MoreNiche presents guide on

Website Strategies

Strategies

This section will provide you with couple of strategies for growing and improving your affiliate businesses from few hundreds into tens of thousands of dollars a month using websites and search engine optimization.

As In any business it is important to have strategy. The same applies to affiliate marketing since it is your business and has to be treated like business.

Each has own strengths and weaknesses, that's why we're stepping in and providing your with couple strategies to use separately or in one big marketing mix to ensure growth and stability of your affiliate business with MoreNiche.

Before you start to apply these strategies it's important that you have already decent understanding about websites, hosting and other basic elements of web else we advice to read MoreNiche guides located in webmaster area.

Strategy: "Blogs"

Very simple but yet effective strategy is blogging. Blogging is good from couple of aspects, like:
- Blogs are free to create
- There are many different blogging services to use with different and very flexible features;
- Very important – blogs are search engine friendly content management systems (CMS) that can achieve high rankings in search engines even without knowing much about technical aspects of search engine optimization.

Here are few examples on what to write blogs:
- Blogs can be used to create diary about ones progress using some enlargement method. By posting different feelings, aspects, pictures, can create an interaction with audience.
- Another solution is using MoreNiche's content articles and using them create different niche blogs, e.g. about exercises or SizeGenetics extender or weight loss products.
- Blog of course can be used as any regular website as long it allows customizing navigation, setting up categories.

What would be the blog strategy that works?

Basically the main goal is to create little blog network of 5-20 blogs that are on close topics to each other as well they should be aiming for low competition search terms. Usually it means either low searched term or also terms that are 3-4 and more words long.

Tools for keyword research:
- **KeywordElite** – is desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers.
- **WordTracker** – most popular online keyword research service, offers advanced keyword research and suggestions.

Key factor in blogging is to have keyword rich content and then link it between blogs and other sites targeting these specific keywords and pages. See MoreNiche linking guide for more details.

Each blog should be updated with 1-2 posts every other day or so. Blogs should achieve 10 or more posts each.

In a month's time it would be quite realistic to achieve 100 visitors a day and earnings of $500 to 1000$ per month. Of course, some blogs will produce better and some not. Some will achieve higher rankings some will support these with links.

Of course, also one blog can be doing well as it would be easier to create unique content and gain more links. Regarding unique content and how to create it from MoreNiche content articles - see guide on avoiding duplicate content.

Strategy: "Mega-Site"

Mega site approach is good owner concentrates not only on very small niche and small content site like 10-20 page review site but goes after wide variety of topics that includes high competition and volume keywords as well as smaller sub keywords along with related niches / topics.

Examples: abbys-sexual-health.com, altpenis.com, askmen.com, about.com

These sites relates to sexuality and different angles, men things and even mega-site about everything with many categories and sub categories like about.com

Core strategy is following:
- select the main keywords and their keyword categories and sometimes even more sub-subcategories;
- select related subjects and their categories;
- develop huge list of keywords of so called long tail (thousands of little keywords) that fits under the main topics;
- develop main topics (quickly) just to fill main categories;
- heavy development of long tail articles – this means creating articles on groups on these small keywords and optimizing them fast with couple good links. Usually this strategy will allow having 10's of pages optimized within few shorts months and receive first targeted traffic;

- As the long tail is being targeted and developed – the more traffic and more links are achieved which eventually will result in subcategory rankings and later in rankings of all main categories.
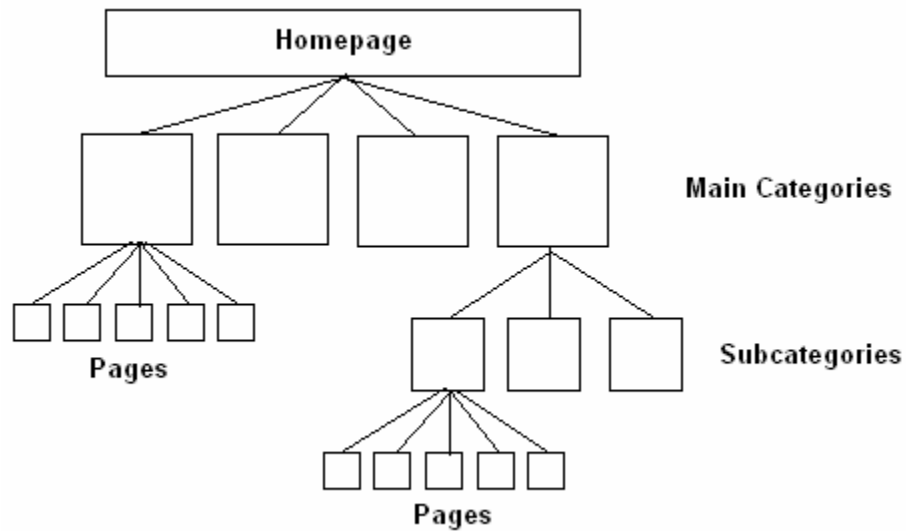
Picture shows site structure with different category levels and pages.

Here is simple example how it could look in practical world:

Category:	weight loss
Sub-Category:	weight loss pills
Sub-subcategory:	herbal weight loss pills best weight loss pills best weight loss pill cheap weight loss diet pill effective weight loss pill diet free weight loss pill
Long Tail:	best weight loss pills review top best weight loss pills best recommended weight loss pill best weight loss diet pills best weight loss diet pill

These long tail keywords in some cases can be split in even more sub categories so it's not necessarily limited to 3-4 levels but can go even in depth of 10 and more.

Important factor is that from these long tail keywords is easy to extract some related terms, for example: "diet pill". This combination again will give us several

dozens of keywords we could use to create other long tail and even subcategory level pages.

This strategy relies on the principle of uncovering different low searched low optimized keywords from different angles that relate to the main topics and then optimizing them for driving thousands and thousands of visitors from search engines and leading them from these long tail pages to your main pages like product reviews and sales pages.

Recommended Keyword Research Tools

KeywordElite – is desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers.

WordTracker – most popular online keyword research service, offers advanced keyword research and suggestions.

Strategy: "Diversification"

This strategy is oriented towards creation of many sites and working with visitor from different angles. Basically **diversification** says it all. It can be applied on different niches, products and view points creating different sites to appeal to various visitor needs and capturing the sales from all these niches.

Several products within one niche

The core structure would look like pyramid starting with big generic site down to small product / visitor groups targeting mini sites and can be described like this:

- Main site – covers all methods and all products –it could be mini site about everything covering each topic briefly. It also could be a mega site and then many mini-sites around it.
- Category sites – several sites on each product category, e.g. exercises, devices, surgery, pumps. In some sites showing the greatness of technique and say surgery site showing articles and cases on how bad it is while recommending safe alternatives – exercises, devices, etc.
- Last level – in-depth review site for each product;

How to diversify within one product?

Let's see how we could diversify using weight loss niche and create many websites:
- – weight loss in general,

- – weight loss for men,
- – weight loss for women,
- – weight loss for older people and how important it is to be in good shape,
- – weight loss exercises,
- – dieting and weight loss,
- – overweight children and their psychological problems in school and society

The list probably could go on and on targeting different aspects like regions, eating habits, countries, nations, races etc.

Visual diversification

It means having great differentiation in terms of websites design, navigation, colors and layouts (e.g. left hand navigation, right hand navigation, complex two side menu navigation, heavy graphical approach, presentation look like site, etc).

Approach diversification

Here are few ideas on how to diversify websites approach to visitor:
- - independent user's website
- - independent doctor's website
- - independent research group
- - testimonial collection site
- - site answering questions (FAQ) site
- - forum / community type site
- - product store / catalogue

Strategy: "Dominate the market"

This strategy is oriented toward creating many small niche sites targeting very tight keyword groups (5-10 keywords) from long tail.

If in mega-site links and site building starts from the very long tail pages (that applies also to link gaining) then here this is totally opposite. Each website created is targeting actually small keyword on its homepage so 95% of all linking activities are oriented towards the homepage of site.

In general such website will have 5-10 pages on average. Of course some sites will naturally grow bigger as more related content and keywords will get discovered.

In many cases it will be enough to gain 20-50 links to rank well on all 3 major search engines in top 10.

These mini sites are good for funneling traffic to your review sites or MN product and feeder sites.

Action step example of first phase:
- In-depth keyword research on niche
- Creating realistic keyword groups

Then move to second phase:
- Pick up 10 sites and get content written for them
- Registering domain names (it's important to vary registration information as well registrars for maximum safety)
- Find several different hosting companies to host these sites with
- Put these sites up and check if everything is working smoothly
- Start building links (see MoreNiche guide on link building)
- Repeat the process with next batch of sites

Depending on your resources you could be able to build quite big mini site network that over time could grow into huge part of market.

Biggest disadvantage is the quite high costs associated with domain names and hosting that's why it's advisable to do research and use bulk order offers where possible.

Since these mini sites are made for attracting search engines than creating high ranking site under heavy keywords, then outsourcing could be great help – be it for content, web design or link campaigns.

If it seems that it is hard to come up with 100 or more new sites without problems being unique then here is the fact: there are already millions of similar sites so extra 100 wouldn't make big difference for search engine indexes (0.000001%) but could add to your bottom line heavily.

Strategy: "Conspiracy"

This strategy is called conspiracy because of fact that to visitors are given several choices but as the result they end buying trough your affiliate codes.

How would it look in practical life?

For example, your site is ranking under keyword that generates 5 sales a week/month and your site ranks No.1.

Question: why not to make another site that would rank as No. 2 and another for No.3?

Reason: if you know how to get it to No.1 it shouldn't be too hard to repeat the process.

Important thing to remember when doing so is to diversify your sites. Make them look and feel they way that visitor would have impression that this is totally different website and totally different person behind it.

Also its advisable to host similar sites in different places as well as not to interlink them.

Remember, one site can rank for several keywords so use it for maximum exposure on search engines!

Affiliate Marketing Tools and Resources

Domain Registration

GoDaddy – number one domain registration service to date

1&1 Internet – another very popular domain hosting site

Hosting

BlueHost – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

HostGator – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

Adobe Dreamweaver CS4 – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

XSitePro – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

Adobe Photoshop CS4 – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

Adobe Fireworks CS3 – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

KeywordElite – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

WordTracker – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

Keyword Discovery – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

SEO Elite – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

SEO Toolkit – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

Aweber – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

Article Marketer – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

Article Submitter – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links