An Online Business Blueprint...That Works

By Nate Williams
**Disclaimer**
This guide is for informational purposes only. You cannot hold me or my affiliates liable for any errors, inaccuracies, or omissions.

As with everything in the Internet Marketing world – strategies, ideas, and concepts change, and I reserve the right to change my mind. However, at the time of this publication, the information presented represents my view.

Every link within this guide, that I could make an affiliate link, is just that. While you do not have to use my affiliate links, I would greatly appreciate it if this guide helps you in any way.

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If you have any questions, please contact me.
I tried to make that as obnoxious as possible...did it work?!

Here’s the deal, I truly enjoy helping people – especially those that are new to the Internet Marketing world.

I have provided this guide – which is a copy and paste job of my website – for 100% free. No opt-in, no money, no nuthin.

Why did I do such a thing?

I wanted your attention!

I want your questions!

I want to help you make it to the next level!

This is what I’m trying to make my mailing list all about.

My goal is to set up an autoresponder with user questions and answers.

I enjoy making video tutorials.

I truly enjoy this stuff!

So please, ask questions.

And join my mailing list for answers!
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What is This?
Bottom Line Up Front (BLUF): My guide for how to start an online business. It's free. It's detailed. It works.

Upfront disclaimer: I wrote this site how I talk; therefore, there may be typos, bad grammar, punctuation, spelling, etc errors. I have not gone back over and proofread it for these minor details. My main goal is to educate you on a successful online business blueprint that I have developed.

Anyone can follow this method and become successful. It's not a 3 click...earn $32,564.23 in 5 days type of thing either. It takes work. It takes time. It takes commitment. It takes money.

This will work with any niche. And I'll try and illustrate everything coming from a few niches to give you an idea of how it all works.

I do recommend following...or at least reading...my links/blueprint in order.

The Blueprint >>
Click to Enlarge

Some parts of this blog may be an overview and you may need to conduct some more research. For example; I could probably make a 100+ page site concerning Search Engine Optimization (SEO) and tiered link building. This would be a waste of my time as I'm attempting to give you an overview of how to start an online business. Don't worry, I'll include helpful hints and links along the way, but don't be scared to use Google, contact me, or WarriorForum.com.

One last thing. If anything on this site is useful to you, and you need to make a purchase...I'd greatly appreciate it if you purchase it through one of my affiliate links. Don't worry, you won't be charged any extra, and sometimes you'll even receive a discount! Thanks a lot.

I wish you the best,
- Nate

PS. Don't hesitate to share this guide!
**Blueprint**
Bottom Line Up Front (BLUF): Use the blueprint to follow along while at NatesMarketingSolutions.com

This blueprint, combined with the links to the left, will guide you through the process of creating a successful online business.

If you want to download this blueprint, just “Right Click, Save Link As” here. It's a JPG so you can print it, or whatever else you choose to do with JPGs.

Then below, I have a high-speed, clickable, blueprint!
It's a Business
Bottom Line Up Front (BLUF): This is a business. Not a get rich scheme.

If you've come here hoping to "get rich quick"...you're in the wrong place.

This is a business. You need to think of it as a business. Run it as a business. >> cannot stress this enough

Infact - it's recommended to start it as a legal business entity. I personally use LLC. Why? Well, you can find a full list here. But to summarize:
- I like the idea of "limited liability." You never know what may happen. I know I like my things and I'd like to keep them.
- Tax benefits - need I say more?
- Makes you look official. People trust a business more than just a person's name.
- Fairly inexpensive to start.

There are other business entities that may better fit your needs. Do some research.

I'm sure you've heard the expression: It takes money to make money. Well, there are free ways to make money online; however, this is a business. And it costs money to make money.

Since this is your business it's best to have a plan. This site is dedicated to plan development...so by the time you're thru...you should be good to go!
Niche Selection
Bottom Line Up Front (BLUF): Pick what you love.

If you didn't get the concept from the "It's a Business" section...you will be running a business.

Now...what do you want your online business to be about? What do you know a lot about or at least want to learn more about? What are your interests and hobbies? What are you not going to tire of in a few days? Weeks? Months? Years? Not that you can't start another business...but you're about to put in a lot of time and effort into this one. It better be something you want to stick with.

Don't worry about competition. Don't worry about monetization...yet. Don't worry about any of that stuff. Just what you love.

Pick what you are passionate about.

So, you have an idea? Are you truly passionate about it? Good. Let it grow. Continue reading this site. Formulate ideas. Write them down. Get into the "It's a Business" mindset.

But, what about competition?
Don't worry about competition. The Internet is a big place; there is always room for new and unique content...which is what you will provide. And don't worry about Search Engine Competition either...there are more ways to drive traffic than through search engines.
**Things to Think About**

Bottom Line Up Front (BLUF): Before investing anything, you need to think about how to make money.

So you've chosen your niche. What you're passionate about. Something you can talk about for years to come. That you look forward to learning about. Excellent.

It's now time to think about monetization. How are you going to make money? After all, that is what businesses are for.

Well, there is only one way to make money. You must sell something. Be it goods, services, or both.

Later on in this site, I will talk about how to actually develop/get/do the things listed below. Right now is just brainstorming time.

**Can You Offer Any Services**

Are there any services you can offer via the Internet? For example:

- Internet Marketing - SEO, backlinking, keyword research, list building, etc.
- Fitness - Fitness plans, workouts, video evaluations, etc.
- Frisbee Golf - Course development, class on how to throw the disc, etc.

**Can You Sell Things?**

Are there products you can sell? Do you already have a brick and mortar store and looking to sell items online? Maybe you don't personally have any products to sell...but can you sell other people's for a commission? For example, Amazon.com offers an awesome affiliate program where you can earn a commission on nearly every single product. A few more affiliate networks include Clickbank, Commission Junction, JVZoo, rapbank, and PaySpree. Also, a lot of stores have "private" affiliate networks. So, if you find a good product, do a Google search for that product with "affiliate" in the search box. I consider AdSense (ad space) as selling. You're selling ad space on your website. A few examples to get you thinking:

- Internet Marketing - There are literally thousands of affiliate products for IM.
- Fitness - There are tons of affiliates for supplements, equipment, guides, videos, etc. Sky's the limit.
- Frisbee Golf - Same thing. Do a search for Frisbee Golf on Amazon and see how much stuff you find.

**Can You Develop a Product?**

This may be a little down the road...but the main goal of having a business of your own is to release your own products. Potentially set up your own affiliate network, and build brand loyalty. As this is an online business, your product does not need to be a physical product...it can be digital. A guide, instructional videos, software, etc.
- Internet Marketing - A guide on tiered backlinking complete with videos and software that will do it for you.
- Fitness - Create a guide on the workout routine you used to get "huge." Video series.
- Frisbee Golf - Write a guide on how to up your frisbee golf game. Evaluate courses.
Website aka Storefront
Bottom Line Up Front (BLUF): Your website is your storefront. It's a lot easier to run a business when you have a store.

Let me clarify - I'm not saying your website is a store. You don't need a shopping cart or a buy it now button on every page. You don't even have to try and sell a single thing on it. But, it's your "home base." It's like your digital brick and mortar store.

Maybe it's more like a museum, where people can see all sorts of great things for free. And they support you with donations. Or maybe you have a "special display" that costs a little extra to check out.

A website establishes your business. Makes it "real."

It's critical to have a website. Be it a blog, business, news, or authority site.

You may be thinking, "I've always heard the money is in the list." Yes. I believe lists are essential, but how and why are people going to join your list? You have no website/storefront. Is this thing legit? Credibility can, and will, be established via a website.

DO NOT, DO NOT, DO NOT Spend a dime on any domain name, hosting, etc. Until you have a niche and a concept of how you will monetize!!!

We all know Nike's slogan - Just Do It. And many marketers and business people say the same thing...don't let fear hold you back. I completely agree; however, do not "just do it" without having a niche selected and an idea of how to monetize it. Once those two bricks are laid...I recommend the Nike slogan.

Even if you're new to business, websites, mailing lists, SEO, product development, article writing, etc. As long as you have a niche and method of monetization...everything else is best learned by getting out there and doing it.

NatesMarketingSolutions.com
Domain Name
Bottom Line Up Front (BLUF): Your domain name is your business name. You want it easy for people to remember.

When selecting a domain name - you want something people can remember off the top of their head. And if it represents what your website/business is about - can be helpful too. For example; you have a frisbee golf site: www.frisbeegolf.com is a lot easier to remember and represents your business a lot better than www.xxcfs.com...even tho www.xxcfs.com is shorter.

You'll want the .com version. People only ever think of .com. How many .net websites do you go to regularly? Can you think of any? Especially, don't get a non .com if the .com already exists. For example; www.frisbeegolf.com...is a successful site....and you go and make www.frisbeegolf.net...thinking you can maybe "steal" some traffic. You can't and won't. It will at least be an up-hill battle. People go to .com's. Get a .com.

Don't have hyphens or funky characters in your domain (unless they make sense). And don't have hyphens if you're trying to "leach" off another domain. For example; www.example.com already exists and is successful. So you get www.exa-ample.com. People will not remember you have a hyphen in there...they'll just remember www.example.com.

EMD (Exact Match Domains) are not all they used to be. An exact match domain is essentially a keyword/phrase as your domain. Like www.BuyFrisbeeGolfDiscs.com. Search engines used to put EMDs at the top of the results pages...because if someone searched for "Buy Frisbee Golf Discs" - then www.BuyFrisbeeGolfDiscs.com must have exactly what they need! This is not the case anymore. It may help a little bit, but it should not be how you select your domain.

Buying a Domain
I personally purchase all of my domains at NameCheap.com. Why? Like the domain name suggests...they have cheap domains! They also frequently have coupons and discounts. So, I'd look into that before purchasing. NameCheap.com also supports a free and open Internet...which I am all for.

Anyway, do not start plugging your domain ideas into any domain registrar until you're ready to buy. There are many stories of people seeing if a domain was available, then coming back a few days later...and oh no! Someone bought it! It will now cost you $299 to own! The best thing to do is to Google the domain and plug it into your address bar. Get a list of five or so domains that are good. And when you're ready to buy, go to the domain registrar and see if they're really available.

Walkthrough
This is a walkthrough for buying a domain from NameCheap.com. It's pretty self-explanatory, but if you get stuck...

1. Go to NameCheap.com and enter in your domain choice:

NatesMarketingSolutions.com
2. It will either tell you your domain is available, or it's not. If it's not available, go back and try again. If it is..hit add to cart.

3. You'll then arrive at a checkout page. It's up to you with regards to the WhoisGuard. I personally take it. If you don't take it, you're address will be associated with your domain name. So, people can find out where you live. Which, I'm not trying to hide anything, but, do you want to give the entire Internet your address? If you do take WhoisGuard, NameCheap's address will be associated with your domain.
4. You'll probably need to create an account, unless you already have one. But, then voilà! You now own a domain name!
**Hosting**

Bottom Line Up Front (BLUF): Speed and uptime are essential.

So you have a domain name that is easy for people to remember. Now it's time to buy some hosting to host your website/storefront.

There are thousands of website hosts. Some are good, some are bad. The goals are speed and uptime. Most of the time, you get what you pay for; however, there are a few gems. For example: [HostGator.com](https://hostgator.com) and [Dreamhost.com](https://dreamhost.com). Both of which I personally use. Also, these two hosts always have coupons and discounts floating around...so be sure to check into that before making a purchase!

**Walkthrough with HostGator**

Both [HostGator.com](https://hostgator.com) and [Dreamhost.com](https://dreamhost.com) will more than likely accomplish everything you need; however, I find [HostGator.com](https://hostgator.com) to have better customer service...which can be helpful to someone who is new to all of this. Also, any other walkthrough I have on this site will be with [HostGator.com](https://hostgator.com). Another host that comes highly recommended is [BlueHost](https://bluehost.com) - although I have never personally used them.

1. Go to [HostGator.com](https://hostgator.com) and click their "Web Hosting" Button. There are other plans for reseller, VPS, and dedicated servers. However, I recommend starting with a shared plan. You can always upgrade if you need to.

2. They now list out their plans. If you're only going to have one domain, then the Hatchling Plan would be perfect for you. If you're to host multiple domains, you'll want the Baby Plan (what I use). The Business Plan comes with a few bonuses like Free Private SSL & IP and a Free Toll Free Number. If you want those things, then cool, it's available. But more than likely you will only need the Hatchling or Baby Plan.

![Hosting Plans](https://natesmarketingsolutions.com/images/hosting_plans.png)
3. After clicking the "Order Now" button you'll have to either register a new domain, or input your currently owned domain. Yes, HostGator.com does host domains like NameCheap.com; however, they're more expensive. I'm trying to save you money! If you already own a domain, then great, if not, then go ahead and register it now.

Step 1: Choose a Domain

Register a New Domain
Help me register a new domain name.
Enter Domain Name: 

or

I Currently Have a Domain Name
Use an existing domain name.
Enter Domain Name: 

4. You'll then be brought to a checkout page where you'll create an account and enter your billing info. There are also some "Hosting Addons." I personally do not use them - there are other ways to secure your site and build a mobile website.
5. From here you'll receive some login information and you'll then need to [Connect Domain and Hosting](https://www.natesmarketingsolutions.com).
Connect Domain and Hosting
Bottom Line Up Front (BLUF): How to connect your domain name and hosting.

So you have a domain name on NameCheap.com and hosting on HostGator.com. How do you connect them together?! Don't worry, it's simple.

1. Go to your HostGator.com control panel. It's probably some sort of IP address with :2082 at the end. The header will look like this:

![HostGator Control Panel](image)

2. Then scroll all the way to the bottom, on the left hand side, you'll be looking for your Account Information box - In particular the Name Servers:

![Account Information](image)

3. Record your Name Servers and head over to NameCheap.com. Login. Click on the My Account, Manage Domains Button:
4. Select your domain name from the list:

5. On the left hand side, look for "Domain Name Server Setup" click it, and "Specify Custom DNS Servers ( Your own DNS Servers ) and enter in the Name Servers you got from HostGator.com.
6. After hitting "Save Changes" it may take up to 24 hours, but eventually your domain and hosting will be linked. You should also be able to access the HostGator.com admin panel by going to www.your-domain.com:2082
Setup Wordpress
Bottom Line Up Front (BLUF): Wordpress is one of the best backbones for your website.

You may already be awesome at HTML, PHP, SQL, etc. And you don't need a Content Management System (CMS) like Wordpress. However, most people are not that awesome, and it's OK. Tho, knowing at least some programming will help you tremendously and overall improve your understanding, it is not needed with a system like Wordpress.

If you don't know what Wordpress is, it's free "web software you can use to create a beautiful website or blog." There are thousands of free and premium themes, plugins, and add-ons to give your site its desired look and feel. It's pretty intuitive and there are hundreds of guides on how to use it.

Since there are so many guides already produced for working with Wordpress, I'm only going to show you how to install it for the first time. And this isn't the "from scratch" way via FTP. It's the easy way. At least with HostGator.com and Dreamhost.com, there are one-click-install options for Wordpress. And I'd imagine 90% of hosts out there offer a similar option. So here we go.


2. Scroll down to the Software/Services section and click on "QuickInstall"

3. Select Wordpress on the left hand side:
4. Fill in the information and hit Install Now! (* Note: sometimes having "Enable Auto Upgrades" is a bad thing to have selected. Sometimes after an upgrade, your plugins won't work and your site will break. So...enable auto upgrades with caution! *)

<table>
<thead>
<tr>
<th>WordPress</th>
<th>WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version: 3.5</td>
<td>Install Size: 26.44 MB</td>
</tr>
<tr>
<td>Official Site: <a href="http://wordpress.org/">http://wordpress.org/</a></td>
<td></td>
</tr>
</tbody>
</table>

**Install WordPress**

Application URL (where you will find the app in your browser):

```
http:// natesmarketingsolutions.com / word press
```

<table>
<thead>
<tr>
<th>Enable Auto Upgrades:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin Email:</td>
<td>arketingsolutions.com</td>
</tr>
<tr>
<td>Blog Title:</td>
<td>Nate's Wordpress</td>
</tr>
<tr>
<td>Admin User:</td>
<td>Nate</td>
</tr>
<tr>
<td>FirstName:</td>
<td>Nate</td>
</tr>
<tr>
<td>LastName:</td>
<td></td>
</tr>
</tbody>
</table>

[Install Now!]

5. It will automatically install and then spit out all your login information. It will be something like [www.your-site.com/wp-admin](http://www.your-site.com/wp-admin)

6. **Don't skip this step!** (You'll want this correct for SEO later down the road): Go to your admin panel. Scroll over "Settings" and hit "Permalinks."
7. Select "Post name" and hit save.

From there, you can begin exploring! Head to Wordpress.org for all sorts of tutorials.
**Beautify Wordpress**

Unless you already have an awesome fan base, no one will trust you if your site looks bad. Choosing a sleek Wordpress theme is pretty much a necessity. There are plenty of free themes to choose from; however, many of them do not come with a lot of personalization options. Premium themes, on the other hand, tend to have a nice user interface where you can more easily personalize your site. Many also come imbedded with SEO functions.

Below are just a few places to look. Remember, you want your site to look trustworthy!

**Free Wordpress Themes** - These are all the themes listed on [Wordpress.org](http://Wordpress.org).

**Thesis** - The theme I use on all of my Wordpress sites. Fully customizable, lots of options, many SEO options built in, highly recommended if you have some experience with at least HTML and CSS.

**StudioPress** - I have not personally used any of their themes; however, they come highly recommended by many Internet Marketers. They look beautiful, and seem more "user friendly" (as in you don't need to know HTML or CSS) than Thesis.
Optimize Wordpress

Bottom Line Up Front (BLUF): The best way to speed up your Wordpress site is via a cache program like WP Super Cache.

How often do you visit a site, and before it loads, you've already hit the back button? Us humans have become impatient when it comes to websites loading. We want everything instantly. If you have a slow loading site, how many people do you think are going to back out of it before it even loads? More than you want.

There is a neat "Conversion Loss Calculator" that estimates how much more money your site would make if you cut your load time down by 1 sec, 2 secs, and 3 secs...and the results are staggering!

Take a look at the example above - cutting a 6 second load time down to 5 seconds would increase revenue by $5,460 per year. Down to 4 seconds would increase revenue by $11,256 per year. And down to 3 seconds would increase revenue by a whopping $17,748 per year! It’s crazy the amount of money that could be left on the table due to a few seconds of load time...that can be easily remedied!
How do you check the load speed of your site? I use pingdom. Simply enter your website address, hit "Test Now", and it analyzes your page (it presents a lot more information than this, but this gives you an idea):

Yes, this site loads fast - but it's super simple. It's 5 files (HTML, CSS, Header Image, and 2 Google Analytic Files) Nowhere near as complex as a Wordpress site.

How to Optimize a Wordpress Site with WP Super Cache
More than likely, you have WP Super Cache already installed. If not, go ahead and install it now. I'll show you my settings that made one of my Wordpress sites go from this:

To this:

1. In the WP Super Cache Settings, under the "Easy" tab, turn caching on:
2. On the "Advanced" tab, I check everything that has "(recommended)" besides it - nothing else. With the "Use mod-rewrite to serve cache files." You will probably need to edit your .htaccess file. WP Super Cache will probably be able to do it for you...you'll just have to allow it to. But, you may have to do it manually. If you're not comfortable with it, just go with "Use PHP to serve cache files."

You will also need to update the "Expiry Time & Garbage Collection" - These are my settings:

I do not edit anything below the Expiry Time & Garbage Collection. More than likely, you won't need to edit anything either, unless you're running a plugin or something that can't be cached.

3. Now it's the CDN tab. First off, you'll need to establish a CDN:
Content Delivery Network (CDN)
A CDN is basically a bunch of super-fast servers, located around the world, that hosts certain aspects of your site (images, css, javascript, etc). The physical distance from you to a server makes a difference when it comes to download rates. So, let's say you went with HostGator for your host - their servers are located in Texas. But, most of your site's visitors are in London...about 4,800 miles away. That distance will greatly hinder website load speeds, but with the help of a CDN like MaxCDN, who has servers in London, your site would load super-fast.

* Note: There are other CDN services out there; however, I use MaxCDN and have been highly impressed. What follows is a tutorial for setting up an account and CNAME.

1. Go to MaxCDN.com

2. Scroll to the bottom and look for "MaxCDN Coupon" (Note: They update their site from time to time. If this is no longer available, Google for MaxCDN Coupons):

   ![MaxCDN Coupon Package Information]

   - Account Plan: Starter 25.00% off - $29.96 (switch package)
   - Coupon: MaxCDNcoupon (edit)

3. You'll be given a Coupon Code and brought to a Checkout Screen where you'll create an account and have to enter payment information. (Note: More than likely, you'll only need the "Starter" package...and you can always upgrade later):

4. Once you login, you'll land on the "Dashboard." Hit "Zones" in the top navigation:

5. Followed by - "Create Pull Zone"
6. Fill in the information and hit create:

Pull Zones

This Zone is for your every-day support files. A Pull Zone will automatically pull the data from a location that you specify upon the first request for the file. The files are served to the end user from either a subdomain of neildna-cdn.com or a custom domain (sub domain) of your choice that points to the CDN. The data is automatically purged from the server after a customizable amount of time.

Examples: Image Files, CSS Files, JavaScript Files

View Pull Zones  Create Pull Zone

Enter Pull Zone Details

Basic Info

Pull Zone Name: natesmarketingsolutions
Origin Server URL: http://natesmarketingsolutions.cc
Label: Nate’s Marketing Solutions
Compression: Enable

Custom Domains (optional)

Custom CDN Domain: cdn.natesmarketingsolutions.com

Whatever you want
The site you want CDN support for
“Formal” Name

Sub-Domain - where the CDN Files Will be “hosted” - doesn’t have to be cdn.your-domain.com, can be whatever you want (ex. files.your-domain.com)

Create  Cancel
7. You'll be supplied with your Pull Zone info in order to create a CNAME:

Pull Zone has been successfully created. Manage Pull Zone
Don't forget to whitelist our 108.161.0.0/20 IP Block if you run any traffic throttling system.
Please create a CNAME record for cdn.natesmarketingsolutions.com to natesmarket.self11.netdna-cdn.com

8. Next, you'll need to head to your hosting company to add a CNAME record. We'll head to the HostGator control panel (probably your-site.com:2082) - Header looks like this:

9. Scroll down to "Domains" and hit "Simple DNS Zone Editor" (Note: if you're not using HostGator your host will still have something similar - you're looking for something with DNS and/or CNAME):

10. Scroll to "Add CNAME Record" and enter the info MaxCDN gave you:

Add a CNAME Record

Name: cdn.natesmarketingsolutions.com
CNAME: natesmarket.self11.netdna-cdn.com

11. Hit "Add CNAME Record" and you're done! Now, there are a lot of other options and stuff you can do in MaxCDN. The only other thing I do is head over to the SEO Settings and enable it. It will stop the search engines from indexing your CDN hosted content:

NatesMarketingSolutions.com
With the MaxCDN and CNAME established, you can add it to the CDN tab of WP Super Cache:
You can define different CDN URLs for each site on a multisite network.

- Enable CDN Support

**Off-site URL**

http://cdn.natesmarketingsolutions.com

The new URL to be used in place of http://natefitness.com for rewriting. No trailing / please.

Example: http://cdn.natefitness.com/wp-includes/js/prototype.js.

**Include directories**

wp-content, wp-includes

Directories to include in static file matching. Use a comma as the delimiter. Default is wp-content, wp-includes, which will be enforced if this field is left empty.

**Exclude if substring**

.php

Excludes something from being rewritten if one of the above strings is found in the match. Use a comma as the delimiter like this, .php, .flv, .do, and always include .php (default).

**Additional CNAMEs**

These CNAMEs will be used in place of http://natefitness.com for rewriting (in addition to the off-site URL above). Use a comma as the delimiter. For pages with a large number of static files, this can improve browser performance. CNAMEs may also need to be configured on your CDN.


- Skip https URLs to avoid "mixed content" errors

4. That's it! That's all I did to drop a little over 4 seconds off my website's load time!
Plugins I Use

Bottom Line Up Front (BLUF): What I personally use on nearly all of my Wordpress sites.

There are a few other plugins and programs I use and I will discuss them in greater detail later on. But the following are pretty much a staple for every Wordpress site I build.

**Thesis** - Not a plugin, per se, but an awesome theme. Fully customizable, lots of options, many SEO options built in, highly recommended if you have some experience with at least HTML and CSS. All of my Wordpress sites run the Thesis theme.

**Google XML Sitemaps** - Creates a sitemap of your Wordpress site. Submitting a sitemap to the search engines results in faster indexing.

**Pretty Link Pro** - This plugin serves two purposes. The first is obviously to "pretty up" any affiliate links you have on your site. So instead of a 150 character affiliate link, the visitor would only see a nice neat 15 character link. **BUT** the main reason I use it and recommend it is to track links. You can easily track how many times each link has been clicked. Then you can use that information to adjust anchor text/location/etc. A very helpful tool for testing.

**Share Buttons by Lockerz / AddToAny** - The Internet has gone social. People want to share things...why not let them share your posts/articles/website/store? This is the best plugin that I have found for social sharing. Does everything I need it to.

**WP Super Cache** - Site speed is everything. If it takes too long to load, people are going to go elsewhere. This awesome plugin helps speed up your site.

**Wordpress Backup to Dropbox** - You put in all that hard work building a website. You're going to want to back it up. This plugin will automatically back up your entire Wordpress site to the awesome Dropbox.

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Site Content
Bottom Line Up Front (BLUF): Website content is critically important. It's what keeps your readers coming back.

**DO NOT, DO NOT, DO NOT Make your website for search engines! Make it for people!**

You need to gear your website towards making people happy. The search engines will follow. Do not focus on "keyword rich" articles. All of that "SEO" stuff changes every other month. Focus on rich and engaging content that will keep readers...yes...real people...coming back for more!

Spun articles, cheap - outsourced articles, etc...leave those alone. They are crap, do not mess with article spinning on your site! There is enough crap out there...don't add to it. Write unique articles. I'm not entirely against outsourced articles - for example if English isn't your first language. But, make sure whoever writes it gives you quality and follow's your site's persona. If your site is personal, and all of a sudden you start to write like a doctor, people are going to be like...what's up? Keep it consistent.

Got it? Good. Now what do you want to put on your site? Well there are a few ways you can go. You can go strictly business, personal, or a little of both. I personally choose "a little of both" to give it that personal touch, but also let it be known that I'm here for business.

Below are some sections to consider including on your site. Most of you already know of these, I'm just listing them to get the creative juices flowing:

**Blog** - Can go personal, business, or both. Show photos, be creative.

**Articles** - Write about something in your niche that would be informative to visitors. Some research, or an experiment you've conducted.

**Services** - Advertise your services.

**Store** - Sell your stuff. Be it affiliate products or your own.

**Reviews** - Review products, movies, books, whatever is relevant to your niche (affiliate products?).

**Videos** - Share videos that are relevant to your niche.

**About** - Tell people about you or your business.

**Contact** - Allow people to get in contact with you...makes you "real."

Again, these are just a few examples. Depending on your niche, you may have other sections on your site.

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Remember, the **goal** is to have *relevant, quality*, and *engaging* content on your site for the reader. You want the viewer to come to your site, look around, **stay a while**. Get to know you and/or your company. Have them like you, trust you.

Don't make just a "store" If people wanted to go shopping, they'd go to [Amazon.com](http://Amazon.com). The store can be a sub-section of your site, but it is not the primary focus...at least to the naked eye. For example; one of my sites has a blog [w/ several sub-sections], articles [w/ several categories], a reviews section, a biography, a place to contact me, a services section, and a store. This way, the reader has plenty of stuff to read about and get to know me. They like me, and guess what?! My article/blog post/reviews/etc links to a product in my store!

See how it works? Remember, entertain people over everything!
Go Social!
Bottom Line Up Front (BLUF): Make sure your site/business is linked through the social networks.

Everything is social nowadays. Your site/business is no different. If it hasn't gone social, it needs to ASAP! You need to give people the opportunity to follow you and easily share your stuff. Give them the chance to connect with you. Ask your family and friends to share your stuff. That way their friends see it, and they share it, and then they share it, and it's free traffic.

There are a number of social media plugins for Wordpress. I use Share Buttons by Lockerz / AddToAny, but there are a ton to choose from.

Make sure you have accounts for at least the "big" social networks and make sure you always post backlinks to your articles, posts, pages, etc:

Facebook - Make a business page. Share your posts, articles, reviews, pictures, etc. Whatever you think your visitors want to see.
Twitter - Same thing.
Pinterest - Same thing.
Google+ - Same thing.
YouTube - Videos are HUGE traffic generators. You get a viral video going on and your site will be flooded with traffic.
Mailing List
Bottom Line Up Front (BLUF): The money is in the list.

Even if the only thing you have on your website is a "coming soon" page and a plan to add great content, it's time to start on your mailing list!

You will never have an Internet Marketer say that starting a list was a bad idea. The only thing I've ever heard has been, "I wish I had listened and started my list sooner!"

Some say to set up your mailing list before having a site...I don't agree with this...because where are you going to direct people back to? Where's your credibility? Some guy is just going to be sending me emails? Why?

Establishing a site first is...in my opinion...essential. Even if it is a "coming soon" page, at least people can see it. You're real!

In the next few sections, I'm going to discuss mailing lists. How to set one up, and general concepts. Now, there is a heck of a lot of information on mailing lists out there. Some strategies work better for different niches. You will probably need to research and adapt...but I will at least get you pointed in the right direction.

Get an Autoresponder
First, you need to get an autoresponder. There are some free ones out there, but you get what you pay for. Ultimately, your emails may never make it to your subscribers inboxes, thus eliminating the entire point of a mailing list. Then there are paid options. I personally use Aweber. It's a fantastic autoresponder and comes highly recommended. I've also heard good things about GetResponse; however, I have never used it.

Below are the steps to set up an Aweber account and a brief overview of how to get started.

1. Go to Aweber.com and click the "Order" button in the top right:

2. Select your pricing plan, enter your billing information, then create your account:

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3. Once you've submitted your billing information you can login and hit the "My Lists" button located in the top navigation bar:

4. Then hit "Create a New List":

5. And from here, Aweber will walk you through all the steps to setting up your list. If you get stuck, there are plenty of tutorials on Aweber.com to get you set up. Sorry, I'm not going to recreate the wheel!
**Squeeze Page**

Bottom Line Up Front (BLUF): One of the best ways to grow your list is via a squeeze page.

So you went and got an Aweber account. Now, how do you get people to join your list? Well, I do two things:

1. On my site I have a "Join My Mailing List" box. It's simple, if they want to follow me and get email updates, they just enter their email. The problem is...unless you're famous or something...people don't sign up too often unless you have an incentive. Now yeah, I could go and try to incentivize it all, but I personally don't want to make my site appear "spammy."

This leads to my second option:

2. A squeeze page. An entire page, dedicated to only one thing - getting email addresses. And how do you get their email address?

You need an incentive.

What could you give away? Most the time a free guide, video series, or podcast is a good incentive. Maybe a discount on your services. You may have to think and get a creative on what you could give away to entice people to give you their email address.

It doesn't have to be complex. A 10-page guide would do. Now, it does have to be well written and provide value. If you send them some piece of crap...well, you guessed it...in the trash it goes and they'll either unsubscribe or report it as spam. Also, people want free, quick, easy, guaranteed results. They also like numbers. For example (I pulled these from various squeeze page lines from across the Internet):

- "How You Can Start Making Money Online Within 7 Days from Right Now!"
- "FREE REPORT (a $17 value) How Busy Guys Can Burn Fat and Build a Lean, Muscular Body in Half the Time...You'll See Results in 15 Days"
- "Exclusive Report Reveals The Powerful Strategies For Building Mass Muscle In A Matter of A Few Short Weeks!"
- "FREE Video! Learn How to Make $150 for Every $6 Sale With This Killer Auto-Approval CPA Offer"

The key is to deliver exactly what you say you will. If you say you're going to deliver "3 Fat Burning Exercises" you better deliver "3 Fat Burning Exercises."

**How to Create a Squeeze Page**

I myself am fairly proficient with HTML, CSS, PHP, Photoshop, etc and create my squeeze pages from scratch, but, not everyone is as awesome as me ;) So, there are free squeeze pages, premium squeeze pages, and squeeze page creators.

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You can Google free/premium squeeze pages and when it comes to squeeze page creators, apparently [Optimize Press](#) one of the best things since sliced bread, but I've also heard good things about [Lead Rocket](#).

**Test, Test, Test**
What are good Opt-In rates? How do I improve them? Single opt-in or double opt-in? Please check out the [Test, Test, Test](#) section for more info.

**More Info on Squeeze Pages**
There has been a ton of research on highly converting squeeze pages. By "highly converting" I'm referring to the visitor to sign up ratio.

[WarriorForum Squeeze Page](#) - WarriorForum posts tagged with "Squeeze Page." Get new insights, ask questions, ask for reviews - it's a great resource.

[5 Squeeze Page Tricks](#) - An insightful article on upping your Opt-In Rates.
**One Time Offer (OTO)**

Bottom Line Up Front (BLUF): It may be a good idea to include a OTO after a squeeze page.

If you don't know, a One Time Offer (OTO) is exactly that. A person has one chance to buy something at an "unbelievably" low price. For example; a service you offer could be 50% off if they purchase it Right Now!

**Note: OTOs can be included after someone buys a product as well, but the same rules apply.**

How do you advertise your OTO? Right after the visitor opts-in via your squeeze page? Later on? When?!

Well, there is some debate here. Some Internet Marketers say that the visitor has already given you their email address, leave them alone for now and hit them up later with products.

Some go overboard and have 3 OTOs, followed by some emails with OTOs. In my personal opinion, you lose credibility if you offer a OTO more than one time...that kind of eliminates the point of a "one" time offer.

What works well for me is one OTO right after someone opts-in. And guess what, it really is a one time offer. They will never see it again. I won't email them saying that they missed my "OTO." I will never mention it again.

**So, How Does It Work?**

Right after a visitor opts-in to my mailing list via one of my squeeze pages - I have a "Thank You" page. Just to thank them for signing up and to let them know that their guide/video/podcast is on its way and for them to check their email. On that same page, I advertise my OTO.

I have created a few of my own products already and for my OTO, I offer one of my guides for 70% off. I let them know that it is a one time offer. I then give them two links. One is to my sales page for the guide so they can get more information. The other is a "buy it now" button that takes them straight to PayPal. Once they leave the "thank you" page, that's it.

Maybe they don't buy my OTO. That's fine, at 70% off + PayPal Fees, I would not be making much...BUT...I have driven traffic to my product's sales page - they now know it exists, and since I keep it as a one time offer, I have established credibility. Now they know that when I say one time, I mean it.

Believe me, customers like that. If you send a OTO multiple times, then you come off as a "sneaky" salesman. And that's the last thing you want to become.

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**Pop-Up Opt-In**

Bottom Line Up Front (BLUF): Pop-Up Opt-Ins may be a good option for growing your list.

Ok, we all hate pop-ups to include overlays (pop-over, lightbox, etc). But, in some instances, they work, and can work very well. Normally I try and refrain from using them; however, I always test them...and if they work, well...I keep them.

The main advantage of a pop-up opt-in is that it will essentially make every page on your site a squeeze page. No matter what page the visitor lands on - be it "How to do a pushup" or "How to do a pull-up" they're greeted with a pop-up opt-in. If they close the pop-up, then, hey, they're on your site. Whereas if they close out of a squeeze page, well, then they're back surfing the Internet.

So, that advantage can be huge. It depends on your niche and if they're "pop-up tolerant" or not. Some niches, if someone sees a pop-up...they're running away screaming. Gotta test.

Like I said, a pop-up opt-in is like a mini squeeze page. You can have an incentive, a video, image, bullet points, etc. Everything a squeeze page has.

**Aweber's** Web Form builder has some pretty nifty features when it comes to building pop-up opt-ins. You can include text, pictures, set how the pop-up displays (always display, delay, etc), and of course, the opt-in form.

There are also **Wordpress** plugins that generate pop-up opt-ins. A few of them are: **Popup Domination** and **WPSubscribers**.

**This site conducted some pretty neat pop-up opt-in tests:**

**Opt-in Email Newsletter Popup Best Practices for 2012** - A pretty detailed article on how to increase opt-in rates with a pop-up.
Autoresponder Series

Bottom Line Up Front (BLUF): Having a good autoresponder series is essential to building trust and making sales.

As you may have noticed in my Navigation menu...there are two step 6s (Mailing List (Aweber Setup) and Autoresponder Series). Why? Because they need to happen at the same time. When people opt-in to your mailing list, they need to begin the autoresponder series right away. If your series isn't ready yet, and people don't receive emails from you, they'll forget who you are and by the time you send them emails...they'll consider it spam.

There are so many theories and methodologies behind autoresponder series. Some work better for certain niches.

I personally use two methods.

** Note: You don't have to sit down and write out 200 emails in one shot. You just need to have them ready in time for when the first person gets there. For example; my "never ending" series I literally write the email about 3 days before the first person will be receiving it. There is no way I could knock out 25+ emails in a few days, I'd go crazy, but one email every 3 or so days...that I can handle. **

1. **Product Specific Autoresponder Series** - Main goal is to sell a specific product.
   These series tend to only be 7 emails, on back to back days. I have created several guides and on my sales page, I have an opt-in for a free chapter. Kind of a "try it before you buy it" scenario. So, my series goes like this:

   - Email 1 - Welcome email with the promised free chapter. It's in PDF format, just like the guide.
   - Email 2 - 1/2 of another chapter. In plain email format. Let them know that they'll receive part 2 of the chapter tomorrow.
   - Email 3 - 2nd 1/2 of the chapter. Plain email format.
   - Email 4 - Promotional email. Tell them straight up, this is what I'm selling, this is why you want it.
   - Email 5 - Ok, I didn't convince you to buy it, so here's another 1/2 of a chapter. Plain email. Part 2 is tomorrow.
   - Email 6 - Part 2 of the chapter. Plain email.
   - Email 7 - Promotional email. Wanna see how it all fits together? You're going to have to buy this guide. Get it for 20% off now.

   If they purchase the product at any point, they will be removed from this series and placed on a "Buyers List." I don't want them to continue to receive these free chapters, or worse, see that if they would have waited until day 7...they would have received 20% off!

2. **Long-Term Autoresponder Series** - Main goal is to build a relationship.
   This is the long-term, money maker. I want people to get to know me, trust me, and interact with me. This is my primary list. People join it through squeeze pages, my website, and whenever someone opts-in to my "product specific autoresponders," they're automatically added to this list.
There is no set number of emails for this list. In fact, mine are currently never ending. Here's how it goes:

- **Email 1 (Day 1)** - Three things in this email:
  - Welcome to my list - Thanks for joining, happy to have ya
  - About the list - What the reader can expect from the list (What am I going to send them (tips, hints, reviews, articles, videos, etc) and how often (first five days I will be sending an email every day, then every 3-5 days)) I ask them to whitelist me. Let them know I want to hear back from them. Comfort them by saying I respect their email address and I hate spam too.
  - About me - A short biography on who I am and why they should listen to me
  - I also let them know that they'll be receiving an email about a site tour tomorrow
- **Email 2 (Day 2)** - Site Tour - tell them about my site and all that it offers. That I have a blog, articles, reviews, etc. Let them know I'll be telling them about my services tomorrow.
- **Email 3 (Day 3)** - Tell them about the services I offer. Let them know I'll be telling them about my "awesome" guide tomorrow.
- **Email 4 (Day 4)** - Tell them all about my product and the affiliate network I offer with it. Tell them I'll be talking about Social Networks tomorrow.
- **Email 5 (Day 5)** - Show them that I've gone social! Let them know I'm on Facebook, Twitter, Pinterest, YouTube, etc. And that I appreciate shares, likes, follows, etc. I end this email by saying...now that the introductions are over, I will be sending you tips, hints, reviews, articles, videos, etc every 3-5 days.

Notice how in my first email, I say EXACTLY how the list is going to work and what to expect from it. This is important to build that trust I've talked about so much. It sets the expectations...now all you have to do is deliver.

Ok, so do I structure my emails for every 3-5 days? I see it as having three types of emails:

1. Content email - Strictly new information. Cannot be found anywhere on my site. It's exclusive to the mailing list.
2. "Visit my site" email - Check out this awesome article/review/video/post I've made! It'll contain a "Click Here To Read All About It" link. Serves as a reminder that there is a site out there and it has awesome content! Not always, but sometimes these posts contain links to products and services I am selling. Either affiliate or my own. These may also link to my Facebook/YouTube/Twitter/etc. Just to remind people that I am social!
3. Interaction - Remind the member that I want to hear from them! Do they have any questions? Always respond to the questions, and if they're good questions, make a "readers’ questions" post or email.

And so, the magic sequence is.....drumroll.....it depends. Ha, I know you're happy to see that! But really, it does depend, and you will have to Test, Test, Test it. Ok, fine...this is generally how mine goes:

Of course there are the first five, then the every 3-5 days sequence: 1, 2, 2, 1, 2, 2, 1, 2, 3, repeating. You may notice mine is a little "visit my site" heavy. That's because I want people to

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visit my site! I put a lot of time and effort into my posts and articles, and I want them to be read! It's just what works best for me!
Get Content
Bottom Line Up Front (BLUF): You want unique content for your autoresponder series.

Well, for the "visit my site" and "interaction" emails - The content is pretty simple. An example email: "So where do you find top-quality traffic? Check THIS out: www.your-site.com"

Something along those lines. A little bit of hype, a question, and an answer (your site).

As for the "content" emails...there are a few things you can do.

- You may already have ideas. Great, use those.
- You can go to forums, blogs, etc and see what people are talking about. What they have questions about. And address those.
- Of course, you can address the questions received from your "interaction" emails.
- More than likely, someone has created an autoresponder series already for your niche. Sometimes they're sold, sometimes they're given away. Google is your friend ([your niche] + "autoresponder series"). Now, I don't agree with copying and pasting the exact wording of the articles into your emails. Reformat them, put your own twist on them. But, they can at least get your mind working.
- Finally...what I think is the best option. Join other people who have similar autoresponders. In particular, those who are "successful." See what they're writing about...how they approach their list. Get ideas from that. Then put your own twist on everything, and voilà, you got yourself some content.
Buyers List
Bottom Line Up Front (BLUF): You'll want to create a "buyers" mailing list.

I mentioned "Buyers List" in the Autoresponders Series section. Well, it's a list of people who have purchased something through you - either a product of your own, or one you've recommended.

Why do you want this? A buyers list shows a few things:

1. They have a credit card or a way to make payments online
2. They trust the Internet
3. They're willing to spend money
4. They trust you

It's essentially the "perfect" list. So, how do you maintain such a list? Personally, I do not use an autoresponder series on my buyers list. I don't need a series to build trust or to try and entice them to buy something. I know they have money. I know they like me. And I know they value my opinion - if I say..."This is a great product, you should get it"...they'll listen.

I like having complete control over my buyers list. So, I only send broadcasts - generally one every 1.5-2 weeks. They're direct and to the point >> Here's a great product that I highly recommend, and here are the features and benefits. Go here to buy it.

Upsale Autoresponder
There is really only one time I would use an autoresponder on a buyers list. If the product they purchased had an upsale. I would have an intermediary buyers list, specific to that product. It would follow the same theme as my "product specific mailing list series" found here. I would give them a "taste" of the upsale for a few days, offer them a discount, then move them to my buyers list. Of course, if they purchased the upsale before that series ended they'd be moved to the buyers list.

Hopefully that makes some sense.
Generate Traffic

Bottom Line Up Front (BLUF): There are dozens of ways to generate web traffic. Some are free, some are paid, but both must have the same goal - customer acquisition.

There are a few bottom lines:

- **DO NOT PUT ALL YOUR EGGS IN ONE BASKET**
- **GET VISITORS TO OPT-IN**
- **DON’T BE AFRAID TO SPEND MONEY ON TARGETTED TRAFFIC**

Do not put all your eggs in one basket - what I mean is, do not rely entirely on one source of traffic. SEO changes every other month. Social websites may change their rules that affect your visitor flow. Don’t use all your advertising funds on a banner campaign...what if no one clicks your ads?

Start off doing a little of everything. If your banner ad campaign is a big success, but your social campaign is struggling...you may need to cut your social campaign in order to up your banner ad campaign, but continue to have SEO, guest blogging, PPC, etc going. You get the point.

This is a biggie - Get visitors to opt-in. Do not waste time and money sending traffic to a sales page or any other page that does not offer an opt-in to your mailing list. It’s been said, there is less than a 1% chance of someone buying something from a sales page on their first visit. Whereas, if they sign up for your mailing list, then you can build that trust, and advertise your product again and again. Drive people to a squeeze page or a pop-up opt-in!!!

**#1 Goal - Get Visitors to Opt-In!**

Remember, this is your business! Since your goal is to get visitors to opt-in to your mailing list - you’ll have them for a long time to come. They may potentially buy many products from you. So don’t be cheap! Paying 75 cents for a click may seem like a lot, but if it’s highly targeted, that 75 cents could result in someone buying thousands of dollars worth of products from you.

Note: What I mean by targeted. If you are selling dog supplies and find a golf website that is selling banner ad space for a good price...well...let's just say it's a bad idea to advertise there. Unless all these golfers happen to be looking for dog products too, you will probably experience poor conversion rates.

Make sure your traffic source makes sense to what your site/business is about!
SEO & Link Building

Bottom Line Up Front (BLUF): Keep it simple - Good on page SEO + quality backlinks.

SEO stands for Search Engine Optimization. For example; if you have a site about pushups and you have good SEO, then if someone searches for "how to do a pushup", your site will come up first and you'll receive lots of traffic.

I'm not going to talk about all sorts of crazy backlink programs, tiered link building, link wheels, keyword rich articles, etc. In my opinion, all that is a waste of time. As I've said before, Google changes all the time, crazy link building campaigns are not reliable for the long run.

Here is my method. It works well for me:

Good On Page SEO

- Page Title - says what the page is about
- Meta Description - says what the page is about
- Meta Keywords - 5-8 keywords/phrases that pertain to the page
- <h1>Headline</h1> - says what the article will be about
- Body Text - matches with the title, description, keywords, headline are about. Aim for at least 500 words.
- Image - include an "alt" and "title" tag
- URL (structure) - matches the content. For example; www.your-site.com/exercises/directions/how-to-do-a-pushup is much better than www.your-site.com/3294/343/2

There are browser plugins that automatically check On Page SEO. I personally use SEO Doctor; which is a Firefox plugin. There are also Wordpress plugins for on page SEO like SEO Yoast (free), and SEOPressor (paid). And some premium themes, like Thesis, have on page SEO options built in.

Quality Backlinks

What I mean by quality, is that people will see it! And people will click it! It doesn't really matter that you have some PR4 backlinks if no one is going to see them and click them. Sure, there may be some "link juice"...yaddy...yadda that gets passed through to your page. But "link juice" isn't everything. It's actual, living, breathing, human beings that make the difference!

So, a quality backlink in my mind, is one that will be seen by others. Be it via a guest post, article marketing, Facebook share, etc.

I know I'll get some haters with this, but do not waste your time or money on expensive backlink campaigns. Or even worse, cheap ones from places like fiverr.

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Pay Per Click (PPC) is when you pay every time someone clicks on your link (ad). From what I've seen, there are two types of PPC Programs. One is a flat rate program where every time someone clicks your link, it costs you 25 cents (or whatever the agreed upon rate is). The other is bid based and it's common with search engines. Basically you target a whole bunch of keywords, relevant to niche, and say that you're willing to pay up to 25 cents per click. Well, there are hundreds of other people, also targeting those keywords, but, most of them are only willing to pay 20 cents per click. When someone goes to a search engine, types in the keywords, the ad with the highest bid for those keywords will be displayed. And if the ad is clicked, you'll be charged.

Whether you've known it or not, you see PPC ads everywhere. For example;

Looks familiar? These are from Google's Adwords network, and popped up when I searched for "diet programs." So, if I clicked on these ads, I'd be charging people money! So, I don't click on them, unless I'm actually looking for that product. Might as well help out another Internet Marketer when I can!

Before you sign up for any of these networks, check to see if they have any coupons or discounts available. They usually do. For example; when I signed up with Adwords, I got $100 free, and Bing gave $50. These are just the "top three" PPC networks, there are many more options:

- **Google Adwords** - A great write-up on starting your first campaign can be found [here](#).
- **Bing Ads** - Bing Ads lets you import your campaign from Google...which is awesome. So, I learned Google's system, created my campaign in there, and transferred it to Bing. Piece of cake!
- **Facebook Advertising** - I have not used Facebook Advertising yet. I have heard great things about it tho. For example; you can specify your ad criteria by demographics (age, sex, location, etc). Whereas a search engine like Google or Bing, wouldn't know all of those facts. I will be trying Facebook Advertising in the near future.

* Note there are other methods of PPC, but Search Engine Marketing (SEM) is most common, followed by banner and solo ads, which I will be discussing later *

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**Guest Blogging**

Bottom Line Up Front (BLUF): Guest blogging is one of the best ways to create a backlink AND drive traffic.

Guest blogging is when you write a post/article/report/etc on someone else’s blog and leave a link back to your own site. As long as you produce a great post, people will come to respect you, and click on your link to find out more about you. Thus, driving traffic to your site.

There is some risk with guest blogging. If you get the chance to blog to 100k people, and you sound like an idiot...well...catch my drift? So, it's best to start small, establish credibility, and become comfortable with guest blogging. Once people see you're not an idiot, then you can try for the "bigger" sites, and they may even come to you to ask for a guest post!

How do you find blogs to post on? Again, Google is a great place to start. Search for [your niche] + "guest post" or "guest posting" or "guest blogging" etc. Even if they don't advertise that they accept guest posts, it never hurt to ask!

Before approaching the people who run the site, make sure their site is a quality site. Make sure other posts on the site are well written and researched. Make sure the site has a following. Remember, the point of a backlink is for people to see it. If no one is reading the site you're about to guest post on then what's the point? Also, be on the lookout for where you could add your post to their blog. Maybe they're lacking in a certain area that you happen to be very knowledgeable in. Try and come up with a unique idea or thought provoking title.

Once you've decided that it's a quality blog to guest post on, it's time to introduce yourself. You will want to be polite and professional. Obviously, no typos or misspellings. And you'll want to include these points:

- Your name
- Where you're from (what website)
- What your guest post would be about (Thought Provoking title)
- Samples of your work on other blogs
- If they have any restrictions (length, images, etc)
- When would they want the post

That's pretty much it. Start small, build credibility, and grow!
Banner Ads

Bottom Line Up Front (BLUF): Banner ads may be a cost effective approach to driving traffic to your site.

I know you've seen a banner ad before, so I won't define it. You know that they can be creative and tempting to click. The benefits of them, is that you can make them "pretty." Whereas a lot of the Search Engine Marketing is just words...maybe a small picture.

There are a few ways you can go about displaying your banner ads. The best way is to go to a popular website in your niche and look for an "Advertise With Us" link. You may have to contact them, but it's good to see what they have to offer. If they're good, they'll give you the demographics, expected number of impressions, etc. Which is very helpful.

Then there are banner exchanges. The thing with these is, on some of them, you can't really control which sites your banner may be displayed on. Some of them don't even allow you to select which niche you're in, so your "Link Building" ad my appear on a "Dog Training" site. Sure, you'll get the impressions they promised, but...you probably won't get many clicks. I tend to refrain from using banner exchanges, but maybe they'll work well for you.

There are basically three ways you go about buying banner ad space:

- **PPC** - Price per click - like the search engine marketing ads. You pay a set amount every time someone clicks on your banner, impressions don't matter.
- **CPM** - Cost per 1,000 impressions (views) - This is the most popular when it comes to banner ads and can make banner ad campaigns very effective because it doesn't matter if you get 1 click or 1,000 clicks, you pay the same amount. For example; it may cost $2 per 1,000 impressions with a $200 minimum. So, that would be 100,000 views on your banner. You happen to get 20,000 clicks - that would be 1 cent per click - which would be phenomenal.
  - Note: Most of the time, CPM does not refer to *unique* views. So, one person may see you ad 50 times, and that's 50 impressions (views). Some companies do offer unique views where it doesn't matter if one person sees your ad 50 times, it only counts as one view. Just something to be aware of.
- **Time** - Another popular method of banner advertising that can be cost effective. You may pay $250 per month, and it doesn't matter how many times your banner is clicked or viewed. But, usually with this, the company will rotate a set number of banners per month. For example; they may only accept 10 banners per month, so every 10 views, your banner is displayed. Some companies may accept 100 banners per month, thus displaying your banner once every 100 views. Before paying money, make sure you're not competing with 99 other people for ad space.

Here are a few popular places to buy banner ad space:
- Google's Display Network
- SiteScout
- BuySellAds

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**Ad Swaps/Solo Ads**

Bottom Line Up Front (BLUF): Ad Swaps and Solo Ads may be a good option to drive traffic and build your list.

Solo Ads are where you pay money for someone to mail their email list with your offer (squeeze page/opt-in). Usually they'll guarantee you a certain number of clicks.

Ad Swaps are when you and another person exchange offers via each other’s mailing list. No money is paid, but you will have to send your list the other person's offer. This can be a very cost effective way of growing your list. Generally you'll have to start small. People normally won't exchange their 3,000 person list with your 100 person list. So, you'll want to exchange your 100 person list with another 100 person list. When you get to 200 people, exchange with another 200 person list, and so on.

Maybe you don't have money, or a big enough list to do an ad swap, but you have a product. One option to "pay" for a solo ad is to offer the person 100% of the profits from your product for everyone they send your way that buys it. For example; you have a $20 product. You approach a person with a 3,000 person list. Offer that person 100% of the profits for every person they send to your sales page (which contains an opt-in to your list) and buys your product. This way, they get paid, and you grow your list.

**Finding People to Ad Swap/Solo Ad With**

- If you're already subscribed to someone's list who's in your niche; ask them if they're willing to do an ad swap or solo ad.
- [WarriorForum.com](http://WarriorForum.com) - There are always people offering solo ads, or ad swaps in all niches.
- [Safe-Swaps.com](http://Safe-Swaps.com) - If you're in the Internet Marketing Niche, this is paradise. Tons of people with lists of all sizes to ad swap with.
  - Note: if you're not in the Internet Marketing Niche, this site won't do you much good.
**Article Marketing**

Bottom Line Up Front (BLUF): Another great way to drive traffic is to share your articles in article directories.

So you spent a few hours writing a well-researched, mind-blowing article. Excellent. Unfortunately you don't have a big list, and you barely have any traffic to your website. No worries, there are other places for you to share your article, ensuring it's read...while at the same time, bringing traffic to your site!

It's called article syndication and it works like this:

- Write an article, post it on your website
- Make sure it is indexed. Go to Google, type in site:www.your-site.com/direct/path/to/article.html If your article pops-up, then it has been indexed. If it doesn't, wait a few more days. And/or ping your article's url: **Ping-o-Matic.com** - this will notify the search engines that there has been an update to your site.
- After your article has been indexed - the goal is to have relevant sites post your article (kind of like a guest post, but it's not unique), with a link back to your site. If you have worked with a webmaster before, you can be like "hey, I wrote another article, do you want to post it on your site?" or you can approach a webmaster for the first time. Tell them you wrote an article and that you think it would fit well on your site. Maybe even swap articles.
- Submit your article to about 2-4 article directories. **DO NOT** blast your article to 100s of article directories, only 2-4, quality directories where people may come across your articles.
  - Choosing which 2-4 directories to post to is very important. These will be the same directories you always post to. You'll want to establish credibility within the directories themselves. Make a profile page, if you can "beautify" your article page, do so. Take care of your articles.
  - Here are a few of the popular article directories: **EzineArticles, HubPages, Squidoo** and **eHow**.
- As time goes on, your articles should bring in a nice trickle of traffic, **plus**, people will add your article to their site, thus spreading the syndication.
Other

Bottom Line Up Front (BLUF): There are tons of ways to generate traffic to your site. Here are a few more ideas.

- **Craigslist** - Can you post an ad for your services or product? Can you link it to your site?
- **Contests** - Host a contest to give away a free service or product. Have them share your contest via **Social Networks** to increase their chances of winning... and help spread the word in the process.
- **Forum Posting** - Visit relevant forums. If they allow links, place one in your signature. Respond to posts offering links to articles you've written to answer their questions.
- **Comments** - Comment on other relevant blog posts with helpful information.
**Product Development**
Bottom Line Up Front (BLUF): Product development is the goal method of monetization.

As this is an *online* business blueprint, I'm referring to digital products - those that can be downloaded (eBook, video, audio, etc). Primarily *Information Products* - teaches somebody something they could not learn anywhere else. People *pay* for knowledge.

**Note:** Product development is a huge deal that can be highly involved with all sorts of research, analysis, pre-selling, etc. You can literally get a college degree in product development. The good thing about digital products is they can have very low barriers to entry. You can test the waters by doing as opposed to heavy analysis. Having said that - this is the process *I* follow for creating digital products. It's not super technical or savvy, but it works. The main thing is - just do it. Learn as you go. Do not be afraid to make decisions. Definitely do not be afraid to try and sell your product or idea. *Carpe diem.*

*Why would you want to develop your own product?*

- It can get your name out there - designate you as an "authority" figure within your niche.
- Obviously, you can sell it for 100% profit as opposed to affiliate products where you may only earn 4%.
- As long as your product impresses those who buy it, the next time you launch a product, you'll already have buyers.
- You can use your product as leverage. Trade it for other people's products, enter joint ventures, etc. You have something "tangible" that can be bartered with.

*What kind of digital product is best for you?*

- If you like to write - create an eBook.
- If you like to make videos - make an online course, movie, etc.
- If you like to talk - make a podcast version of an online course, radio station, etc.

*What do you make your digital product about?*

- What you know about more than anybody else. Or can provide a different point of view on.
- Ask your mailing list what they'd like to learn about.
- Visit forums. Look for common questions the occur again and again and again.

*Establish a plan:*

1. For a few weeks, just think about what kind of product you're going to make. What's it going to be about? What are you going to include? *Write it all down!* It doesn't have to be neat and organized, just get your thoughts on paper or a dry erase board.
2. Create an outline. From your previous weeks of thoughts, begin to organize them. Put them in an order that someone "brand new" to the niche would be able to follow along and learn. Make sections and sub-sections.

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3. By this time, your mind is probably exploding with ideas, and you're ready to start creating your eBook, videos, audio, etc.

*How to begin:*

1. Remember all those ideas that were exploding in your mind? Well, they're *gone* as soon as it's time to get to work! Don't worry, I'm pretty sure this happens to everyone. It's ok.
2. Start with the section you're most excited about working with. Knock that out to get the ball rolling. Just because you're book/course/etc will end in the correct order, doesn't mean you have to write/film it that way.

*Tips:*

1. Look at other people's products who are in your niche. How are they written/presented/delivered? I'm not saying to copy their idea...why would you just rehash something that's already there? But, you could get ideas on layouts, design, general flow, etc.
2. Create it for your audience. Yes, you're an expert in your niche, but are the people using your product experts? Are they going to know what a widget is before you ramble on about how awesome widgets are?
   - Ask family and friends to check out your product. Does it make sense to them?
3. Go to Amazon.com and search for books/videos/etc that are in your niche. Read the reviews of those products. What don't people like? What do they like? Can you improve?
4. Also, some books on Amazon.com share their table of contents for free. You can use these table of contents to get ideas on how to layout your product.
5. Can you include other files with your product? Like calculators, spreadsheets, checklists, etc?

*Some other things to include:*

1. Don't forget a disclaimer and copyright page. You never know what people might try and do nowadays.
2. Include an "about the author" page. Tell people who you are and why they should listen to you.
3. Include an "Introduction." Tell people why you decided to make this product.
4. Use links within your product. Both, to bring them back to your site, and as affiliate links...generate some residual income.

*Deciding on a price:*

How do you decide on a price? Take a look at your competitors, see what they're offering. Can you price yours lower? Does your product offer more? Do a side by side comparison showing why your product is priced the way it is.

Note: You can go "too low" on price. Think about this - if every similar product is $100 and yours is $10, people are going to wonder what's wrong with it.

*Product Creation Tools:*

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1. eBook - Microsoft Word is all I use. Can save as PDF.
2. Video - Microsoft PowerPoint and Camtasia.
**Sales Page**

Bottom Line Up Front (BLUF): Sales pages are what convert readers into buyers.

It may be called a "sales page" but it's way more than that. In fact, it should technically be its own site. For example; www.your-product-title.com. If you need a refresher on registering a domain name and linking it to your hosting, go here.

So, it's understood, your product has its own website. Then link your product's sales page site with your main site. For example; I have a "Nate's Network" bar across the top of all my sites. This way my main site is easily linked to all of my product sites and all of my product sites are all linked to each other.

When they go to your product's site, they'll see your sales page. There are several Wordpres plugins and themes that can help you like Optimize Press. Now, you don't need to use Wordpres to create your sales pages, personally, I create all of my sales pages with HTML and PHP, and run Wordpress on the backend (I'll explain in the next section ;)

Note: There are FTC Rules when dealing with Sales Pages and Internet Marketing in general. Pretty much you cannot lie, and you must disclose certain aspects. So, before posting craziness like "You will lose 100lbs in a week!" you may want to check with the FTC rules.

Regardless of what's "running" your sales page (Wordpress, HTML, something custom), the same basic rules apply (think of it like an infomercial). Don't be timid! - Timid Salesmen Have Skinny Kids!. You HAVE to try and sell! Don't worry about being "in their face" etc!:

1. **You need to present a problem. One that is attention grabbing and relatable to your customer:**
   Ex. Are you tired of counting calories without seeing any results?

2. **Get them excited with a teaser:**
   Ex. What if you didn't have to count calories AND saw massive results?

3. **Present the solution...aka your product:**
   Show them what your product looks like, and describe why it will solve all their problems. - "This is an advanced point system that removes the burden of counting calories!"

4. **Give testimonials of your product (people love proof):**
   Ex. This product allowed me to lose 10lbs in one month!

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You can get testimonials by passing your product out to friends or co-workers. Ask them to review it. Or offer some free "review copies" where they must provide a review for their free copy. (be cautious with this, make sure it's a credible reviewer...some people will just take your free product and run)

5. Give your credentials (why they should believe you):
Ex. As a registered dietician, I have helped thousands of people lose weight with my revolutionary points system.

6. List the benefits of your product (How will it change their life?):
Ex. You'll be able to fit on the roller coasters that you used to miss out on!

7. Include bonuses (people love getting valuable stuff for free stuff)
Ex. Get "Fat Blasting Ab Video" a $37 value FREE with my product.

Always be sure to include a monetary value. That way people "know" they're getting a good deal!

Where do you get these bonuses? You can create them. For example; you could probably make a video series to go along with an eBook. Or you could partner with another website. Maybe they'll let you give away one of their products if you promise to give them a shout out, etc.

8. Present your offer (tell them exactly what they'll be receiving):
If they're to receive a PDF file make sure they know that. So they're not expecting an actual book to show up at their door. If they're purchasing a video series, make it known that they will download it and it's not a DVD.

List the features of your product - For example; your book's table of contents.

Give them the price - A common tactic is to have the price "marked down." For example; This product is normally $97, but get it TODAY for $27!

9. Include a guarantee:
Make sure people are comfortable with purchasing your product. Some people may be on the fence about purchasing your product and a "60 day guarantee" may push them over the edge!

Note: You may think having a guarantee is a bad thing, but most people are too lazy or forget they have the guarantee option. A guarantee will comfort more people to buy your product than having people return it.

Note 2: Credit card companies usually allow 60 days for a charge back. After that, the customer's money is completely out of their hands. So, might as well do a 60 day money back guarantee.

10. Add scarcity
Picture an infomercial with their "Call in the next 10 minutes or miss out on free shipping!" That "time is running out" theme helps them close the sale, and you should use it too! For example;
suggest that the price of your product will be going up soon! Or that a bonus offer may expire soon.

11. **Tell them how to buy it**
Tell them step by step what to do and what will happen.
- Click the "buy it now" link
- You'll be brought to PayPal
- Enter your payment info
- You'll receive an email with download instructions

12. **Include a "Contact Us" page**
Like the guarantee, people want to be comfortable. Make them comfortable by telling them they can contact you with any questions, concerns, or issues they have.

13. **Include an Opt-In for a "sample" of your product**
Either on a pop-up exit page or as a "general" opt-in form. Make sure you have an autoresponder series in place to try and close the sale!

**Some Example Sales Pages:**
- Forex Striker
- Truth About Abs
- EasyVideoSuite
**Link with Digital Access Pass**

Bottom Line Up Front (BLUF): Digital Access Pass (DAP) handles all you need and more for digital product delivery.

**Read Me** - I'm not trying to intimidate you with this. DAP is a fantastic program that comes with more walkthroughs and tutorials than I know what to do with. You wouldn't be left in the dark. The main point of this page is to explain the concept that you can develop a membership area for your content delivery. Hopefully this doesn't get lost in translation.

I'm going to come right out and say it - I Love Digital Access Pass (DAP). It's a "Premium WordPress Membership Plugin To Create A Fully Automated, "Buyers Only" Site With One-Time Payments, Recurring Subscriptions Or Now Payments At All (free members)". It does everything I need it to, including the ability to run my own affiliate network...which is discussed later on.

There are other membership plugins out there like WishList Member and s2Member which come highly recommended; however, I have never used them. Also, I believe Optimize Press has some membership features.

What follows is a tutorial on how to link your Sales Page with a payment processor (PayPal) with digital product delivery via DAP. Even if you don't have DAP, the same concepts can apply.

Note: I believe some Sales Page plugins have built in systems to handle a payment processor and digital product delivery. So, this is not the end-all-be-all solution. And it's probably more complex (it's not click, drag and drop) than most. But, I don't believe any of these programs have the affiliate capabilities like DAP.

1. **Install Wordpress** in a sub-folder. For example: www.your-products-site.com/members

2. **Install DAP to the Wordpress you just installed** - Instructions [here](#).

3. **Create a New Product in DAP** - Instructions [here](#).

   Also, Under the "Email Notifications" tab - make sure you have '3rd-Party notification' Email Ids pointing to your mailing list. Instructions can be found [here](#).

4. **Create a "Buy it Now" button for your sales page** - Instruction [here](#).

This part gets kind of technical - you'll have to edit the form code.
Lines 5 and 6 will need to be added to your form code.

Line 5 deals with PayPal's IPN. This way, you won't have to set the IPN within PayPal - which can cause issues if you're selling multiple products at multiple price points through the same account. Or, if you already have PayPal's IPN pointing elsewhere.

Line 6 makes PayPal point your customer back to your site.

5. Upload your product.

Ideally you'd probably want to do it by FTP, but if you don't know how - then you can upload it via Wordpress. In the Wordpress Admin panel, go to "Media" -> "Add New" and select your files. (just like you would upload an image)

Note: if you have a video series, or large files, you'll probably want to store them elsewhere like on Amazon S3 so they don't bog down your server. But, that's a whole other lesson.

6. Create a page in Wordpress that contains the download link for your product.

You'll want to do this with DAP Shortcodes and DAP Merge Tags. For example:

```
[DAP hasAccessTo="3" errMsgTemplate="""]
Hi! Thank you for purchasing my product! Please download it [here].

You can update your user profile below:

%%USERPROFILE%%

And all of your affiliate information is below:

%%AFFDETAILS%%

[/DAP] [DAP isLoggedIn="N" errMsgTemplate=""%LOGIN_FORM%[/DAP]

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In the example above - if the person has access to product "3" they get a download link, the ability to update their profile, and affiliate details. If they're not logged in, all they see is a login form.

7. Make sure it's all protected

You'll want to make sure that only the people that purchased your product are able to download it. Cause what's the point of selling it if someone can find it for free? DAP has several content protection settings that you'll want to utilize. Check out their Protecting WordPress Posts & Pages and their Protecting Files articles.

8. That's it

You now have a functioning "buy it now" button on your Sales Page that when someone purchases your product through, they automatically get an account to your "members" area where they can download their product.
Exit Pages/Down Sell

Bottom Line Up Front (BLUF): Exit pages and down selling may help your conversion rates.

Exit pages are those pages that pop up when you leave a site. For example: You try and leave a site and a window pops up asking if “You're sure you want to leave this site?” While at the same time, another window is loading in the background - usually a down sell.

A down sell is a cheaper product - but similar to what you're offering. For example; you could be trying to sell a video course for $197 and for whatever reason, the person backs out - but you hit them up with your down sell - which is a book with similar content, for only $47!

A down sell doesn't always have to cost money. For example; it could cost them an email address - aka an opt-in for a similar product that's "free."

Here's a full-fledged example: A customer goes to your site to check out your $197 video series. They decide not to purchase it and go to leave your site, but on the way out they receive a pop-up telling them they can get all the content that's in the video series - as a book - for only $47! Yet, they turn that offer down and go to leave your site again when another pop-up shows up offering them 3 free chapters of the book for their email address. They decide to give you their email address. Voilà a conversion.

Does this tactic always work? No. But you need to test, test, test. Some niches tolerate exit pop-ups and down sells; whereas customers in other niches will feel like you're violating their privacy or holding them hostage. For example; people in the Internet Marketing niche are fairly tolerable with exit pop-ups and down sells. Why? Cause they know how they work and that if they try to leave they'll be hit with a great offer.

I believe several of the Wordpress squeeze page and pop-up opt-in plugins include this feature: Lead Rocket, WPSubscribers, Optimize Press, Popup Domination, and The Exit Site Manager (free)
Affiliate

Bottom Line Up Front (BLUF): There are a surplus of benefits with affiliate marketing.

Allowing affiliates (online sales team) to sell your product is a great idea. There are so many benefits to having an affiliate force:

1. It's pretty cheap to set-up. DAP already has affiliate features built in.
   o There are other affiliate systems you can use too like: Clickbank, Commission Junction, and JVZoo.
2. You don't need to focus on sales. Your affiliates will do that.
3. Free website traffic. Your affiliates will be driving traffic to your site.
4. The inbound links used by affiliates can help boost your rankings in the search engines.

It's essentially an easy, cost effective way to promote your products and/or services. Your affiliates will do all the advertising for you.

I won't go into the nitty gritty on setting DAP up as an affiliate system, as there are already tutorials for that here.

Be a good affiliate

- Be generous - offer 50% or more per sale.
- Give the top performers bonuses.
- Give them "proven" banner ads they can use.
- Give them a "free gift" for their squeeze page.
- Give them a "proven" autoresponder series.
- Give them good keywords to use.
- Tell them what converts the best.

The better they do - the better you do.

This site has some great information on setting up an affiliate network: WhyAffiliateMarketing.com.
Outsource

Bottom Line Up Front (BLUF): Everyone has strengths and weaknesses. Outsourcing can be a great way to make up for one's weaknesses.

Everyone is not great at everything. You might be a fantastic writer; however, lack in website development skills. Or maybe you're a great web designer, but English is your second language and you can't write well. Or you need help with a squeeze page or setting up an affiliate section.

One way to deal with your weaknesses is to outsource them. You can also outsource for other reasons like time constraints. Maybe you work 50 hours a week, have 3 kids, a wife, and don't have time to write an eBook. Don't worry, there is someone willing to pick up the slack.

A few things to take into consideration:

- When hiring outside sources, make sure you are very specific with what you want accomplished
- Go through legitimate sources - like the ones I've listed below
- If it sounds like a scam - it probably is, back out immediately and go elsewhere
- If you're hiring someone to write for you - make sure English (or whatever language the book is being written in) is their primary language
- ALWAYS ask for samples of their work
- If possible, start by giving the person a small amount of work. If they perform well, then go ahead with the "big" projects

Here are a few places to go for outsourcing:

- [Fiverr.com](http://Fiverr.com) - People perform "gigs" for $5. Normally you get what you pay for on this site. If something normally costs $100, but someone's offering it for $5 - it's probably not worth your money. I personally use Fiverr all the time for graphics and logo design.
- [Warriors for Hire](http://WarriorsforHire.com) - People offering all kinds of services from designers, to webmasters, to writers, to video creators, to marketing, etc.
- [oDesk.com](http://oDesk.com) - People offering all kinds of services.
- [Elance.com](http://Elance.com) - People offering all kinds of services.
- [Guru.com](http://Guru.com) - People offering all kinds of services.
- [Freelancer.com](http://Freelancer.com) - People offering all kinds of services.
Test, Test, Test

Bottom Line Up Front (BLUF): Can your site perform better? Can it convert better? The answer is always yes.

Note: There are sooooo many variables at play when working with conversion rates. I am only one man and cannot possibly describe every single situation and outcome. This section is to give you an overview and point you in the right direction.

Your site, squeeze page, mailing list, sales page, etc can always convert better. It will take time, patience, money, and practice, but you can always improve conversion rates. Here are a few "standard" conversion rates. If you're not at least here - you need to get there before moving on to the next project:

- Squeeze page/Pop-up opt-in: around 30%
- "Freebie" mailing list open rate: around 25%
- "Buyers" mailing list open rate: around 40%
- Email CTR (click through rate): around 5%
- Unsubscribe rate: less than .5%
- Sales page conversion rate: around 1%
- Banner ad CTR: around .08% (yes, point (.). zero eight percent)
- Average time on site: greater than 2 minutes
- Site bounce rate: less than 70%

Again, these are some "ball park" conversion rates. Depending on the niche, traffic source, etc these rates can be much better...or worse.

At a bare minimum, at least be recording visitor data...even if you're not using it right away. I recommend using Google Analytics to track the visitors on your website. It's free and very detailed. Also, your autoresponder service (ex. Aweber) probably has analytics that track open rates, optin rates etc. You can also use link tracking programs like Pretty Link Pro to track clicks on particular links, images, etc. There are tons of ways to track information - make sure you're doing it from the start!

How many people to determine your squeeze page/pop-up opt in conversion rate?
Is it after 100 people go to your page? 1,000? 10,000? At least 500. Sending 60 people to your squeeze page and having 3 sign up doesn't necessarily mean your conversion rate is 5%. You might of just had a bad batch of people come through. Whereas the next batch of 60, 30 people may sign up...boosting your overall conversion rate to 27.5%. 500 is the bare minimum to draw any conclusions about your squeeze page from.

How many people to determine your email open rate and click through rate?
This is a little less than your squeeze page. You'll want about 250 people to have seen your email before any conclusions can be drawn.
How many people to determine your sales page conversion rate?
At least 3,000 visitors. Since sales pages convert at around 1% - you'll need a large number of visitors before you determine anything about your sales page.

How many people to determine your banner ad click through rate?
Around 75,000 impressions.

How do you determine cost effectiveness?
Simple. Amount of money spent per opt-in. If you spent $100 on a banner ad campaign and received 38 opt-ins - that would be $2.63 per opt-in. Let's say you have a PPC (referring to Search Engine Marketing), Banner Ad, and Solo Ad campaign going on and these are the results:

- PPC costs $1.67 per opt-in
- Banner ad campaign costs $2.63 per opt-in
- Solo Ads campaign costs $1.51 per opt-in

What do you do? Personally, I'd cut the banner ad campaign. I'd take notes of who I advertised with and what my banner looked like, but I'd push my funds toward PPC and Solo Ads, for the time being. Solo Ads can potentially be hit-or-miss. You may have someone with a responsive list that converts well, or you may have someone with a "dead" list. PPC, on the other hand, once you get that locked in, it usually stays pretty consistent.

You have a poorly converting squeeze page/pop-up opt-in:
Some things that may be wrong:

- Number 1 thing is poorly targeted traffic. Always take note of where your traffic is coming from. Does your ad match your squeeze page offer? If your ad talks about 3 fat burning exercises, but your squeeze page talks about going on a diet...you're misleading people. You need to advertise exactly what you're offering! You also need to do it through the correct sources - if you're selling golf stuff, and you advertise on a dog training site, guess what? You'll get poor conversions.
- Is it clear that they need to enter their email?
- Is it clear that they will receive an eBook/video/podcast?
- Is it "exciting?"

Low email open rates:
Some things that may be wrong:

- Number 1 thing is if they "want" to receive an email from you. For example; if you receive an email from your mom, you're going to open it no matter what the subject line is. If your list doesn't like you, trust you, want to hear from you...they're not going to open your emails. I've talked about it before, but this trust comes with time by setting expectations and then delivering on those expectations.
- Is your subject line exciting?
- Is your email arriving to their inbox? Make sure people whitelist you, and your emails pass spam filters. Use an established autoresponder service like Aweber or GetResponse.
Low email click through rates (CTR):
Some things that may be wrong:

- Like the email open rates: trust is the number one thing for email CTR. If they know you deliver good content via links, they're more prone to click on them
- Are links prominently displayed? >> Click Here To Check Out My Article <<
- It helps to have links at the top and bottom of the email.

High unsubscribe rate:
Some things that may be wrong:

- Again...it's a trust thing. Have you set expectations and delivered them?
- Is there an email that people receive and then unsubscribe from your list - more than others? May need to re-look that email. Is it spammy? Or does it break any of the expectations you have laid out?
- When people unsubscribe, ASK them why they chose to unsubscribe. This is your best opportunity to figure out what you need to change.

Low sales page conversion:
Some things that may be wrong:

- Is the traffic targeted?
- Do people trust you?
- Is it clear what you're offering? What the benefits are, how it will be delivered, how to pay for it?

Low banner ad CTR:
Some things that may be wrong:

- Where is the ad placed? At the footer where no one sees it?
- Is it sexy? Not in a sexual way, but is it pretty? Do people want to click it?
- Are the visitors targeted? Again, if you're selling golf supplies, and your ad is on a dog training site...poor CTR.

Low average time on site:
Some things that may be wrong:

- You have nothing of value on your site.
- Your site is ugly and turning people away.
- If you have a pop-up opt-in. It may be a bad idea for your site or you may need to re-work it.
- Videos are an easy way to get people to stay on your site. One 3 minute video ensures they'll be on your site for 3 minutes. Whereas 5 pictures would only take about 20 seconds to look at.
- Of course articles should be the "meat and potatoes" of your site and should have people on your site for many minutes.
High site bounce rate:
This is when people come to your site, and then "bounce" right back off of it. Some things that may be wrong:

- The same reasons as a "low average time on site."
- Note: This may not be a bad thing - you may want people to enter your site, only to click an affiliate link...thus your bounce rate is high; however, your site accomplished it's mission.

As you can see, there are a ton of things you can track and mess with. I didn't even mention things like visitor flow, returning/unique visitors, pages per visit, etc. Ultimately it's up to you what you feel is important for your business. Don't be afraid to try new things or "hurt peoples' feelings." Test things out, change it up, see what works, build on it...scrap what doesn't.
Support Me
Bottom Line Up Front (BLUF): If this guide has helped you in any way, shape, or form - I'd greatly appreciate it if you bought stuff through my affiliate links!

Hi there,

I'm happy to share my online business blueprint with you. I hope it has been useful! If it has, and you need to make a purchase, I would greatly appreciate you making the purchase through my affiliate link. It won't cost you any extra, and it may even give you a discount. I would greatly appreciate it!

Thanks,
Nate

Domain Registration

| Namecheap.com | awesome and cheap domain registration |

Hosting

| HostGator.com | awesome and cheap hosting |
| DreamHost.com | another place for awesome and cheap hosting |
| BlueHost.com | yet another place for awesome and cheap hosting |

(Content Delivery Network) CDN

| MaxCDN | awesome CDN that I love |

Premium Wordpress Themes

| Thesis | awesome premium WordPress theme. Super customizable, built in SEO, and more |

NatesMarketingSolutions.com
**StudioPress** - some very pretty and customizable themes, built in SEO, and more

**Link Shortener/Tracker**

**Pretty Link Pro** - shorten links, and more importantly, track those links

**Autoresponders**

**Aweber** - in my opinion - the best autoresponder available

**GetResponse** - another quality autoresponder service

**Wordpress Squeeze Page Plugins**

**Optimize Press** - one of the best plugins for squeeze pages, sales pages, and more

**Lead Rocket** - a squeeze page maker plugin for Wordpress

**Wordpress Pop-up Opt-in Plugins**

NatesMarketingSolutions.com
Popup Domination - a pop-up opt-in plugin for Wordpress

WPSubscribers - another pop-up opt-in plugin for Wordpress

Ad Swaps/Solo Ads

Safe-Swaps - an excellent place for ad swaps and solo ads within the Internet Marketing community

Article Directories

HubPages - a great article directory

squidoo - another great article directory

Premium Wordpress SEO Plugin

SEOPressor - helps with on page SEO

Premium Wordpress Membership Plugins

Digital Access Pass (DAP) - awesome membership plugin with the ability to run your own affiliate program

NatesMarketingSolutions.com
WishList Member - another membership plugin for Wordpress

s2Member - yet another membership plugin for Wordpress