

Set Up a Website That Pays in 7 Days



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Note: This course was offered for free at one point but then more content was added and the price was increased. You may see some references to this course being free, so I wanted to clarify that for you.

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Day 1 – Let's Get This Thing Started!

Welcome to Day 1!

Thank you for signing up for this course!

You're going to learn a lot and I'm going to take you through it step-by-step but here's just a quick introduction so that you're ready to go tomorrow.

Quick Overview

"If you can't explain it simply, you don't understand it well enough."
-Albert Einstein

Let me explain what this course is about...

This course is about building a blog-type website in 7 days that is centered on a particular topic so that you will have a website that starts paying you.

How did I do?

I'll show you how to structure your website and get it going so that once that's done, it's easy to just sit down, write about a topic, publish it and go on with your day - meaning, the website takes care of the work for you of putting the article in the right place.

The content that you publish will start making money once you send traffic to your website. You'll keep doing this and as you publish great content, your website will become an authority on that topic. When that happens, you'll get more and more traffic and more and more revenue into the future.

Let's Talk Expectations

Although this course is set up to help you get traffic to your website and make money, you most likely won't get a lot of traffic right away and you won't make money right away either (but you certainly could). Things used to work that way but it takes a little longer now. The good part is that since it takes longer, people tend to give up on it and that's where you come in - **you will keep going**. I just want to set the right expectations here that your hard work will pay off. It just will. This is a proven method and it'll work.

You should end up with a website that will keep bringing in extra income for you monthly (or even weekly) and then it'll be your choice if you want to keep going with it or sell it. I've sold a website for over \$12,000. Websites go for much more than that, too!

You are entering the world of Internet Marketing. In this world, you'll work and the payoff will come a little later. This isn't like school, where you hand in your work and get a grade back right away. You'll have days where you're putting up content and nothing will happen. No money will come in. You'll want to quit but do not quit. **Just keep going - your payday is coming soon.** This is how it worked for me and many, many others.

The great thing is, there will later come days when **you don't do any work and money will come in.** That's about the best feeling there is. The first time that happens to you, everything will become clear and you'll be more motivated than ever. You'll tell your friends you made money while you were out with them and they won't believe you. You'll know all the hard work you put in is paying off and it'll feel great.

Don't Worry About Writing



To most people, the thought of sitting down and writing sounds like too much work. I used to hate it. I didn't like it in school and college at all. **Writing papers was like torture.**

Many courses like this don't address the writing part very well but **what I'll do with you is show you how to easily write content.** Yes, the first dozen or so articles you write may be torturous but it will get a lot easier if you stick with it. This happened to me and now I can sit down and write and write and it's actually kind of fun.

I'll give you one tip on writing now. Starting now, when you text people with your phone, you should start writing out words and using correct capitalization and punctuation. Don't write "u" but write "you" for example. If you're not doing that yet, you should start. It will help you. When you write articles, you simply won't be able to write them how you text your friends. Your articles will look like garbage and you won't make any money. So start that now, it will help.

And if you absolutely cannot possibly get to writing articles yourself, you can get them written for you but you will have to pay someone to do it. To be honest, your website will not be as good as if you did the writing yourself because there's a certain passion that comes out in writing but you will still make money.

Another option is to write it yourself and then have someone else proof it and fix it for you. You can pay for that as well or else maybe someone you know can help you with that.

Keep Your Eyes on the Prize!

The more you put into your website, the better you will do. That's just how it works.

Maybe you have to spend an hour on your website every night or get up early to do it (I've done that). Maybe you need to give up some time watching television. Whatever you sacrifice will pay off if you keep going but just don't sacrifice time with your loved ones or that could be trouble. Spend time with your spouse, kids and other close family members. Just sacrifice other time instead of that time.

You don't have to get your website up in a week - so don't worry about that. The 7 days thing is just the name of this course. Some people will take the other option I offered and get their website up in 2-3 days and others might take a couple weeks. You do want to try to stay with it if you can. You need some momentum with this so that you don't toss it aside.

Homework

For tomorrow... start thinking about what you would do every day **if you didn't have to go to work**... ever. Write down 10 things you would be doing instead and we'll go over your list in tomorrow's lesson.

Day 2 – How to Pick the Right Topic So You're Successful

It's Day 2 Already!

Let's dig in!

Yesterday I said start thinking about what you would do every day if you didn't have to go to work... ever and write down 10 things you would be doing instead. Did you do that? If not, please stop and do it.

I did it and here's what my list looks like:

1. Go skiing (there's always a place to ski - somewhere in the world)
2. Go kayaking
3. Visit my family
4. Hang out with friends
5. Help out at the food pantry
6. Take a cooking class
7. Do more photography
8. Exercise more
9. Play drums
10. Ride my bike around town
11. Clean out my closets

Yes, that last one is weird but if I had time I would want to get some cleaning done because I'd feel better when things are organized (although I don't have OCD). For some weird reason, I just feel better when things are organized. Maybe other people are like this, too... probably not. Anywho...

Our Lists

Let's look at our lists. Basically, if we didn't have to work, we would do things we want to do. They are things we enjoy or things we want to learn or get better at, right?

This next step is choosing the topic for your website and that list should help you choose your website's topic.

For me, I already do some writing about skiing. I'd really like to learn more about kayaking because I know there's a lot more to it than I know. With visiting my family, I've written some articles about travel so maybe if you travel a lot, you can do that. Helping at the food pantry is great but it might not be a good topic for a

website (I'll explain that more in a minute). Cooking classes is good - just like photography. Exercise and musical instruments are great topics. Bicycling and cleaning/organizing could also be fine

Narrow Down Your List

Ideally, you want a topic that you really enjoy or want to learn more about because that involves passion to a degree. **You really like those things and it'll be much easier to write about them.** When you do research, you won't just be doing it for your website but that research will be something you want to learn more about.

Since the website needs to make money, you want to narrow down your list to topics where there's something to sell. There should be some demand for those things. Basically, **if it's something that can be bought on Amazon, then it'll work.**

We'll talk about monetization on day 6 but one way you can monetize the website is by suggesting products on Amazon, so one good idea is to see what's hot on Amazon. Here's a page worth bookmarking - it's a list of the top products on Amazon. You can see the top products overall and then in each category:

<http://www.amazon.com/gp/bestsellers>

You may be tempted to go after the top products overall but there will be a lot of competition for those products, so maybe dig a little deeper. Also, your website shouldn't be about one product but a category.

For example, a hot product is the "Cards Against Humanity" game (which is actually free, by the way - you can make it yourself... which is interesting) but you wouldn't make a whole website about that product. Your website might be about games, party ideas or quirky products. Make sense?

Refine Your List - Make it Better

Go through your list and cross off what won't work. You can also rename things - like the example I gave was visiting my family is actually travel. Helping at the food pantry is one I'm crossing off because it's just not easy to monetize. The same with hanging out with friends.

Next, do some searches on Amazon. Are there a lot of products about that topic available?

Go and re-order your list by how things look when you search on Amazon (the amount of products). Here's my list:

1. Exercise
2. Photography
3. Cooking
4. Travel
5. Bicycling
6. Skiing
7. Organization
8. Kayaking
9. Drums / Drumming
- ~~10. Hang out with friends~~
- ~~11. Help out at the food pantry~~

Choose Your Topic

In the Internet Marketing industry, we call your topic your "niche." Basically, it's what your website is going to be about. Everything on it will revolve around that topic.

For me, looking at my list, I could do exercise but I'm not super passionate about it. Photography is something I've done and I'd really like to get better at. Cooking would be good as well as most of the others.

So for this course, I'm choosing photography. That is the website I'll be working on as we both work on setting up our sites. Yes, I'll be doing it with you.

Ideas for You If You're Stuck



If you listed 10 things and none of them sounds good, then start a new list now that you know what this exercise is for. Another way of thinking about this is, what do people always ask you? You're the person that people come to when they have questions about something, so what is that?

Look around your house or apartment. What are you in to? What are your hobbies? What do you really enjoy doing or what would you like to learn more about?

Maybe you're good at fixing things. Maybe you know a lot about a certain product that's out there.

You can ask yourself these questions, which might help:

- What interests/hobbies do you have?
- What experiences have you had in life?
- What questions do people always ask you?
- What skills or expertise do you have?
- What do you like to talk about?
- What are you passionate about?
- What gives you energy?
- What do you want to learn more about?

Here are some more ideas to help you (not in any order):

- phones
- computers
- sewing
- cars
- computer programming
- taking care of kids
- weddings
- how to pick up women
- how to clean things
- how to mix drinks
- how to use a computer
- how to find a job
- saving money / finances
- how to live minimally
- living green
- coffee / tea
- sports
- fantasy football
- hair / makeup

- fashion / clothes
- health topics
- home remodeling
- senior housing / nursing homes
- boats
- motorcycles
- counseling
- flowers / gardening
- interior design
- landscaping
- mortgages
- painting
- dogs
- cats
- swimming pools
- learning languages
- sales training
- brewing beer or wine making
- home security
- identity theft
- life coaching
- get out of debt
- writing books
- dancing
- going vegan
- how to sell a car (I've done this kind of website (and sold it), it was fun)
- using social media
- how to draw cartoons
- retirement
- nursing
- diabetes
- how to be a DJ
- making gift baskets
- party planning
- aviation
- self defense
- property management
- real estate
- audio
- home theaters
- website design
- gymnastics
- skin care

- tattoos
- wigs
- beards
- beads / beading
- embroidery
- musical instruments
- logo design
- spirituality
- home day care
- handbags
- jewelry
- maternity clothes / pregnancy
- camping
- billiards and pool
- chess
- golf
- horseback riding
- skateboarding
- tennis
- business
- betting
- games
- parenting
- software
- doomsday prepping

How's that? Got a few yet? You can also go to [Amazon.com](https://www.amazon.com) and take a look around if you need even more ideas.

Some of the most lucrative niches are:

- bad credit loans
- cash advances
- mesothelioma
- dating

but that means they're also really competitive. It'll take you a while to get enough traffic to bring in any revenue. You probably don't want to go after these topics on your first go. First get a few sites under your belt before going after these.

Think about your website as something you'll work on for years. You'll be putting up great content about it and then working sub-categories of it as well. For example, with photography I can talk about cameras, lenses, lighting, filters, image processing, tripods, camera cases, fixing cameras, iPhone photography and so on.

It's a very good sized topic and I'll be able to add content for a long time. Your topic should be the same way. You can use photography if that's what you're into.

Some Qualifiers

There are some topics you want to stay away from, so here are some tests you can run to make sure your topic qualifies as something good to have a website about.

News/Trends

I'd stay away from is anything that trends - like news. It's good one day and then it's not relevant a week later really.

Too Narrow

For example, I have tinnitus and I'd like to learn more about that but it's not big enough. There's really only so much you can write about it. I could do 1-2 really great articles about it and that would be about it.

Go With "Evergreen" Topics

What we want are topics that will always be searched on - they're flourishing all year round. My skiing topic sort of falls into that area since it's really only done about 6 months a year in the Northern Hemisphere. Sure, it's winter on the bottom half of the world but they also speak different languages there. I'd really only make some revenue for 4-6 months of the year.

Don't Attach Yourself to Something Else

What I mean here is don't go so narrow/detailed that you're basing your whole website on a product or something that might not always be there. For example, maybe you like your GoPro camera. Well, what happens if something better comes out and 2 years from now nobody is using a GoPro anymore? You'll have to start over. Instead, choose a topic above that one - so video cameras or creating videos.

Types of Websites

There are different types of websites that we can make. I have a few of these types.
Information Website

This is what most people taking this course will do and it's the main type of website. You center the website on a topic and then write articles about that topic. You'll organize it into categories and keep expanding by adding more categories with articles in those categories.

Review Website

With a review website, you're going to review products or services. If you're a cook, then you might make a review website about different kinds of cookware and

appliances. If you're into health and exercise, you might have a site reviewing fitness products (this is a good niche, by the way).

How-To Website

This kind of website explains how to do things, obviously.

It might be about:

- how to save money
- how to fix things
- how to be a parent
- how to use a computer
- how to maintain pools
- etc.

These are great websites to own because people have problems and they now think of searching for an answer online. There are a lot of products to be sold, too, so you can make money using Amazon and other kinds of monetization.

Help Website

This is similar to a how to website but you're offering help on a particular product or service. I have a website that offers help using Facebook and it gets a lot of traffic. The only problem is, you're latching on to something else. So if Facebook stops being popular, that website I have won't be useful anymore. You can do sites like that but just be warned. It's better to offer help on something that will always be around.

Directory Website

I made a lot of money with some directory websites I've had. You can still make money with them but there are a lot of big players out there now, so it's not as easy. If you find a topic that doesn't have much competition, then have at it. You'll want to get a WordPress theme (which we talk about soon) that has website directory software built into it if you do this kind of website.

Business Website

This course isn't about business websites - meaning, a website for your business but you could use the ideas here and apply it to your business - for sure. You'll just write a lot of articles about the industry you're in and you'll get more traffic to your website that way.

Homework

For tomorrow, make a final decision on your niche because we'll be setting up your website. Rank your list in case your top idea doesn't turn out to be one we can work on - we'll dive into that tomorrow.

Day 3 – Refine Your Topic to Make Ranking Easy

Time to Think About Content

Do you have your topic chosen? You should. How does it feel? Are you getting excited yet?

Today is about doing a little research to make sure your topic/niche is good and then to start coming up with 3-4 main categories within that topic.

What About Setting Up the Website?

You may be wondering when we'll get to setting up the website and that's tomorrow. We have to first choose a topic because we'll need to know what that topic is before buying a domain name, which is what we need to do in order to set up a website.

The Next Step: Planning Your Initial Content

When building this kind of website, you'll need to narrow down your topic/niche. Just doing a website about photography (in my example) is too big. It's been done before and that means there's going to be a lot of competition. You shouldn't be afraid of too much competition because that means there's money there but we want to start small for a few reasons.

We'll continue this in a minute but I first want to make sure you understand something important...

How Google Works



Before we get too deep into keywords, I think everyone should understand how Google works. If you know this already, then go to the next section, that's fine.

When I say "Google" I mean all search engines. Right now, Google's the king and that's the search engine that is the leader and the one that has been studied the most so that's the one we focus on in this industry. I actually find it's easier to rank for Bing, which is good, but back to my lesson...

Google needs to give the best results. That's how they stay the king. It really wouldn't take long for Google results to stink before people would move to another search engine. That's actually a lot of pressure and that's why they're constantly changing how their search algorithm works. They improve it every day.

What Google does is send out "spiders" to websites (sometimes they're called "bots" or "robots" too). I see their footprints all the time in the server access logs. You can tell when they've been to your website if you look. Anyway, these spiders crawl and read (consume) all the content on your website. They then take it back to Google and report what they read and saw. Google then takes that information and puts it in a database, which is called the "index" because it's much like an index at the back of a textbook.

When someone does a search, Google shows results based on all the crawling it did and how its algorithm says to rank things.

About 25% of the searches done in Google have never been done before. That means Google needs to come up with results right away and that's why the spiders come to your website - to gather information so that Google can give results on just about anything.

Where am I going with this? I'll tell you...

The way to lots of traffic to your website isn't really the most popular searches. Sure, you can get there but on your way, you want to start ranking for the searches that don't have competition and dip into that 25% that Google hasn't seen before. The way to do that is with what we call long tail keywords and having lots of content.

Long Tail Keywords

If you were to search for something like shoes, you know enough to just not type in "shoes" right? You know that if you do that, you'll get too many results. You instead type in more keywords like "mens new balance black athletic shoes" because that will get you exactly what you want. Or you might ask Google a question like "what are the top running shoes for men?" In each of those two phrases, count the number of words. It's 6 and 8. That is long tail



because it's a lot of words. There's less competition to rank for searches that have a lot of words **because they're more specific**.

Less competition is good for a few reasons. First, it's easier to rank for those keywords. Second, when someone uses a lot of words when they search, they're getting specific and when your result comes up for that specific search, they're ready to click it and find out more. The person searching feels like they just found gold because their exact search came up.

Another reason going for long tail keywords with low competition is good is because when your website comes up for that and you deliver a good result, Google sees it and they trust you more. This happens because Google is obsessed with having the best results. They measure how long someone lingers (stays) on your page or if they quickly bounce off your page and go back to results. When you keep someone on your website, you make Google look good and they reward you by trusting your content more.

When you have great content, the website visitor (you know... people) **trust you more** and want to share your content on social media or wherever. This also makes your website look more trustworthy and more of a resource and that makes your website more of an authority on your topic/niche.

Whew! You still with me?

I wanted to make sure you knew how all of this works and why we're going to try to find keywords that are longer and aren't searched too often (low competition). We're going to integrate a lot of them into the content that we write.

If you think of the content on your website as a tree, then at the bottom there will be a lot of **low hanging fruit**. Going up, there are less branches until you get to the very top where there's just one branch. I guess that's more of a pine tree analogy. Anyway, the top of the tree is the topic we've worked on so far. We now need to kind of work backwards - from the bottom of the tree so that we can build content that goes up toward our large keyword. We do this with keyword research.

We're going to pick a sub-set of what your main keyword is. We can always add more top keywords later, so don't worry about that. You'll get there eventually but let's work on the searches you can start ranking for sooner so that you make money sooner.

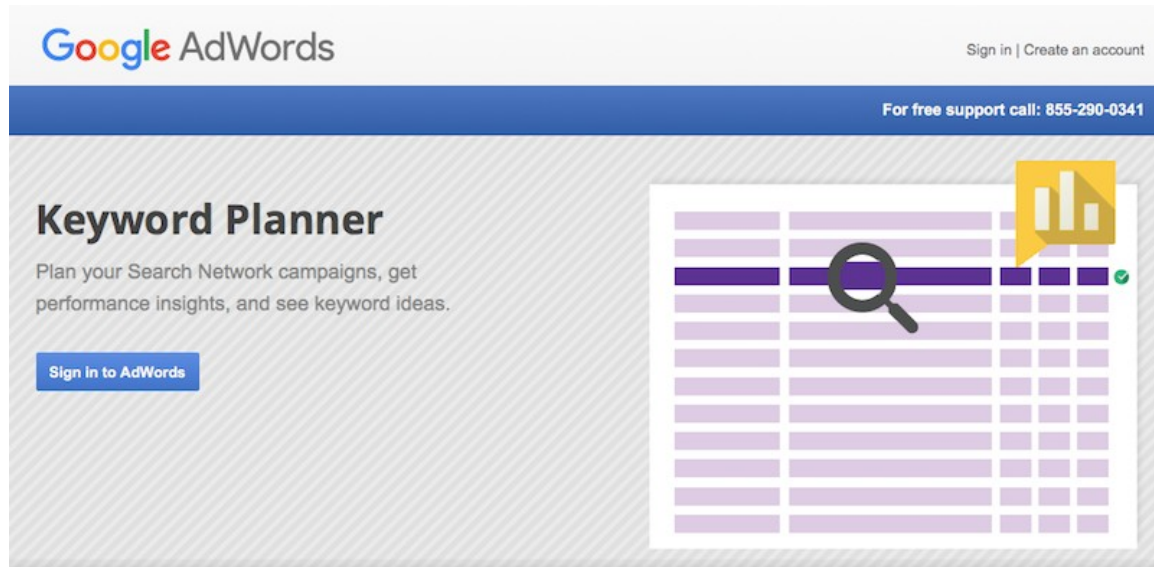
Easy Keyword Research

There are a lot of keyword research tools/websites out there in the Internet Marketing industry. It seems like every week there's a new one coming out. Well,

there's one that's the most popular and Google actually owns it. Since we're trying to rank well in Google, why not just use that one? It's also free.

Go to the Google Keyword Planner:

<https://adwords.google.com/KeywordPlanner>



Search for new keyword or ad group ideas

Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool, Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

Whether you're new to online advertising or an experienced pro, you can use Keyword Planner to lay the groundwork for a successful campaign. [Learn more.](#)

It's connected with Google AdWords where you would work on ad campaigns to run ads on Google, so you'll need a Google account and you'll need to sign up with AdWords but you're not actually going to be buying ads.

Once you're in, you should see a screen like this:

Keyword Planner

Where would you like to start?

Find new keywords and get search volume data

▸ Search for new keywords using a phrase, website or category

▸ Get search volume data and trends

▸ Multiply keyword lists to get new keywords

Plan your budget and get forecasts

▸ Get click and cost performance forecasts

Or, [continue last session](#)

And you'll want to click where I'm showing you.

Put in your keyword and click "Get Ideas" like I show here:

Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

photography

Your landing page

www.example.com/page

Your product category

Enter or select a product category ▼

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

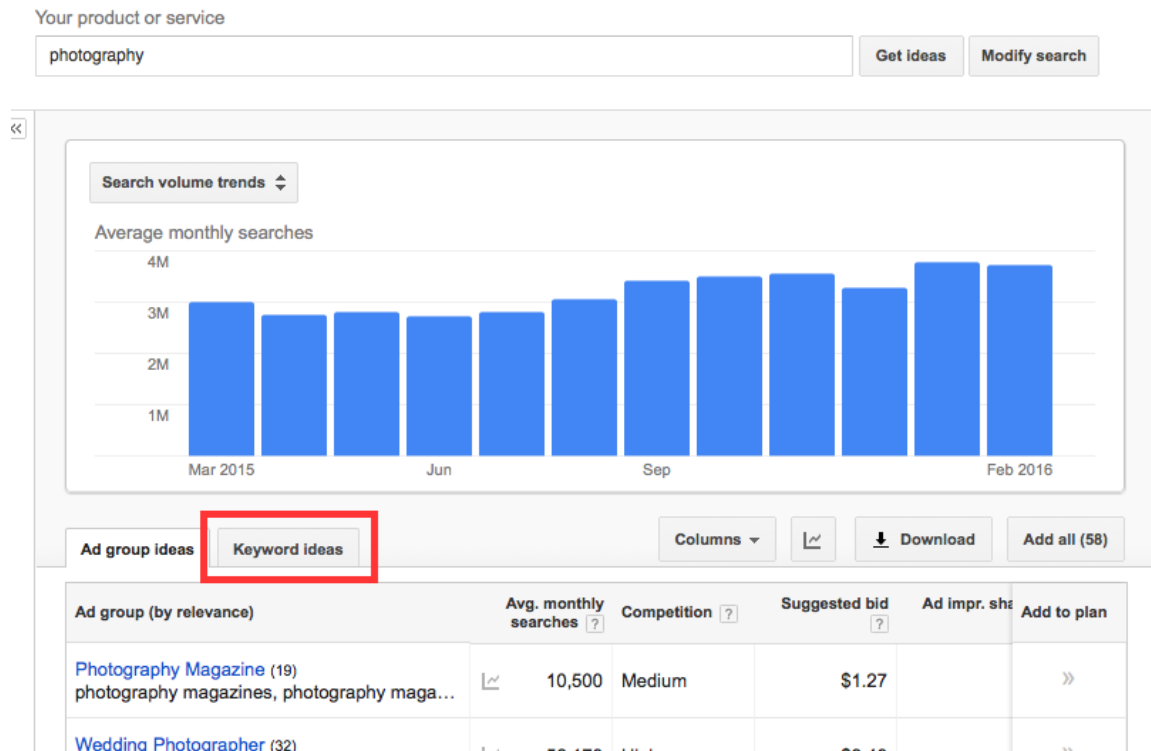
Hide keywords in my plan

Keywords to include

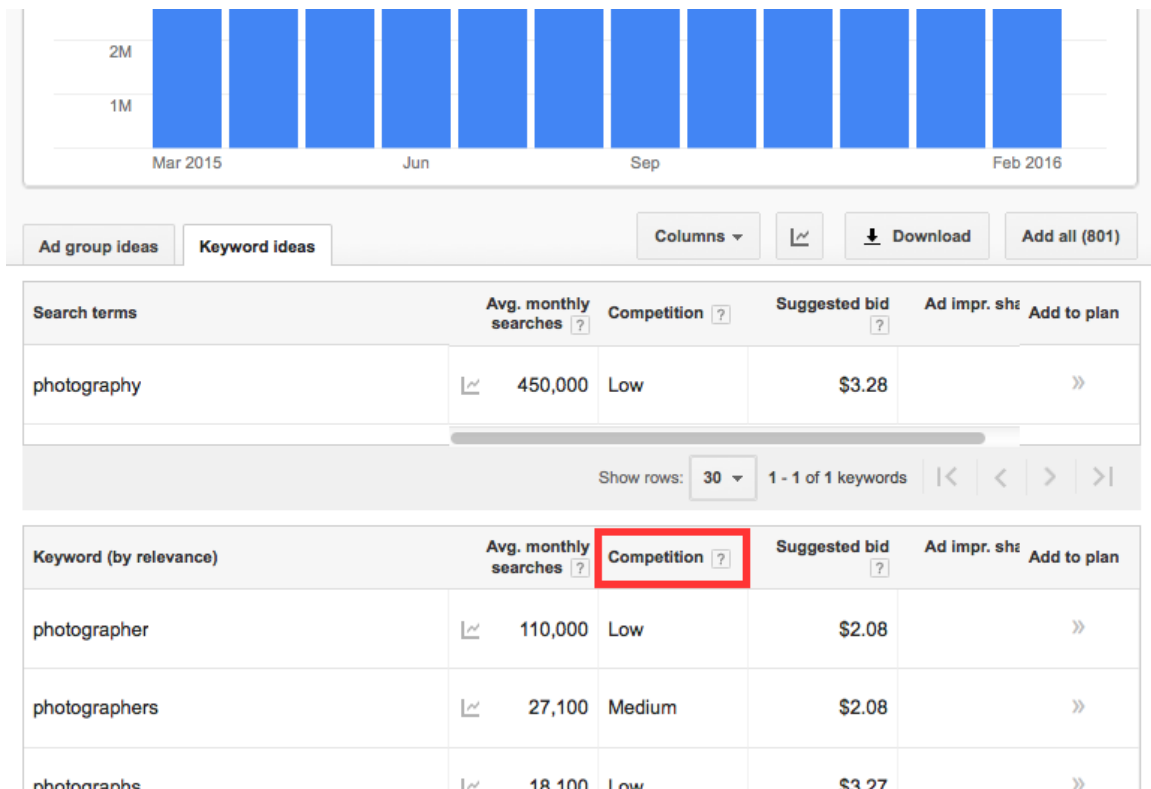
Get ideas

It'll load and then click on the "Keyword Ideas" tab:

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And then sort by competition by clicking where it says "Competition." It first shows by relevance, so you'll click "Competition" once and get the high competition keywords, so click it a second time so that you get the low competition keywords showing - like this (sometimes you have to wait for it to load):



Ok, so now what you'll do is start looking through all the keywords until something good sticks out. This means something you're interested in. We're just brainstorming here.

I found two that I like: "underwater photography" and "night photography" so I clicked the arrow on the right to add each of those to my list (when you mouse over it, you'll get the arrow):

underwater photography	9,900	Low	\$2.68	»
photo on magazine	30	Low	—	»
night photography	9,900	Low	\$2.21	»

There Are Two Roads

From here, there are kind of two roads. If there are a lot of average monthly searches for the keywords you're finding, then you want to find maybe 10 of them. If there aren't a lot of searches, then go find about 40.

With my example, 9,900 searches (broad) is considered a lot for our purposes. Somewhere around 1,000 or less would not be very many. If you find searches with 10 or 20, that's perfectly fine - you can keep those.

So either you're building that list of 40 or so keywords with not many searches or you're first coming up with a list of 10, which you'll put back in and dig deeper with.

We'll continue with my example and I'll get 10.

Here they are (number of searches is in parens):

1. underwater photography (9900)
2. night photography (9900)
3. creative photography (8100)
4. engagement pictures (6600)
5. people photography (2900)
6. outdoor portrait photography (1000)
7. digital photography basics (880)
8. fine art portrait photography (480)
9. outdoor family portraits (320)
10. photographing photos (30)

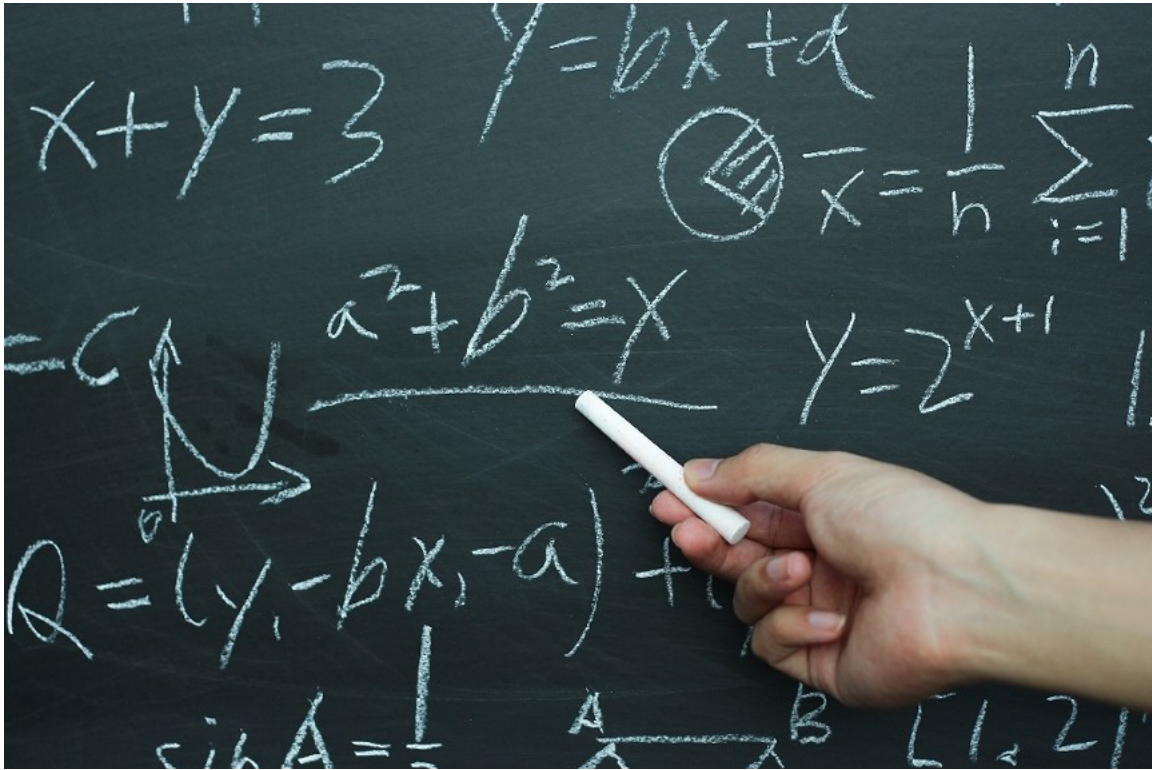
I ordered them from most to least.

So I still want to work on my list until I get about 40 keywords that are 1,000 searches per month or less.

What I'll do is put "underwater photography" back into the search at the top of the page and dig deeper into that one. I'll do this for the first 5 on my list.

Start to hone in on some common keywords. Remember to think about how you're going to monetize your website, so think in terms of products or how to do things. Your articles are going to help people solve a problem. Do not pick keywords with any years in them since that's too trendy. Try to think of the intent behind searches - when people put those words in, what do you think they were really trying to find?

My Results



Ok, so I started going through them and digging in and I found two themes that kind of started to emerge. One is "how to take photos at night" and the other is "which underwater camera to buy" - I think they're both good. They both kind of go together because you're not just snapping a photo in the day but they're odd or different situations for shooting photos. They'll take some skill and people always want tips on how to do this kind of photography.

I came up with 37 long tail keywords that I'll use for my website:

- star photography settings (590)
- taking pictures at night (260)
- how to take photos at night (260)
- camera settings for night photography (210)
- diving photography (170)
- best settings for night photography (110)
- photographing the stars (110)
- first underwater camera (70)
- camera setting for night photography (70)
- underwater imaging (50)
- amazing underwater photography (50)
- best underwater photographers (50)

- beautiful underwater photography (40)
- amazing night pictures (40)
- best iso for night photography (40)
- photographing photos (30)
- ideas for night photography (30)
- best compact camera for underwater (20)
- how to take long exposure photos at night (20)
- best dslr night photography (20)
- taking pictures of stars at night (20)
- camera setting for night shots (20)
- shooting pictures at night (20)
- taking photos of lights at night (20)
- the best rugged camera (10)
- best compact underwater camera 2014 (10)
- best waterproof camera on the market (10)
- what underwater camera to buy (10)
- night shot tips (10)
- amazing good night photo (10)
- taking city photos at night (10)
- taking photos at night with a dslr (10)
- what iso for night shots (10)
- taking pictures of lights at night (10)
- what to photograph at night (10)
- tips for photographing stars (10)
- stars night pictures (10)

So that's my list. I mean 10 searches a month doesn't seem like many and you wonder how we'll make money but don't worry about the number of searches. We just need topics right now. There are plenty of keywords we'll use and when we combine them all, we'll rank for lots of keywords and Google should love our website.

Homework

Do what I just did. Dig around until you find a few topics that interest you and seem right. This is just the start of our website, we'll go back and do this process whenever we need more ideas for things to write about. We can't do it all at once, so we're taking it in pieces.

Tomorrow, we'll use this information to choose a domain name and then set up our website!

Day 4 – How to Set Up Your New Website

Buy a Domain Name and Set Up Your Website!

Alright, we're finally ready to get your website set up. This should be fun!

We'll go through buying a domain name and then getting WordPress set up.

There is some cost here. You do want to go with your own domain name and with paid hosting - not a free website. You'll look a lot more professional, which means people will trust you more. Also, this ensures that whatever you publish is content you still own - that's very important.

Yes, with some sites you give up ownership of your material when you publish it. That's not good. You may want to sell your website someday like I did with a few sites and to do that, you need a domain name and you need control of all the content.

And you might even want to sell your website someday and you'll need it all together, under a domain name that you control or else you can't sell it.

Buying a Domain Name

It's time to take a quick detour. Go read this article (it opens in a new tab) about my tips on how to choose a domain name and then come back to this page:

[21 Tips on How to Choose the Best Domain Name for Your Website](http://tonyherman.com/21-tips-on-how-to-choose-the-best-domain-name-for-your-website)
(tonyherman.com)

You should now have some good ideas for a domain name and you might have even gone and checked to see if some are available. If not, start doing that.

Note: Someone on Twitter just started following me and he seems to be using the word "chef" in his name to mean guru or expert. I don't think that works. The word "chef" is really exclusively for cooking and if your website isn't about cooking, then that can be confusing. Don't try to be too cute or clever. Your domain name should not be confusing at all.

My example website is about night photography and underwater photography. I want to make sure the website includes those topics plus be able to include other topics that are similar like time-lapse photography or something like that. Here are the domain name ideas I came up with for my site:

- LearnCoolPhotography.com (a phrase) (available)
- PhotoTopix.com (brand) (not available)
- PhoTopix.com (brand) (not available)
- PhotoBrain.com (brand) (not available)
- PhotoSource.com (brand) (not available)
- FocalTopix.com (brand) (available)
- CameraTopix.com (brand) (available)
- CamCool.com (brand) (not available)
- MajorInPhotography.com (brand) (available)
- UncommonPhotography.com (brand) (not available)
- CoolPhotog.com (brand) (available)

You can see how I tried a bunch of things. Some were available and many were not. Formulate a list and then think about your domain. Take a few hours and don't be in a rush. Work on your list, take a break and come back to it. Even ask some friends what they think of your list and which ones they like.

I'm going to go with the last one: CoolPhotog.com. I did a search on "cool words for photography" and saw "photog" listed. I then did a search on Google and Bing for "coolphotog" and it didn't look like anyone was using that as a brand. And then [Archive.org](#) didn't find a coolphotog.com website either... so, good enough for me!

Got a Domain? Get Your Website!

The next step is to get the website set up using WordPress.

I geek out on this part but it's actually pretty easy. There are a lot of tutorials out there on setting up WordPress but I went ahead and made my own since I wanted to make sure my students had a good one to follow.

You'll sign up for a website hosting account over at [A2 Hosting](#).

I've created this website, which walks you through the whole process:

<https://installwpguide.com/>

Connect Your Domain Name With Your Hosting

If you bought your domain name before you bought the hosting at [A2 Hosting](#) (not at the same time), then you'll need to connect your domain name with the hosting at A2. You do this with something called DNS - also known as your name servers. If this connection isn't made, then your website won't work.

If you did purchase your domain name at A2, then you should not need to do this. Go to your domain name and test it. If it's not coming, maybe wait 5 minutes. If it still doesn't come up, then go through the steps here to test it - you won't be logging in to GoDaddy for your domain name management but you'll do that at A2.

Ok, here's how to do it...

The way to make this connection is to point your domain name to your hosting. You'll most likely want to point the website portion of your domain name and the email part of your domain name to your hosting at A2. This isn't very difficult but it's a little technical.

When you signed up for hosting with A2, you received a "Welcome" email. In that email, they gave you what to use for your name servers. It should look something like this:

DNS Nameserver Information

ns3.a2hosting.com	216.119.143.2
ns4.a2hosting.com	75.98.170.36

Your setting might be different - check to make sure. In this example, they gave me the server names and the IP addresses. The IP addresses aren't important and they might change from time to time, so you can ignore them - what you need to note are the host names (ns3.a2hosting.com and ns4.a2hosting.com in this example).

What you'll do is go to where you bought your domain name (the domain name registrar) and to into domain management, and set the name servers. Make sure you make the edits and save it.

After you do this, it may take some time for your domain name to be pointed to your hosting. If you haven't tried to go to your domain name yet, then it'll happen faster for you (maybe 2-3 minutes). If you already tried to go to your domain name after you bought it, then your computer cached (saved) the location of the website when it wasn't connected and for that to clear, it'll take a few hours maybe.

When this is done, your domain name will be connected with your website hosting and email hosting at A2. You can then go into your control panel at A2 and set up any email addresses you want.

After You Install WordPress

You'll see in the video that I went and did a few things after it was installed.

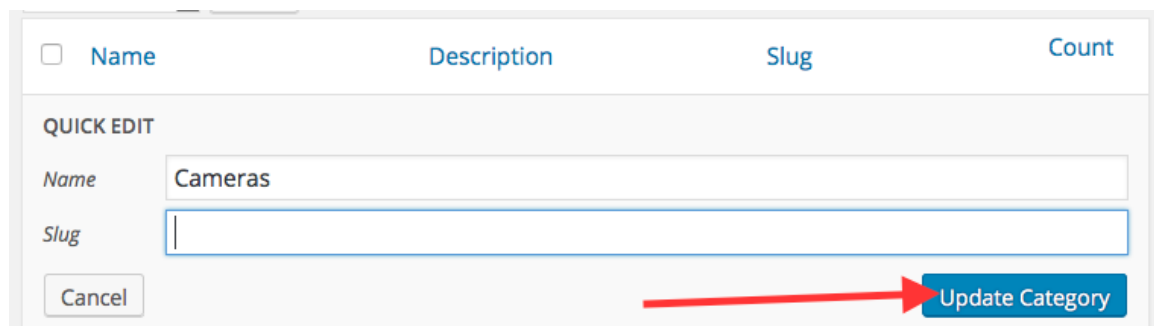
Here's that list:

- Rearrange things on the Dashboard if you want
- Go to Posts and delete the sample one
- Go to Pages and delete the sample one
- Go to Settings > General and change what you like
- Go to Writing and put in [my ping list](#)
- Go to Permalinks and make sure "Custom Structure" is selected with `"/%category%//%postname%/"` in the blank area (no quotes) - here it is again:

`/%category%//%postname%/`

Those are the main things. I thought of two more:

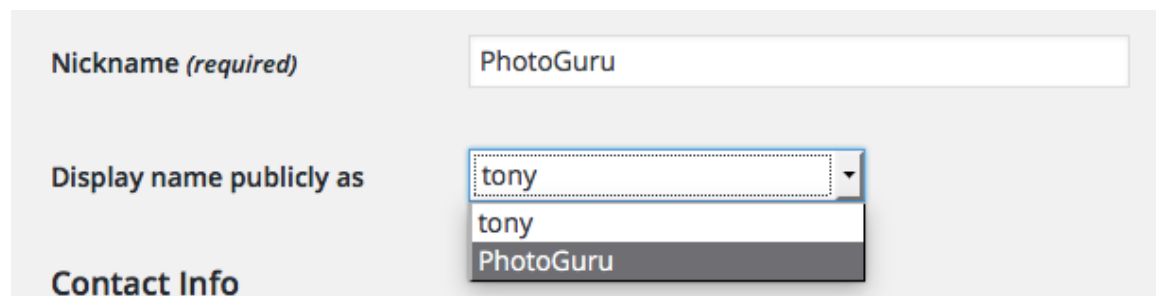
- Go to Posts > Categories and on the right where it says "Uncategorized" click "Quick Edit" (which shows up when you put your mouse over it. Set the name to something related to your topic (I'm using "Cameras") and then clear out "uncategorized" where it says "Slug" and click "Update Category" - like this:



The screenshot shows the 'Quick Edit' modal for a category in WordPress. At the top, there are columns for 'Name', 'Description', 'Slug', and 'Count'. Below this, the 'QUICK EDIT' section contains two input fields: 'Name' with the value 'Cameras' and 'Slug' which is empty. There are 'Cancel' and 'Update Category' buttons at the bottom. A red arrow points from the 'Update Category' button towards the right.

And then this important tip:

- Go to Users and click on your user name. Where it says "Nickname" put something in there - either your name or something like "PhotoGuru" and then select that in the pulldown where it says "Display name publicly as." The reason for this is that you do not want your real username showing up there because that gives hackers your username and then they just have to guess your password. Here's how it looks:

A screenshot of the WordPress user profile settings page. The 'Nickname (required)' field contains 'PhotoGuru'. The 'Display name publicly as' dropdown menu is open, showing 'tony' as the selected option, with 'tony' and 'PhotoGuru' as other available options. The 'Contact Info' section is partially visible below.

Next, Let's Set Up a Theme

The theme in WordPress is the design. You can download or buy many kinds of themes. Some are good and some are actually bad. There are a few, main things you want to think about when choosing a theme:

1. Is it responsive?
2. Does it look professional?
3. Does it load quickly?
4. It is easy to use?

The term "responsive" refers to responsive website design and that means does it work across all screen sizes? Your website needs to look good on mobile devices like smart phones and tablets as well as desktop computers / laptops. When it uses responsive design, the same design (not another version of it) works with all screen sizes and then design responds to whatever size screen it's being viewed on. Google likes this because you're ensuring the best user experience possible.

Speed (load time) works the same way. A website that loads more quickly has an advantage over a website that loads more slowly. It's a better user experience.

Your website also needs to look professional because this makes your website look trustworthy. It can't look like it was done by an amateur. If the theme is easy to use, then it'll be easy for you to put in content without having to make a lot of adjustments manually.

I've used themes from a number of places. There are [free themes on WordPress.org](https://wordpress.org/themes/). Some are good but with some, you get what you pay for (so, not much). I also like a lot of themes on [ThemeForest.net](https://www.themeforest.net/). The WordPress themes I like the most are at [MyThemeShop](https://mythemeshop.com/).

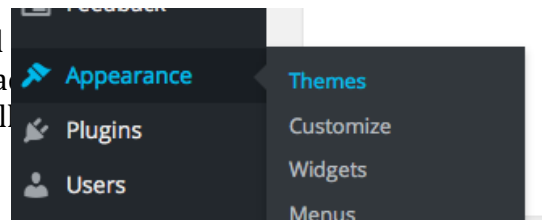
I like [MyThemeShop](https://mythemeshop.com/) because their themes are easy to use, they look great, they're responsive (of course) and their support is excellent. Whenever I have a question, I get a response back quickly - within a few hours sometimes. They have some paid themes and a few, nice free ones, too.

Go, look around and find a good theme. Find one that meets the 4 criteria above and one that you like. Remember that even if they look a little drab, you can also make them look good with good photos and graphics. That's actually the best way to think about design - go with something more minimal and then use great graphics and photos. This way, the focus (the "weight" we call it) is on the photos. If the design is too flashy and you add photos, then your photos are all of a sudden trying to compete with the design and the result is a website that looks too busy and confusing.

Installing Your WordPress Theme

If you use a theme at WordPress.org, then you'll use WordPress. If you buy a theme from another place, you'll end up with a zip file. I'll show you how to install it.

In your WordPress Dashboard, go to:



Appearance > Themes

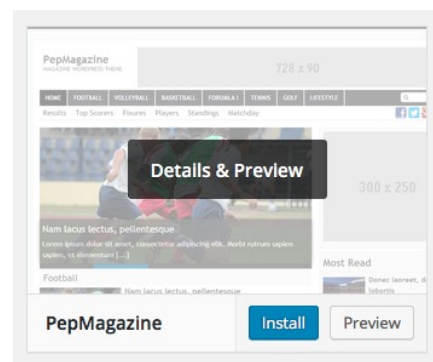
Here is where you can see which themes you already have loaded, switch themes, browse for new ones or upload a theme that you have (zip file).

There are some themes that come with WordPress. I'd suggest NOT using one of them - as explained above, go get a better one. Use WordPress.org

To browse for themes at WordPress.org, click on "Add New" at the top.

You can browse the most popular ones or type in a keyword. Put in "magazine" there because you'll want a theme with that kind of layout.

When you find the one you like, just click "Install" to install it on your website. The "Preview" function doesn't really work too well in my opinion because they're not showing it to you all set up - they're using the same sample data across all the themes they have and it's just not going to look like the theme publisher intended.



Once it has been installed, go ahead and activate it. You'll then want to go look for the options for that theme so you can change the logo or other settings. You can usually find those settings when you go to:

Appearance > Theme Options

Nobody's really going to your website yet, so feel free to play with the settings and see what you can do with that theme. You might even try installing a few themes to see which one you like the best.

Upload a Zip File

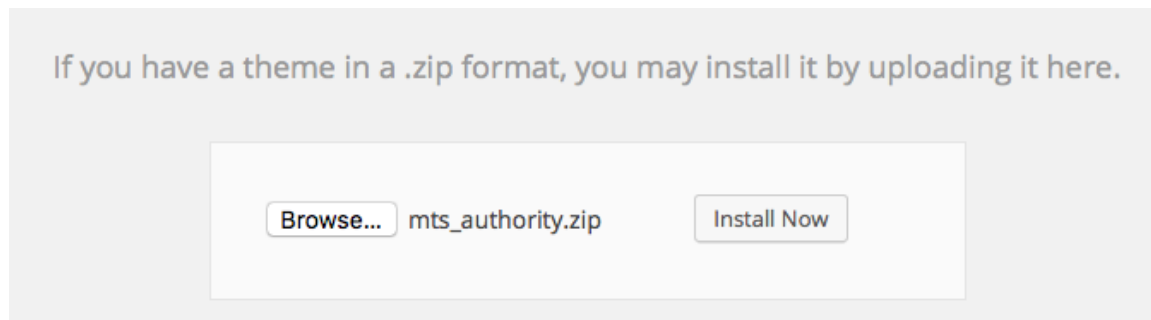
If you bought or downloaded a theme, then you should have a zip file. What I like to do with theme zip files is make sure you're uploading the right thing, so I unzip it and see what files are there. If you unzip it and in that folder, there's an "index.php" file and a "screenshot.png" file, then that's a theme zip. Delete the folder you made and keep the zip file.

In your WordPress Dashboard, go to:

Appearance > Themes

And then click "Add New" at the top.

On the next screen, click "Upload Theme" at the top. Browse for your theme's zip file and then click "Install Now" to upload and install it.



Once it has been installed, go ahead and activate it. You'll then want to go look for the options for that theme so you can change the logo or other settings. You can usually find those settings when you go to:

Appearance > Theme Options

Nobody's really going to your website yet, so feel free to play with the settings and see what you can do with that theme. You might even try installing a few themes to see which one you like the best.

Once you've set up your theme, I suggest you check it on different devices to make sure it looks good. Try asking your friends to bring it up on their phones, try an iPad, try a desktop/laptop computer - any device you can get a hold of.

Maybe the names you chose for your categories are too long and it's messing things up. It's ok to shorten those names - they don't have to be exact keywords. Your website must look good to humans - not just search engines. Humans are the ones with money after all, right?

A Logo for Your Website

To make your website look great, it should have a logo because that's your brand. You're going to use it on your website, your social media and other places. You can change it later but it's really good to start off with a good, recognizable logo that's catchy and looks great.

You have a few options with a logo:

1. You can try to make one yourself
2. You can go with just text
3. You can have a logo made professionally

The thing with logo design is that it's actually not easy to create one if you want it done well. People think they can just create something and they might think it looks good but when they show it off to friends and get some honest opinions, they find it doesn't look too great or professional. It's best to leave it to professionals who know what they're doing.


I've made a few logos myself but with my company, I've given it over to my design team to really do them right.

To get one done professionally, you can have someone do it at [Fiverr.com](https://www.fiverr.com) for \$5-10 or so or else go with other options I have in an article I wrote about logos.

One More Option That's Kind of Cool...

Something else I've done on websites to help keep logos simple is to just use a symbol with the text. So, a symbol like an emoji. Start at [FileFormat.info](https://fileformat.info) and type in what you're looking for and it might be there.

Find the one you want and then get the "HTML Entity (decimal)" as seen here:

Encodings	
Emoji	 :camera:
HTML Entity (decimal)	📷
HTML Entity (hex)	📷
How to type in Microsoft Windows	Alt +1F4F7

And then copy it (📷) and paste that into the Settings > General Settings page in WordPress where it says "Site Title" - like this:

Site Title	<input type="text" value="&#128247; CoolPhotog"/>
Tagline	<input type="text" value="Learn About Night and Underwater Photographv"/>

And then it turns into the right character on whatever device it's being viewed on. Pretty cool, right?

Make Sure Google Analytics and Search Console Are Set Up

On any new website, it's good to have Google Analytics and Google Search Console running because you'll later want to go and optimize pages to rank higher and you'll need the data you find there. You definitely want to go and do this now so that you have some great data to use later:

[How to Set Up Google Analytics and Google Search Console with WordPress](#)
(tonyherman.com)

Homework

Go ahead and work on your theme. Get your website looking nice. The video and instructions I gave here should really help you get your website off to a great start by using a great theme.

If you want to get fancy, learn how to [set up icons for your website](#) to help make it look even more professional.

We covered a lot today. This was one of the bigger days of the course.

Tomorrow, I'm going to give you something that should completely blow your mind!
When you get the concept I present tomorrow, you'll get really motivated and it could just change your life... if you let it!

Day 5 – Writing Content So Search Engines Love You

Day 5 Begins! Let's do this!

We're going to write content for our new website, which should be looking pretty good now. Don't panic, I'll try to explain this in a way to make it as simple as possible because I know mostly everyone hates writing.

This lesson is a little long because there's a lot to get through. I'll be referring you to other articles to read and they are a part of the course. If you have to extend this lesson and get it done in 2 days (or even 3), then that's fine. Just take your time. Make sure you absorb the content. Don't skip over it or go too fast. It's important stuff!

Content for Your Website

On with content!

We're going to talk about keywords and then about writing content or ways to get it written for you - in case you're not a writer.

Here's the list of keywords I found from a couple days ago - just to remind you (just skim over it as a reminder):

1. star photography settings (590)
2. taking pictures at night (260)
3. how to take photos at night (260)
4. camera settings for night photography (210)
5. diving photography (170)
6. best settings for night photography (110)
7. photographing the stars (110)
8. first underwater camera (70)
9. camera setting for night photography (70)
10. underwater imaging (50)
11. amazing underwater photography (50)
12. best underwater photographers (50)
13. beautiful underwater photography (40)
14. amazing night pictures (40)
15. best iso for night photography (40)
16. photographing photos (30)
17. ideas for night photography (30)
18. best compact camera for underwater (20)
19. how to take long exposure photos at night (20)

20. best dslr night photography (20)
21. taking pictures of stars at night (20)
22. camera setting for night shots (20)
23. shooting pictures at night (20)
24. taking photos of lights at night (20)
25. the best rugged camera (10)
26. best compact underwater camera 2014 (10)
27. best waterproof camera on the market (10)
28. what underwater camera to buy (10)
29. night shot tips (10)
30. amazing good night photo (10)
31. taking city photos at night (10)
32. taking photos at night with a dslr (10)
33. what iso for night shots (10)
34. taking pictures of lights at night (10)
35. what to photograph at night (10)
36. tips for photographing stars (10)
37. stars night pictures (10)

Not all these keywords relate. That's fine. We'll work with them and use the ones that do.

I'm going to set up my new site so that it's about photography in general (shooting pictures) but it'll have categories about night photography and underwater photography since those were the first two groups of keywords I came up with.

Sure, I could add a lot of groups (categories) but I don't have the content yet and if I started on too many topics at once, I'd be spreading myself out too thin. It's best to just start with 1-2 sub-topics (sub-niches) where you can write some content and start to set your site up as an authority on those topics than write a little bit about a lot of things and not be an authority on anything.

So next, go ahead and create these 1-2 categories by going to:

Posts > Categories

There's probably one there already called "Uncategorized" so click on Quick Edit:

Then change it.

Just set the "Name" field, clear the "Slug" field and click "Update Category" to set it.

To create another category, go to the left side of the screen, put in the name and click "Add New Category" (the slug can be left blank - it's automatically filled in by WordPress).

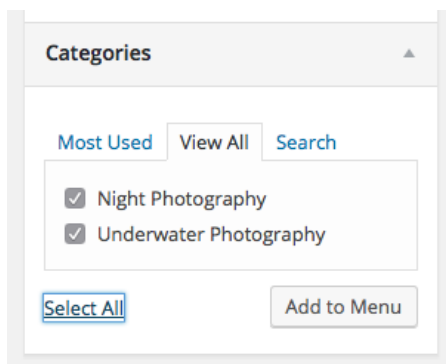
Next, let's get the navigation set up.

Go to:

Appearance > Menu

Add a new menu by putting in a name and clicking the "Create Menu" button. This name can be anything as only you will see it - not anyone on your website:

On the left side, open up "Categories" then click "View All" then select them all and click the "Add to Menu" button:



You'll see them appear on the right.

You can drag and drop them to change the order. If you drag one under the other one, it'll be a sub-menu. You probably don't want that yet - maybe later when your website gets larger.

Next to "Theme locations" check the "Primary" box (this is for the theme I'm using - your theme might say something else) and then click the "Save Menu" button.

Your website should now have some navigation:



You can go to Pages then View All on the left and click Home and add that in if you like:



Let's Get to Writing Already, Tony!

At this point, we have our website all ready for adding content. Finally! I know, right? :-) You'll just go to:

Posts > Add New

to get a blank post. You have a title area, a place to write text that's like creating a document, a publish section, categories, tags and featured images.

And now that you know how to get around, it's time to write some content. I've written a really good article on how to write content for a website and you can find the link to that below. One thing I don't mention is the keywords part, so let me touch on that first.

The keywords you researched are important here. You're going to want to get about 30 of them to use per article. Each article you write will be 900-1800 words or more. So yes, the minimum article you write will be about 900 words. It may take you a few days or even a week to come up with one that big but that's how this works.

Most articles I publish now are in the 2000 word range. Some are up to 4000 words. You don't want to write to get to a word count but you want to make sure you cover the topic well and it'll end up being however many words it takes to do that.

Think of it this way... write content so good that people will want to share it with others. At the end of it, they should be thoroughly impressed. Google is going to be really impressed if you only pump out content that's great.

I've noticed that the first piece of content on a new website is important. Google kind of classifies your website as being about that topic - so make a good, first impression!

Here are more, great tips you should read for writing an article (sorry it's so long - I just wanted a comprehensive piece of content on my website):

[12 Tips on How to Write Great Articles for Your Website](http://tonyherman.com) (tonyherman.com)

So I might finish writing an article and be about 1800 words and by the time I read it over, add things and go deeper, I'm getting closer to 2500 or even 3000 words or more. That's my process and it works pretty well.

If you need some headline/title ideas, check out my book, *113 Article Headline Examples* - it's free to get and you also get another book, *10 Essential Items for Any Local Business Website* and even the *395 Power Words and Phrases* book right here:

[Book Download](#)

Each article you write should have:

- A compelling title
- 900+ words of text
- A main image
- A featured image
- An image every 500 words or so
- A related video from YouTube
- Links to 3-4 or more high authority websites

When you link to other websites that are authority websites, it makes your website a good resource and Google likes that. Just make sure your links are meaningful and not useless. Google is cracking down on this a little now.

What I like to do is refer to other websites that will help the people reading my content - you've seen that already because I've been doing it.

You can also do what they call "curate" content, which means you reference other pages and include a paragraph or two of their content. You then comment on it. Make sure you link to the page you got it from.

[Fill in Your Meta Tags](#)

Next, install an SEO plugin on your website. Two good ones are:

- [All in One SEO Pack](#)
- [Yoast WordPress SEO](#)

I've been using the All in One SEO Pack a long time, so that's the one I prefer but many people are now using the Yoast SEO one.

This article gives you the list of plugins that I use often and ones that are worth installing to help your website:

[The Top 21 Important Plugins to Use With Wordpress](#) (tonyherman.com)

If you don't want to install them all now, that's perfectly fine and you probably don't need all those plugins - they're just ones I use on sites. After this course is over, I'll send you a follow up email going over this again. Right now, I want to make sure you're writing content or having it written for you. That is the most important thing - **getting something published**.

Once that's installed, go back into your article and go down, below it where you can edit the settings. It looks like this:

Best DSLR Photography Tips Ever | 📷 CoolPhotog
<http://coolphotog.com/?p=27>
Put in a good description here.

? Title

Best DSLR Photography Tips Ever

23 characters. Most search engines use a maximum of 60 chars for the title.

? Description

Put in a good description here.

31 characters. Most search engines use a maximum of 160 chars for the description.

? Robots Meta NOINDEX

☐

What you put in here is typically what Google decides to show when it lists your page as a result, so this text is very important. If you write a compelling headline and text, you'll get more clicks and getting more clicks actually helps you rank higher (this is proven - but don't go tell your friends to click on your links, that's "black hat SEO" and can get you in trouble).

Here's the strategy to making sure what you enter here is good:

1. **Use a compelling title.** You should have a good one already for your article, so just leave it blank and it'll use that one. Later, once you optimize the page, you can change it.
2. For the description, **start with an action verb.** I like verbs like: Learn, Discover, Find out, Educate yourself, Get important information on, and so on.
3. Also include words like this in the description - they are **POWER WORDS**: today, right now, fast, works quickly, simple, quick, easy.
4. For the keywords, **put in a few from your spreadsheet** that you haven't used yet. Don't go crazy - maybe just 3-4 and you can always optimize later and add more.

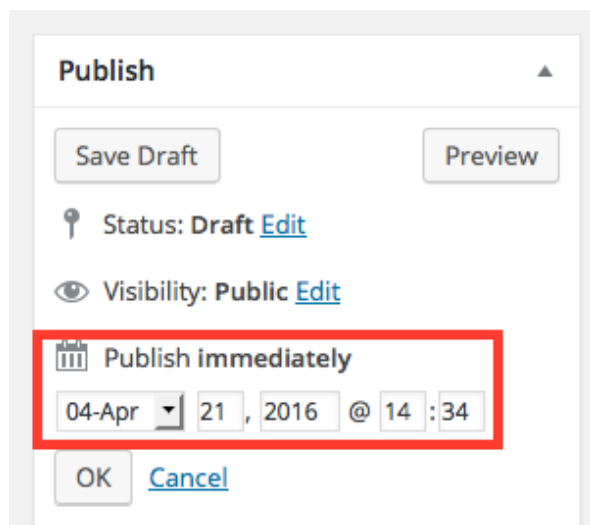
Stick to the limits that you're being shown. The title can only be 60 characters and the description can only be 160 characters.

When Should You Post Articles?

It's best to have articles post on Tuesdays or Wednesdays and not on holidays or weekends. When you post mid-week, your article has time to get a little traction before traffic dies down on the weekends (which is what happens with most websites).

As far as the time of day goes, schedule your posts to publish early morning. That way, people checking their email when they get to work will see your article (if you use the RSS to email method I explain on day 7).

With WordPress, you can schedule your posts so do take advantage of that feature. To do that, go to a new post and to the right of "Publish immediately" is "Edit" - click "Edit" then set a time and click Ok.



The button that used to say "Publish" will now say "Schedule" and your website will post the article then. Occasionally, it will miss the scheduled time. I don't know why this happens, so it's a good idea to check that articles publish when they're supposed to - just in case.

So What If You Cannot Write?

If you absolutely, positively cannot write, then you'll need to hire people to do writing for you. There are a number of sources you can use - and these are ones I've used before:

- [The Content Authority](#)
- [Textbroker](#)
- [iWriter](#)
- [Fiverr](#)

The source I like the most is **The Content Authority** – they do great writing and the process is super easy.

Get good articles written. That means don't go with the cheapest level of writers because what you get will not be good - trust me. Get the top level or one level below it. You'll probably pay \$25-45 per article but it should be content worth posting.

You may think that spending \$45 for an article is a complete waste of money. I get why you would think that because it's just text, right?

Think About This (It's Mind Blowing!)



Let me give you a different perspective on text and this is pretty much **the coolest thing about this whole course...**

You go to work, you punch in or show up at your desk, you do your work and then **you get paid for that work you did that day or week.** If you stop showing up for work, you won't get paid anymore. That work you've done doesn't benefit you at all.

Now, if you write some text that's really good and you monetize that content and let's say you start getting \$1 a click when someone clicks an ad on that article. I've seen those rates before (or higher).

That one piece of content starts getting popular and you start getting 400 views a day. Out of that 400 views, you get 40 ad clicks. You're now making \$40 per day from that article or \$280 a week, which is \$1200 per month or around **\$14,600 per year!** These results are not typical but they could happen - that's the potential!

That one, great article pays for your rent/mortgage!

That article keeps going to work for you - every day. It's on your website 24 hours a day, 7 days a week, 365 days a year. **You did that work once and it keeps paying off** - unlike your job now.

So what do you think of that?

Instead of working for someone else, **you're working for yourself!** You do the work once and it keeps paying you!

Is that not incredible?!

Seriously, take a few seconds to think about that.

It almost makes you wonder why people go to work at all because the work they're doing benefits someone else going forward and they just get paid once for it.

You post some great content and it keeps paying you, day after day! I have articles that do this for me every day.

This is how it works and why we're doing this. It happens all the time. That's why people are in this business and why they don't have normal jobs but they do this stuff - they do Internet marketing. They can do a little per day or work hard for a day and take a few days off and enjoy their money.

And this is why spending \$45 for a good article or taking a few days or a week to write something really, really good is worth that investment.

I really hope you get it now and want to write really good content for your website!

Section Conclusion

I gave you a lot of content here. This is probably about the heart of the whole course. It starts with choosing keywords and then using those keywords in your article. I put the most time creating this course into this one lesson. I feel it's really important and I hope I explained things thorough enough for you.

You may need to review this lesson a number of times, that's fine. It's good to make sure you got all the points and understand it.

Homework

Start working on your first article. You might not get it done today. It may take a few days but you have your website all ready to go and the most important thing now is getting content up on it.

Once this 7 day course is over, I'll be giving you ways to improve your website so that search engines like it more but for now, it's good enough. It's better to focus on writing content now than focus on the technical parts of a website. The sooner you get good, original content put on your website, the sooner you can start profiting from it.

Tomorrow we'll go over how to monetize your website! There's even a method that I list tomorrow where you can build your website so that it can bring in \$2000 a month for you - wow!

Day 6 – Monetize Your Website to Start Earning

Money, Money, Money!

This lesson is kind of fun because we're talking about you're going to make money with your website. It's important to talk about this so that you understand how it works because it will guide your writing a little bit.

Ways to Monetize Your Website

There are a number of ways for you to make money with your website. You can use one method or multiple methods at the same time. With some methods, you can start using them from day 1 but with others, you may want to wait until your website grows.

1. The Money is in the List!

This is the golden rule of online marketing: **you need to grow your email list!**

Think about it - when you have a list of people that want to hear from you, you can go ahead and sell them something good with just a few clicks - whenever you want!

You can blast out an email and some of them will respond and then buy something.

Of course, you still want to always give them something valuable and not junk... kind of like how you write your articles, right? And you don't always want to sell. That's not how being social works. Give them good advice all the time for free and then sell to them once in a while when you have something good.

So what do you sell? Well, that's what the rest of this list is for. The point is, you want to have a way for people to sign up to your list. How you get them to do that is simple but it'll take a little bit of work.

Usually, people will trade their email address for something good. It can be something big like an e-book (PDF file) full of great advice or even something smaller like a good checklist or access to a list of resources you put together. Make a compelling argument for your offer and collect emails and build your list.



Here's an article about how to set up an email list - sometimes called an autoresponder:

[How to Set Up an Email List](#) (tonyherman.com)

Review that and set a to-do item to get your list set up. You really do need this from day 1 of your website.

You can start offering a product in return for an opt-in (when someone signs up for your list) from day one.

A great tip here is your "Thank You" page. Once people sign up, you'll thank them and then deliver your product via email. That way, you know you're getting a good email address in exchange for your free product. On the page that you thank them for signing up, you need to include another offer. One of the best things to put here is an affiliate product, which I explain next.

2. Use Affiliate Programs

There are popular affiliate programs like ones from [Amazon](#), [Commission Junction](#) (CJ), [Clickbank](#) and others. How they work is if you send someone to a website that has an affiliate program you're signed up for, and that person buys something, you get a commission.

Affiliate programs come in all shapes and sizes. With some, you get big commissions and some you get smaller commissions. Some pay weekly, some pay you monthly and many of them have minimum thresholds you have to meet before they cut you a check or send you a payment via PayPal.

Whenever you're looking at affiliate programs, you should look at the terms and conditions. It's boring to read them but you need to make sure you're following the rules or you won't get paid. You don't want to do a lot of work, build up a good balance and then have that work be disqualified because you did it the wrong way. It happens.

Look for Affiliate Programs in Your Niche

CJ and Clickbank run affiliate programs for other companies but there are lots of websites that run their own affiliate programs. You should go to websites in your industry and see if they offer a program. There's usually a link in the footer section of websites that says "Affiliates" or "Referrals" so click on links like that and see if they have a program you can join.

Sometimes these self-hosted affiliate programs are a good deal because they're not paying companies like Commission Junction their fees and they can pay you more.

The downside is that you might be promoting their products and they might shut down their program and you won't get paid. I had that happen once.

3. Start a Membership Website = Recurring Income!

These sites are cool. With this method, you could be seeing **up to \$2000 or more come in per month** if you do it right!

Here's the premise... get 10 good articles on your website that offer great content. These articles will be the bait. They're not your best stuff but they're really good. Your best content will be for paid members. That content can be articles or videos you create or slideshows or a mix of different things.

You can have them pay a price like \$7 per month to get access to that content. You can even give them a free 3-day trial for \$1.

You then keep adding a few awesome articles per month to that website in the member's area to keep everyone that is paying happy. If you use PayPal, you can set up a subscription that automatically charges people every month and they can unsubscribe themselves.

Once you hit 286 subscribers, **you'll be banking \$2002 per month!**

Your list can keep growing from there.

You can even have an affiliate program yourself, which is like a referral program for members and if they get someone to sign up, you give them a commission - like a free month. That works out great because your members work to sign people up, you give one month away for free but you get that extra revenue from the second month on for that new subscriber.

You will need to provide **absolutely great content** but with some money coming in, you can pay writers to do that for you. You might pay \$300-\$400 to writers and then you'll be making a profit of around \$1600 in our example scenario. Pretty cool, right? You pay the writers, you publish the content (easy) and then just figure out how to spend (or save) your money!

If you under promise and over deliver on your content, people will keep their subscription going. Some of them put it on a credit card, pay it and kind of forget it since it's just a small amount. That's kind of nice but the better approach here is to give them such good content that they'll see the \$7 a month is totally worth it.

4. Google AdSense

[AdSense](#) is Google's ad program. You see it everywhere and I've made a lot of money with AdSense.



Estimated earnings |

Today so far

Google know what people are searching for and it knows what content is on pages, so they are really good at putting the right ads on each page. All you do is sign up, paste the code where you want the ads to be (I mentioned the [Easy AdSense plugin](#) for ads, which works great) and Google puts text and image ads in for you.

You want to start using Google AdSense only when your site reaches 50 visitors per day or about 75 page views or more. You end up getting better ad rates (payouts) when your website starts off doing well.

5. Sell Your Own Product

The way to make the most money on a website is by selling your own product. The membership website model (#3 above) is one way of doing it but you can also sell products.

Products can be:

- Books
- Plans (how to build things)
- Advice
- Something you make/produce
- Services
- Directory listings
- Webinars
- Podcasts
- etc.

I like books because you write them once and people buy them and you don't have to do anything - your website sends them the PDF and everything.

Quick story... I get alerts from the PayPal app on my phone when I sell books and it's fun to see that thing light up. Each time, I know I made about \$5.50. Not bad. I might be out eating and it'll ring twice and I know I just paid for most or a part of my meal.

6. CPA Ads

There's a lot that can be written about CPA so I think I should give you a quick overview of what it is.

A CPA network is not a network of accountants. CPA stands for "cost per action" and it's very similar to affiliate programs. You put up an ad or a link and when people click it and do that action on the other side of that link, you get paid.

For example, a common CPA ad is called an "email submit." Someone clicks on an ad and there's a page where they can sign up for like a \$500 Visa gift card or something. All they have to do is give their email address - there's just one field on the form... one for their email. When someone does that, you can get something like \$1.60 or \$2.00.

These ads work and people make lots of money. You do need a good, steady stream of traffic and the ad should match your audience. For example, don't run CPA ads for free diapers on a website where the niche is reviewing power tools. You might not get too many clicks. Instead, you'd want a CPA ad for something like tool boxes. You get the idea.

The program I really like is called [MaxBounty](#). You do need to apply to get in but you basically tell them that you're taking an online course about Internet marketing (like this course) and show them your website with 10 really good articles on it and you should be able to get in.

How to Monetize the Right Way

Here are some tips (rules?) to follow when monetizing your website:

1. **Believe in the offer you're promoting.** Ads are one thing but when you're reviewing a product, don't just look at the specifications and make something up. People can spot fake reviews. Your review should contain a genuine story about your experience with the product. A video with you holding the product would help, too.
2. **Make your offer different (better).** You can contact the manager of affiliate programs and come up with a co-branded offer or something different that nobody else has. You can offer the affiliate manager exclusivity on an article - meaning, no other advertising will appear on it. You can even arrange for an interview with someone at the company. Just be creative and be different. Don't be afraid to try stuff. If you get shot down, who cares? Try something else instead but keep trying. Often, a successful website gets that way from other a bunch of small breaks or 1-2 big breaks. If you expect them to fall in your lap, it'll never happen - you need to seek out these opportunities and make them happen.
3. **Focus on the "bennies!"** There's a phrase out there, "features tell, benefits sell" which means you should emphasize the benefits and tell people what's in it for them... since that is what they want. The bennies bring the Benjis! I just made that up, what do you think? :-)

4. **Find products with recurring payments.** This is like the holy grail of affiliate marketing. Do the work once and keep getting paid, right? Try to find affiliate offers in your niche/topic that give out recurring payments as long as the customer is subscribed. This often happens in competitive niches like website hosting but it's also available in other places.
5. **Keep learning.** I have websites that I have running where I just try stuff. A lot of times the ideas fail but there have been a good number of ideas that have really worked well. Keep your ear to the ground and see what others in the Internet Marketing industry are saying. Don't hop from trend to trend - that's a bad idea but you'll see general trends that everyone is using. One such "trend" you might say is quality content, It's more than a trend but you get the idea - it's one thing all good marketers do.

One of the best days of your life is when you make your first dollar online. I'm kind of jealous that I can't experience that anymore but there are more goals I can aim for - like my first million online. I'll get there.

Section Conclusion

I've listed 6 methods to monetize your website but there are more - like selling ads yourself. I think these 6 are good enough for you right now and they're easy enough to get into and start earning money with.

Your best bet is probably to start with Amazon since they have lots of products. There is probably a bunch of products on Amazon that are related to what your website is about. The Amazon program is easy to get into. If your website is aimed at children (under the age of 13), then you might have issues joining Amazon - that about the only sticking point with them.

Once your website gets more traffic, go ahead and add AdSense. You want to start using more than one revenue stream on your website - maybe even up to 5 or 6 but don't overload your website with ads because that looks spammy.

Your ultimate goal is most likely going to be developing your own products as that is how you can earn the most money.

Homework

Go sign up for the [Amazon.com Affiliate Program](#) and see how it works. Start planning to write content that can incorporate products you find there. The best products to promote are ones that cost \$100 or more so that your commission is decent with each product.

Day 7 – Promoting Your Content for Additional Traffic

It's Time to Get Traffic!

Now that you have your website up and running with some articles, it's time to plan on how you're going to get traffic to your website.

You'll first want to get at least 5 great posts/articles on your website before you start promoting it. The reason is, if you start promoting it and people come and don't find much there, they'll probably leave and never come back. When they get to your website, they need to be at least mildly impressed with it - if not **wildly** impressed.

You'll also want to do some testing. Ask friends to view it on their computers and devices (phones, tablets). Make sure it looks great. If not, get those things fixed. Often, the theme developer/publisher can help you.

Ways to Get Traffic to Your Website

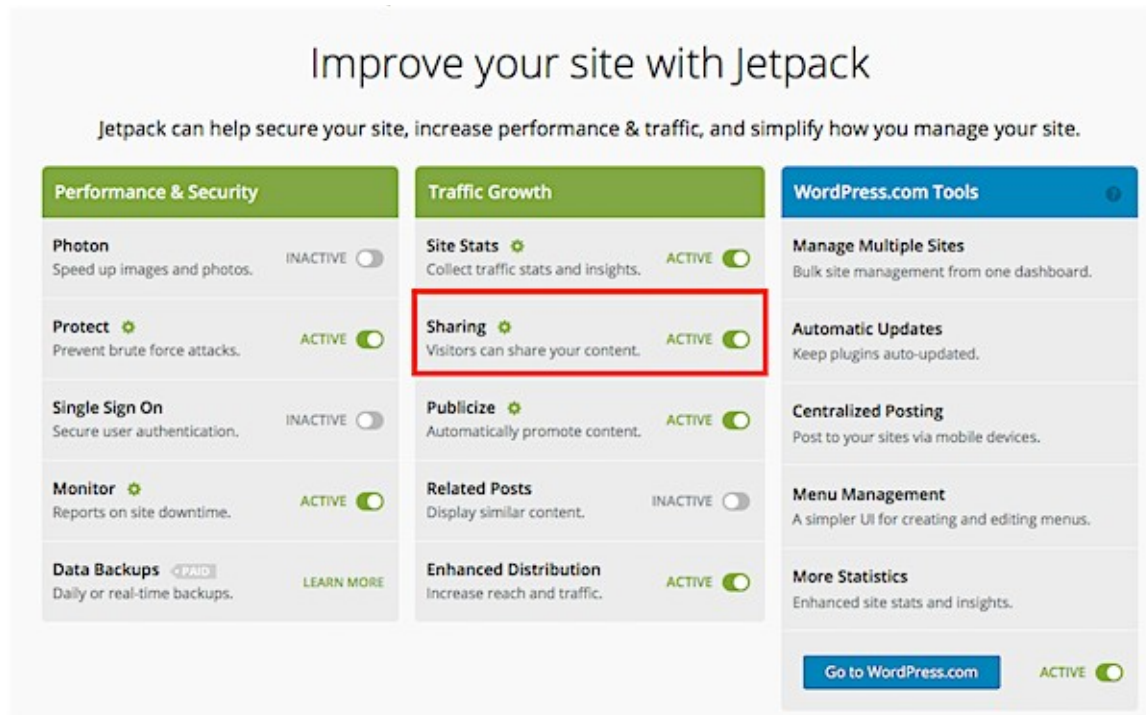
1. Use Social Sharing Buttons

Ask people to share your content and have buttons on your website so that it's easy for them to do it.

I really like the buttons that come with the JetPack plugin. Go to the Jetpack settings:

Jetpack > Jetpack

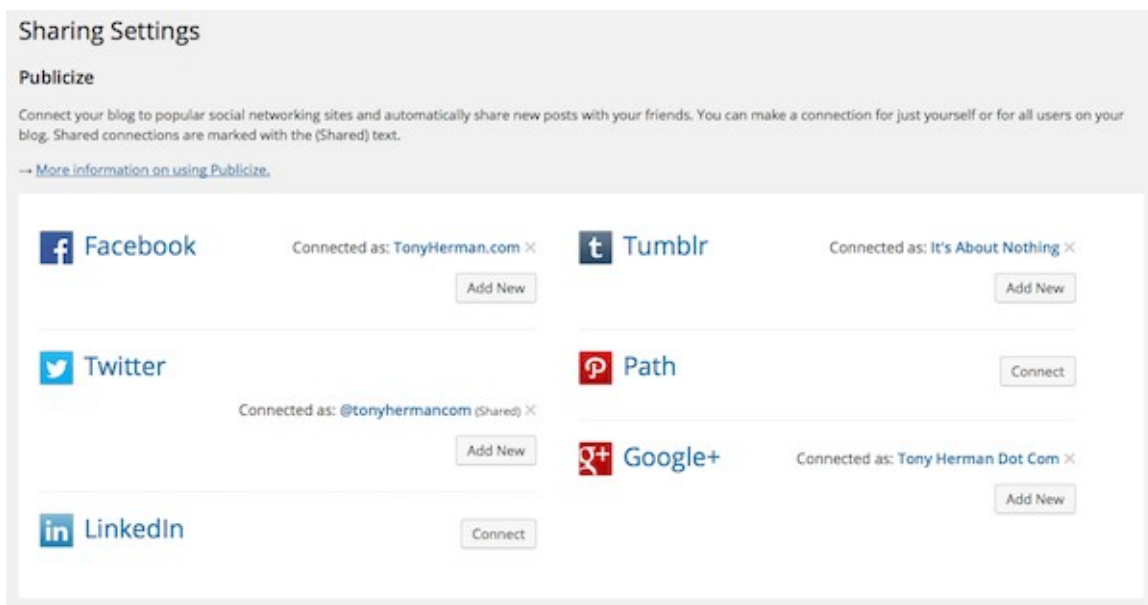
and make sure it's turned on (active):



Then go to:

Settings > Sharing

On this page, you can connect your social accounts to your website so when you publish a new post, it goes out on your social networks (pretty cool, eh?):



And then you can set up your sharing icons below that section:

Sharing Buttons

Add sharing buttons to your blog and allow your visitors to share posts with their friends.

Available Services

Drag and drop the services you'd like to enable into the box below.

[Add a new service](#)

Enabled Services

Services dragged here will appear individually.

Services dragged here will be hidden behind a share button.

Live Preview

Share:

Button style:

Sharing label:

Show buttons on:

- ☐ Front Page, Archive Pages, and Search Results
- ☒ Posts
- ☒ Pages
- ☐ Media
- ☐ Products
- ☐ Ninja Popups
- ☐ A/B Testing

Drag them down and it shows you a preview. Make sure the checkbox next to Posts is checked and then save the options at the bottom.

2. Work Twitter, Facebook or Instagram

I suggest choosing one social network and working it well - versus trying to work too many. It's up to you which one to start with and it'll partly depend on which niche you're in and where your audience is. Some networks like [Tumblr](#) are a little easier to maintain and can easily be done at the same time.

A good tool to manage your social media is [HootSuite](#). I haven't used it much but I know it's powerful. If you're on [Twitter](#), you can use [TweetDeck](#) for free and, with it, you can schedule your Tweets.

Remember that social networks are... social. That means you shouldn't promote yourself all the time but rather go and interact. I see people doing this wrong all the time. They just toss all their marketing out there like a robot and it's like getting hit

in the face with ads. You can do this well if you're providing great content but remember to put in some non-promoting messages pretty often.

You can take a picture on your way to work or of an event you went to. Say how your day is going and what you're excited about. Ask people questions. There are lots of great ways to look like a real human being on social networks.

How Facebook Works

With Facebook, how it works is, you see more posts from people you interact with. Think about it... if you saw every post from your hundreds of friends, it would be too much, right? Instead, you're seeing posts from people you interact with most.

So... in order to get people to see your posts more often, have them interact with you. You can do this by asking questions, posting something funny or interesting or controversial even (if you want to go that route). You want people to comment or share what you posted.

Then, right after that, you can send out something to get their attention - a call to action. Ask them to follow you on Twitter, subscribe to your newsletter or even buy something.

When you use this formula on Facebook, you'll get more people seeing your posts, which means more traffic to your website and more revenue!

3. Set Up "Web 2.0" Accounts

You'll need links to your website to help get it to rank high. You don't want to link-build too fast on a website that's brand new - it's best to wait 90 days. After that, start building links slowly.

When you build links (and what I means is get other websites to link to your site), you want to do it the safe way. Here are some tips on doing that:

- The link text should mainly be your website name or domain name - for example:
 - TonyHerman.com
 - www.TonyHerman.com
 - http://www.TonyHerman.com/
 - Tony Herman
- Other generic link text is fine:
 - Click here
 - Read more
 - Read my article

- You can also link to the article title. You've seen me do that a number of times during this course so far.
- Once in a while, link to your site or an article using a keyword but don't do it very often.

Next, there are some "Web 2.0" types of links you can use. They are safe links you can get pretty easily. They are from sites like:

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [Reddit](#)
- [StumbleUpon](#)
- [Pinterest](#)
- [Delicious](#)
- [Scoop.it](#)

From accounts like these, you can set up a link to your website or bookmark your website and they are good links to have because they pass on ranking power... which we call "link juice" sometimes.

Make sure your social accounts are listed on your website.

Post regularly but make it like a conversation. Let your cover image do the sales for you.

4. Join Forums

There should be some online forums about your niche. Just search for your niche keyword and "forum" and see what comes up. Sign up at a few and take a look around. See what people are talking about.

The best way to use forums is to go into your settings and set up a signature that is a link to your website. If possible, link some text to your website and use a compelling question or statement. So if your website is about photography, you might set up your signature to be something like this:

Learn the Little Known Secrets to Taking Photos Like the Pros with a FREE Guide

And then that would link to your website where you're giving away that PDF for signing up to your list.

What you want to do is look at the topics that are there and give helpful advice. Do research if you have to. Don't spam the forums. You don't want to dominate them but be a helpful resource for everyone.

What'll happen is, your signature will remain with every post you reply to or start. People will be coming to that post for years to come to get the answer to that topic and they'll see your link. This is a GREAT way to keep getting traffic to your website for months and years to come.

5. Post Answers on Yahoo! Answers

[Yahoo! Answers](#) is just like a forum. What I like to do is give advice and then refer people to an article on one of my websites that has to do with that topic - an article that will help them.

6. Comment on Other Blogs

You can use the same strategy with posting comments on related blogs. Give your opinion, ask questions and link your name to your website. With most blogs, you're also to post a comment using your name, your email account and a link to your website. That's how you get a link to your site.

Again, post great comments on blogs that help the blog owner. Research the answers if you have to - make that content good and people will want to find out where they can get more.

7. Guest Post on Other Blogs

Guest posting can help you get lots of traffic to your website but it takes a little work. You'll need to get to know the owner of the website in some cases. Or you may need to apply to do it. They'll want to see your website and your writing style. And there are some blogs that accept guest blog posts regularly.

Here's a good article on how to guest post:

[7 Awesome Reasons Why You Should Guest Blog](#) (and How To Do It Right)
(twelveskip.com)

You'll also want to work on a good bio for yourself on your own website. Explain where you're from, what you've done, awards you've received and so on. Pump yourself up a bit - in a humble way. Show what you've accomplished - and if you haven't accomplished anything, then get out there and do something! :-)

8. Find Broken Links on Other Sites

You can find missing content on website using archive.org, re-write it and then send an email or message to every site that was linking to that article. List the page that has the link and give them a link to your replacement article.

Easy!

9. Set up an RSS Feed Newsletter on GetResponse

I do this. It's pretty easy.

Your WordPress website has something called an RSS feed. It's kind of like a news feed but just from your website. Here's mine:

<https://www.tonyherman.com/feed/>

Yeah, not too exciting, right? Well, that's because it's basically the raw text without much else but when it's this way, other websites can use it and put it in their own format. They can syndicate your content and the content links back to your site.

[GetResponse](#) has this feature and here's a good explanation of it:

[GetResponse RSS to Email](#) (getresponse.com)

All you do is use your feed, put it into a template and then whenever you post something, it goes out to your list. You can always go in to GetResponse and send out a separate message to your list whenever you want.

10. Promote Your Freebie

Did you make a product yet? Make one! Even if it's just a checklist - you can make one. Take a few days and put something valuable together, make it a PDF and offer it on your website in exchange for people's email addresses.

Make a little banner or Twitter graphic for it (which someone on [Fiverr](#) can do for you for like \$5) and promote your giveaway to build your email list.

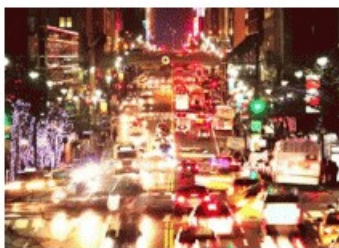
11. Make Sure Your Website Suggests Other Posts

Yes, this is another nice feature of the theme I'm using from [MyThemeShop](#) that I love. They have a good related posts feature built right into the theme. It looks like this:

Related Posts



Top 10 Marketing Tips for Your Small Business Website



10 Ways to See How Much Traffic a Website Gets



9 Ways to Get More Traffic With Each Blog Post

You want the kind that has the picture and then the headline under it. These kind work the best (as long as you use a good picture, of course).

The [Yuzo - Related Posts plugin](#) looks like a good one to try. People seem to like it.

Set a Daily/Weekly Routine

You want to spend time writing AND promoting. Doing just one of these won't work - you need to spend about equal time on both. I might weight writing a little more than promoting, but not much at all - maybe 60% / 40%.

Take a typical week where you're still working at another job and spending time with family and friends. You might just have 2-3 hours a day at the most to work on your website (for now). Let's say you publish your article on a Wednesday morning every week (this is just "for example").

Here's how your week might look:

- Sunday Night: Writing article.
- Monday: Adding more content to your article and proof reading it.
- Tuesday: Finish your article with another read-through, add images and add video - then schedule it to publish Wednesday morning or publish it now.
- Wednesday: Promote the article you just wrote (HootSuite) and post comments in forums and Yahoo! Answers.
- Thursday: Promote previous articles you've written (HootSuite) and post comments in forums and Yahoo! Answers.

Does that look do-able?

You'll be pumping out a great article every Wednesday and then taking 2 days (nights... whatever) to promote your content. You can take weekends off or use weekends for research and getting a head start on content.

Maybe once a month you're also working on a guest blog post on the side. Maybe that's your Friday project - working on that additional article and then getting one of those out each month. This sounds like a really good idea - let's add that in:

- Friday: Work on guest post.

All you do now is just lather, rinse, repeat!

Congratulations!

And on that note, that's the end of the 7-day portion of this course! Congrats, you did it!

By now, you should have a working website and maybe even a few articles up on it. You should be on your way to accomplishing great things. The secret here is to keep working. Don't expect tons of traffic right away - it'll come. Just keep going.

Start asking friends what they think of your website. If they like it, ask them to share it with others. This is a great way to get some initial traction. If they give you advice or say something about it, then think about what they said and decide if you should fix things or not. Don't take any criticism personally... yeah, it's something you built but it's your first website - where is their website and did they take this course and learn a lot? No, you did.

Some More Advice:

Treat your website like a business. Track your traffic, the time you put in, how much you make each month. This planning and statistics will pay off later.

Think about who would be reading your blog. Define them as a persona. Are they are 20-30 year old housewife or a 30-40 year old man with 2 kids?

Keep track of your stats - maybe a certain article will catch on fire. That'll tell you to write more articles like that one or beef that one up even more. You may even decide to write a small book or checklist about that topic and sell it or give it away in exchange for an email sign up to your newsletter.

Let's Collaborate!

What kind of website did you make? I'd love to see it and maybe we can work together. I have a lot of websites in different niches and maybe we can help each other.

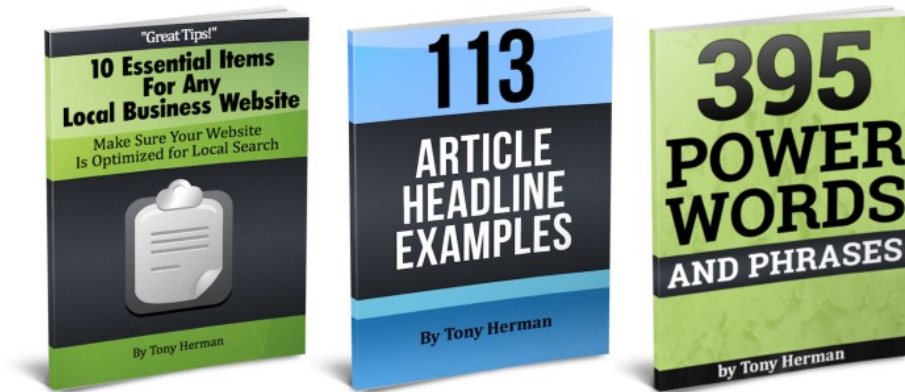
I'll even take a few minutes, look your website over and give you some pointers and compliments. Please do [contact me](#) as I love to see what my students have accomplished.

This course might be over but stay on my list because I'm going to send you even more advice and help going forward. There's more! I want to encourage you and give you ideas on how to make your website a real success, so stay tuned!

-Tony

Bonuses

These books are the perfect companion to this book Get ***113 Article Headline Examples***, ***395 Power Words*** book and ***10 Essential Items for Any Local Business Website***.



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