brain – AND, it rarely cr*ps out on me to cause me to beat my head against a wall ;)

It does everything I need and more – but I only tend to use what I need.

You can watch some videos showing this keyword tool in action – or stop by http://niche-keywords.org for more info. (yes, that is my site.....and yes, there is a hyphen in it, but I bought that site from another

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previous owner. The domain name was not my choice. Just in case you're wondering.)

I also have a video I made showing how I use my keyword tool in brainstorm mode here in my Under The Radar series if you'd like to watch it (it's free – just click and watch).

That video is here:

http://www.potpiegirl.com/a/Day7.html

So, What Am I Looking For When Researching a Niche Site Keyword?

In short, I am looking for a good "seed keyword" for my domain name with a few modified versions of the "seed keyword" to use as other pages on my site for other phrases to rank for.

Ok, let's translate that...lol

Seed Keyword:

The main/target phrase of the site as a whole

Let's say, for example, that my seed keyword I find is "flat screen tvs"

That is the keyword that I'd want as my domain name – preferably flatscreentvs.com

That is the main keyword phrase that I want my niche site to rank for. If I can't get the .com, .net, or .org, I move on.

Modified Keywords:

These are my "secondary" keywords that are my seed keyword plus modifiers. These are other phrases I'd like to rank for (either now or someday if I grow the site out). I know that each additional page on my niche site offers me opportunity for even more traffic and earnings.

In my previous example, some sample modified keywords would be:

buy **flat screen tvs**
cheap **flat screen tvs**
cheap **flat screen tvs** for sale
large **flat screen tv**s for sale
best prices on **flat screen tvs** in california

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etc etc

Now, those are just random examples off the top of my head, but perhaps you get the concept.

The modified keywords are phrases that have my exact seed keyword in them with other words with at the front of the phrase, the end of the phrase, or both.

I know that once I rank well for my main seed keyword, ranking for these secondary modified keywords will be very easy.

I also make sure I have some sort of "plan of attack" for growing the site, or suggesting to someone who buys it how THEY can grow out the site (***yes, that was another hint***).

What Kind Of Search Volume?

This one is kinda tough to answer being that whenever I give a "number" people get all hung up on "The Number". So, take what I say here with a grain of salt and then do your own sites and see how the research search volume compares with your results.

Also, keep in mind, that 10 BUYERS a day is WAYYYYYYYY better than 100 browsers. Lots of traffic is not the secret to good earnings.

Ok, let's talk search volume....

The first thing I look at when doing the brainstorm option is the "broad" search volume.

Broad search volume is basically telling you how many searches a month are performed on Google using some, or all, of those words. Not necessarily in that order, not necessarily all the words... it's just a general idea of what's going on in that general keyword search space.

I like to see big numbers here, but I let my keyword tool do that work for me.

At the top, there is a filter option. If you click that and then choose "Easy Filter", my keyword tool will automatically knock out the keywords you should ignore.

So, to start I click "brainstorm", then I choose the "broad" tab (I have now set my preferences in the keyword tool to default to "broad"), then I click "filter results", then click "easy filter" from the drop-down menu.

Then I click the search volume count column to sort from most searches to least.

About search volume.

There are usually two columns for search volume. One is local, the other is global. From the best of

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my understanding and my own experience, local search volume is the search volume in your country

(ie, what extension of Google you use) and only searches done on Google itself – not their partner sites.

If you live in the UK, your "local search" volume will be different from mine since I live in the US.

"Global Search Count" is the search volume world-wide (ie, ALL of Google's search engines and partner sites).

I tend to sort by "Global Search Count" since I like to imagine I am found world-wide...hahahahahaha! No, seriously, I am not isolating my niche sites to one country so I pay more attention to world-wide and all partner sites search counts – not just local.

If, for example, I was doing keyword research for my husband's auto glass repair business website, I wouldn't look at global at all – and I'd be careful with Local – since his business has a specific service area. I wouldn't care about those in the UK looking for auto glass repair, right? Right.

Ok, let's move on.

I sort my brainstorm keywords by Global Search Count and then I do something really complicated (kidding).

I choose "check all" and then choose "domain availability".

Then, my tool goes and checks if the .com, ,net, and/or the .org extension of that keyword is available.

If one of those extensions IS available, I'll click the keyword, choose "narrow search" and let my tool show me all related keywords. Sometimes I find a better seed keyword to use for my domain, too.

Since I do a lot with AdSense on my sites, I will also glance down the list and look at the average CPC (cost per click) of each modified keyword. If I see a bunch of .05's, I get concerned. If no one is bidding on PPC ads, it might be a problem getting relevant AdSense ads to show on my niche site. It also would hint to me that these keywords may not be so profitable.

Now, this is something to pay attention to – it's not a RULE. I've been surprised by keywords before, and I am sure I will be again and again.

When my modified keyword list is open, I will then click and look at the phrase search volume and the exact match search volume.

Let's take a minute and explain what that means.

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Exact Match and Phrase Match

We already discussed “broad” search volume. This gives you an idea of what is going on in that query space.

If you see the phrase – flat screen tvs – in the keyword tool and it shows 21,000 monthly searches each month under BROAD match – that does NOT mean that 21,000 searches are done each month for the exact phrase – flat screen tvs.

It DOES mean that 21,000 searches are done each month that MIGHT contain one, two, or all of the word s“flat” and“screen” and“ tvs” - and probably with other words in the search, too.

“Exact” search volume represents how many searches are done each month using ONLY that EXACT phrase is the search box.

In my example I used 'flat screen tvs'. If my keyword tool said 480, that would represent that 480 searches are done on all Google extensions and their search partners each month using that EXACT phrase in that EXACT order of words, and ONLY that exact phrase (no modifiers).

“Phrase” match would show me the search volume of searches where that phrase is put into a Google search PLUS modifiers to that phrase.

In my 'flat screen tvs' example, that number would represent how many searches are done adding words to my seed phrase.

For example:

buy **flat screen tvs**
cheap **flat screen tvs**
complete review of the best **flat screen tvs** in 2010

etc etc

I highlighted my seed keyword to show how the exact seed keyword is found in each “phrase” match search.

Many times, if you choose the “phrase” tab, the search volume for the phrase match seed keyword will reflect the total shown for each of the modified seed keywords search volume numbers (or at least close to it).

When choosing a seed keyword for my niche site domain name, I like the “exact” search volume to be about 1000 globally and I don't like to go lower than that. Your seed keyword will be responsible for most of the traffic to your site so the more exact searches the better.

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Do I stick to that every, single time? Nope, I don't, but it's a good number to stick with if you're new to this so you can get going and seeing what works for you.

I also like to see more than 1 – 2k in "phrase" search volume – preferably for my seed keyword alone, but I'll accept a couple keywords added together.

The more modified keywords, the more chance I have of getting more traffic- and more earnings.

NOTE: This is not "The Rule" – it is a guideline from someone who follows this system every day.

I have sites I made that are solely the seed keyword with a .com – and there weren't any modified keywords to get. They do great. To grow those sites, I look for related keywords – either keywords with some of my seed keyword in it, or keywords that are topically related.

Once you rank and settle in for your seed keyword, it all gets SO much easier to rank for modified and related keywords.

I'm not going to dwell on this any longer. If you can find a keyword that shows search volume and you can get the .com version of it – ranking will NOT be a problem. So do NOT obsess over this.

Besides, many keyword tools are "off" in their numbers so there is no guarantee that the search volume they show is right, anyway.

Are Keyword Tools Right?

Remember, most keyword tools pull their search volume numbers from Google....

Do you REALLY think Google is all about helping us manipulate their search index?

Really?

No, they have no interest in that.

Keyword research tools are here to give us ideas and a strong hint as to what phrases are searched for more than others.

Just accept it – don't obsess over it =)

Just choose a keyword that you think even MIGHT be good and move forward – especially if it is the first time you're doing this. Once you do this once or twice, it will all get so much easier and you will also get to know the parameters YOU are looking for and want to work with.

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Making Your Niche Site

As much as others might like me to do it, I am not going into how to buy a domain name, how to get a hosting account, how to add a site to your hosting, how to install WordPress, what plugins are, or how to use them, etc etc.

I am not trying to reinvent the wheel here and there is TONS of free info and videos out there that can walk you through it.

Hopefully, most of you reading this already have these basic concepts under your belt so we can move on. If all this is totally new to you, please do your research. Learning these things is NOT hard – it just takes time to learn it and DO IT.

If you're totally stuck, go to my 6StepNicheSites.com site. That is a totally free tutorial site that helps those that are new to WordPress niche sites.

Ok, let's move on....

You've picked a seed keyword... you've got a few modified keywords... you bought your domain name, added it to your hosting and installed WordPress. For me, all those steps right there take me about 6 minutes so don't let all those things intimidate you. It's a matter of click, click, click, click....once you know WHAT to click =)

As with all things, the first time is the toughest. It takes time to learn what to look for and to get your bearings in a new environment and with a new skill. Accept that you have to learn, and you'll make mistakes – but that is all part of learning something that could have a really great impact on your life.

Change takes courage, but ACTION gets the results.

(end mini-pep talk)

Once I have the default WordPress installed on my new site, I log in and do a few things...

- change the permalinks to %postname%
- check the privacy settings to make sure I am not blocking the search engines (gee, I hate when I forget to do that...lol)
- delete the default blog roll/links
- delete the default Hello post and About page
- update my ping list
- make sure the title of my blog is my exact keyword.
- Add a little description so that when my site shows in the search engines, it will be tempting to click on
- give my site a few keywords (my seed keyword plus a few modified keyword)

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- change my theme

About WordPress Themes

I use a very, very basic WordPress theme that I ended up just making myself because I couldn't find one that suited my needs AND didn't have all the junky credit links in the footer.

I am not at liberty to discuss the specific details and thoughts behind this theme (I'll tell you why in a moment), but I will say it is super boring, super plain, and has a lot of white space with very little distractions.

I use this little nifty little program to make my WordPress themes. It is super easy to use. In fact, I was a bit intimidated by the thought of making a WordPress theme, but it turned out to be very simple once I adjusted to the software.

The reason I made a specific theme for my sites is because, as I've mentioned, I do a lot with AdSense on my sites. I took this great course about making money thru AdSense with micro niche sites and I am not allowed to talk about the specific theme he recommends or the features of that theme.

He also has a really great technique for getting loads of back links via a single article on EzineArticles that I thought was really smart. You can check that program out here.

After my theme is changed, I also go in and close comments in the "discussion" settings tab. While I sure love discussion on my main blog at PotPieGirl.com, these niche sites are not designed to be a discussion area. Besides, they'd most likely get spammed and that is a pain to deal with – especially when you have a LOT of these sites out there.

Next thing I do is type up a short "welcome" type post. Pretty much a "Welcome to MyKeywordPhrase.com" type post that talks about my keyword and what I plan to talk about on the site (ie, the modified keywords).

Don't obsess over this – just type... let it flow. You do not have to be an expert about anything at this point. You are just welcoming people to your soon-to-be-developed site and moving on.

Go ahead and publish that welcome post – and put your site into your indexing system.

What we want now is for Google to find your site and get it in it's index.

Between the internal ping system in your Wordpress site and your indexing system, Google WILL find your new blog.

This could take hours or a day or two.

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First you'll notice that if you do a site:yourkeywordphrase.com search in Google that your site comes up and Google got some or all of your pages.

However, when you search for your keyword, you probably won't be able to find your site.

That's ok and totally normal from my experience.

When you install stats tracking (which you SHOULD install – I like statcounter.com – it's free), you might notice Google coming in and out of your site. This is just a Google bot and it's totally normal.

Soon, they will "release" you into the main Google index and your site should start showing when you search for your seed keyword.

I've had some sites that come out of the gate ranking on the first page, some on the second, and some are lost in the 3rd to 4th page. Most of the time, with a few back links and time, your site will rank well – at least 2nd page. I've had MAYBE 2 sites (I think) that never made it higher than the 2nd page and I'm not 100% positive that it was more than 1.

Let's just say that an exact match .com domain name will almost always rank very well. Nope, I can't guarantee it, but odds are really good =)

You pretty much will just wait until you see your site show for a seed keyword search. No need adding to the site or making it "better" or "bigger" until Google is paying attention to it and giving you credit for it.

This "wait" period usually lasts a couple days for me. I can't remember ever waiting more than 3 days to move on to building out my site.

Adding To your Site

Once you see your site start showing for a seed keyword search, it's time to add another post. This post will be bigger, better, and longer than your first. Make this post specifically about your seed keyword. Make the post title your seed keyword and get the phrase in the article/post content.

Do not stress over keyword density or any of that mumbo-jumbo... just get your seed keyword in the post title, in the first paragraph, in the last paragraph, and maybe sprinkled in between if it reads well and doesn't look "forced". There is no reason to force your keywords (ie, keyword stuff) on these types of sites.

If I can get a BLANK page to rank just with an exact match domain name, an exact match title, and some back links, then there is no reason to stress over the keyword density of your web page since it obviously doesn't carry that much weight, right? Right!

Just write....

I outsource these articles now, but even when I don't, it doesn't take me long at all to read an Amazon

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product description, read the reviews, and maybe peek at a related forum discussion to come up with 400-500 words on a simple topic.

Don't obsess over this... hear me?

Let me say it again 'cause I KNOW how folks stress over writing.....

DO NOT OBSESS OVER THIS!

Nice times out of ten, I am working in a niche I have absolutely NO CLUE about. Just some brief reading leads me to learning something about that niche, and then, in turn, I type about what I've learned.

I'm just sharing information – not trying to change lives. If I wanted/needed to learn it, someone else might want to learn what I've learned, too.

It's not rocket science and you're not being graded. Type SOMETHING – I promise that "something" will work WAYYYYYYY better than "nothing". Even tho "nothing" has worked for my blank site...lol

If "nothing" can work, your "something" will work MUCH better – so just suck it up and do it. =)

I usually use the "post" option for this. It seems that WordPress "pings" when you create/publish a new post, but I'm not entirely sure they do when you create a new "page".

However, how you structure your site is totally up to you. There is no wrong way to do it – just make sure Google finds it =)

Getting Google To Find You

If it seems Google is NOT finding your new post – try going into your wp-admin area, click to edit that post and click to republish/update. This is supposed to "ping" again and I have seen instances where Google missed me the first time, but came running right away after the second publish/ping.

Naturally, Digg and other popular bookmarking sites can help get your content found. And if you're a One Week Marketing user, the free blogs and your lenses can be a great resource for getting your content found (yes, that is a *VERY* strong hint...hahahaha!)

I also like a little site called LaunchFeed to list my new site. It seems to get crawled well by Google and it appears they syndicate your site info out to other sites which can really help.

Please don't abuse this site – I love it and I hate when I have to stop using a site, or a site disappears because people abused it.

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Monetizing Your Site

It shouldn't be long before Google finds your new page/post on your site. I prefer to wait til this point before I monetize, but honestly, I haven't really noticed any difference compared to monetizing it right out of the gate or waiting until it's fully indexed.

One of the main reasons I wait to monetize now is because I outsource a lot of this process, but I prefer to do my own site monetization. Whether waiting makes a difference or not, I'm not sure, and I've never seen any dramatic proof to show me one way is best from the other.

I'll usually add some sort of image link to an Amazon product in the sidebar and I turn AdSense ads on (make sure you have that privacy policy!). How you monetize or what you monetize with is totally up to you. Just get something on there so you can begin to see what people want when they get to your site.

Knowing your readers and getting to know what they are looking for is very important – and doesn't take too long to figure out if you're willing to try a few things. Remember, once you got it making some money, it will do that FOR you from then on out.

Now, let your new site sit and simmer for a bit while Google dances with you and figures out where to put you.

It's time to start building some back links.

Building Back Links

As we talked about earlier, you should have your own backlinking system set up and ready to go to make this part MUCH easier for you.

I mentioned that I have my own resource network that I have spent the past year building. I also use an article submission service that seems to pass ranking value quite well. You can check out that service here.

Regardless of what ranking system you use, get to building some back links. It's best to not BOMBARD Google with a sudden rush of thousands of back links (that could look awfully spammy in their “eyes”) - but remember, just because you SUBMITTED 100 articles today does NOT mean Google will FIND them all today.

The reason I like my article submission service is because is slowly drips them out which works well with my time-released network I have built.

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I personally prefer for Google to find a few new links each day than to find a LUMP of links in a short time and then nothing. I think consistency is good and when I can be "consistent" with an automatic

program that does it for me, well, I'm a happy girl =)

Another good article submission service is this one. I've talked about it before and have used it for years - and it still works well to drip-feed links out on the internet for you.

What About Anchor Text?

I know people will ask this so I'll go ahead and address it.

What about anchor text that links to your site? Can it all be the same? What "ratio" should I use? (and all those other related questions....)

If you need "A Rule", here we go:

50% of your backlinks can be your exact targeted seed keyword phrase
30% of your backlinks can be modified versions of your seed keyword
20% of your backlinks should be "click here" and straight url links.

So, if you create 10 links, you could make 5 your exact keyword, 3 a modified version of your keyword, and 2 a "click here" or a straight url link.

But, if you're like me and don't need no stinkin' rules.....

I have sites that I have linked to every, single time with my seed keyword – and they're fine. I have niche sites like this that I have NEVER linked to with my seed keyword.... and they are fine, too.

Don't go nuts building thousands and thousands of links with identical anchor text unless your site has some earth-shattering, life-changing news on it. Otherwise, Google will KNOW it's not natural and examine more closely.

Again, do NOT obsess over this.

Get back links. You shouldn't need many.

How Many Back Links Will I Need?

Ah, another one of my favorite questions....lol (can you tell I've been asked this before? Hahahahaha!)

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To get to #1 for your targeted seed keyword, your back link profile will need to be stronger than the back link profile of the web page who is currently sitting at #1.

If you want to be #1, be better than the site that is currently #1. All there is to it.

How's THAT for a non-answer?

Thing is, it's true. Every single query space is different and it's own unique market.

Remember in the Carrier Pigeon test, how I said it could take two weeks for your back link system to show you it is passing ranking value when you actually get to see the page you linked TO show up in a quoted search?

Two weeks.....

It can take TWO WEEKS (or more) for the value of your back links to make a difference in the ranking of your web page.

This goes for ANY web page you put online.

So, get your new site into your ranking system that drip-feeds links that pass value for you (or do it manually by hand....which the thought of makes me shudder....lol).

Then give it some time.... Wait and see in a few weeks how your site is ranking. Do you need to change anything? Do you need more links?

In short - after a few weeks, are you ranking where you want to?

If so, GOOD JOB!

If not, time to add something else to the mix because that keyword market just might be requiring a little more effort – *or more time*.

This is not a technique you obsess over. It is also not a technique where you build ONE site and stare at it in Google day after day.

You build many of these sites and getting them rolling.

Build a dynasty – not a one-room shack.

If you need more traffic, add more posts and/or pages with your modified keywords as the title.

Link the pages of your site together with your keyword as the relevant anchor text for the page being linked to.

Post about and add more related products or info.... grow the site out over time. If you can't stand the

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site – sell it. If it's ranking well, has decent traffic, and shows some revenue, it will sell for a good bit more than you have invested in it.

People love to buy sites that are already made, already ranking, and are already making even a little bit of money. =)

Is this an *exciting* way to make money?

No, for most people it's probably not that exciting. But for me? I love it!

I love the passive earnings part of it. I love being able to work on these sites when **I** want to.... I love collecting assets, too!

Most of all, for me personally, is the part that KEEPS me from getting bored.

Working on ONE site about ONE topic day after day makes my skin crawl.... Making these little niche sites about all sorts of topics is fun for me.

Besides, if I ever get selected to go on the game show, Jeopardy!, I will know a little bit about a LOT of different topics and just might do well! Hahahahaha!

The Simple Steps - Review

1. Find a seed keyword
2. Get the .com extension of that keyword
3. If the .com is not available, consider the .net and then the .org
4. buy the domain name, point to your hosting nameservers
5. add your new site to your hosting
6. install WordPress
7. Log in to your site's wp-admin
8. change the permalinks to %postname%
9. delete default links/blog roll
10. Check privacy settings to be sure you aren't blocking search engines
11. update your ping list
12. delete default post and page
13. change your theme
14. type a “welcome” post
15. put site into your indexing system
16. create article for your back linking system and submit to drip-feed
17. wait on Google to return your site for a seed keyword search
18. add a second, more in-depth post/page about your seed keyword
19. monetize
20. make sure you have stats/analytics tracking installed
21. let it simmer
22. add pages/posts on modified keywords if desired

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23. repeat

That's about it.... nothing fancy or overly hard, right? Right!

Remember, massive results require massive action!

What About.....(common questions)

This is the part where people are left thinking...

What about plug-ins?

What about site maps?

What about {insert product name}?

What about.... What about... What about.....

If you want to use those things, go for it.

I don't.

I have tried, bought, tested, fought with, and turned gray over all the various plug-ins I have fooled with.

Yep, some are really cool.

Yep, some do some kinda decent things for traffic or for rankings....

But nothing does a whole LOT that impresses me.

If anything, use the AllInOneSEO plug in – it's good for your on-page optimization.

If you are going to leave comments open, use Akismet to help protect you from comment spam.

If you're going to use AdSense on your site, get the Google privacy policy plug-in. One click and it creates a Google compliant privacy policy on your site.

WordPress “out of the box” is a VERY effective platform for creating these sites. There is no reason to bog yourself down with all these super-dooper, latest and greatest, must have, money-grabbing, traffic-snatching, plug in of the week.

If you WANT to – then by all means use any plug-in that you want to. Try things for yourself, test your

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own results and then decide what you do and don't want to use with your little niche sites.

How Often Do I Need To Post/Add New Content?

Ready for this?

Never.

If your site is ranking where you want it and you are satisfied with the earnings and traffic – leave it alone.

If your site starts to drop, some new content might be in order – or some new back links.

But otherwise, these sites do fine unattended for long periods of time.

If you like the niche, or just plain want to add new content or new products or new topic-related info you've found, DO IT.

More good content will never HURT a site. =)

Should I Link All My Sites Together?

This is a tough question because there are various situations where this MIGHT be called for.

However, that said, I do not link my sites together.

Not just for Google tracking/possible indexing situations – but because I am not interested in giving people yet one more way to stalk my sites and copy them....lol!

If you think you have two sites or more that would be of interest to your readers (ie, PEOPLE – not Google), then add a link in your blog roll or recommended links area.

Linking sites together should be for PEOPLE – not for Google.

Article Marketing? Link Wheels? Blog Commenting? Squidoo Lenses? HubPages?

Should you use and/or do any of the above to help your niche site?

If you want to.

Article marketing can certainly help traffic and provide some nice back links. More targeted traffic is never a bad thing.

Link wheels..... well, if you'd like. Just make sure you know how to make them correctly so you don't

shoot yourself in the foot. Remember, Google doesn't like things that are designed purely for the purpose of manipulating the ranking in their index.

Do they work? Sure – they can work. Are the necessary for this technique for mini-sites? No, they usually are not so don't stress over it or make more work for yourself than is necessary.

Squidoo lenses? This I'm going to say is a good idea. Squidoo lenses rank well AND they tend to earn some nice Page Rank which, in turn, can give you a nice back link to your niche site.

Since they rank well, they can also provide for some extra traffic (which is good).

Any chance to get a strong back link from a well-ranking web page that passes ranking value is a GOOD thing, so yes – go for it if you want to. (or.... use a Squidoo lens you already have...hint hint)

Hub Pages? While they rank well and can provide more traffic, it's not the easiest thing to get those

links on a Hub to be "do follow". You have to earn a certain score for both your Hub and for your author account (at least it has been that way in the past – I haven't been back in a while), so it's up to you if you want to work that or not.

Blog commenting? Well, this is a tricky one. Being the owner of a "do follow" blog, I have to admit that it is a real pain in the you-know-what to deal with blog comment spam – or people using my site just for a back link.

If you plan to be "one of those people", then no, don't do it. However, if you have insightful comments to leave on a blog post that adds to the conversation, then sure, leave your website link.

What About Buying Domain Names With Brand Names In Them?

This question has spurred a good bit of debate and opinions on my blog.

Recently, I spent 4 days giving away lists of niche keywords with available domains to go with them (I'll link out to that in a second).

Some of the niche ideas I found had product names/brand names in the seed keyword – meaning that the brand name was most likely in the available domains names, too.

For example, Panasonic mens shaver (or something close to that) was one of the niche ideas. "Panasonic" is a brand name.

Should you buy a domain name with a brand name in it?

Short answer? No, you shouldn't.

To be on the safe side, don't do it.

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What Happens If I Buy A Domain Name With a Brand Name In It?

Well, first off, I am not a lawyer – I don't play one on TV, either – so what I'm saying is just my thoughts – don't take it as legal advice.

If you have a domain name with a brand name in it, the brand name owner could send you a Cease and Desist letter and force you to take your website down (and all your work goes down with it).

The brand name owner could also sue you – which would totally stink.

Or, nothing could happen and either they don't care, don't know, or they are just happy that you are selling their stuff and giving it positive exposure.

What will happen to YOU? I have no clue.

The only way to avoid any of the above is to bot buy a domain name with a brand name in it.

Why Don't You Have Us Searching Google With Our Keyword In Quotes?

I know this is the way we are ALL started out with keyword research. It's like learning to ride a bike – majority of us need to start with training wheels so we can learn to get our balance riding without them.

The true competition for a keyword is not reflected in how many results we get when we search Google in quotes. That technique IS the beginning of *understanding* Google competition tho.

Plus, remember when I asked you if you think Google is interested in helping us find the info we need to rank better and manipulate their search index?

They're not interested in helping us.

They rank web pages according to an ever-changing algorithm full of all kinds of ranking signals. Once those signals are discovered, their index is open to attack.

Why in the world would they make it EASY for others to attack and harm their most precious resource?

Ever search a keyword in quotes on Google and get different results each time your search?

Ever do a quoted search on Google and get a different number of results as you click thru the results pages?

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Ever think that maybe, with all these automated tools out there designed to help us manipulate the Google index, that Google doesn't want the “first click” to be “right”?

Don't obsess over this and try really hard to avoid the “it's not fair” mentality.

It's just the way it is. Google is trying to protect itself. Accept it. Respect it. And Move On =)

The only real competition for a keyword are the pages that are currently ranking on Page 1 – primarily the top 3 positions since they get the majority of traffic from a Google search.

Using the simple technique I have outlined in this guide will give you a BIG head start on any competition.

What About Competing With Old Web Pages/ Ones With High Page Rank?

Know what? I don't care what page rank the pages on Page 1 of a Google search have – I don't care how “aged” the domains are, either.

Out of ten places on Page 1, I am hard-pressed to find a query space that I can find the .com extension for and NOT be able to squeeze in somewhere on that first page.

The highly competitive query spaces are all packed solid – all the .com, .net, .org, .info, hyphenated versions – all of that – it's all gone and owned by someone.

You don't need to worry about competing in keyword query spaces like that with this technique because we don't go there.

Does That Mean All The Good .com's Are Taken?

Noooooooooooooooooooooooooooo.... it does NOT mean that at all.

There are more niche keywords and available domains out there than there are stars in the sky. Your job is to hunt them down and claim them – AND build them out.

It's like a treasure hunt. Enjoy the process and don't defeat yourself before you even start.

Take Action . TRY IT – you just might be pleasantly surprised =)

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The Beauty of This Technique

The whole principal behind this technique- heck, the whole BEAUTY behind this technique is simplicity.

Don't over-complicate it. Don't make it harder than it is. Do NOT talk yourself OUT of it before you even try it.

Find a keyword, get the exact match .com, make a site, get indexed, get back links.

That's it.

Please don't send me a long email with all the reasons you believe this won't work, or won't work for YOU, or why YOU can't do it, or why YOU can't write a little bit of content for your sites....

Especially is you haven't even TRIED yet.

I don't participate in people talking their self OUT of trying something new. Don't defeat yourself before you've even tried.

You have no idea if this will work for you or not unless you get out there and TRY IT.

I'm not trying to be rude, please understand that – I just don't think ANYONE should have to talk you into trying something that could make a nice change in your life.

Be your own biggest fan and talk yourself INTO trying this and seeing what you can really do.

I believe in you – YOU should believe in you, too!

Ok, now that we worked that out – let's wrap up this clam bake! Hahahaha!

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Things I Use:

Some of these links are my affiliate links. I appreciate anyone who chooses to use them =)

I use this program to make my WordPress themes

I use this keyword tool

I buy my domain names here (free anonymous Who Is/privacy protection – I love it!)

I use this company for my website hosting – and I have for years. I have 4 different types of hosting accounts with them and I have NEVER had a problem. They are awesome and inexpensive.

I use this article submission service both to drip feed articles to build back links and to get free content to my sites.

I talk more about making these little niche sites in my free online course called:

Under The Radar with PotPieGirl

If all this is new to you and feels over your head right now, I have other resources out there to help those that are new and/or those that are not financially ready to delve into the many websites route.

The DAM Way – a free online course focused on article marketing. Also includes many videos showing how I do things, how I use the Wealthy Affiliate keyword tool, and much more. This is a GREAT resource for beginners.

One Week Marketing – This action plan outlines the steps I took to generate a nice monthly income using all free websites and free techniques. This is also a great resource for those that are more new to internet marketing and is a GREAT primer for making niche sites (since the over-all goal of One Week Marketing is to make "niche sites" - but on free-to-use websites.

Free Squidoo 101 Guide – This guide will take you from account set-up all the way to getting your first web page online using the free site Squidoo.com

I recently offered 4 days worth of free keyword lists and domain names on my blog. You can find those lists and tips here:

Day 1
Day 2
Day 3
Day 4

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In Closing

I hope you enjoyed this guide and that it leads to you to good rankings and good earnings.

This guide is NOT for you to give away, reprint, share, sell, auction, email, etc etc (however, you CAN print it out and use it as a bird cage liner if you'd like).

I work really, really hard on the tests, case studies, and techniques I offer. I appreciate your helping me protect my work.

Stop by PotPieGirl.com any time to say hello or see what I'm up to now....

If you need assistance, please go to my help desk at AskPotPieGirl.com.

All the best to you and yours!!

Jennifer
~PotPieGirl

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