NicheEmpireGenerator.com Presents…

How To Build A Niche Site Empire

How Your Own Mini Site Empire Could Generate You Thousands Of Dollars Per Month On Complete Autopilot

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By Andrew Hansen
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Introduction

Hello and welcome to "How To Build a Niche Site Empire". I'm sure you're going to learn a lot in this report about how you can increase your online profits and solidify your web business, so let's not waste a second more, let's get into it!

First, I want to explain to you a little bit about the term niche EMPIRE. It's not a term that gets used as much as it should but it represents a concept that when understood can cause you to make huge changes to the way you do niche marketing.

What you will have heard people talk a lot about is niche SITES. Lots of people make niche sites. They could be to promote products as an affiliate, to sell their own products, ebooks and such, or to generate Adsense revenue. A large majority of internet marketers are trying to make money this way.

And so they should. Anyone who has made sites in this way will know that it can be a very powerful business model when done right.

Here's the thing:

When we hear about people making money from their niche sites, we rarely realize how many sites they have that comprise their total income, or rather, how many sites they've MADE to reach that level of income (that will make sense in a moment).

What I mean is that while niche sites are great, it's rare that you're going to generate the kind of monthly income you dream of with just a few small projects.

The guys that make the big dollars from this stuff have EMPIRES! By empires I mean large hordes of small but profitable niche websites (related or unrelated) that all sit there generating passive income day in and day out. Each website may only make a small profit, and some will make none, but combined they equal a great fortune.

There are a few reasons for this but I believe the main one is:

They say that 80% of your income will come from just 20% of your actions. In niche site terms that means that 80% of your income will come from 20% of your niche sites. By making large numbers of small websites, you are able weed out the crappier niches/sites at the first level then continue to build on the 20% of sites that are successful. Only thing is if you can't put in the big mass effort to test many different niches at once you may never get to the point where you find your 20% sites, your most profitable sites.

Furthermore, making many small niche sites in this way and slowly building an empire gives you the opportunity to make money WHILE you're testing out niches and markets. In other words, your business and your research are the same. Your preparation activities and your profit pulling activities are one.

But I'm rambling now…

The most important thing to recognize is that for the average online entrepreneur one of the only ways to be truly profitable in niche marketing is to build and manage your own EMPIRE of niche websites.

Now, there is a small problem…

The problem is that for the average Joe internet marketer, this is a near impossible task. The average Joe marketer doesn't have the knowledge or resources to be able to develop such a powerful online entity.

The purpose of this guide is to give you those two things: Both the knowledge and the resources that will allow YOU to gain an unfair advantage over other marketers. Guru's and other niche marketers with more money have had unfair advantages like these for a long time. Now it's YOUR turn!

Basically what I'm going to cover here is 3 ways that anyone can develop and profit from their very own EMPIRE of niche websites.

I'll tell you straight off the bat that if you think this report is going to make the empire for you, you're very mistaken. After you finish reading it you are going to have to DO STUFF. You're going to have to spend a little money, and take A LOT of action, just like you would have to do to be successful in ANY pursuit you can imagine.

I know a lot of you won't have the drive to make it happen but I also know that some of you will. To the people who will, let this report be a guide. Learn everything you can then APPLY even more! This is the recipe for success before we even start the instruction that is to come.

I wish you all the best in your online pursuits and I hope this guide becomes a resource for you to refer back to over and over again.

All the best,
Andrew Hansen
www.NicheEmpireGenerator.com

The 3 Elements Of A Niche Site Empire

The first thing I'd like to look at is the three elements of a niche site empire. This section of the report will act as an overview of what is required and will lay the foundations for the specific action steps that will be laid out in the coming chapters.

These are the three THINGS (for lack of a better word) that are required to build a niche site empire. There are other small processes that we will talk about but for the most part they fall under one of these three THINGS. Here are the three:

1. A Niche Site

Surprise surprise, if you want to make money from niche marketing, you need niche sites. Preferrably as many as manage effectively.

This element is split into two major aspects. To get a niche site you need (again this will be very surprising) a NICHE and a SITE. You have to find a niche and build a site.

There are many ways to do this. Allow me to simplify them as much as possible.

Whatever your desired form of monetization, you need to find a niche with just a few important elements. Regardless of what you've heard about how deeply you have to analyze numbers and look at a hundred different factors before picking a niche, really all you need to find is:

- A niche that has relatively little competition in the search engines, analyzed by looking at the number of pages of results a term has when you enter it into Google, Yahoo or MSN.

- A niche or a topic that is in demand, evidenced by looking at the level of search volume with a tool like inventory.overture.com.

- A niche that is profitable ie it has products that are being sold that people are buying online, with affiliate programs that offer you good conditions, decent payouts and reliable tracking.

That's it. I usually insert here some figures that I recommend you follow for the number of competition that's acceptable, and number of search volume that indicates a good level of demand. To be honest though, it doesn't REALLY matter. Remember that by making a large number of small sites using the niche empire method, your site creation and money making activities do the testing for you.

With the methods I'm soon to demonstrate, you'll select your niches more roughly, and the process of building and promoting will tell you which ones are profitable and which aren't. There's no better evidence than first hand proof.

The other thing a lot of people don't realize is that you might come across a niche that based on the keywords you have researched doesn't appear to be that profitable, then you put up a site and you get traffic from all kinds of long tail phrases that never showed up in overture or Google or anywhere… you never know unless you actually put up a mini site and promote it!

Nevertheless I'll feel guilty if I don't include at least SOME indication. As long as you make sure a niche has at least 1000 searches in overture and under say 5 million results in Google (and it has at least one quality product that seems to be selling) there is a chance it could be pull you some good traffic, sales and of course CASH.

Next you need to make a site.

I have made a lot of niche sites in my time. You might know me from the now (semi) famous report "Niche Marketing On CRACK" (NMOC - **www.nichemarketingoncrack.com**) where I outline my system for making highly profitable niche sites quickly and easily.

Again there are many ways to make a niche site but in my experience the easiest is to use a Wordpress blog as your site. This is for a number of reasons.

1. **Google loves Wordpress blogs.** With simple SEO and promotional efforts I've found it very easy relative to other methods to get indexed and ranked well for any given term using a Wordpress bloga. Further to that, hundreds of people who read NMOC will testify to this fact as they have been able to produce similar results following my system. The structure of WP blogs, when setup right is so SEO friendly.

2. **They are so easy to setup and manage.** At the end of the day when you are trying to create and manage a large number of sites, you need the sites to be as easy to run as possible. WP makes it so easy to create, add content to and keep updated a profitable mini site empire of your own. Normally it takes only a few hours to setup a complete niche site but *later in the report I'll be revealing a new way that you can do it in just 5 minutes.*

That pretty much covers the site creation process. You find a good niche and setup a niche site using a wordpress blog. As I keep stressing, you will soon learn how to make a large number of these websites very quickly so that you'll be testing a lot of niches simultaneously and learning what's profitable and what isn't AS you make money.

2. Content

The next thing you will need that has to be generated is content. There are really only three profitable ways to get the content you need for your niche sites. The content you need is article content. Keyword optimized articles that are informative and relate to the product or niche of your site. We'll get into exactly how the content is to be used in the next section but for now the three ways to generate your content are:

1. Write the articles yourself. I have always done this in the past because I have a great system for writing articles VERY quickly (you might have seen my Article Speed Writing report at **www.articlespeedwriting.com**)

2. Have someone write the articles for you. As I have explained to my private forum members, it is easy to get people on rentacoder to write for you for under $5 an article. Just ask for exactly what you want and offer them ongoing work.

3. You can rewrite PLR articles. You can use Premade PLR article packs, rewrite the content to suit your site and your keywords and have an easy source of content.

Again, I'm keeping it simple and we'll look at the specific steps in the next section, but these are the only effective ways to consistently generate quality content for your niche sites.

3. Promotion

You've got a good niche, a good website, all you need is promotion to get people to that site. The idea is to drive traffic to your site both directly from the search engines and indirectly by having people find your site through other sites like various directories, blogs and other people's websites.

The thing to realize is that when you have selected a good and uncompetitive niche, you won't HAVE to do months of promotional work to start getting some good traffic to your websites.

Here are the main, basic but powerful aspects of promotion for the typical niche mini site, optimized for the average individual (ie if you have more money and super resources there are other methods available).

1. Article submissions: You need at least a few articles both for content on your site AND to submit to article directories. Using some of the more popular directories like Ezine Articles, Goarticles and Articledashboard you can get exposure to your site by people finding your articles in the directories, by those articles ranking in the search engines and getting SE traffic, and by those articles giving you backlinks that will in turn improve your actual sites SE rankings.

2. Backlinks: There are many ways to generate backlinks but the general increasing of promotion of your site through the obtaining of in particular anchor text backlinks for your main keywords is an integral part of the promotion for your site.

3. Other traffic drivers: Include things like social bookmarking, feeder websites and other more advanced traffic generation methods.

In terms of an overview, this pretty much covers the essentials of what's involved with having a niche site empire…

Now before you walk away feeling mighty confused, let's tie all this together with what will be the guts of this report…

Allow me to reveal… THE PLANS!

The PLANS: 2 Step By Step Methods To Big Profits With Your Own Niche Empire!

I'm going to lay out 2 plans here. My advice is to choose the one that fits best with your own situation, both financially and time wise. Both are equally as effective, the only way they vary is the amount of time and resources they will require of you.

Each plan revolves around the use of the software Niche Empire Generator which you can learn more about at **www.nicheempiregenerator.com**. If you think I'm using this as an opportunity to promote my own product, you're DAMN RIGHT I AM, and for good reason…

I designed Niche Empire Generator exactly to give people the unfair advantage that we've been talking about. This is the software that allows you to create AND MANAGE powerful Niche Blogs in high volume and in doing so, build yourself an Empire.

If you're wondering how powerful this software is, I recommend you try to build a niche site empire without it. I've done it and it took me months and months of 10-14 hour days in front of my computer… Not recommended!

NOTE: To run an empire of websites you will need a reseller hosting account, hopefully more than one as your empire becomes a force to be reckoned with. I recommend a $24.95 per month plan at **www.hostgator.com**.

Without further ado, let's get into the nuts and bolts of creating your own niche site empire.

Plan 1:

Note there are different instructions throughout this plan depending on whether you are using the Super PLR pack that comes as a bonus with Niche Empire Generator (**www.nicheempiregenerator.com**) or writing your own content.

This plan will basically result in an empire of niche sites for the purpose of promoting certain products as an affiliate. The empire you build will be flexible enough that you can experiment with other forms of monetization and expand on your efforts with more advanced marketing techniques if you so wish.

Step 1: Niche Research

Basically you have two choices here. You base your site on a Niche topic, or a product within a niche topic. If you have read my report Niche Marketing on CRACK (**www.nichemarketingoncrack.com**), you will have a little greater insight into this issue but I can tell you that either way CAN be profitable if you follow these instructions. Remember the Niche Empire Generator software gives

you the ability to crank out these niche sites 10 times faster than you ever could before, which changes the game.

If you are writing your own content, to start out, you should gather up at least 5 good niches from your research to give you enough ammo for your site creation efforts for at least a few days. The niches should have decent products to promote, low competition and a good level of search volume. Remember under 5 000 000 results and over 1000 searches in overture if you get stuck. Remember when you find the niches, take note of at least one product per niche that you can promote on your blog.

If you are using the Super PLR pack, select your 5 niches from those provided instead.

Remember don't be too picky as we will find out what's best through making a site in those niches and testing.

Once you have found the five niches for either method, take note of at least 10 sub keywords in that niche (words the come from the main keyword indicated in Overture) and copy them to a text file. If you want to research more thoroughly, try to isolate 10 sub keywords that have the most favorable ratios of competition in Google to search volume in overture as we spoke about earlier. This step is very important.

*If you are using your own articles, you will write them on these keywords. If you are rewriting articles from the PLR pack, you will be REWRITING the articles based on these keywords.

This means regardless of which method you're using you will have now gotten 50 keywords ready to utilize; 10 keywords per site/niche spread over 5 sites/niches.

Step 2: Content Generation

In this plan you will either write your site content yourself, pay a writer to do the same or use the Super PLR pack that was supplied with the Niche Empire Generator software to begin generating your content. These directions will contain the instruction both if you are writing/getting the articles written or using articles from the PLR pack (they do vary).

Note: If you're looking into the option, I highly recommend hiring a writer from **www.rentacoder.com** . It will leave you with more time to focus on more important aspects of your empire generation. Otherwise take advantage of my report at **www.articlespeedwriting.com** (Note: comes free with NEG software also) that will allow you to write your articles quickly and easily.

You want to start out by writing 3 articles in each of the 5 niches that you found. If you are using the PLR pack, you should begin by REWRITING 5 of the articles per niche that you selected in the last step ie out of the 10 keywords you found for each niche, write articles on three of them.

If you are writing the articles. this aspect will likely take the most time in the empire generation process but after this is done it becomes very automatic. Each article should be about 400 words in length.

LIKE I SAID… With the articles that you write, you want to target specific keywords in your niche. If you are rewriting articles from the Super PLR pack, you will want to take the articles based on a broad niche (there are 20 articles per niche on 20 different niches) and rewrite them based on the name of a single product within that niche that you will have researched OR based on some of the long tail, sub keywords that you obtained in the research steps.

This means the articles should be optimized for these keywords. This includes using the keyword a few times in the article body and including the keyword in the article title where possible (very important!)

You can either write three articles for one niche (or rewrite 5 from PLR pack) then move on to the next step or write the full 15 (25 PLR) articles for five niches before you proceed. If you work diligently you should be able to finish these 15 within two days, time permitting.

Step 3: Site Generation

This is where it gets Automatic…

First thing you need to do is register 5 domain names. You can do this at **www.goaddy.com**   .

If you want to test the waters a little more gently you can register a domain with a general name and make your niche sites on subdomains of this main website. I recommend you avoid this if possible but if you are short on funds this can be a good budget way to get started.

Next you will have to setup your domain on your hosting account (reseller or otherwise), you should have instructions on how to do that given by your host.

NOW…

Open up your Niche Empire Generator software…

First, go into the ADMIN SETTINGS panel and insert your Adsense publisher ID and today's date as the default start date for your posts. You can also insert a

default post interval if you want. I recommend you insert 5 days here but we will be changing that manually by a little bit.

Fill in the fields to create a blog based on the niche or product on which you are focusing. (instructional videos inside your NEG members area show how this is to be done) This generally means making the blog title your main keyword and the blog tagline to include your main keyword in a sentence something like "Learn everything you need to know about XYZ product here".

Select a theme that you think is appropriate from the drop down menu and choose to install all of the Wordpress plugins to give your site the most advantages in terms of SEO, social bookmarking, ease of navigation and more.

Now you have to add your content.

Firstly use the Predefined Word2link feature and insert a keyword that will come up as a link to the product your promoting… then in the URL field, add your affiliate link.

This will make sure that every time you use that keyword in any post, it will automatically become an affiliate link to your product. I recommend using the tickbox to make this keyword bold as well so that it gets more attention and a greater click through rate.

Next, you want to add your content.

Take either one or two of the articles you wrote in the previous step and cut it up into 150-200 word 'chunks' (take 3-4 articles if using PLR pack). Each of these chunks will represent one blog post.

Paste the first article chunk into the POST 1 field with the post title being the product name if you're promoting the product or one of your 10 sub keywords if you're doing a broader niche. This will be the same for each post title you create… make it either product name, variation of product name, or subkeyword…

The way these blogs are setup, each post becomes available on your site at **www.yourdomain.com/the-name-of-the-post** ie each post is like a new page. This is very powerful for SEO purposes.

Follow this same procedure for 4-5 posts (8-9 posts if using PLR pack), depending on whether you dedicated 1 or two articles to site content. I recommend using a sequence of the second post being 2 days after the first, another post 4 days later, 4 days later, 6 days later and 5 days later. The dates can be easily set above each post so that whatever content you enter will get posted on exactly that date. You will also be pinging the major ping services automatically each time a post is made.

If you want to add an image or an opt in form, do that in the sidebar, by pasting the HTML code into the CUSTOM SIDEBAR field.

Finally, complete the contact us, about us and privacy policy fields by entering your site's details and you're DONE!

Hit the submit button and watch as your site is generated for you automatically.

Not only that but your site will now have its RSS feed distributed out across the web, and your posts loaded into the system for automatic updating in the future according to the schedule you nominated. Brilliant!

Step 4: Promotion

The final step is the promotional work required for each site. Here are the steps I recommend:

1. Take the remaining article (2-3 articles if you rewrote more using the PLR pack) you have and submit it to **www.ezinearticles.com**. (spread them out at one every three days if submitting more than one) Make sure the title of this article includes, again either your product name/a variation of your product name, or one of the 10 subkeywords you discovered in the research step. The goal here is to get this article ranking in Google for that keyword ala bum marketing style. You want to also make sure that you have in the author bio of this article, backlinks to your website using either the product name or one of the 10 subkeywords as anchor text. That step is VERY important to improving your SE rankings for the anchor texted term.

   You then want to submit that same article to **www.goarticles.com** and **www.articledashboard.com** using the same title, author bio and links back to your website.

   Ideally you want to do this with as many articles as you can, focusing on more of your 10 subkeywords or again on the product name (NMOC style), to get the maximum article exposure for your sites.

   Ultimately the more articles you can write/rewrite and submit using this technique the better.

2. Build backlinks to your site. The first thing to remember is that each article you submit with a link in the author bio is a backlink as well. The next thing I like to do to build backlinks for my mini sites is make a little cluster of pages on free services that will link back to my domain using relevant content.

For example, for each mini site I make, I'll make use the content I've already written to quickly make a blog at blogger.com, a story at digg.com, a page at pages.google.com, a post on my blog at spaces.msn.com and so forth. I'll try to do at least 5 of these for each mini site. When you use snippets of the content you have already written you can finish making these pages and complete what I believe to be all the linking work you will need, within about half an hour.

It's important to remember that with each page you make at one of these places, to put at least 1 anchor text backlink coming back to your main domain for your main keyword (product name or one of your 10 sub keywords). This is the best thing you can do to improve your SE rankings.

If you do each of these things for each mini site you make (your whole linking work should take around an hour) you'll soon notice your SE traffic will begin to grow.

3. These are optional. I like to keep things simple and focus on doing a few small things for each site I create. The following things are optional and I advise that if you do use them, you use them in such a way that you can easily incorporate them into a system that can de duplicated for each site you make.

- You can use reciprocal linking services. A friend of mine just developed a nifty little script that will automatically run through and pull you a bunch of links from one of the big recip. Linking sites. It's only $7 and can potentially pull you in at least 50 on topic links per site you put up. Check it out at **www.backlinkautomator.com**

- – You can submit your blogs RSS feed to RSS feed directories. Here is a good list to get you started: **http://www.toprankblog.com/rss-blog-directories/**

- - You can do the same with Site Directories. Oldest method in the book, not revolutionary in any way but can help get you results. A good place to start is **http://www.seocompany.ca/directory/free-web-directories.html**

That's about it. When you finish these steps, just rinse and repeat!

If you can follow this system and produce 20, 30, 40 sites over a month (which should be a breeze using NEG), imagine how your income would change? Even if each site did just $100 a MONTH (remember the potential is $700/month), that's an extra $4000 a month for only a months work!

Let's move on to plan two…

Plan 2: PLR Plan

This plan is essentially the same as plan 1 except it utilizes PLR content that you will rewrite instead of you having to write your own articles. Some people prefer this option and some don't. Note: This option does include additional investment but can be highly powerful when utilized. Like I said at the beginning, pick the option that works best based on your skills, abilities and available resources. The steps that are similar to steps in plan 1 will only be covered briefly.

Here you are going to focus on making just one site at a time, but that one site will last a lot longer. Of course when you get to the end of this plan, you rinse and repeat for the next site and the next niche.

Step 1. Niche Research

Again you want to pick either an actual product (in this plan a number of products will help) or a niche that you will build your mini site on. These will be based on the criteria previously discussed.

With this method it's good to pick about 10-20 niches/products before you start your site creation as you will be able to make a greater volume of sites with this plan. If you use the PLR content I recommend next, the niches and products are chosen for you.

Step 2: Content Generation

As I said, this plan will make use of PLR content.

The best source of PLR content for this method is **www.plrpro.com**. With this service you will get access to 440 articles spread across 11 niches, each month. This is a veritable Gold Mine because it literally means you could run at MINIMUM, 11 mini sites per month that could potentially stay on autopilot for months to come once we load the content into the niche empire generator software. Really, and as we are going to do in this plan, you can comfortably build 11 niche sites per month.

What you want to do is use the rewriting guide supplied at plrpro.com (to speed things up) to rewrite at minimum 15 articles for one site. Since you get 40 articles per niche (11 different niches) on 40 sub keywords, pick 15 of them from any niche to rewrite.

In this method you will focus on making one site per niche supplied but within that site you can focus on the promotion of a specific product. When you rewrite the articles, you should make at least 3 or 4 of them focus on the name of the

product you will be promoting (in a non salesy way). And the other 11-12 on sub keywords within that niche (these are given at plrpro but you can research others if you like) These product name keyword articles will be particularly powerful for submission to article directories and in driving super targeted traffic to those pages on your blog.

Step 3: Site Generation

This step will be the exact same as site generation for plan 1 EXCEPT…

With the extra content you have, you can now load up your blog with 7-8 rewritten articles, cut up into 2-3 pieces each to use for posts. This means you can load as many as 24 posts which, spread out over and average of 4 days each will let your blog run on autopilot for 3 months with continually fresh content! Magic stuff.

What you want to do is make sure each post has a title that is one of the keywords that you are focusing on based on your research. Otherwise that's all you have to do.

Step 4: Promotion

Again this will be the same as plan 1.

All you need to adjust is the number of articles you submit to the article directories. With 15 articles for a site, you should have 5-6 free for submission. Ideally it would be good to split these up at 1 every 3-4 days, making sure the article titles include 1 sub keyword each. After that I would keep 2 or 3 aside for submission later on down the track, to ramp up your traffic again if necessary.

The linking work for each site will also work regardless of which plan.

Conclusion

Whichever plan you have chosen, the result should be that you will now be well on the way to creating your very own profit pulling niche site empire.

The system is here laid out for you. From here on in, the only factor that determines whether you make $100 from this system or $1000 is your own dedication.

I hope you have found this report a valuable insight into how you can make money with your own niche site empire.

Really there is nothing technical here; all this is, is putting together the pieces of the puzzle.

As always, the most important factor in determining how much money you will make from your empire is your own effort. I have laid out all the documentation and resources to make it as easy as possible for you but of course, nothing happens until you take action.

If you have any questions about this report, you can use the helpdesk within your membership area at **www.nicheempiregenerator.com**

To your success,
Andrew Hansen

Resources

1. Niche Empire Generator software – **www.nicheempiregenerator.com**
2. Niche Marketing On CRACK report – detailed explanation on how to make big money from small traffic using niche mini sites – **www.nichemarketingoncrack.com**
3. Article Speed Writing Report – Get your articles written quickly and easily – **www.articlespeedwriting.com** (comes free with Niche Empire Generator Also)
4. **www.godaddy.com** – Buy your domains with good service at a cheap price.
5. **www.hostgator.com** – Get a reseller account to host as many sites as you can for $24.95 a month.
6. **www.plrpro.com** – Get all the content you need to run your websites, handed to you each month.
7. **www.backlinkautomator.com** – Get instant backlinks to your site with just a few minutes effort.
8. RSS directory list - **http://www.toprankblog.com/rss-blog-directories/**
9. Site directory list **http://www.seocompany.ca/directory/free-web-directories.html**
10. Create pages for backlinks – www.digg.com – http://pages.google.com – http://blogger.com – http://spaces.msn.com – www.squidoo.com etc
11. Submit your articles – www.ezinearticles.com, www.articledashboard.com, www.goarticles.com.
12. Outsource your article writing – **www.rentacoder.com**