

# **Creating Niche Sites that Ranks Well and Make YOU Money**

*How you can find unlimited niches and turn them into income streams*

By Dr. Andrew J. Williams



<http://ez-search-engine-optimization.com>

Version 1.0

**Presented to you by:**

**Michael Nicholas**

<http://www.freeresalerightsvault.com>

This report was based on a series of newsletters I wrote for my Internet Marketing subscribers.

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<http://ez-search-engine-optimization.com/ezseo>

## Overview

This report will show you how you can locate niche markets and turn those niche markets into websites that get good traffic and make you money.

Please be warned, the keyword research techniques outlined during this report are powerful and you can find yourself quickly locating dozens of potentially profitable niche markets.

Why is that a problem? Well, unless you actually do something with your research you won't make any money. I have received several e-mails from my subscribers telling me how they have found 10, 20, 30 or more niche markets with great potential, yet have not started to develop any of those ideas into websites. Don't fall into this trap. Do the research on a few areas, decide which one interests you most and go with it.

## 1. Finding Merchants

The first step for me when building an affiliate site is always the same. Find a good merchant. If you build a site without first identifying possible merchants, you are looking to fail. What happens when you have finished your site, go to find a merchant, but there are none available, or at the very best, the merchants you find are bad ones?

What is a bad merchant?

Let's look at this question another way and answer the simple question,

"What makes a good merchant"?

My answer to this question is simple:

"One that looks after and values his/her affiliates".

The list of things to look out for is quite large, and I am not going to discuss that in this report because I have started putting together a website that explains my criteria. The website is called Affiliate Minder.

<http://affiliate-minder.com>

There is little point in me repeating the information of that site here. It is better to let you go and see this website and see if you agree with my own criteria for selecting programs.

The website will eventually have lists of merchants that I feel are good to promote. At the moment, this site does not have any merchants listed, but I will be working on it soon. In fact, you can help me here if you want. The site has a submission area where anyone can submit affiliate programs they feel meet the criteria laid down. I will only ever list programs I fully recommend.

### ***EPC & calculations of potential earnings***

It is vital that you find quality merchants before ever starting your website. One of the best ways is to visit Commission Junction, or one of the other networks and browse the list of merchants. CJ gives you an EPC (earnings per 100 clicks) figure that is very useful. This figure tells you how much commission on average this merchant has paid out per 100 clicks coming into its site.

Example: A merchant that has an EPC of \$10, means that for every 100 clicks an affiliate sends that merchant, on average, that merchant pays out \$10.

If you can send this merchant 100 targeted clicks a day, you can probably average \$10 a day from this merchant. That is over \$300 a month and well over \$3000 a year.

Working backwards, if you want to make \$10 a day from this merchant, you know you need to average 100 clicks per day. If only 10% of your visitors click on your link to this merchant, you would need 1000 visitors a day to make \$10 per day. As you can see, affiliate marketing is a numbers game.

Note: the percentage of people clicking through from your site to a merchant can vary wildly. It depends on how well you sell that merchant, how much distraction you have on your web page (other offers, different promotions etc). Generally, the more focused your page is on a single merchant or product, the better the click through rate.

## 2. Keyword Research

Have you found a reputable merchant yet? Difficult isn't it?

***Don't continue with the keyword research step until you have found some good merchants because this step is engrossing, and takes a lot of time. Don't waste your time by researching niches that don't have potential merchants.***

This step is perhaps the most important because if you get this wrong, your site will fail to get visitors, and without visitors, you won't make money.

This step is KEYWORD RESEARCH.

Many of you have probably read my free [“Niche within a Niche report”](#) by now.

This report uses two great tools to help find the gold amongst the rubbish:

[Wordtracker](#) and my [Keyword Results Analyzer – Wordtracker version \(KRA-WT\)](#):

In the report I show how I found over 200 keywords with a KEI over 10 and less than 1000 competing sites. This really is the method I use to find keywords for my own niche sites, so do read the report if you have not already done so. I think you will be amazed at how easy it is to find lots of profitable niches.

One question I have been asked recently is this:

"Is there any point in targeting a keyword with only 2 or 3 searches a day at Google?"

This question arose because a lot of the niche keywords I found in my “Niche within a Niche” report only had 2 or 3 searches a day. My answer to this question is quite long, but here are a few points to remember:

1. If you intend to build a small site then there is absolutely no point targeting keywords with only 2 or 3 searches a day on your web site pages. You won't get enough traffic to your site to make it profitable.
2. If you build a large site (100 pages or more), then these keywords can become very valuable to you, especially when used to write articles that can target 3 or 4 phrases per article. When you consider that most of these keywords have a very low number of competing web pages in Google, this idea becomes even more powerful. In fact, many of these low search phrases have 0 competing web pages in Google. That means you are almost guaranteed a #1 position in Google. Put 3 or four of these keywords onto a web page and you might get the top slot in Google for all of the phrases from

a single web page! Multiply up the traffic and you can see that these phrases cannot be ignored.

3. Targeting phrases with higher competition means less likelihood of getting into the top 10 at Google. What is the point of building 50 pages around phrases with 50 or more daily searches if you don't get into the top 30 for any of these keywords?

When I received one of Michael Campbell's newsletters recently I read about one of his niche sites on barbecues and how he brainstormed for ideas relating to this niche.

Using Wordtracker and my KRA-WT tool, I found 1989 phrases relating to barbecues.

Of those 1989 phrases,

**420 of them had a KEI greater than 10 and less than 100 competing web pages** (no that is not a typo, 420 really did have less than one hundred competing web pages). How many keywords from that list do you think you could get into the top 10 at Google?

What if I tell you that **393 of those phrases have a KEI greater than 10 and less than TEN competing web pages in Google**. How many phrases do you now think you can get into the top 10 at Google?

And what if I tell you that, **240 of the phrases have only 1 or less competing web pages in Google**?

Of those 240 phrases, 11 have 5 or more daily searches at Google. With no competition you could write a single web page including all 11 phrases and probably snag the # 1 spot at Google for all 11 phrases - **ON A SINGLE PAGE**.

The combined number of daily searches for those 11 phrases is 62. That means a single page made up of these 11 phrases may get you 60 or so visitors a day from Google (and that is not even considering Yahoo or MSN).

How many of your current web pages get 60 visitors a day? Now can you see the value of using these lower competition phrases?

In case you think the BBQ example and the scrapbooking example in my report are just flukes and there are not many niches that you can apply my techniques to, I repeated the exact same techniques on many different niche topics. Every single one I did during a seven-day period (16 niches in all) turned up similar untapped phrases. You see most people don't bother with them because they don't see them as valuable.

**Other examples:**

**In 30 minutes I found 76 keywords related to haemorrhoids with KEI over 10 and less than 10 competing web pages in Google.**

**In another 30 minutes session I found 133 phrases related to remote controlled toys with KEI over 10 and less than 10 competing web pages.**

KRA-WT made this research possible.

[Read More about the incredible power of Keyword Results Analyzer](#)



### 3. Site Design

When I first starting writing my [ezSEO newsletter](#) I ran a series of articles on search engine optimization. Those who subscribed during the first 15 or so newsletters were given this entire course for free. Once the course was finished, it was compiled into by eBook "[Battle for the Top 10](#)"

Anyone who has read this information knows that I talk about the importance of linking the pages in your site together in such a way that search engines will rank your pages higher.

This internal linking structure is vital if your pages are:

- (a) Going to be found and indexed by Google
- (b) Going to rank well

Any site you build must have pages linked together in the best possible way to maximize web page visibility and search engine rankings.

Here is the main strategy I use to accomplish this:

#### **1. Include a sitemap, which we will link to from the homepage**

The sitemap is the best way to get all of your web pages indexed and included in Google. Not only that, but if a sitemap is done correctly, it can also rank well itself and bring a lot of traffic to your site. If you are unsure how to create a sitemap, I have written a free report called "[Sitemaps, the Missing Link](#)".

#### **2. Choose 5 - 10 keywords from the list of keywords that cover the main areas of your niche**

We will look at how to choose these in a moment. We will then create 5 - 10 web pages, each one focusing on one of these main keywords. Once all these pages are built, we will create a menu linking to each of these main pages and include it on every page in our website.

#### **3. Create articles with the remaining keywords**

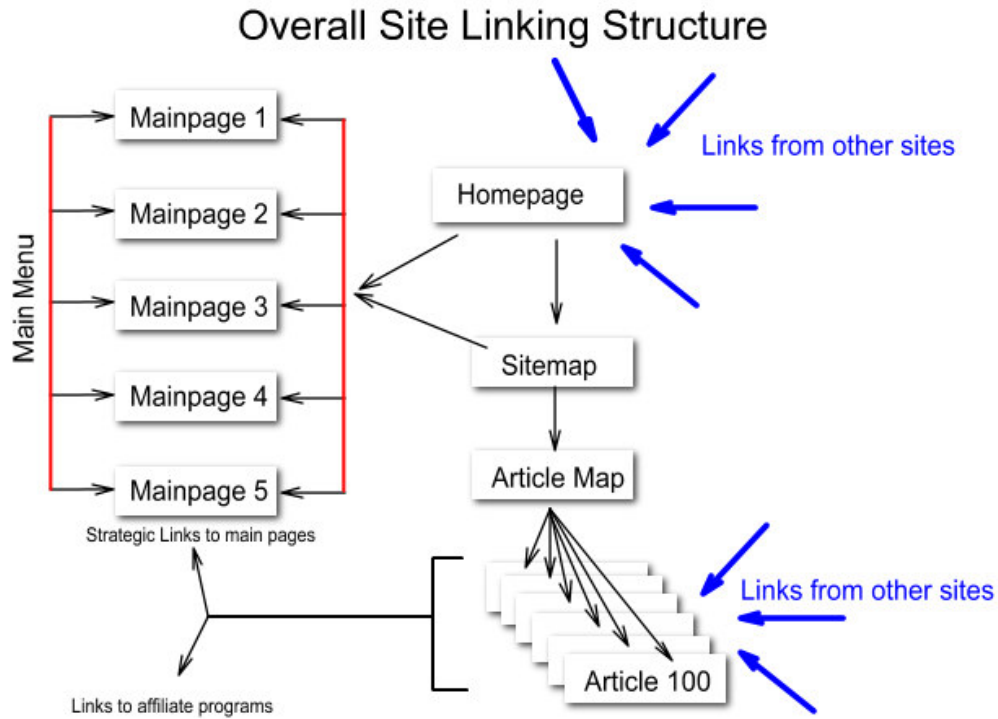
We will use these articles to:

- (a) Capture search engine traffic
- (b) Strategically improve the rankings of our main pages, and
- (c) Funnel the traffic from these articles to either an affiliate merchant, or another page on our site.

**4. Once the site is finished, we would then get links from related sites**

This is done by either a reciprocal link exchange, or by writing and submitting articles to other webmasters - see the bonus report on [article writing](#).

***The following diagram shows the overall linking structure we will try to achieve in our niche site. This design maximizes visibility of pages in the search engines and at the same time, funnels important PR and link reputation to the most important pages of your site.***



## 4. Choosing Keywords

OK, let's look at how we choose the main keywords for our website using the exact same tools I use on a weekly basis. You can do this all manually if you prefer, but it is very time consuming. I highly recommend that you invest in the right tools now, you won't regret it.

For this section, I am going to use the niche of "scrap booking" since you all have access to those keywords in my "Niche within a Niche" report.

Looking through the keywords, I am looking for 5 - 10 that encompass the entire topic of scrapbooking. The easiest way of doing this is to order your keywords by count (the number of times it has been searched for) and go from there. I have found that when people search for something at the search engines they tend to start off with a broad, general term instead of a tightly focused one and these searches can help us home in on the keywords that "encompass" our topic.

Here are the top 20 in the list pulled straight out of KRA-WT:

KEI	Count	24Hours	Comp.	Keyword
43.322	7270	2448	1220000	scrapbooking
1.405	2039	687	2960000	scrapbook
13.984	1059	357	80200	scrapbook supplies
48.052	1049	353	22900	scrapbooking ideas
26.688	852	287	27200	scrapbook ideas
41.405	819	276	16200	scrapbook layouts
4.728	796	268	134000	scrapbooking supplies
1.176	763	257	495000	scrapbooks
12.98	592	199	27000	scrap booking
0.15	430	145	1230000	Scrapbooking
2.82	323	109	37000	scrapbook paper
33.872	291	98	2500	scrapbooking layouts
0.76	254	86	84900	scrapbook pages
3.648	226	76	14000	scrapbook stickers
7.502	221	74	6510	digital scrapbooking
16.932	215	72	2730	scrapbook software
86.748	213	72	523	free scrapbook pages
2.836	209	70	15400	free scrapbooking
1.692	204	69	24600	scrapbook albums
0.027	182	61	1230000	SCRAPBOOKING

You can see that several of these keywords cover very large niches within the main niche of scrapbooking. These are the keywords we want to use for the main keywords of our site.

Here are the ones I have chosen from the list:

scrapbook supplies  
 scrapbooking ideas  
 scrapbook layouts  
 scrapbook paper  
 scrapbook albums  
 baby scrapbooks (this one is not in the top 20)

The last one "baby scrapbooks" was included because KRA-WT identified this for me as a large niche within the main niche - here is the info KRA-WT produced for me on this sub-niche:

KEI	Count	24Hours	Comp.	Keyword
3.618	120	40	3980	baby scrapbooks
1.273	78	26	4780	baby scrapbook
185.786	51	17	14	scrapbook page baby boy
28.452	42	14	62	baby scrapbook ideas
4.971	32	11	206	baby boy scrapbook
0.683	32	11	1500	baby scrapbooking
0.237	29	10	3550	SCRAPBOOK BABY
2.153	26	9	314	baby girl scrapbook
0.144	26	9	4680	BABY SCRAPBOOK
27.769	19	6	13	keepsake baby scrapbook
5.918	19	6	61	baby scrapbooking ideas
16.2	18	6	20	baby scrapbook layouts
14.45	17	6	20	Baby Scrapbook Layouts
256	16	5	0	flavia scrapbook baby
225	15	5	0	scrapbooking ideas for baby girl
50	10	3	2	baby scrap book ideas
25	5	2	1	scrap book covers baby handmade
25	5	2	0	baby scrap books online
0.076	5	2	330	baby scrap book

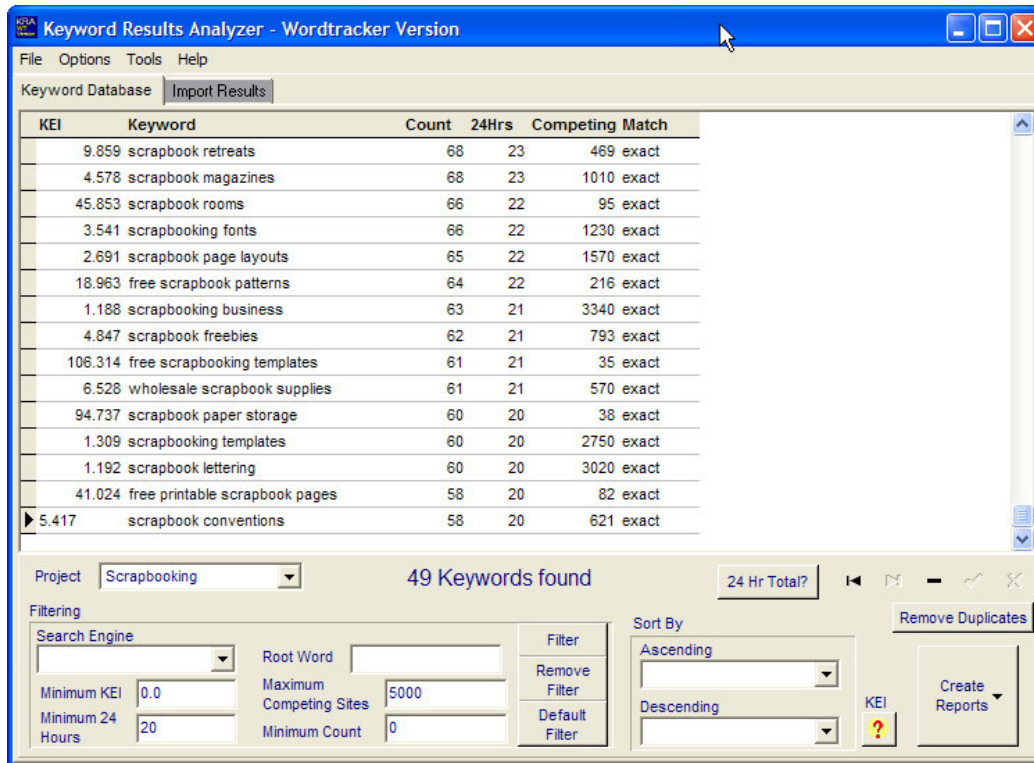
NOTE: KRA-WT automatically finds these niches within the main niche at the click of a button and produces a report like the one above for each sub-niche. KRA-WT does the hard work for you!

OK, we have the main keywords of the site sorted out. Here they are:

scrapbook supplies, scrapbooking ideas, scrapbook layouts, scrapbook paper, scrapbook albums and baby scrapbooks.

Let's turn our attention for a moment to the article pages we are going to write a little later on. I want to write about 100 articles for this site.

To choose my 100 phrases to target, I turn once again to my trusty friend, KRA-WT. If I choose to filter only those phrases with less than 5000 competing sites and let's say at least 20 searches per day (at Google):



KEI	Keyword	Count	24Hrs	Competing Match
9.859	scrapbook retreats	68	23	469 exact
4.578	scrapbook magazines	68	23	1010 exact
45.853	scrapbook rooms	66	22	95 exact
3.541	scrapbooking fonts	66	22	1230 exact
2.691	scrapbook page layouts	65	22	1570 exact
18.963	free scrapbook patterns	64	22	216 exact
1.188	scrapbooking business	63	21	3340 exact
4.847	scrapbook freebies	62	21	793 exact
106.314	free scrapbooking templates	61	21	35 exact
6.528	wholesale scrapbook supplies	61	21	570 exact
94.737	scrapbook paper storage	60	20	38 exact
1.309	scrapbooking templates	60	20	2750 exact
1.192	scrapbook lettering	60	20	3020 exact
41.024	free printable scrapbook pages	58	20	82 exact
5.417	scrapbook conventions	58	20	621 exact

KRA-WT tells me there are 49 such keywords. I need 100 so that is not enough. Let's change our filtering criteria until we get a little closer to 100.

Let's try changing that 20 searches a day to 10 searches a day.

KEI	Keyword	Count	24Hrs	Competing Match
9.859	scrapbook retreats	68	23	469 exact
4.578	scrapbook magazines	68	23	1010 exact
45.853	scrapbook rooms	66	22	95 exact
3.541	scrapbooking fonts	66	22	1230 exact
2.691	scrapbook page layouts	65	22	1570 exact
18.963	free scrapbook patterns	64	22	216 exact
1.188	scrapbooking business	63	21	3340 exact
4.847	scrapbook freebies	62	21	793 exact
106.314	free scrapbooking templates	61	21	35 exact
6.528	wholesale scrapbook supplies	61	21	570 exact
94.737	scrapbook paper storage	60	20	38 exact
1.309	scrapbooking templates	60	20	2750 exact
1.192	scrapbook lettering	60	20	3020 exact
41.024	free printable scrapbook pages	58	20	82 exact
5.417	scrapbook conventions	58	20	621 exact

Now KRA-WT tells me there are 149 matching phrases.

That is a few too many.

Why not make our "SEO job" a little easier and only select keywords with less than 2000 competing pages and at least 10 searches a day.

Keyword Results Analyzer - Wordtracker Version

File Options Tools Help

Keyword Database Import Results

KEI	Keyword	Count	24Hrs	Competing Match
54	wedding scrapbook pages	72	24	96 exact
7.225	scrapbook die cuts	69	23	659 exact
18.645	free scrapbook clipart	68	23	248 exact
9.859	scrapbook retreats	68	23	469 exact
4.578	scrapbook magazines	68	23	1010 exact
45.853	scrapbook rooms	66	22	95 exact
3.541	scrapbooking fonts	66	22	1230 exact
2.691	scrapbook page layouts	65	22	1570 exact
18.963	free scrapbook patterns	64	22	216 exact
4.847	scrapbook freebies	62	21	793 exact
106.314	free scrapbooking templates	61	21	35 exact
6.528	wholesale scrapbook supplies	61	21	570 exact
94.737	scrapbook paper storage	60	20	38 exact
41.024	free printable scrapbook pages	58	20	82 exact
5.417	scrapbook conventions	58	20	621 exact

Project Scrapbooking 102 Keywords found 24 Hr Total?

Filtering

Search Engine

Root Word

Maximum Competing Sites 2000

Minimum KEI 0.0

Minimum 24 Hours 10

Minimum Count 0

Filter

Remove Filter

Default Filter

Sort By

Ascending

Descending

Remove Duplicates

Create Reports

OK, now we have a list of 102 keywords. That is perfect. We have chosen out article pages.

KRA-WT tells me that these 102 keywords combined get searched for 1799 Times per day at Google. That is a lot of traffic, and considering these phrases have relatively little competition, I think we could be onto a winner here.

NOTE: If you are going to be actively getting quality links to your site, your site PR will increase. As it increases, your ability to compete for more competitive terms increases. If you are going to work on links and get your PR up to at least a 5, I would recommend targeting more competitive terms since these ones usually get more searches. e.g. Filter out phrases with less than 10,000 competing pages, and a minimum count of 50. This would only give you 81 phrases for your articles, but each article should bring more traffic to your site (2384 searches per day at Google, which is an extra 585 searches per day, or 213,000 per year).



If on the other hand you don't think you will get many links in to your site, you have to target much less competitive phrases. The choice is yours:

1. Work hard on getting links to your site, go for higher competition phrases which get more traffic, and ultimately get more visitors to your site (and more sales), or
2. Do very little on getting links to your site, target less competitive phrases and ultimately get fewer visitors to your site (and less sales).

If you are worried about getting links to your site, read the bonus report on [Link Exchanges](#).

OK, in this section we went through the process of choosing our main keywords (6 of them), plus 100 keywords that we will use to build article pages.

We also looked briefly at our strategy for linking the pages of the site together.

In the next section we will look at how to create one of the main pages of our site.

## 5. Creating a Main Page of your site

OK, in this section we will look at how to create one of the main pages of our site.

If you remember, in the last section we decided on 6 main keyword phrases for this niche site. We used [WordTracker](#) & [KRA-WT](#)

to find not only the best keywords to use for the main pages of this site, but also the best pages to use for our articles.

Here is our list of main keywords for this site:

scrapbook supplies  
scrapbooking ideas  
scrapbook layouts  
scrapbook paper  
scrapbook albums  
baby scrapbooks

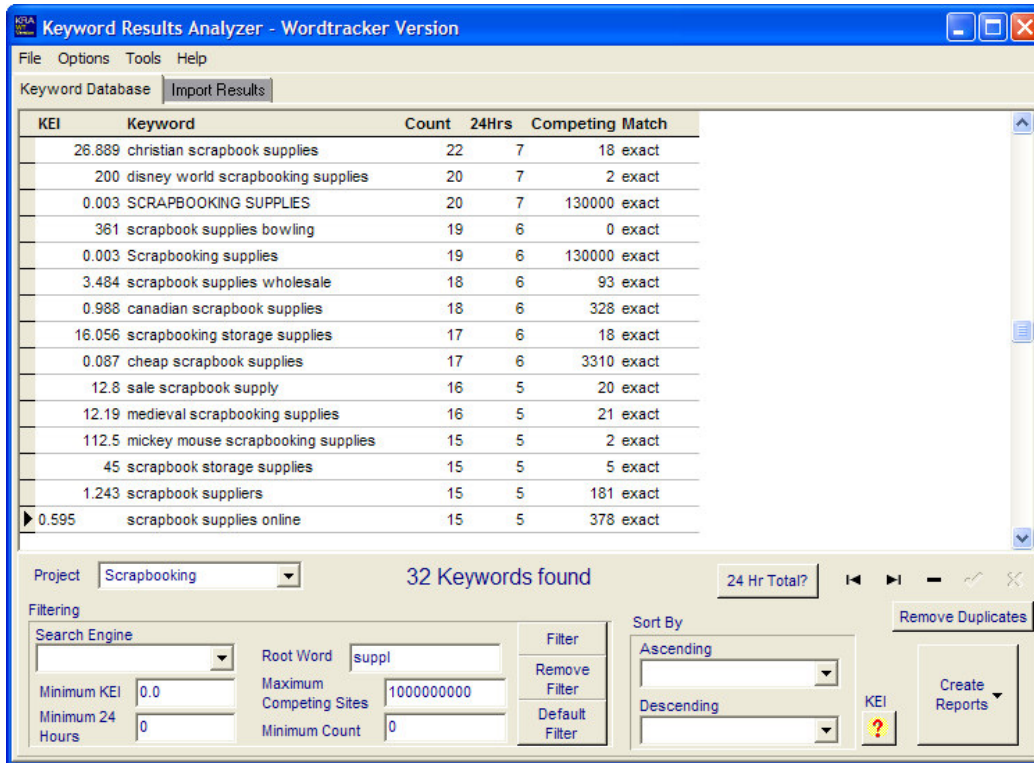
Each of these 6 phrases will represent one of the main pages of the site and the main menu of the site will link to all 6 of these pages.

Let us take the first phrase to use as an example - "scrapbook supplies".

Now this phrase has 80,200 competing sites, which is going to be very difficult to compete with. We will need to get a lot of good link partners and use the PR generated to funnel it to this (and other) main pages. Also we will rely on secondary keywords on this page to generate more traffic.

Also, don't forget the article pages we intend to create that will generate a lot of traffic that we can funnel to this page to boost its traffic (not to mention the PR the article page will transfer). More about these techniques later.

We need to find suitable secondary keywords related to this term that we can sprinkle into the web page. Let's go back to KRA-WT and filter only those phrases containing the word "supplies". To do this, I type "suppl" into the root word box in KRA-WT and click filter. This retrieves all phrases containing string "suppl" - i.e. supplies, supply & suppliers.



That is 32 phrases that are related to supply & supplies.

With the click of a button in KRA-WT I can produce a report of these phrases. I'll order them by Count (the number of times the phrases are found in the Wordtracker database during the last 60 days).

Here is the report:

KEI	Count	24Hours	Comp.	Keyword
13.984	1059	357	80200	scrapbook supplies
4.728	796	268	134000	scrapbooking supplies
0.852	69	23	5590	discount scrapbook supplies
6.528	61	21	570	wholesale scrapbook supplies
4.621	54	18	631	wholesale scrapbooking supplies
3.463	44	15	559	scrap book supplies
2.294	36	12	565	free scrapbooking supplies
27.524	34	11	42	clearance scrapbooking supplies
0.503	31	10	1910	discount scrapbooking supplies
0.013	31	10	76300	Scrapbook Supplies
0.012	30	10	77300	SCRAPBOOK SUPPLIES
0.006	27	9	130000	Scrapbooking Supplies
1.268	26	9	533	free scrapbook supplies

15.244	25	8	41	disney scrapbook supplies
0.007	23	8	77300	Scrapbook supplies
0.777	23	8	681	scrap booking supplies
26.889	22	7	18	christian scrapbook supplies
200	20	7	2	disney world scrapbooking supplies
0.003	20	7	130000	SCRAPBOOKING SUPPLIES
361	19	6	0	scrapbook supplies bowling
0.003	19	6	130000	Scrapbooking supplies
3.484	18	6	93	scrapbook supplies wholesale
0.988	18	6	328	canadian scrapbook supplies
16.056	17	6	18	scrapbooking storage supplies
0.087	17	6	3310	cheap scrapbook supplies
12.8	16	5	20	sale scrapbook supply
12.19	16	5	21	medieval scrapbooking supplies
112.5	15	5	2	mickey mouse scrapbooking supplies
45	15	5	5	scrapbook storage supplies
1.243	15	5	181	scrapbook suppliers
0.595	15	5	378	scrapbook supplies online
0.513	15	5	439	cheap scrapbook supply

#### Unique Keywords:

book  
 booking  
 bowling  
 canadian  
 cheap  
 christian  
 clearance  
 discount  
 disney  
 free  
 medieval  
 mickey  
 mouse  
 online  
 sale  
 scrap  
 scrapbook  
 scrapbooking  
 storage  
 suppliers  
 supplies  
 supply  
 wholesale  
 world

---

Now KRA-WT has a very useful feature in that it can list the unique words that make up the phrases you have filtered. These unique keywords are shown at the end of the above report.

These are the words that we need to weave into the content of the "scrapbook supplies" page.

Sprinkling in these words, especially when combined with the words scrapbook or scrapbooking, will allow this page to:

- 1. Rank better for a wider range of keywords**
- 2. Set the theme of the page so that there is no doubt in GoogleBots mind what this page is about.**

Sorting through the list above, we can see that some words may not be appropriate. e.g. Mickey and Mouse, which comes from the phrase:

**“mickey mouse scrapbooking supplies”**

This phrase only has two competing sites and might be something you want to target, but obviously if you cannot find an affiliate program that has "mickey mouse scrapbooking supplies", you need to find an alternative use for this article e.g. funnelling traffic to one of your main pages.

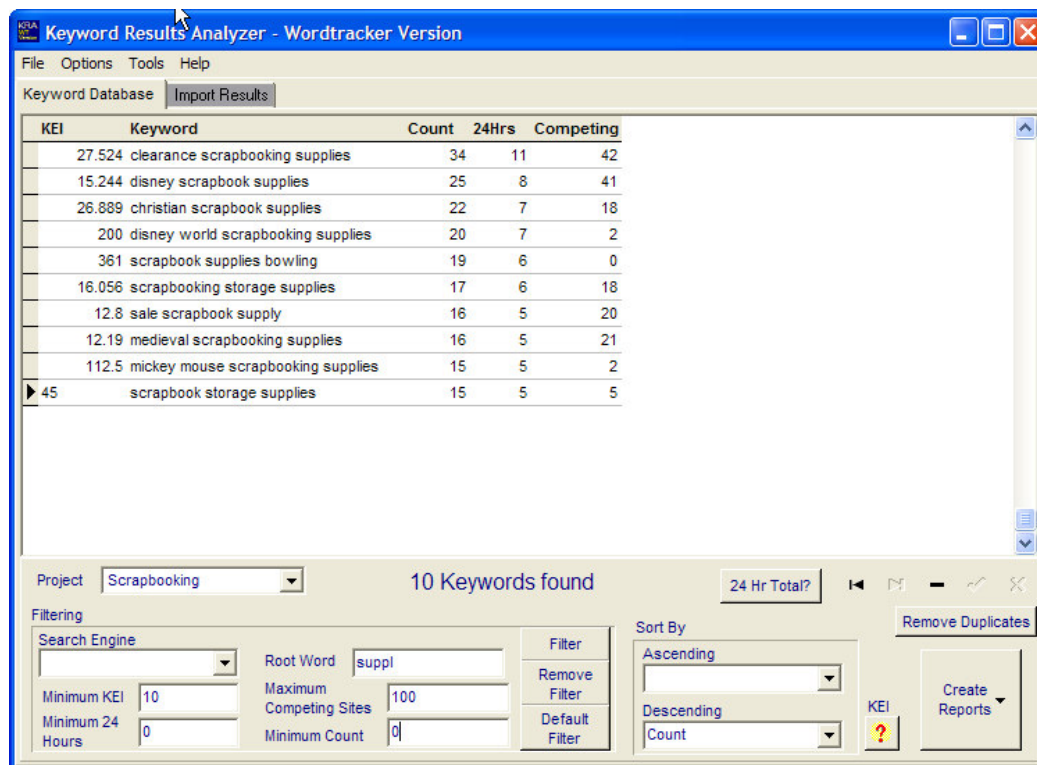
## Thinking about articles again

We will want to write several articles related to the topic of scrapbook supplies so that we can link from those articles to this scrapbook supplies page. To decide which phrases would be good candidates for these article, I enter in a few filtering criteria into KRA-WT:

KEI > 10

Competing < 100

Contains keyword : suppl



KEI	Keyword	Count	24Hrs	Competing
27.524	clearance scrapbooking supplies	34	11	42
15.244	disney scrapbook supplies	25	8	41
26.889	christian scrapbook supplies	22	7	18
200	disney world scrapbooking supplies	20	7	2
361	scrapbook supplies bowling	19	6	0
16.056	scrapbooking storage supplies	17	6	18
12.8	sale scrapbook supply	16	5	20
12.19	medieval scrapbooking supplies	16	5	21
112.5	mickey mouse scrapbooking supplies	15	5	2
45	scrapbook storage supplies	15	5	5

Project: Scrapbooking 10 Keywords found 24 Hr Total?

Filtering: Search Engine, Root Word: suppl, Minimum KEI: 10, Maximum Competing Sites: 100, Minimum 24 Hours: 0, Minimum Count: 0

Sort By: Ascending, Descending, Count

Buttons: Filter, Remove Filter, Default Filter, Remove Duplicates, Create Reports

That's 10 phrases relating to supplies that are ideal for articles. With less than 100 competing sites for each of these phrases, you should be guaranteed a top 5 position (if not #1).

Each of these article pages will receive traffic from the search engines and that traffic can be funnelled to the "scrapbook supplies" main page by including some lead-in text describing the fabulous scrap book merchants you have compiled on the main page and providing a link for your visitor.

You may not think that these 10 phrases have many daily searches, but if you add them all up, these 10 phrases would get (according to Wordtracker) 65 searches a day, just from Google.

When you consider how easy it is to rank at the top of Google for these phrases, and that you could easily create these 10 pages in a single day, things start to make more sense. To me, one day's work for 65 visitors a day (for months or years to come) is a great return for my time.

Repeat this procedure for all 6 our main keywords and we have 66 page web site that gets 390 visitors a day from Google, even if our main pages don't rank well themselves. Get some quality link partners to boost your site PR and you could find this number increasing many times as your main 6 pages rise in the rankings.

NOTE: The above keywords also make great secondary keywords to use on the main "scrapbook supplies" page.

For example, using the phrase "christian scrapbook supplies" on the page can help your page rank higher for this term, but also for "scrapbook supplies" since this exact phrase is also contained within the longer "christian scrapbook supplies" .

## ***Back to building our main page***

OK, we now have the primary keyword of the page, plus several potential secondary keywords for this page. In addition our research using KRA-WT has highlighted 10 phrases that would make not only good secondary phrases, but also excellent article pages.

All that is left to do is to create a web page optimized for our primary keyword, while sprinkling in our secondary keywords. It's as easy as that. If you are uncertain how to optimize a web page, I recommend you read a good book on SEO.

[Battle for the Top 10](#)



## 6. Using Articles

In the last section we looked at how we would decide upon primary and secondary keywords for the main pages of our site. These keywords can have higher competition than article pages since we intend to get some good links to the site allowing us to compete for more competitive terms.

In addition we intend to write lots of articles, which can be used to link to these product pages and boost their rankings as well as get traffic themselves.

Remember the six main pages? They were built around:

- scrapbook supplies
- scrapbooking ideas
- scrapbook layouts
- scrapbook paper
- scrapbook albums
- baby scrapbooks

We also decided on around 100 lower competition phrases using KRA-WT to find the most profitable low competition phrases possible.

We will link from our 100 articles to the main 6 pages using either a menu, or text links woven into the articles themselves.

You can either link to all of your main 6 pages from every article, or only link to one main page per article. The second scenario would have 16 or 17 articles linking to each of the main pages. Both methods can work, and I suggest you experiment.

When we start to get external links pointing to our site (I recommend doing this by writing articles and submitting them to other webmasters), PR will begin to flow around the site and our main pages (as well as our article pages) will start to rise in the rankings. Keep getting more and more links in until you have the rankings you want.

## ***Article Pages***

The article pages have a few functions. They are going to target less competitive phrases and hopefully rank well immediately so that your site gets traffic traffic. These articles will then funnel the traffic to one or other of the main 6 pages via the menu or text links within the article, and hopefully bag you a sale.

Remember the article pages will not have any affiliate links on them. We don't want to have to edit 100 pages every time a merchant changes their affiliate link (and some do this a lot!).

If you ignore this advice and want to add affiliate links to article pages, consider using server side includes (SSI). This is a topic we covered some time ago in the newsletter, and is a bonus chapter in my "Battle for the Top 10" eBook.

## ***Writing the articles***

To write your articles, follow the guidelines laid down in the [Article Report](#).

As you write articles, add them to your site and place a link to them so the search engines can find them. The way I do this is to use my [Sitemap Creator software](#).

to create an article directory. This is just a sitemap linking to all my articles. You can then add a link to your article directory from the homepage.

You can see an article directory on a site I built using my SEO Website Builder (SEO WSB) software:

<http://jim-edwards.ez-search-engine-optimization.com>

Click on the "Sitemap" link at the bottom, and then the "Articles" links at the bottom of that page. Of course SEO WSB builds this all for you, but on the sites that I build in my favourite HTML editor, I use Sitemap Creator to build both a sitemap and an article map. It all works very well.

A final thing to remember about Articles. Target one low competition word as the main word of the article, plus a couple of other related low competition phrases as secondary phrases. That way each article will be found for several different phrases and bring you more traffic. If you own [KRA-WT](#) finding secondary phrases is as easy as typing in the primary phrase and filtering, or even easier than that would be to look at the Niche within a Niche reports that can be automatically generated from your keyword list.

We looked at one such "Niche within a Niche" report previously for the keyword phrase "Scrapbook supplies", but let's look at another, this time for our second main phrase - scrapbooking ideas:

**Keyword Results Analyzer - Wordtracker Version**

File Options Tools Help

Keyword Database Import Results

KEI	Keyword	Count	24Hrs	Competing
0.019	SCRAPBOOK IDEAS	21	7	23500
0.02	Scrapbooking ideas	21	7	22500
5.918	baby scrapbooking ideas	19	6	61
324	free sports scrapbooking ideas	18	6	0
256	newest sports scrapbooking ideas	16	5	0
225	SCRAPBOOKING PAGES IDEAS	15	5	1
225	scrapbooking ideas for baby girl	15	5	0
28.125	quick scrapbooking ideas	15	5	8
8.654	free scrapbook layout ideas	15	5	26
0.008	scrapbook ideas	14	5	23800
50	baby scrap book ideas	10	3	2
64	scrap book page ideas	8	3	1
49	scrap booking ideas to print	7	2	0
0.25	Scrap book ideas	7	2	196
16	free ideas on scrap booking	4	1	0

Project: Scrapbooking 32 Keywords found 24 Hr Total?

Filtering

Search Engine: [Dropdown] Root Word: ideas

Minimum KEI: 0 Maximum Competing Sites: 1000000000

Minimum 24 Hours: 0 Minimum Count: 0

Filter Remove Filter Default Filter

Sort By: Ascending Descending Count

Remove Duplicates KEI ? Create Reports

Here is the report produced by KRA-WT:

KEI	Count	24Hours	Comp.	Keyword
48.052	1049	353	22900	scrapbooking ideas
26.688	852	287	27200	scrapbook ideas
2.688	134	45	6680	scrapbook page ideas
86.224	130	44	196	scrap book ideas
3.119	119	40	4540	free scrapbooking ideas
4.739	111	37	2600	scrapbook layout ideas
73.052	75	25	77	free scrapbook ideas
0.206	68	23	22500	SCRAPBOOKING IDEAS
7.408	52	18	365	scrap booking ideas
0.094	47	16	23500	Scrapbook ideas
28.452	42	14	62	baby scrapbook ideas
3.06	39	13	497	scrapbooking page ideas
3.824	37	12	358	scrapbooking layout ideas
0.061	37	12	22500	Scrapbooking Ideas
115.2	24	8	5	scrapbook ideas Memory books
0.98	23	8	540	wedding scrapbook ideas
0.674	23	8	785	ideas for scrapbooking
0.019	21	7	23500	SCRAPBOOK IDEAS
0.02	21	7	22500	Scrapbooking ideas
5.918	19	6	61	baby scrapbooking ideas
324	18	6	0	free sports scrapbooking ideas
256	16	5	0	newest sports scrapbooking ideas
225	15	5	1	SCRAPBOOKING PAGES IDEAS
225	15	5	0	scrapbooking ideas for baby girl
28.125	15	5	8	quick scrapbooking ideas
8.654	15	5	26	free scrapbook layout ideas
0.008	14	5	23800	scrapbook ideas
50	10	3	2	baby scrap book ideas
64	8	3	1	scrap book page ideas
49	7	2	0	scrap booking ideas to print
0.25	7	2	196	Scrap book ideas
16	4	1	0	free ideas on scrap booking

Unique Keywords:

baby  
 book  
 booking  
 books  
 free  
 girl  
 ideas  
 layout  
 Memory  
 newest  
 page  
 PAGES  
 print  
 quick  
 scrap  
 scrapbook  
 scrapbooking  
 sports  
 wedding

Remember KRA-WT finds these automatically for you saving you hours in keyword research time.

Look at the list above. There are 19 phrases there that should present no problem in getting top Google rankings:

### ***Less than 500 competing site:***

KEI	Count	24Hours	Comp.	Keyword
86.224	130	44	196	scrap book ideas
73.052	75	25	77	free scrapbook ideas
7.408	52	18	365	scrap booking ideas
28.452	42	14	62	baby scrapbook ideas
3.06	39	13	497	scrapbooking page ideas
3.824	37	12	358	scrapbooking layout ideas
115.2	24	8	5	scrapbook ideas Memory books
5.918	19	6	61	baby scrapbooking ideas
324	18	6	0	free sports scrapbooking ideas
256	16	5	0	newest sports scrapbooking ideas
225	15	5	1	SCRAPBOOKING PAGES IDEAS
225	15	5	0	scrapbooking ideas for baby girl
28.125	15	5	8	quick scrapbooking ideas
8.654	15	5	26	free scrapbook layout ideas
50	10	3	2	baby scrap book ideas
64	8	3	1	scrap book page ideas
49	7	2	0	scrap booking ideas to print
0.25	7	2	196	Scrap book ideas
16	4	1	0	free ideas on scrap booking

### ***Less than 10 Competing Sites:***

KEI	Count	24Hours	Comp.	Keyword
115.2	24	8	5	scrapbook ideas Memory books
324	18	6	0	free sports scrapbooking ideas
256	16	5	0	newest sports scrapbooking ideas
225	15	5	1	SCRAPBOOKING PAGES IDEAS
225	15	5	0	scrapbooking ideas for baby girl
28.125	15	5	8	quick scrapbooking ideas
50	10	3	2	baby scrap book ideas
64	8	3	1	scrap book page ideas
49	7	2	0	scrap booking ideas to print
16	4	1	0	free ideas on scrap booking

These phrases should be used as article keywords, and also as secondary phrases throughout your site on articles and main pages if possible.

## 7. Putting it all together

We have:

- \* researched keywords using Wordtracker & KRA-WT.
- \* decided on the primary and secondary keywords for our main pages.
- \* Decided on the primary and secondary keywords for article pages.
- \* Looked at how to build an optimized page.
- \* Talked about building an article map so that our articles get found.
- \* Looked at the need for a sitemap so our main pages get found.
- \* talked about the importance of linking pages together properly.

I imagine that following this mini-course, many of you will be sitting there with a lot of pages - several main pages (Martell calls them product pages), and lots of article pages, and wondering what to do next. Let's go through it.

1. Create a menu with links to your 6-8 main product pages.
2. Put this menu on all pages of your site (including article pages).
3. Create a sitemap that links to the 6-8 main product pages only. I use [Sitemap Builder](#) for all my own sitemaps.

Do read the bonus report on [Creating Sitemaps](#).

This will tell you how to create sitemaps manually that visitors & search engines will love.

4. Create an "article map" which is basically a sitemap of your article pages. Again I use Sitemap Creator for this.
5. Place a link to your "article map" on your sitemap so that the search engine spiders can find your articles. You can also place a link from your homepage to give them an extra boost.
6. Put a link to your sitemap on at least the homepage. You can increase the PR of your sitemap by linking to it from every page of your site (perhaps from the main menu). By increasing the PR of the sitemap page in this way, you can increase the PR sent to the main pages of your site.
7. Create a links page for link partners. I have started to call these "Resource pages" in my new sites rather than "link partner pages", so I don't alert Google to the fact that these are link "partners". I have also started to call the HTML document resources.html rather than links.html.

On the links page, include details of how someone should link to you, even giving them the code to copy and paste. A form like the one on my search engine links page has increased the number of requests I have received:

<http://ez-search-engine-optimization.com/link-partners.htm>

When you start looking for link partners, please do read my bonus report on [How to Find Link Partners](#).

Which explains not only how to run a successful link exchange program, but also why it is vital to the success of your site.

8. I would start out by linking to this resource page from every page of your site. This will increase the PR of this page to a point where other webmasters will fight for a place on your page. Once you have the number of partners you want, you can always remove most of these links (but leave the one on your homepage).

9. Submit your site to the search engines. Now, there are various ways of doing this. I personally have not submitted any pages to any search engine for over 2 years. I link to new pages and sites from other pages already in the search engines. The search engine robots are quite capable of finding these new pages and sites for themselves.

If however, this is a new site, you probably will need to submit it. Search engines have a submission page to let you add URLs to their list of pages they should visit. However, if you have a friend with a site, why not ask for a link to get your started instead.

10. Get link partners for your site. I highly recommend doing this by writing articles and submitting them to article submission sites. Again, read the bonus report on [writing and using articles](#).

Once you have completed these steps, you will have a web site with lots of search engine optimized content. These pages should be linked together in such a way that all pages get found, and the PR should be buzzing around the pages of your site.

Time to rest? No! You need to:

1. Get links and check old ones
2. Build more content
3. REPEAT 1 & 2.

## **Appendix I - Tools of the trade**

[Wordtracker](#) – the ultimate keyword research tool used by professionals worldwide.

[Keyword Results Analyzer](#) – The amazing keyword analyzer to make sense of your Wordtracker data and mine pure gold where there appears to be none.

[SEO Elite](#) – A tool for checking on link partners, finding new high PR link partners and much more.



## **Appendix II – Other resources by the same author**

[SEO Website Builder](#) - Site building software for those without SEO knowledge or HTML skills.

[Sitemap Creator](#) - build search engine friendly sitemaps.

[Keyword Results Analyzer](#) - Wordtracker version  
Superb keyword analysis and niche finding software that will blow you away.

[Battle for the Top 10](#) - SEO book that tells you exactly how I get top 10 positions in Google.

## EzSEO Newsletter

[EzSEO Newsletter](#) – This mini-course on creating niche sites was written over a period of several weeks and first published in several parts to my newsletter subscribers. EzSEO newsletter is unlike any other you may have read. Here is what my subscribers have said:

"I wanted to compliment you on the quality of your SEO site. I rarely endorse anything, and as you can imagine I am now asked to do so quite often. Your site wrecks of class, it's a veritable Aston Martin for me and one that I will be using as my sole source of information on SEO. Great job buddy! (I've spent the last couple of days reading through it) As I say, I am rarely impressed with anything related to web marketing and you qualify on the front row of the grid.

cheers,

John Evans  
Success Alert

"Dear Andy,  
Just thought I would let you know, your ezine is one of the very best in its class. I probably get 150 different ezines, yours outclasses all of them. In other words good stuff, of great value and not found elsewhere.

Keep up the good work.  
Sincerely,  
Travis U."

"Hi Andy,

A friend recommended your newsletter to me a few months back. I'm glad he did. You deliver some great content :-)

Jason Potash"

PickTheirBrains  
& Ezine Announcer

Hey Andy,

Just a quick kudos... I found your site when I "Googled" a well-known marketing product. I stopped by to read one of your e-zine issues and got hooked! Excellent work on the SEO stuff. And great voice in your content, too!

Looking forward to future issues

Damon G. Zahariades  
WebBusinessToday.com

Andy,

your newsletter is one of the rare invaluable publications with original and useful content that I love to read. I've never thought of creating SE optimized web pages before I got your lessons, because it seemed to be too difficult and with all the hype and misinformation about SEO out there, it's almost impossible to get it done right.

But by following your advice step-by-step, my site got from nowhere to #2 on Google for a competitive keyphrase within two months.

Thank you very much for all the invaluable tips and updates, I'm looking forward to every issue of your newsletter.

Keep up the excellent work !

Guido W. Stiehle  
"TheJungleMarketer"

I really enjoy your newsletter, keep up the great job.

Gary Antosh  
How to Create Web Site Content Fast

"Damn Andy, I wish I had found your site and newsletter sooner, you could have saved me a lot of screw ups! :-)"

Stephen Dayton

"Andy

Thank you very much for the "niche" articles the past couple of weeks. I was blown away by the step-by-step instruction you provided. And it works!

I've found a niche that I'm going to try. I've recently purchased SEO SiteBuilder and I'm going to use it even though I'm a web designer.

Randal Ray"

Hi Andy

I like the personal way you write your newsletter it seems like you're talking directly to us and helping us get out the trenches. Some newsletter writers are very distant and you feel they are not really wanting to help but just sell you things. It's great to have someone like yourself with such knowledge of marketing and SEO helping us along. I also would like to say I like reading your reviews on products and in fact it was your recommendation of XXXXXX software that I purchased it.

warmest regards

Stuart