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PRESENTS

THE GOOGLE INSIDER SEO SYSTEM

For Product Launch Domination

CONTENTS

1. Introduction

Welcome to the Google SEO Insider Manual for Product Launch Domination! As the title implies, I'm going to show you exactly how you can dominate pretty much any product launch — in any niche — using advanced Search Engine Optimization techniques combined with some high quality (*and amazingly, free!*) link building sources and a few other bits of web-wizardry.

Who Am I?

First of all, though, I'd like to make a quick introduction. My name is Kieran Gill, and I've been an active affiliate marketer since mid 2006. I've been creating and selling websites since I was just 15, and was making a stable online living by my 17th birthday. I'm now 18, and my income has continued to grow rapidly as my online empire continues to develop.

I have always had a strong interest in 'organic' traffic *(web traffic which comes from an unpaid listing at search engines or directories is commonly known as "organic" traffic),* mainly due to my age when I started out; I had no cash — not even for a domain name — so I had to make what I could out of the free methods available at the time. From there, it just stuck and grew. I mastered the arts of organic traffic and Search Engine Optimization.

This is my first time releasing a guide with my methods, and if Chris hadn't approached me about it, it's unlikely I ever would have! Speaking of Chris, I first met him after he bought one of the websites I had developed over the course of a year in my spare time - and from there we have worked together on multiple projects in various areas, such as this one. It took him a while to convince me to spill these methods with the world, but here we go.

Case Study

To prove this stuff actually works, and to show I'm not just giving you pages of hype like some 'gurus', this manual is going to follow a real case study that I did about a month ago. The product was Steve Clayton's "Commission Blueprint 2" and there had been a fair amount of hype around the product, so Chris and I figured it'd be a good test subject. I began work on the site around a week and half before launch.

Overall, 6 hours was spent working on the site over that period of a week and half. Profit we generated from the launch totalled $3,759.18, and there is also a recurring monthly subscription - so working on bare minimums here, let's say we generated about $4300 from the launch. Take my 6 hours spent working on the site and divide the amount made by that time and you will see that I made, on an absolute minimum, $716 per hour. *Which is a pretty damn well paid job.* But it doesn't end there - you can actually do more than one of these sites at the same time, which could double that again, thus your time would be earning around $1400 per hour.

Of course, this is not always the case, and it depends on how the product launch actually goes. Not all products are going to sell like Commission Blueprint 2. Some will sell much (*much!*) more, some will sell much less. It's also worth noting Commission Blueprint 2 was a very competitive product, which is why so much time was spent on it. For something just half as competitive, we more than halve the time spent on the site to something like 2-3

hours. We threw up a site for Forex Apocalypse and it generated over $1000 in a week, for around 2 hours spent on it, and it's still generating sales as we speak. I hope that gives some insight in to the potential of this technique and gives you the motivation to give it a go.

So without further ado — let's begin!

2. Choosing Products To Target

Before I show you how to find your own keywords and products to choose, I want to give you a walk through on some of the tools inside Affiliate X.

Firstly, understand this: the best products to target are new and up and coming ones - these tend to have the highest profitability, longest shelf-life and the least competition. Catch the wave early and you can clean up.

Every month, our "signals report" will give you some of the best launches coming up. This should be your starting point for products to target using this method.

Secondly, if you head to the Affiliate X members area, and click on "ClickBank", a link will open as below:

You'll see that we have our own version of the ClickBank marketplace - with several advanced features.

Firstly, if you click on "marketplace", you'll see two options - "new products" and "starred products". Checking these boxes will only display the newest CB releases, and also CB products that are "starred" with the fast-rising gravities. Targeting either of these products is a very good start. Be sure to make sure any product you do promote has at least a gravity of 10 to make it worth your while (many new products will have a gravity of just 1).

4

Secondly, if you click on "Top 100" under "ClickBank", you will see a list of the current top 100 products arranged by gravity. Each of these products has dozens of suggested keywords for you to promote on.

While not as targeted as the [brand name] keyword, these are still worth looking at.

You should take these keywords and enter them into the keyword tool we provide for you (the "keywords tab").

This keyword tool gives you access to a database of several million keywords, with estimated Cost Per Click and monthly search volumes.

Most important of all, every keyword includes our "SEO special sauce" rating which shows how competitive a keyword is for free "organic" listings in the search engines. This secret formula was created by our SEO Insider and automated by our crack programming team.

The higher the SEO special Sauce score, the easier a keyword is to rank for.

Ideally, you are looking for an SEO score of at least 5,000 to know you have a good chance of ranking for that keyword, and also a high search volume, so you know you will get lots of traffic when you do rank.

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Keyword Search   warcraft guide   [Search]

#	Keyword	Google	Yahoo	MSN	CPC	SEO Special Sauce
1	warcraft guide world	2,242	585	293	0.00	86,538

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3. Deciding Which Launch/Product To Target (Keyword Comparison)

Now that you know where you can find out about upcoming product launches, it's time to actually pick one to target.

Typically, with a product launch, 60-70% of the organic sales will be from the product name keyword. For example, "Commission Blueprint 2" or "Forex Apocalypse". Those remaining 30% of sales basically come from these other variations: "Product Name Review", "Product Name Bonus" and "Product Name Scam". I almost always go for the head keyword ("Product Name") but if it's a big launch and there's no way you can get in there, going after the others is a good option for a bit of quick cash.

So, taking that in to consideration, let's look at how easy it is to break in and conquer these three product launches: Commission Blueprint 2, Forex Apocalypse, and The Clickbank Code. I'll go through the process exactly how I would do it.

Keyword Comparison Technique

The first thing we need to do is head over to Google and check how many competing pages there are for the first keyword. The best way to do this is to use the "allintitle:" parameter.

The "allintitle:" parameter will return to you every single indexed site which has the term you enter (i.e., the keyword) in the title tags of their site (i.e., the title that appears within search results and at the top of your browser window).

Load up Google.com and type in *allintitle: commission blueprint 2* and click search.
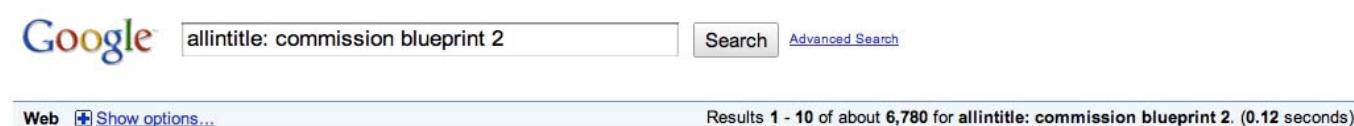
As I'm writing this there are just 6,780 sites which are specifically targeting Commission Blueprint 2 in their title tags. Note that a lot of 'gurus' will tell you to check the keyword in quotation marks, but that is not effective in gauging competition. If a site is not targeting the keyword in it's title, it's very unlikely the intention of that page is to rank for the keyword. Simple as. We don't care how many times it's mentioned within random sites and forums - they're not going to rank without the keyword in the title tags, or stand a chance against our perfect SEO.

So now that we have an idea of roughly how many competing pages we have, we take a note of the number and go through the other two. Here are the results for all three in order of competitiveness:

The Clickbank Code   16,000
Commission Blueprint 2   6,780

Forex Apocalypse   1,390

So as we can see, The Clickbank Code has far more competing pages than the other two, so has the impression it's a tough keyword to crack. However, let's see if that is really the case by diving deeper in to the competitors.

Fire up Google again and type in *The Clickbank Code*. What we want to do is take the URL's for the first three ranked sites and save them for reference. As of right now, the top three sites are:

1# - http://hubpages.com/hub/The-CB-Code-Do-not-buy-The-Clickbank-Code

2# - http://www.review2bonus.com/courses/theclickbankcode/the-clickbank-code-review.html

3# - http://www.the-cb-code.com.

Now we are going to explore the domains and check out what kind of power they have...
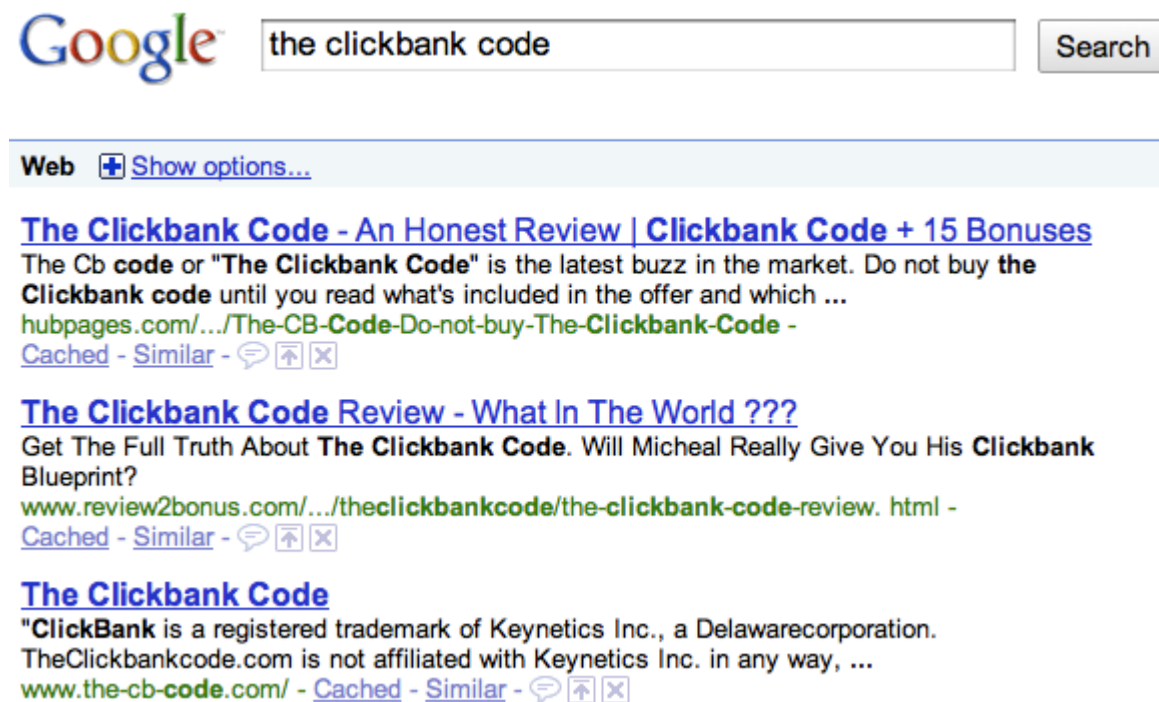
Load up Yahoo Site Explorer in your browser. If you're not familiar with it, Yahoo Site Explorer lets us "explore" any domain and check out the backlinks it has pointing to it.

The first thing we'll do is throw in site #1. Copy the URL you saved earlier, put it in to Yahoo Site Explorer, and hit explore. Switch over to the "Inlinks" tab, and change the dropdown box which says "Show Inlinks: From All Pages" to "Show Inlinks: Except From This Domain". Now we'll get a fairly accurate result of the backlinks to the domain. In this case, it's showing 37 backlinks to that specific page.

Add on the fact that HubPages is quite an authoritative site in itself, and we have a fairly tough competitor as far as short-term quick-fire rankings go. However, with a keyword targeted domain name and impeccable on-site SEO, it's very likely we could beat this site if we put in the work to build 37 high quality backlinks of our own and made all of the necessary SEO tweaks - which would take 3-4 hours - it's very likely we'd knock these guys off the top spot.

Now that I've seen how many backlinks the top site has, I quickly check the other two: the second has 26, the third has 57. However, the third results backlinks were mainly from NoFollow forums such as DigitalPoint, which provide nowhere near as much value. The terms NoFollow essentially mean backlinks which do not pass on any value on to your site. They're tags that website owners add to their links to prevent their own site leaking link juice (more on link juice later). Some people (myself included) believe NoFollow tags do actually provide some value, especially in other search engines like Bing, though they are nowhere near as potent as an ordinary DoFollow backlink.

The final thing I notice is that none of the domains ranking in the top 3 are keyword targeted, which would finalise my decision to go after this product launch.

I appreciate things may have got a bit confusing over this section, so here is a summary of what I look for in competing sites:

- Keyword absence in domain
- Keyword absence in title and meta description (the little blurb which displays under search results)
- Backlinks below 40 unique domains (browse through the list of backlinks - if there are duplicate sites listed, those listings are not unique domains)
- Garbage backlinks from NoFollow forums like DigitalPoint and sites like Digg
- Below 10,000 competing pages

If at least two of these things are in our favour, then we should have a very good chance of ranking top for it, provided we put in the work to outdo them.

So, using your instinct of which product is going to have a bigger launch and providing each of the three keywords match the criteria I've outlined above, you should be able to make a good decision on choosing the product launch to target. As with all things, your ability to decide on a final keyword will get better with time.

In the end, as I knew Commission Blueprint 2 was going to be a fairly popular launch (as the original Commission Blueprint was very successful), and it met my criteria, I went with that keyword.

4. Getting Started: Domain Name

Now that we have a product launch picked and we've decided on a keyword to target, it's time to register a domain. But not any domain. We want a domain that will return an exact match with the keyword we're targeting: in this case, Commission Blueprint 2. All we need is a domain name with the keyword Commission Blueprint 2 in it.

Try the obvious "keyword.com/.net./.org" on the off chance one of them is available, and then if not try it with hyphens, such as "product-name.com/.net/.org" - if you're really out of luck you can also try sticking extra words on, such as "productnamekiller.com" "productnamex.com" - or even better, get an extra keyword in there like "review" or "bonus".

For CB2, I ended up with "commission-blueprint-2-review.net", but as I knew there would be a lot of competitors coming in for this, I registered a second domain "commissionblueprint2killer.com" to increase my chances of getting a top spot. *(It worked: for launch, we had the top 2 ranked sites for the main keyword).* This is very rarely necessary, but as this guide is showing true domination, I thought it'd be neat to show it in action.

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Having your target keyword in your domain helps massively when it comes down to Google determining the relevance (and ranking) of your site, especially for new sites with little history or trust. It's been known that exact match domain targeted sites, coupled with great SEO, can rank very well organically with absolutely no backlinks. Of course, we're going after terms which have hungry competitors in the same boat as us, so we have to out do them in absolutely every area, including link building.

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5. Getting Started: WordPress

Now that we have our domain name, it's time to get something up on it. For our PLD (Product Launch Domination) sites we will be using WordPress pre-launch. On launch we tend to switch to a landing page as the conversion rate is much higher (more on that later) and then if the product dies and is no longer making sales, we reactivate the WordPress site and use it to build links to our next PLD sites. It's a cycle that works very well and has generated me thousands upon thousands of dollars.

If you're not familiar with WordPress, it's a CMS (Content Management System) that is known for its ease of use and great out of the box SEO — with the right tweaks of course.

if you use a modern web host that makes use of CPanel (such as [HostGator](#)) you can install WordPress automatically through Fantastico. Just log in to your CPanel (you will have got the details when you registered for hosting) and choose Fantastico, and then WordPress. I am not going in to the details of manually installing WordPress in this manual, as there is already a great set-up guide on the official WordPress site which [can be found here](#) if needed. I strongly recommend you get a host that supports Cpanel if you do not already as it speeds this process up incredibly.

With the above in mind, install a fresh WordPress site on to your domain and let's get started with some killer SEO tweaks.

6. Installing A Search Friendly Theme

The first thing we want to do is get a search friendly theme activated on the site. This is a very simple process that will make Google show your new site a lot of love. Google spiders love clean, optimised code... And that's exactly what we'll try and give them.

Important Note: If you took the HostGator hosting with our highly optimised SEO theme, follow the instructions included with that for this section of the manual instead of the instructions below.

The first thing we need to do is log in to the WordPress backend. This is simple - just head over to http://yourdomain.com/wp-admin/ and enter the details you registered with when you created the WordPress site. Now you're in the WP backend, click the Themes section in the sidebar to the left; a new menu should appear, with one of the options being "Add New Themes" - click this, and you'll be taken to a page where you can install new (free) themes.

There are several free themes which offer a decent amount of optimisation, but they are nowhere near the quality of our own premium SEO theme and other premium themes like [Thesis](#). If you missed out on getting a copy of our theme (which may not be available again), I highly recommend you pick up a copy of [Thesis](#). It is well worth the money.

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Once you're on the Add New Themes page, in the search field, type in minimalism and hit search. The first theme should be literally entitled "minimalism" - this is the best free SEO optimised theme I have came across. Click Install, let it download and install the theme and then activate it. I appreciate that it's not the most sexiest of themes, but it's the best for the job at hand.

7. Advanced WordPress SEO

The basics for a great site foundation are down, now it's time to roll out some more advanced SEO tweaks. A while ago we would have to do most of them manually using Robots.txt tricks and such, but recently a number of plugins have been developed to automate the process somewhat. Follow each of these tweaks exactly.

Permalinks

The first one I want to mention isn't really 'advanced', as certainly 75% of WordPress users are aware of this, but it's an essential tweak. We want to change the default Permalink structure (the way your web address is formatted) for our site so that they look like http://mydomain.com/post-name/ instead of http://mydomain.com/?p=293 ... It's quite obvious which one is the better structure!

1. Go to the 'Permalinks' section in your Wordpress Admin Backend (Options --> Permalinks)

2. Select the 'Custom Structure' option. We only want to list the Post Name in the URL, so we change it to just "/%postname%/" *(without quotations)*

3. Click save, and we're done!

All-In-One SEO

As I mentioned earlier, in recent months, a number of plugins have been developed to automate the SEO optimization process. Still, tweaks need to be made here and there, but it speeds the process up greatly. To install All-In-One SEO:

1. Go to the 'Get New Plugins' section in your Wordpress Admin Backend (Appearance --> Plugins --> Get New Plugins)

2. Type SEO in to the search field and click submit

3. All-In-One SEO should be the first result; as with the theme earlier, click Install and then activate the plugin in your plugins area.

Title Tags

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Scroll down to your Settings area and click "All In One SEO" - you'll now get a page which features quite a lengthy list of settings you can tweak. The first tweak we are going to make is to our "Home Title". Your title should feature your keyword a maximum of twice. If you can fit in an extra keyword (either "review" or "bonus", even better. For Commission Blueprint 2, I used:

"Commission Blueprint 2 - Mouth Watering Bonus"

And for our second site...

"Commission Blueprint 2 - Commission Blueprint 2 Review"

Notice how in the first one I fit in "bonus" but also opt'd for a high CTR title ("Mouth Watering Bonus") that will entice users to click, as opposed to all the spammy Commission Blueprint 2 titles that plague the search results. For the second title I used the keyword twice and review which can also be effective, though will not achieve as high as a CTR as the first result. If you are worried you may not rank first place, but think you may rank second, third or even fourth, always go for the title with the higher click through rate - write something short and snappy that will entice the user to click. Click Through Rate also plays a (small) role in Googles overall algorithm, so if you are getting a lot more clicks than the sites above you, it's very likely Google will reshuffle you a couple of positions higher.

Home Keywords

Home keywords, commonly referred to as Meta Tags, also play a role in where your site ranks within Google. It does not play as big as a part as it used to do, but it has been confirmed by Google multiple times that it is still of importance and should not be ignored. Type in three keywords; two exactly matching, and one latterly relating.

For Commission Blueprint 2 I used "commission blueprint 2", "commission blueprint 2 review" and "internet marketing" - separate them with commas as you input them. Never stuff your meta tags with tons of keywords - Google will notice this within days, and it's likely you will be negatively affected. I believe three concise keywords is a fair amount.

Link Juice

Link juice for those who are new to the term is the link popularity that passes from any given link to the page it is linking to.

Tick the "Use NoIndex for Tag Archives" box. This will stop link juice passing to the tag pages, thus saving all link juice for the homepage, which is what we want to rank.

AllInOne SEO already handles all of the other Link Juice saving features such as adding NoIndex to category pages and archives out of the box.

You can take this Link Juice saving even further and stop juice from flowing to external links such as the Powered By WordPress link by going in to the theme editor (under Themes) and editing the footer HTML to include a NoFollow tag. Also note that this Link Juice set up is strictly for product launch sites, it is *not* recommended for an ordinary blog.

8. Content Creation

So now we have the perfect WordPress setup with an optimised theme, site structure and some nice Link Juice flow control... It's time to add some content to this baby!

This is the content set up I typically have:

An about page (very short), example:

"Commission Blueprint 2 Killer is a site dedicated to Steve Clayton & Tim Godfreys product Commission Blueprint 2. It is a follow up to the highly successful Commission Blueprint internet marketing course. Stay tuned for an in-depth review of the product and some mouth watering bonuses."

A Privacy Policy page; it's commonly known that having a Privacy Policy page puts you in Google's good books. Example:

The privacy of our visitors to Commission-Blueprint-2-Review.net (hereby referenced to as CB2R.net) is important to us.

At CB2R.net, we recognize that privacy of your personal information is important. Here is information on what types of personal information we receive and collect when you use and visit CB2R.net, and how we safeguard your information. We never sell your personal information to third parties.

As with most other websites, we collect and use the data contained in log files. The information in the log files include your IP (internet protocol) address, your ISP (internet service provider, such as AOL or Shaw Cable), the browser you used to visit our site (such as Internet Explorer or Firefox), the time you visited our site and which pages you visited throughout our site.

We do use cookies to store information, such as your personal preferences when you visit our site. This could include only showing you a popup once in your visit, or the ability to login to some of our features, such as forums.

We also use third party advertisements on CB2R.net to support our site. Some of these advertisers may use technology such as cookies and web beacons when they advertise on our site, which will also send these advertisers (such as Google through the Google AdSense program) information including your IP address, your ISP , the browser you used to visit our site, and in some cases, whether you have Flash installed. This is generally used for geotargeting purposes (showing New York real estate ads to someone in New York, for example) or showing certain ads based on specific sites visited (such as showing cooking ads to someone who frequents cooking sites).

You can choose to disable or selectively turn off our cookies or third-party cookies in your browser settings, or by managing preferences in programs such as Norton Internet Security. However, this can affect how you are able to interact with our site as well as other websites. This could include the inability to login to services or programs, such as logging into forums or accounts.

I have a main post which is around 400 words (must be 75% unique content) about the product that is going to be released; all you need to do for this is find some copy for the product and rewrite it. What I tend to do is Google the product, find someone elses copy, and rewrite it so it's at least 75% unique. It takes about 10 minutes and is all you need to do.

Sometimes there will be an affiliate area for you with articles provided, which again brings forward the simple job of changing sentences and words to make it unique. If you're really not up for this then hire someone on a freelance site to write a post for you, it'll cost you around $5-$6 for 400 words. Your keyword should be used at least three times in the article, and one of those keywords should be bold.

It's believed bold type on a keyword holds a minor positive effect on your search rankings, and while not confirmed by Google, it only takes a few seconds to implement so it is worth it. I personally believe there is a (small) positive benefit from doing this from my own tests where I have had two pages with similar content, site structure and domain age and seeing which one ranks higher - five out of five times, the one with the bold text ranked higher. You can try this experiment for yourself and see what happens if you'd like to make your own mind up.

After the main post about the product, the next day I make a short post (100 words) saying watch out for the product launching in X amount of days, and then another one a few days before launch saying it's going to be launched in 2-3 days. These are just filler posts and add up the "uniqueness" of the content on your site. They should contain your keyword in them at least once.

Finally, it's a good idea to include one lateral post for LSI technicalities (LSI is out of the scope of this manual, but there is plenty of good information on it for free on the web) - for example, a post on how to make money with Clickbank. This is not necessary but if you have some particularly strong competition it may be a good idea.

9. Rapid Indexing

To get our site indexed rapidly, often within mere hours, these two techniques are ideal - especially when combined.

Pinging

Pinging is something that all WordPress blogs do automatically when you create a new post, but only to a couple of directories. Pinging is essentially sending a small message to various servers/directories letting them know that we exist and have new content, which will provoke Google to come and crawl our site, and is a very strong and proven method to get indexed rapidly.

There are various pinging services out there that are both paid and free, but I'm going to show you a free site which is simply invaluable to me: Pingoat. Pingoat is a fantastic free

ping service which a large amount of directories/sites that it pings; we want all of them, so just select them all by clicking the category titles. The form is straight forward - just put in your site title (your keyword) and your URL.

For the feed part it's simply http://yourdomain.com/feed. Click submit and away Pingoat will go! You can only ping your site once an hour or so, but there is not much benefit to pinging multiple times the same day anyway, unless you have genuinely added new content. After you add new posts to your site, ping every time.

Custom Crawl Rate

This is advanced and not talked about very often, but I have played with this feature in depth over the past few months and it has considerably helped get my large sites fully indexed within 24 hours, and works great for small PLD sites too.

You're required to have a Google account for this one (they are free to register) - you'll need to sign up for Google Webmaster Tools and add your site. From there, you'll be asked to upload a file to your server to prove you own the website. Once complete, you'll have access to a dashboard full of information about your site - it will take a few days to populate, but it is a great tool, especially in diagnosing potential problems.

What we are interested in is Custom Crawl Rate which can be found in the Site Configuration --> Settings area. Select Custom Crawl Rate and move the slider all the way to fastest. You will get a warning but proceed anyway - provided you're on a decent host (HostGator works fine) there will be no issues. Click submit and wait for those spiders to come crawling.

With these two techniques together, you should be fully indexed and ready to rock within 24 hours. Occasionally you will experience the 'Google Dance' where suddenly your site appears de-indexed, but this is normal - when your site comes back, it will be nice and fresh and ready to climb those rankings. It can take up to 48 hours for the Google Dance to be completed, and it does not always happen.

10. The Missing Piece To The Puzzle: Do-Follow Backlinks Galore

Note: It is recommended you watch the backlink video before reading this section. This is for reference purposes.

This is the final thing we must do to fire our way to the top of Google. Before I get in to this, I ask - I beg - please do NOT go posting these link sources on forums or blogs. Do NOT

share these link sources. They have taken me a long time to find and are very, very valuable. The Commission Blueprint 2 guys used some of these link sources in their own sites, but chose to leave them out of the product. They're that valuable. If you go sharing the methods found in this manual with the whole affiliate community, they will lose value and hurt both you and I.

I'm always finding additional places to get backlinks from, and if you took our monthly membership plan you'll be getting more every month, but please. Don't shoot yourself in the foot and post these everywhere.

Right, let's get on with it.

In order to beat the competition, we need to have nice, strong, healthy do-follow backlinks. Most people will tell you good do-follow backlinks are very hard to come by - well they are, but they're a lot easier if you know exactly where to look.

I'm going to show you several sources for do-follow backlinks, and talk you through finding your own for the future. There are some VERY high quality link sources listed below, many of which have a high Page Rank or a ton of in-links. Enjoy.

Note: Please view the included video with regards to how to go about setting up these backlinks. The below is just a list for future reference once you know how to implement them.

Do-Follow Forums

http://codeigniter.com/forums/
http://pugs.postgresql.org/
http://expressionengine.com/forums/
http://www.prestashop.com/forums/
http://www.deke.com/
http://kerneltrap.org/
http://wnyu.org/forum/
http://forum.freestateproject.org/
http://coachella.com/forum/
http://forums.seoeveryday.com/index.php
http://www.businesss-forum.com/
http://forums.50connect.co.uk
http://research.yale.edu/bioimagesuite/forum/
http://forumers.tooforums.com/
http://www.bzimage.org/

Do-Follow Sites

http://my.telegraph.co.uk/ **(DO NOT SHARE. UK NEWSPAPER LINK)**
http://pistolsandpopcorn.com/2009/05/26/smokeathon.aspx - PR4
http://www.namebrief.com/content/view/27/2/ - PR3

http://blogs.cisco.com/news

http://newcritics.com/

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http://nrjmusicawards.nrj.fr/artistes/15_britney_spears.php
http://www.stumpedia.com/
http://www.currybet.net/
http://www.crunchplay.com/
http://harry.sufehmi.com/
http://www.engadgeteer.com/
http://www.grokdotcom.com/
http://links.org.au/
http://newcritics.com/
http://blog.mofuse.com/
http://blog.greens.org.nz/
http://www.sirpi.org/

11. Before Launch: Landing Page

Once you have successfully ranked for your targeted keywords, you will want to switch over to a high-converting landing page. You see, wordpress blogs are great for getting SEO rankings, but we need to monetize the pages as well... and blogs just aren't built for that. So, what we want to do is remove the wordpress blog and stick up a high-converting landing page.

If you are targeting a [brand name] keyword, then you will want to use my Leech technique - this is an excellent way to monetize brand name keywords, and its proven to pull in up to $2 profit per visitor.

You can check out the Leech (and the other Project X methods) here:

http://www.cbgamechanger.com/dl234/projectxlaunch3.pdf

Secondly, if you are targeting other keywords, especially "product genre terms" (keywords that describe a class of product, e.g. keyword research tool, forex system, diet programme etc), then you will probably want to use a review page. You should have received a link a guide on creating the perfect review page on the members page when you purchased.

Also, understand that not having the Wordpress blog up will lose you a bit of "Google love". Google and the other search engines don't like 1-page landing pages anywhere near as much as they like these blogs.

But, even with a one-page leech or review page landing page website, you should still maintain your ranking for a good period of time (in fact, we are still ranking top 5 for all the keywords we targeted, weeks in some cases, months after we switched the page over).

AFFILIATEX

12. BONUS: Creating A Hub Site

This chapter has been added fairly last minute after I was showing Chris one of my 'hub sites'... He asked why I didn't include them in the guide, and well... I don't know! I didn't actually use my hub site for use with Commission Blueprint 2, though I do use them for major launches I'm pushing - in fact, it's an essential part of ranking for the biggest launches in the industry (I'm talking THE biggest launches ... the one's that make $20k in a week rather than $4k for example) - yet it's a very simple thing to explain now you have the knowledge from this manual.

Essentially, a hub site is one big site that you build constant backlinks to every week (if you signed up for our membership deal, you'll be getting plenty more backlinks over the coming months) and add consistent content on a chosen niche (i.e., internet marketing or weight loss) two to three times per week. The structure for these hub sites is exactly the same as our PLD WordPress sites, as is the link building and content creation.

For your domain, it should be a general niche related domain such as "InternetMarketingTips.com", "DogTrainingWorld.net" or "LoseWeightFastBlog.com" ... You get the idea. After that, everything is identical to what we would do for a PLD site as outlined above, with the exception of the landing page part - it would stay as a blog, we'd build additional links every month and continue adding general niche related content.

For mine, I get all my content outsourced to a freelance site like Elance, paying around $6 per post. As long as the content fits in laterally with what the niche is about, it's good to go.

From here, when ever there is a new product launch in the niche, we make a new post on the product like we would on the PLD site and link directly to the PLD site with the keyword anchor text. Then, we'd build around 5 high quality DoFollow links from the list above to the page that contains the link, as well as ping the hub site.

Rinse and repeat.

13. The Future

We're done - if you've read this manual from front to back and watched all of the included videos, you have everything you need to start pulling in thousands of dollars from product launches.

I touched on this earlier in the guide, but when you are 'finished' with a product launch and it is no longer making sales (some will make sales for years... some only for a couple of weeks after the initial hundreds of sales), you'll want to rename the landing page to something like index2.html and rename the index2.php back to index.php.

This will re-enable your WordPress blog - add a few new posts to it, ping it so Google knows it's back, and use it to add backlinks to your future PLD sites. It works great, and is essentially creating a network of sites that flow link juice to your target sites. They work for you.

Eventually you'll have a network of 20-30 sites, which can be turned in to hub sites - you'll have so much power that you wont even need to build more than a couple additional, out of house backlinks. Where you take this is limitless - be creative. I hope you enjoyed this guide - and I hope you enjoy the dough it brings in!

AFFILIATEX