

# **The Niche Blog Cash Report**

**A Simple System For Making Serious Affiliate/CPA  
Cash With Blogs And All Free Traffic**



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## Introduction

No time to waste here – we've got some learning to do.

This report is about a few things.

It's about affiliate marketing. It's about blogs. And it's about free traffic.

You'll find it valuable if you don't want to sell your own products...If you aren't technical enough to set up complicated HTML websites. Or if you don't like paying for website traffic.

At the end of the day this report is about a system of making money with affiliate marketing by using blogs to generate free but highly targeted traffic.

It's simple enough that you might say “there's nothing new here” but it's detailed enough that if you follow it, you might say “why didn't I start doing this from a LONG TIME AGO!”.

It's hype free, fluff free and... it's ACTUALLY free. :)

Colleen and I have made a silly amount of money with these strategies in the 5 years we've been doing this and taught thousands of other people to do the same. Bottom line, it WORKS.

I thought coming up to the launch of my new training center, [The Niche Blogging Institute](#), that it was time to put these strategies into a report that anyone could access for FREE.

Have a read, have a think, and most of all, get ready to ACT.

I hope you get a lot out of it.

**Andrew Hansen & Colleen Slater**

[NicheBloggingInstitute.com](http://NicheBloggingInstitute.com)

## When I Say Blogging...

Before we get into the meat and potatoes of this strategy we need to make sure we're all on the same page here.

This is not a report about how to make money “blogging”. I don't consider myself a blogger, and from a business perspective I'm not a big fan of the “blogging” business model. I've met more than a few “bloggers”, like, big bloggers, who freely admit how tough a model it is to profit from.

No, when I say “make money blogging” I mean something different.

I simply mean using blogs as a platform to easily publish content targeted to certain niche groups with the intent of generating sales. Those words “with the intent of generating sales” is important too. Our intent is not to create raving fans who'll talk about us all over the Internet, though that can help. **Our intent is to serve the right information to a very specific kind of person to help them make a decision they already wanted to make.** And blogs happen to be an easy platform for allowing us to do that.

However, there's a bunch of ways that blogs can actually suck.

I don't believe Google “loves” blogs (anymore) like a lot of people do, and I think if you don't set them out right, blogs can be terrible for your affiliate marketing.

The benefits of blogs are just that they're easy to make, easy to add content to, and they happen to have some functionalities that give us an advantage in the search engines and an advantage with our readers. More about those later.

At the end of the day though, I believe anyone can make money with blogs and now... we're about to look more deeply into exactly how. :)

## **Building Affiliate Blog Income Quickly – What Do You Need?**

Let me lay out 5 things you need to make affiliate income with blogs quickly, and we'll spend the rest of the report going over each of them in detail.

1. You need the ability to quickly and consistently locate high quality offers in buyers markets with relevant low competition keywords.
2. The ability to quickly generate simple websites (or at least web pages) to cater to each market and offer.
3. The ability to easily build the right kind of content to satisfy this market and push them in the direction of your offers.
4. The ability to bring the highest quality buying traffic and exposure to your sites.
5. The ability to rinse and repeat the process, create a system and manage a large number of sites.

Clear as mud?

Yep, there's only 5 things. I'm sure you can imagine there's plenty involved in each of those things so what I'll aim to do is clarify each of them for you here.

Are you ready?

(By the way, are you noticing how “fluff free” this report is? I TOLD you! :))

## Finding High Quality Offers And Buying Niche Markets

This is where I have to explain to you a vitally important principle. Perhaps THE most important principle of this entire process. This'll take a moment, but by golly you better read the WHOLE thing. :)

Let me start by talking about “The Easiest Money You Can Make Online”...

What do you think it is? **What do you think is the EASIEST money you can make?**

Many methods of making money online focus on being able to find a group of people interested in something, and working out how to sell them on a product. You have to “build relationships”, write “sales copy” and various other things to try to convince people who may well not want to be convinced, to spend their money with you. There's nothing wrong with that model and it can work very well, but I think there's a better way.

Let me offer you an example.

Right now, I, Andrew Hansen, want to buy an Amazon Kindle (the electronic reading device). My friend Steve, is interested in electronics and likes reading, but he doesn't know about the Kindle.

When I say I want to buy a Kindle, I REALLY want one. I know all it's features, I know everything it does, I know how you can buy the books digitally for super cheap and begin reading them immediately... I KNOW it's awesome and I'm currently trying to work out a way that I can buy one without being in the United States (I'm from Australia).

Steve on the other hand, doesn't know about the Kindle. He might be interested in it if he saw it, but he doesn't at this point, want to buy it.

Now here's the question:

If you were Amazon.com (who sells the Kindle) and you had 1 Kindle to sell, would it be easier to sell the Kindle to me, or Steve?

The answer is obvious right? You wouldn't need to sell it to me! I don't need any convincing, I don't need a sales pitch, I already want it and if you bring one near me with a "For Sale" sign on it, I'll be doing my best to rip it out of your hands while throwing my cash at you!

If Amazon wanted to sell the Kindle to Steve however, they'd have to give him a sales pitch. They'd have to tell him all about it, they'd have to convince him that it was worth the money and they'd have to prove to him that he'd be satisfied with his purchase. Since Steve has a broad interest, they might well be able to do it, but it's going to be far more difficult than trying to sell to me, the already pumped and rabid hungry buyer.

This report is about how to sell to ME... or rather, people like me with my Kindle. That's why there's no selling.

Next question is, how do you FIND people like me??

### **The Internet, The Only Place To Find "Me's"**

How do you find people who already want to buy things? Not just people who want to buy things, but people who want to buy one specific thing BADLY.

If you walk around a shopping mall, you see thousands of people who want to buy "something" but you don't know what they want unless you physically go and ask each one.

But the Internet... ooooooh it's a different story.

With the use of search technologies (that we'll talk more about later) you can locate groups of people (groups that have thousands, tens of thousands, hundreds of thousands of members)

who have already stated that they are looking to buy a specific product.

In effect, you can within seconds find ME's for millions of products! And why is that a good thing? Because it means you can make money by pointing people in the direction of things they ALREADY want to buy!

Let me stop for a moment and make sure the importance of this statement is clear. This took me years to work out, many hours in front of the computer, many failures online, much heartache. **This is not the same as finding a “niche market”. In fact it's quite different.**

Finding a niche market is great but it doesn't guarantee anything. Let's say you identify that “dog training” is a niche market online. Yes it is a niche market and yes, they're looking for information... but what do they want to buy? DO they even want to buy anything? You don't know! They might, but it's hit and miss.

The difference with this method is that you're interrupting people who ALREADY want to buy, and you're simply pointing them in the direction they ALREADY want to move in.

It would be like you're the assistant in a book store, and someone comes up to you and says “where can I find Harry Potter And The Philosopher's Stone?” and you said “It's just back there, the top shelf of the third row” and you EARNED A COMMISSION for doing that.

That's what we do with this business model.

If you think that sounds cool, it should! Like I said, I believe it to be the easiest way to make great passive income online.

**LENGTHY EXPLANATION OVER – RESUME  
FLUFF FREE COOLNESS**

## Find Some “Buyers” Now

So let me show you exactly what I'm talking about.

Firstly to start finding these groups of “buyers” you need to get familiar with the following little tool.

<https://adwords.google.com/select/KeywordToolExternal>

This tool (revolutionary isn't it... bet you've neeeeeever seen it before :)) lets you easily find out how many people are looking to buy certain items. You type a word in the search box (like the name of a product for example) and you'll be presented with a number which is how many people searched for that term, and thus how many people had interest in that product.

Here's an example:

Results are tailored to **English, United States** [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line  
buy kindle

Use synonyms

▶ [Filter my results](#)

Keywords	Advertiser Competition <a href="#">?</a>	Local Search Volume: June <a href="#">?</a>	Global Monthly Search Volume <a href="#">?</a>
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a> <a href="#">?</a></b>			
buy kindle	<div style="width: 20%; background-color: #76b82a; height: 10px;"></div>	Not enough data	8,100
buy kindling	<div style="width: 10%; background-color: #76b82a; height: 10px;"></div>	Not enough	210

As we can see from this search, there are 8100 people who are wanting to buy an Amazon Kindle!

8000 people who would rip an Amazon Kindle out of your hands (or off your website) if you if you showed them where to get one... Interesting huh? So how do you know that they are “buyers”?

There are two MAIN types of people, or searchers, that you can be fairly certain are buyers. These are the main ones but there are many more. They are:

1. People searching for “buy XYZ”
2. People searching for “XYZ”

You might think people searching just for XYZ (the name of a product) are not necessarily buyers, but let me explain why a lot of the time they are.

Think about the last time you searched for the name of a product in Google. It was likely after you saw an advertisement for it on TV or on the radio and you had some interest in it. You had enough interest that you wanted to either find more information on it, or find out where you could buy it if you DID want it. In the business, we'd say you've been “pre-sold”. You might have already seen a sales pitch for it (like an infomercial) and now you need the nitty gritty details, some information, and a push in the right direction to actually purchase it.

And as people like us, using this model to make money online, that's what we're in the business of providing... nitty gritty details, information, and a push for our visitors in the right direction. (note: no selling).

Fortunately for us, there are THOUSANDS... (maybe millions?) of product related searches on the Internet. Which is, thousands of groups of people who we could make money by providing information to.

## Great Place To Start Immediately?

You want a killer place to find not only products that are getting searched for, but ALONG WITH affiliate programs that you can use to push people towards those offers... a lot of times for FREE (meaning the reader doesn't even have to spend money in order for you to get paid?)

Here it is:

<http://offervault.com>

I LOVE Offervault. Basically it's just a listing of affiliate offers from about 30 different affiliate networks all over the web. Stop searching through network after network and get all the info from one place, that's what I say.

You can type any subject into Offervault imagineable and it'll show you products related to that topic.

You find those products, you take them over to the Google Keyword Tool we talked about earlier and you can see if they've got active "buyers". If they do, you can then do a competition search in Google by searching: "keyword" (like that, in quotes) to see how many other competing pages there are (see "XXX XXX results, just under the search bar). If it's a reasonably low number, say under 50 000 (just a bench mark, higher than that is doable, lower than that is awesome) and you don't see lots of results on the front page like Wikipedia, about.com, amazon.com, etc you might just be on to a winner.

The great thing about searching through Offervault is that as soon as you find a product, you've ALREADY found the affiliate program, the details of it are right there. You just need to follow the link and sign up to begin promoting and earning commissions!

I made a tonne of videos on using Offervault for our [Niche Blogging Institute](#) members so

forgive me if I'm ranting on about it :)

Anyway, you need to play around with this whole process alot, because remember that what you really need is not just a single product that has buyers, that's not going to make you rich... you need:

**“The ability to quickly and consistently locate high quality offers in buyers markets “**

You need a SYSTEM. But for now, when you've got one of those offers, it's on to step 2...  
Setting up a blog to capitalize on these hot buyers markets!

...

**INSERT (BRIEF) MANDATORY  
SHAMELESS SELF PROMOTION :)**

...

If what you're reading is making sense so far, you might well like to check out...



The strategies we're discussing here are the basis for our learning center at The [Niche Blogging Institute](#).

**The only difference is we're focused on doing as much of the process as we can FOR you, so the barriers are eliminated and you have the highest possible chance of extreme financial success with the method.**

I won't ruin the surprise by telling you HOW, but suffice it to say that for example, finding these hot buyers markets that we've just talked about? NBI members get buyers markets handed to them...

Soon we'll be discussing creating perfect content to make sales to these these targeted buyers... That's something NBI members don't have to worry about.

And most importantly, the nitty gritty details that no short free report could cover... at the Niche Blogging Institute it's available in abundance. [On screen video training](#) on each step of the process that you can watch and copy to duplicate the strategies of the most highly successful affiliate bloggers.

If you haven't yet, I highly recommend (when you finish this report) you click one of these links and head over to the [Niche Blogging Institute](#) and check it out for yourself.

**--- END SELF PROMOTION :) ---**

## **Time To Capitalize - Here Come The Blogs!**

Now it's time to put up a blog with a view to capitalizing on the search traffic of these crazy converting markets.

At this point, you can take one of two directions. This is an ongoing debate amongst affiliate marketers. It's called "few sites or many sites".

Your options are, to create one site for every product you find and devote that site to anything and everything to do with that product and all the keywords that surround it. This is how I started out. I can tell you from experience this works perfectly well. You just have to be aware that one site isn't going to make you rich. The goal of this method is to continually be building these little profit centers and have each contribute a little bit to your total income.

The other option is to find multiple products that are of the same kind, and build one big site that has pages, maybe categories devoted to each one. The pros of this method are that you save on domain name costs, and all your pages get to grow in authority as a result of the growth of the others (leverage). The cons are that you lose a little credibility (can you be the expert on Kindle's AND iPhones? Up to you.) and you lose a little flexibility (once you've picked one big category, you have to keep looking for products in that category).

There's even a middle ground, which is a medium number of medium sized sites. The sites don't focus on one product but you don't just have one of them either.

Really it's up to you. Any of these will work so it's up to you to play around and see what you like best.

Once you've made that decision, you can move on to...

## Two Kinds Of Optimization Your Blog Needs

First you might ask why I'm skipping the step of actually MAKING your blog. The only reason is that it's so easy and this is not a technical manual (on how to install wordpress or anything like that, there's plenty of those around) so we don't have time for it.

So let's just go with. Now you buy a suitable domain name and install a Wordpress blog on it. Don't think too much about the domain name and get WP installed however you can (for now)

**While we're on the subject**, you MIGHT like to check out a pretty amazing piece of software (which I MAY be the owner of ;) ) that is undisputed master tool for quickly creating multiple highly optimized blogs and promoting them AND managing them all from one control panel. You can check out that tool, [Firepow](#) here.

Now it's time for another little explanation. Shorter than the last one, but it's also important.

When you create your blogs, you need to be constantly thinking of 2 kinds of optimization. One any more than the other and you're screwed. Focusing on one too much will mean tonnes of traffic that you can't sell a thing to, and the other will mean a blog that your 3 readers are madly in love with. I'm talking about:

1. Optimizing your blog to please the Search Engines
2. Optimizing your blog to please your Readers

Theoretically they both should be the same thing, but in practice they're not always aligned.

You need to do the things that the search engines like to ensure the greatest possibility of rankings but you also need to optimize not just to PLEASE your readers but to perfectly DIRECT your readers towards your affiliate offers too.

Let's expand...

## Optimizing For The Search Engines

Before we get into this, it's important to make two notes.

First we need to note that with this method, search isn't your ONLY form of traffic. There are other strategies that integrate with search and operate as well as search that can guide you to higher and higher levels of traffic.

It's also important (maybe more so) to note that with these offers, more than anything, it's the TARGETEDNESS of the traffic that counts. The reason that you'll sell stacks of these products is that you're selling to people who are already sold... remember that. You can go and start up a Social Media campaign and you won't get anywhere near the level of targetedness and CONVERSION on your traffic as you will from the search engines. You don't need a blog that gets a million visitors to make money, you just need the RIGHT visitors, and that's what a good search campaign can give you.

Ok, now that's out of the way, we can get into how it is we actually please the search engines. Basically these strategies are based around giving each piece of content (post or page) that you add to your blog the highest likelihood of a front page ranking in the search engines for one of those buying keyword phrases you found.

The first step to that? **On-page SEO.**

On page SEO for blogs means making sure the pieces of content you add are properly targeted to the keywords you want to rank for. You should aim to create one blog post that's targeted to each keyword that you found was searched related to your product. So if you found that the keywords

kindle

buy kindle

buy kindle DX

Were searched, then you'd make a blog post that targets each of those terms. When I say TARGET, here's what I mean:

1. You have the keyword in your blog title. So you make a blog title like: "Kindle DX: A Decent Review." This means...
2. You'll have the keyword in your blog post's URL like this <http://yourblog.com/kindle-dx-a-decent-review>
3. You'll mention the keyword in the body, once or twice.
4. Use the AllinOneSEO plugin to include the keyword in your meta description and keywords.

And there's more here, but for the sake of brevity, we'll move on.

Second thing, after on page SEO, is your site structure. You need to have a quality, always updated XML sitemap. You need a quality robots.txt that lets the search spiders access your site in the most efficient way possible while preventing them from hitting the pages you don't need indexed.

You need an internal linking structure that doesn't spread your pagerank too wide and that doesn't give you unnecessary duplicate content (happens a lot on most blogs).

And there's more here too.

WP blog SEO can get pretty dense but keeping to some simple principles like we've mentioned here in combination with everything else, can be enough to get you the rankings you need in SUPER low competition markets. Don't forget that low competition part either. That's the part that allows you to get these rankings without being an SEO master!

Now we can look at the next kind of optimization.

## Optimizing For Conversions

Note here. The biggest factor that determines how many sales you make is the conversion rate of your offer page (the sales page of the offer you promote) which unfortunately you have no control over. This is why you need to make sure you choose to promote the right offer that has all the features of a great offer page. We don't have time to go over them here fully, but I discuss them at length at the [Niche Blogging Institute](#).

Assuming your offer page converts (that is your merchant's sales page), your job is to push as high a percentage of your visitors as possible, TO that site, to that offer to ensure maximum commissions and sales.

How to do that is a whole study in itself. It's a combination of technology, and psychology. But we can talk about a number of the features here.

It's also worth noting here that blogs can be extremely ANTI conversion if you don't use them right. In the ultimate converting sales letter, you're moving your reader in a certain single direction and minimizing the options for them to take any action that's not what you want. With a blog it's hard to do that. There's sidebar widgets, the ability to comment, to share, and more. When the user reaches the point of action, which do they do? You have to set your blog out so as to be able to control that if you're looking for affiliate sales.

Number one is to keep your blog clean. Don't bother with a huge number of sidebar widgets, archives, meta links, all that fluff. Get rid of it. Same goes for the bottom of your post content. For this kind of blog, there's no need for "share this" (you don't want people to send a tweet about your review offer when they're in the middle of a buying process... you want them to click your affiliate link!) or any of that. Your goal is to push the reader to the product they're already wanting OR to push them to further information on your site about that product.

That might sound pretty extreme and any real "blogger" will admonish the above advice, but again you have to understand this isn't every day blogging. This is using blogs for a very

specific, informant/reviewer purpose in order to make affiliate sales.

Next we come to inserting your affiliate links and making a call for the reader to take the action you want them to take. Here's a few ideas to maximize the click through rate on your blog posts (which are really landing pages, presell pages, review pages... whatever you want to call them):

1. Don't just put a single affiliate link at the bottom of your posts. Many people won't read right to the bottom so make sure you get an affiliate link, even a call to action in the middle of your posts too.
2. Use graphic banners AND text links. Some people's eyes are taken by banners, and some people are readers. Your pages need a written call to action and a graphic one to ensure greatest CTR.
3. When you are writing your call to action, give them a clear action to take, tell them what they'll see when they take it, and if it's appropriate, give them a good reason, or an incentive to do so.
4. Don't put big chunks of text together. Space your content out so there's no more than 3 lines of text in one paragraph. Dense paragraphs put people off reading and intimidate people and stop them from reading your whole pitch.

And there's plenty more.

That's how to put in your affiliate links and maximize CTR but we kind of skipped the actual "creating content" part, so let's back track a little to make sure we get the production of our content right.

## **Creating Content For This Type Of Visitor**

You'll remember the 3<sup>rd</sup> thing you needed for success with this method was:

**The ability to easily build the right kind of content to satisfy this market and push them in the direction of your offers.**

Creating content for these people is different to your every day content creation. You have to do certain very specific things with your content on these sites. It has to be a unique combination of informing, reviewing, and selling.

First and foremost, remember:

You're not a sales person. The more salesy you are on this type of site, the less you'll sell. Remember, your readers when you use this strategy are people who have already HEARD the sales pitch. They need information, and a gentle nudge, that's it.

So what you do is you give information first. You give the kind of information that has come from people who have bought and used the product. And even if you personally haven't, that information isn't hard to find. You can search forums and elsewhere online to look at the views and experiences of people who HAVE used this product and you can create content that talks about that.

The information you can give can be of many kinds:

Special details that the TV (or newspaper) sales pitch doesn't necessarily give. (always easy to find online)... subjective opinion type critiques that a user of the product would typically give... anecdotal type content like stories of experiences of users of the product. That's the informational stuff, but at the same time you can (do this second)...

Mention the main claims of the product's creators (mention that they ARE "claims" - so you

remain neutral and reviewer like)... talk about the big advantages it is “supposed” to give... or talk about the hype that other people who'd bought or wanted to buy the product had discussed (all comes from researching about the product online).

You can even make a recommendation. You can say that people seem to love this product so if you're an XYZ fanatic it seems worth checking out. There's nothing too salesy or pushy about that kind of tone in your content.

So all of that... That's the KIND of content anyway.

You only need short posts/reviews of 400-600 words each and of course you optimize them for their intended keywords as we discussed earlier.

And you don't need to add content to this kind of blog THAT often. Say there's only 5 good keywords in your little segment. You make a post on each of those 5 (you might even make them as pages so they get permanent links on your blog) and then make one post every now and then to keep the site updated (general posts on the broader market) but use the rest of your content creation effort on site promotion and link building.

The good thing about your blog platform is that if you set it up right from the start, most of your on page optimization is done automatically when you add your posts. That is provided you follow everything we've talked about in this guide.

So, that's creating your blog content. You've gotta please the search engines, you've gotta please your readers, you've gotta monetize well and keep at least a little content flowing continually.

Now your blog and your content are up and you're ready for traffic. Ahh the all important traffic. Let's dive into that rabbit hole next!

## Getting Traffic Streams Flowing

Before we talk about traffic, we have to settle down. We have to settle down and review some important facts about traffic that if overlooked will cause you to waste a whole lot of effort and money on it without getting a whole lot back in return.

There's one fundamental truth related to traffic that often fails to get the recognition it deserves. That truth is that when it comes to traffic.

### Source Counts.

People sit around continually on the web thinking up new ways to eke out new streams of traffic from all kinds of places. And when it comes to start generating traffic to your blog, there are so many options to choose from, so many strategies you might decide to employ. So which do you choose. Here's the rule:

**You must spend the most time and money on the traffic strategy that delivers the highest quality traffic or the highest ROI.**

Read that again please. That's not a revolutionary statement, that's just sensible business.

It doesn't mean that you only use traffic from one source. That's futile. It also doesn't mean you should try to get traffic from everywhere at once. It means that when allocating your time and money to traffic generation, you do so in a way that focuses on your most profitable sources of traffic. It makes sense right?

The great thing about this strategy is that we don't have to spend much time deciding what our most profitable source of traffic is – it's the search engines. There are people searching in the search engines for this product and wanting to buy this product so we focus on getting THOSE people to our site. Those are the people that give us the high conversion rates and minimize our need for huge numbers of visitors. Those people are the key to our success.

So the next question we can ask is:

“How can we quickly get as much of that great traffic as possible?” And that's a good question.

What we're trying to do is get to the front page of the search engines for all of those buying product name terms and then claim as many spots on the front page as we can. Simple right?

So how do we do it? Glad you asked.

The good thing is that up until now, we've already taken a lot of steps to that end. We've created a quality blog, optimized the heck out of it, and added nice keyword targeted content with solid on page optimization.

The rest is all off page optimization, primarily, link building.

### **Here's what you need to know about link building:**

What I'm going to say here is not going to shock you, it's just powerful when it's combined with everything I've talked about up until now. But don't get me wrong, we'll still explain it. So let's go from the top.

First, “how” you link back to your site is important.

When you're building links you need to be linking both to your home page, AND to your post pages. There's been an update recently at Google where top SEO's have noticed that on link campaigns where there was too much authority (link juice, or links) passed to the individual pages relative to the amount passed to the blog's home page, the site's rankings dropped.

So your goal is to build links to each of your individual posts (or pages) that are based on your buying keywords AND to build links to your home page.

Of course, anchor texts are important – no – vital in this process too.

When you link to your keyword post (or page) on the word “buy kindle” you use “buy kindle” as the anchor text. People will tell you that you need to mix up your anchor text so it looks natural, but initially, I've rarely seen it to matter. You need to vary it but you also need to make sure Google knows exactly what term that post is supposed to be ranking for. After each post has say 5 good links with the one anchor text, then you can start varying it a little. Maybe throw a different anchor in there on one link out of every 3 or 4 you get back to any given page.

If anyone's not clear, that means using this HTML code:

```
<a href="http://yourblog.com/buy-kindle">buy kindle</a>
```

And linking to the home page would be:

```
<a href="http://yourblog.com/">http://yourblog.com</a>
```

So, before we move on, remember that our goal is to build as many links as we can to those posts talking about the most targeted buying keywords to do with our products. AND to get those links to our home page as well.

Before we discuss link building strategies specifically, let's pause to reflect.

**--- PAUSE TO MAKE SURE WE UNDERSTAND  
SOMETHING IMPORTANT ---**

This method relies on free traffic. And you have to remember that free traffic is not instant. If you want instant traffic, you pay for it. If you don't like waiting for SEO traffic, no problem, pay for it and don't use this method.

Search traffic and SEO, it takes time. Yes you can get fast rankings but really, it's not something you should aim for. When you go in expecting fast rankings and thinking that's normal, you're likely to quit when you don't get them, even though you were on your way to extreme success. I see people do that all the time. And by quitting you experience the ultimate failure because you lose any chance of future success. So just don't get into that mindset. Be a serious business owner and invest your time and money into your success for the long term.

## **UNPAUSE – RESUME STRATEGY DISCUSSION**

Ok now we're in the right mindset, we can discuss link building techniques.

This is probably where you're hoping I'll pull out some cool new technique for building links. That might be a cue to take a look at your mindset and how you're constantly looking for the “new” technique rather than implementing the quality techniques that you already know.

Anyway, let's talk strategy.

First I want to mention that there's an important philosophy I try to follow when building links. That is, that the best links that you can get are those that don't JUST provide link value, they provide traffic too. Focusing on them will give you the double benefit, and will speed up your traffic generation greatly.

Let's take it from the top:

### **Article Marketing**

This one's a given. Writing articles on your keywords and submitting them to article directories, particularly the good ones, is the fastest way to get free traffic that's in any way decent. You get anchor text control over the links you receive and content published on the quality directories like ezinearticles.com will always get ranked in the engines before the content published on your own blog will because EZA is an aged authoritative domain.

There's no strategy discussion needed here. Write more content on your buying keywords and submit it to the article directories (even if you only submit to Ezinearticles.com that will get results) linking back to your keyword posts and that's it. In the author bio I also recommend linking once to your blog post and once to the root domain so we keep it looking natural like I mentioned earlier. Set up a system for doing this consistently and you'll be assured long term traffic.

### **More Blog Advantages**

There's another few advantages you get by blogging and that is the ability to build links in some new ways.

There are many “blog directories” where you can submit your blog's URL and get links to your site.

The same goes for RSS Feed directories like <http://feedage.com> – you can't get links from them without a blog :)

These kind of links are the ones where you don't get anchor text control but you do get a link to your domain name (so you don't need to use as many links to your domain in other places where you CAN control the anchor text) and a lot of times, from sites that are good, aged, and reasonably authoritative. They're not going to get you rankings for the terms you want but they contribute to that in an important way.

## **Good Neighborhood Links**

In tests that I've done, some of the best links you can get are links from sites that already rank well for the group of keywords (or a closely related group of keywords) that you're trying to target.

So you can take a look to see if there are any blogs or “content sites” in your niche that you can get in touch with and do some content trades. You ask them if you can publish an article on their site or blog and in exchange for you giving them free content they give you a link back to your site with the anchor text you choose.

There's far too many blogs and content sites that are starving for new content so doing trades like this is usually not too difficult. Even better, you can begin a relationship with these site owners that down the track you can leverage in multiple ways for even more traffic.

## **Using Social “Hubs”**

This strategy has been way overhyped so I hesitated to even write about it here. It's also nowhere near as easy as it used to be to build links with this method, so be very careful.

Furthermore, when you hear about “new social networking sites that Google loves” - don't believe it. Google doesn't “love” anything (except money) and just because you can create a public page on a site and link back to your site without a no follow, doesn't mean it's worth your time to do so.

I'll intentionally keep this section short, but the other strategy you can employ is to market with your content on “social content” type sites like Squidoo, Hubpages, and countless others that will let you make a profile and have a public page. It's getting harder to use these sites for link building every day because they're constantly changing their rules to stop people like us using it for this purpose and not adding value.

But if you're willing to invest some time and act like a real person and not a spammer it can

be effective. That means not linking ONLY back to your site from these pages, putting some unique content on there... avoiding certain sites if you're in certain niches (like Squidoo will give you a real hard time if you're in the weight loss or "get your ex back" niche or others similar) and spending some time to add value to their community.

Strategy wise it's just like article marketing. You add content to these sites and you link back to your blog posts and your domain.

Remember all of these free traffic methods aren't instant. You're getting the traffic for free because you're investing your time, so never forget that mindset as you pursue these strategies.

These sites can also be powerful traffic generators because they have their own communities of visitors that you can tap into. But again you can't do it by slapping up a quick profile and moving on. You have to take part, and you have to provide value. Remember too the traffic from these places isn't the same as your uber targeted search traffic.

### **Final Word On Link Building**

Let me close with 2 points on link building.

First, the obvious – build links in a natural way. If you get 100 links in your first week as a NEW site, you're going to raise flags. I know you'll want to, to get those rankings as quick as you can, but don't. Also mix up those anchor texts like we mentioned. Set up a program of link building so your links grow gradually, continually, and naturally. Set a schedule to add a good number of links each week and keep that consistent. If you do, you WILL be rewarded.

**Lastly, don't build more links than you HAVE to.**

This is something that doesn't get talked about near enough.

When you get started, analyze the front page of the search engines for your important keywords and see how they're building their links. Use a tool like <http://backlinkwatch.com> to check how many links the top ranked page has built and use it as a frame of reference. If you want to take it one step further you can even look at WHERE they've gotten their links from and aim to get in contact with the same sites. That'll ensure that eventually, if you go that little bit extra, you'll take their ranking.

The point is not to build your links erratically without consideration of what's actually required. If you can achieve the same result with less effort, why not do so?

### **Remember...**

Of course this has been a brief discussion on link building and there are 100 more link building techniques we could have discussed. But reading over the above again, how many of these techniques are you actually USING? Are you acting on what you know or trying to “learn” everything you can without ever doing anything.

The other thing to remember is that when the competition is low on these super targeted keywords, you don't NEED anything special to claim those high rankings. You just need consistency and good strategies like those we've discussed. You CAN do it!

## Rinsing, Repeating And Systematizing

We're down to the last step! Has this been fluff free or what??

What we've covered so far is the process of creating one profitable site. As I've said, the nature of these sites isn't that you'll make one and it'll set you up for life. These are small, low competition markets but they're also generally low traffic. What that means is that you need multiple sites to create a portfolio and a serious, scary huge income.

But remember, when these sites are set up, it's passive income you've got rolling. Your income from the sites isn't relative to how much time you spend on them, so you've got room to scale that thing up hard.

So how do you do that? How do you rinse and repeat?

The key is to create a system of work for yourself (and when you're able, the outsource staff you'll work with) that will allow you to continually reproduce the predictable outcome of a profitable site. That eventually (when it becomes too much work for you) requires outsourcing to staff members and automating to save time with tools like the ones I've created for members at [Firepow Blogging Software](#).

It also requires the upkeep and management of a large number of blogs, which can be challenging, that's one of the main benefits of using a tool like Firepow but unfortunately something we don't have room to get into here.

When you have a system in place, that's when you have a business. That's when you go from making money online, to having a business online. That's when you go from a bit of cash in your pocket, to a consistent income that will support whatever lifestyle you want to lead. That's where it gets exciting :)

## Conclusion

That's it, that's the end.

It's both as simple as what I've outlined here and more complicated at the same time. The bottom line is that this is a tested method that works because it revolves around fundamental marketing principles and simple but effective online business strategies. It's easy enough that anyone can do it, and it's scalable enough that you can create a solid income from it that will LAST.

I hope I've laid this process out for you with enough clarity that you could make concrete steps towards implementing it even if you aren't able to check out what we've got going on over at the the [Niche Blogging Institute](#).

That said, we're doing some extremely cool things over at NBI, like giving people video walkthrough training of this entire process in full detail, telling people which niches and products to target that are getting searched, giving them content so they don't have to write articles, you name it, we're doing it for you!

If what you read in this report made sense to you and you're in any way serious about making a living online with an intelligent method for lasting income I can't recommend highly enough that you jump over and check out the [Niche Blogging Institute](#) at <http://nicheblogginginstitute.com/>

I thank you for taking the time to read this report and I hope this is not the last time we communicate. I wish you every success.

**Regards,**

**Andrew Hansen and Colleen Slater**

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