

# InstaCash Income Plan Vol. 1

## Your Basic Game Plan!

By Travis Sago

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## **An Important General Guideline**

Welcome to InstaCash keywords!

Here's a general guideline of how to get the quickest and best results once you've received your InstaCash Keyword list for the day.

Now, we are all at different levels.

So this is a rough guideline...okay?, but when it comes to getting fast and easy rankings this has worked very well for me AND for folks I've shared it with.

Think you'll be amazed too!

First things first!

When you get your list PLEASE READ the email you receive with it. This will give you VALUABLE insights that will:

Help you connect and sell to the niche.

Give you ideas on how you can uniquely expand on a niche that is working for you.

Then take a look at the keyword phrases themselves.

My general guideline is simply:

## **For InstaCash Keywords that have competition less than 5000 results**

... as a general rule, is to just do straight Bum Marketing. If you aren't familiar with "Bum Marketing" or just need a refresher you can go here:

<http://www.bummarketingmethod.com>

If you've already signed up at some point in the past...you can go straight here:

[http://www.bummarketingmethod.com/Article\\_Marketing.html](http://www.bummarketingmethod.com/Article_Marketing.html)

To be sure we are on the same page...when I say results I mean...



Now...as I say in the course, many of the powerful article directories won't allow you to use a straight affiliate link. But never fear!

### **...Enter the GHETTO LANDING PAGE!!**

What we want to do is put up a 'presell' landing page on a site we can get up fairly quickly that the article directories will allow us to link to. With me?

Some of my favorites are:

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

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

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

You don't have to use all of them...just whichever one suits you best.

I love Squidoo for sheer ranking power, BUT all the distractions on a lens SUCK --and take away from sales conversions.

Now, you may wish to use Squidoo for the sheer ranking power too. If so it's cool...just remember that your conversions could be higher on a different platform if those keywords are working on a Squidoo lens.

## Here's A video on Squidoo Basics



# Linking & Other Tricks With Squidoo

How To Add A Link To Squidoo



# Here's a video on how to use Weebly.

Weebly Demo - Amazing Online Website Creator



And Blogger.com

## Here's how to put up a Blogger Blog



Now writing your articles and pointing them to YOUR 'ghetto landing page' will be kosher with most of the major article directories.

Yipee!

**IMPORTANT TIP!!**

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All three of those 'web 2.0' properties have several things in common which you want to play close attention too.

1. Title: Make sure you use a compelling title that USES your keyword phrase.
2. URL. Ie when you build your squidoo lens you get

<http://www.squidoo.com/xxxxxxxxxxxxxxxxxxxxxxxxxxxx>

make your xxxxxxxxxx the keyword you'd eventually like to rank for.

If it's taken, Just use a little craftiness and ingenuity.

If you want?

<http://www.squidoo.com/hoodiapatches>

and some fool has already taken it!

Here are some other ideas

<http://www.squidoo.com/hoodiapatches2>

<http://www.squidoo.com/hoodia-patches>

<http://www.squidoo.com/hoodiapatchesthatwork>

Cool?

This works the same for weebly.com

Except...

You'd have...

<http://xxxxxxxxxxxxxxxxx.weebly.com>

For blogger...

<http://xxxxxxxxxxxxxxxxx.blogspot.com>

With me?

Ya know what to do?

Great!

## **For InstaCash Keywords Over 5000 Competition!**

InstaCashKeywords includes high search volume phrases that can really bring in the traffic!

However...some of these higher search volume phrases...got a wee bit more competition.

That's okay!

We just got to do a wee bit more work.

...and you'll be happy to know that a wee bit more work can bring you in nice juicy commissions for months or years to come.

Here's watcha do!

1. Pick out the phrase you are going for. We don't include any that aren't fairly simple.
2. Build a blogger blog or weebly.com website as above and MAKE SURE you use the phrase you want to rank for in the title and url.
3. Get some 'link love'. We'll talk more about that in a sec.



# IMPORTANT!

Once you've got some traffic and sales...and have proven the niche is working for you...

Would you like to be even MORE profitable and build an asset of your very own?

If so...Please consider SUBSTITUTING step 2 above and...

## **Get your very own domain.**

Get your very own website or blog.

You ALMOST can't go wrong because you will have a NICHE site that gets traffic/sales that you can SELL DOWN THE ROAD.

This is almost like owning REAL ESTATE.

The longer you hold, the more aged your sites are, the more data you have on your site...the more cash you can get for them.

Especially!

Especially, if your site is earning any type of consistent money that requires little maintenance, then you can bet you will find a buyer in this day and age of baby boomers, low interest rates and time starved investors.

Once you get used to the process...it won't take you much more time to set up a website or blog that you OWN than it does to set up a blogger blog.

Takes a little extra time...a little extra money, but not much!

And...every time you earn a link, every day that goes by...your site or blog will be worth more.

You will more than likely CASH IN BIG...meaning way MORE than you paid for your domain and hosting...when/if you sell.

I use [Godaddy.com](http://Godaddy.com) for my domains. A domain is how you get your website address. Like [www.yoursite.com](http://www.yoursite.com)

You can click this link and go to [Godaddy](http://Godaddy) while you follow along on the video below.



Now that you have a domain name...what do you need now?

You need storage space to store all of your files, pictures and such that you are going to put on your website.

This is called webhosting.

I actually use two. One, I started when I was first beginning and I love it, but it is such a small company, I am leery of recommending him, not because he's not great, but because I am worried that he'll get TOO busy.

I have all of my new sites now at [Host Gator](#). I have what is called a 'Dedicated Server' which just means I rent the WHOLE COMPUTER.

You probably don't need a whole computer yet.

You can share a computer with others.

Okay?

It's pretty cheap.

And...

[Host Gator](#) staff have always helped me immediately and it is very easy to use.

Here's a video I personally did for you that will walk you thru step by step.

**(Click The Picture To Get Started)**

# Getting Started With Webhosting



The next step...

Once you have your 'web space' from [Host Gator](http://HostGator.com), you have to tell [Godaddy](http://Godaddy.com) where your 'web space' is located at.

[Host Gator](http://HostGator.com) emails you this info...and then you just go back to [Godaddy](http://Godaddy.com) and plug it in.

Does that make sense?

That way when someone types in your address like...

[www.yoursite.com](http://www.yoursite.com)

That 'request' hits [Godaddy](http://Godaddy.com) and then [Godaddy](http://Godaddy.com) says..."Oh that site is located here." And they whisk the visitor away to your web space.

They call this your DNS server (Domain Name Server)

First time I heard 'DNS server' I freaked out a little...but it is just a pointer like I explained above.

It is easy to do too.

## Here's a video on How To Change DNS Server at Godaddy.



Are you still with me?

Way to go!

You can do this!

So...

We've got our website address, we've got our web space and we've told Godaddy where our web space is now.

Cool?

Now we need to put our site up.

Right?

Because we don't have a thing for our visitors to look at yet, we have to put something there!

So...

Here's what we are gonna do.

Instead of having you buy some expensive software and taking weeks to learn how to use it...

We are going to go the free and easy way!

We are going to use a blog with the free Wordpress software.

When you signed up with Host gator, you should have got a USERNAME and PASSWORD.

This is the USERNAME and PASSWORD that you use to log in to what's called your 'control panel'...you will also see it abbreviated as CPANEL.

This control panel is like the 'cockpit' of your website.

Make sense?

## Here's how to log in to your CPANEL 'cockpit'.



Once you are in the 'cockpit'...

## Here's the video on how to install your first Wordpress blog.



Once you've done that...

What do you got now?

One ooooooogly UGLY blog!!

So we need to 'pretty it up' and OPTIMIZE for the InstaCash keywords we are going after.

Here's a 'pretty it up' video: (If you are new choose a theme from one that is already available. Shown in first 3 minutes.)

## WordPress Tutorial - How to Activate a New WordPress Theme



Now you will want to do some very basic optimizing so that your blog will show up for your InstaCash keywords.

Okay?

Make sure you use your keywords in your BLOG TITLE AND TAG LINE.

## How to edit Wordpress website Title and Tagline



Then we want to change how our pages look to Google. THIS IS IMPORTANT and only takes a few clicks. It's called PERMALINK.





Then we want to make our home page STATIC. This video explains why and how to do it:

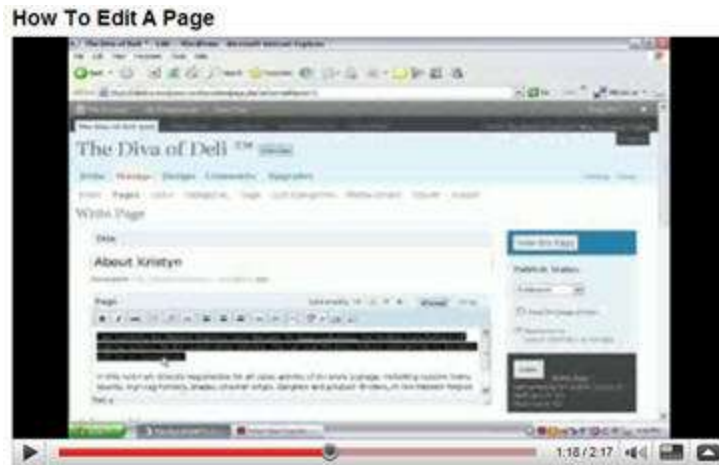


Now we just need to add our first 'post' which is going to be your review or pre-sell for your product.

Make sure you do this on the 'Static' page you just set up.

Making a post is really similar to making a forum post. You'll actually be EDITING A 'page' since we are doing 'static' mode and you have already made the page above.

Here's how to edit your page:



Okay?

How you doooin?

Are you a bit light headed?

It's okay.

You've just learned a ton and you know what?

You feel a little light headed because you are stretching and growing.

Here's the important thing, if you have been spinning your wheels because you have been putting this off...for weeks, months or even years...then please know...YOU HAVE FINALLY come to a place where you can now get over that darn hump.

You FINALLY have a site...and asset...ALL OF YOUR OWN which is so important for STABLE traffic and STABLE income.

Top affiliates have their OWN SITES...I didn't start doing really well until I had my OWN SITE.

Picture coming into focus?

Also...if this really is beyond you, you can HIRE IT OUT.

Wordpress blogs are VERY well known and you could get a basic theme up and going for as little as \$50. There are hundreds if not thousands of people that could do this for you. Take some profits from the previous steps and just hire someone to do it.

## **What You Need To Do to Get Ranked (Adding Content & Link Love)**

Okay...ya know there have been whole books written on this topic as well as home study courses costing THOUSANDS of dollars?

You know me?

I like dirt simple.

And the InstaCash keywords we give you...you should easily be able to rank for using my proven...and simple formula.

I actually belonged to a VERY expensive membership site that taught SEO. (\$700 a month)

...and I can boil down what they taught into 3 steps (well at least if you're not going after terms like golf or Viagra.)

### 3 Easy SEO Steps

1. Understand basic on site and on page optimization. Wait until you are indexed (Google finds you) before you add tons of affiliate links and opt in's.
2. Add content
3. Get links

Yep!

On the forum...one of the administrators even commented that those 3 steps were a pretty good summary.

It's simple and works.

Let's go over the steps. (I know these are pretty general.)

1. Understand on-site and on-page SEO. This is stuff you do on your site. This is a pretty good article on the major components. <http://www.searchenginejournal.com/12-basic-on-site-seo-tactics-for-optimized-results/>

But let me add my twist...I just like to cheat...somewhat 😊 I like to find a site that is ranking well for the terms I want and see what keywords they are using.

Let me explain.

Say our phrase...(which is a great one by the way and LOW comp) is

“weight loss after baby”

So...

I type this in Google (WITHOUT QUOTES) and I look for a site that is making most of its money from AdSense or Affiliate sales. I don't want sites like the Mayo Clinic.

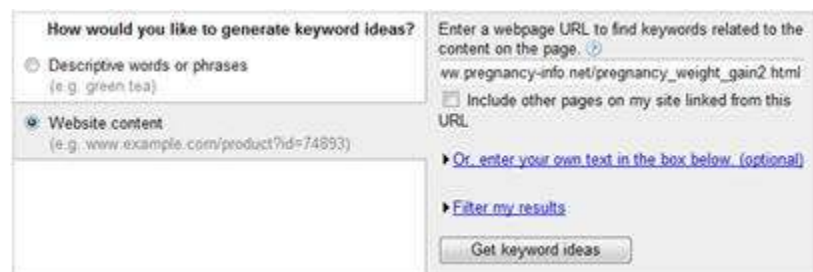
So in position 2 is this site:

[http://www.pregnancy-info.net/pregnancy\\_weight\\_gain2.html](http://www.pregnancy-info.net/pregnancy_weight_gain2.html)



That dude or dudette is an Internet Marketer!

Then I am going to go to [Google's Free Keyword tool](#). And set it up like this...



Now what I am looking for is NOT keywords (that's what you got us for) but THEMES.

Showing keywords grouped by these terms:  
[weight loss](#) (21), [weight gain](#) (8), [of pregnancy](#) (8), [post pregnancy](#) (7), [lose weight](#) (7), [diet plan](#) (5), [pregnancy](#) (5), [pregnancy test](#) (5), [weeks pregnant](#) (5), [pregnancy](#) (46), [diet](#) (38), [weight](#) (10), [exercise](#) (6), [pregnant](#) (5), [calorie](#) (5), [Miscellaneous keywords](#) (18)

These are the themes GOOGLE says a site about “weight loss after baby” should have.

So...

When I make my site, which I’ll try to get

[www.weightlossafterbaby.com](http://www.weightlossafterbaby.com)

Then my pages are going to be themed.

**Weight Loss After Pregnancy**

**Weight Gain During Pregnancy**

**Post Pregnancy Exercise**

**Lose Weight After A Baby**

**Postpartum (weight) Problems**

**Postpartum Diets**

I might even throw in some that make sense and that I think will be helpful...like

**Diets While Nursing**

Make sure you have a **contact page**, **privacy policy** and **site map**.

That is going to be your site layout...which will tell Google your site is about ‘losing weight after pregnancy’.

2. Add content.

You want to add content to your site under the appropriate categories and DO NOT try and put the phrase 15 times in the same page.

Google ain't no dummy!

Put relevant articles that use words that make sense and should be in an article about "weight loss after baby"...

Words like:

Exercise

Diet

Pounds

Gain

Loss

Scales

Pregnancy

Etc...

Do you see how those all relate?

Google calls this LSI (Latent Semantic Indexing)

Here's another way to look at it.

Write for HUMANS.

Lemme sing it again...

Write for HUMANS.

(This will be even MORE important when it comes to getting links in the next section.)

Now let me let you in on...

## **A Big Secret About Content!!**

There are tons of sites where they want you to use their stuff on YOUR site. It's free. All you have to do in most cases is give the author credit.

This usually means including the authors bio box if you are using an article from say ezinearticles.com

Now, you might be thinking? If I leave the bio box...how do I make any sales?

Good question!

Here's one way that is so easy...but I never hear anyone talking about it.

It is called an **editorial review**. (It's a great place for your affiliate links too.)

Here's how it works.

At the top of the article you put your 'editorial' which is simply what you think about the article. (I just pulled a teeth whitening article as an example.)

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**Editorial comment:** Here's an article that gives several tips on teeth whitening, but these tips work primarily only for stained teeth. Many teeth whitening companies DO NOT tell you that! Teeth discolored by nutritional deficiency need to be treated a differently. The method here <http://www.yourlink.com> is much better for getting the natural white back for people that have had nutritional deficiencies.

This may include.

1. [Women that have just given birth.](#)
2. [Recovering alcoholics.](#)
3. [Recovering drug users.](#)

## Great Teeth Whitening Tips

By [Gray Rollins](#)

There is no doubt about it teeth whitening is very important nowadays, for the reason that a stunning mouth full of pearly whites does amazement for one's looks. But, are all those whitening strips, toothpastes, and dental treatments effective?

Before we proceed on some tips to whitening teeth, let me just say that some stains are not external, because some stains begin from the inside the tooth itself and are related to medications like tetracycline, genetics, and other underlying diseases. In these cases, your dentist will suggest other things you can do to improve the way your teeth look.

Over years tooth whitening has become big business and dentists are definitely not the only ones cashing in. There are many types of over-the-counter products available to help whiten your smile.

The primary categories for tooth whitening products include: Whitening Toothpastes, Mouthwash, Whitening Strips and Gums. These are home options that you can do to make your teeth whiter but some people would opt to go to the dental offices to whiten their teeth.

The in-office teeth lightening procedure works very well. This is the fastest, but most expensive whitening option. Whitening treatments generally improve your teeth's appearance, but an

amazing smile can be accomplished through a much more likely method. While it is well known that everyday flossing, brushing and general teeth maintenance can help keep your teeth and mouth in a healthy state, we can at times forget the significance of what we drink and eat.

The worst enemies that are known to stain our teeth include coffee, red wine, tea, and even in these times, tobacco. In the present day it is easier to get tooth whitening products and bleaching solutions. Experienced dentists are everywhere. In office bleaching may take more than a few minutes and more than a one sitting, but the work is carried out by your dentist.

But if you are the do it yourself type, some of the [best teeth whitening](#) products can be bought from any drugstore. Some reported side effect include gum irritation and burns. If you have highly sensitive teeth or have undergone a dental operation recently you should consult your doctor before deciding to get your teeth whiten. Your dentist will then determine what kind of tooth whitener is appropriate for you.

If you feel that the irritation is caused by an allergic reaction to the chemicals, discontinue using the product and confer with a specialist. Whether your favored technique for teeth whitening is in office bleaching or at home whitening, the truth is that there is no longer any reason to put up with stained teeth. With the collection of tooth whiteners in the market, there is every reason in the world to smile.

Learn how you can get your teeth to look up to 5 shades whiter in just minutes with our recommended [best teeth whitening](#) product.

Article Source: [http://EzineArticles.com/?expert=Gray\\_Rollins](http://EzineArticles.com/?expert=Gray_Rollins)  
<http://EzineArticles.com/?Great-Teeth-Whitening-Tips&id=1799719>

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Do you see how that works?

This is within the guidelines...PLUS! You know what else it does?  
It adds UNIQUE CONTENT. Unique content that is valuable for your readers AND unique content that Google and search engines want.

You've just killed two birds with one stone.

I have plenty of pages ranking where I have added unique content to an already existing article...and they rank pretty good!

You can do the same thing for videos, audio interviews (with permission), and PDF's.

There is a great site called [Archive.org](https://archive.org) that has thousands of audio, video and PDF's which are in what is called...the Creative Commons. You can download these (not all check the license) and put them on your site. **Some** of them you can even sell!! (CHECK THE LICENSE)

Add your 'editorial comments' and put RELEVANT materials on your site...it is a great VISITOR experience. A great visitor experience gets LINKED TO! Which brings us to:

3. Get links. When we talk about links we are talking about ANCHOR TEXT. Which looks like this blue text → [CLICK HERE](#). We want to get back links from other sites pointing at our site and pages because this is one of the big ways that search engines determine 'who' is popular and relevant' and 'who' is not. If your popular you get ranked higher and found by visitors more often.

One of the biggest factors to getting links is QUALITY CONTENT.

I know...

I know...

Everyone says that, but nobody really explains what quality content is...

This is my definition.

*"Quality content is content that causes some kind of emotional reaction...even if small...in the reader."*

The easiest way to do this...

Is to understand what brought your reader to your site...and 'something' that would immediately help them.

That something may be:

- \*An insight

- \*A tip they won't forget

- \*A helpful list

- \*Software or even how to download and use a piece of software. (Say for the weight loss niche, you could show them how to download a calorie counter from Download.com and how to set it up.)

- \*A Method or Process (Bum Marketing Method gets lots of links.)

- \*A recipe

- \*A contrary opinion with a solid reason why

Now when I first started I thought it would be hard to create this quality content stuff, but some of the SIMPLEST things make GREAT – QUALITY CONTENT.

Let's take our "lose weight after baby" example.

I'd think that some of these mom's are nursing? They probably are fearful of starting a diet while nursing. They wonder at night if

that Nutrisystem Diet is safe while nursing? How about Jenny Craig food? Are hoodia patches safe?

So...

With a little research we could do a little article or report right?

Are you seeing it?

**The Dangerous Diet Report for Nursing Mothers**  
**Nursing Mom's & Nutrisystem (and 7 Other Diets Too)**

**3 Disastrous Diets for Nursing Mom's**

**21 Top Diets Reviewed for Breast Feeding Mom's**

Now...if you really wanted to get back links! You could interview or find an interview discussing this topic.

There are a couple ladies that have credentials...with AFFILIATE programs that would probably be glad to give you their thoughts, either on audio...or through a simple email interview. They'd probably do it free too...if you allow them to drop their website or YOUR WEBSITE that has your affiliate link to their product.

Now PLEASE.

Really consider putting quality content on your site because it is the BEST LINK GENERATOR I have EVER found...and you will continually rise in the ranks...once you have it!

Here's the next best!

## Create quality content to give away!

Yes!

There are so many benefits to this I can't even mention them all.  
Here are the biggies.

Everyone is emailing top sites asking for a link.

It usually goes...

"Purty please with sugar on top add my linkie dinkie and I promise to add your linkie dinkie."

Pretty bad posturing isn't it?

Yeah...Horrible.

Now consider YOUR offer.

You get a list of the top ten or twenty related sites in your niche, but not directly competing.

Say you find 10 weight loss for women sites.

You send an email that says...

**Subj: I LOVE your site. May I give you this?**

***Hi,***

***I visited your site at \_\_\_\_\_ and I LOVE that you have a weight loss site catering to only women.***

***I did an interview with Maggie May who is a well known dietician for nursing mothers. I'd love for you to have it to put on your site with my compliments.***

***Here's the download:***

**[www.yoursite.com](http://www.yoursite.com)**

***You are free to do with it what you wish, all I ask for is that you put it on your site with a link or credits back to me at***

**<http://www.yoursite.com/yourpage.html>**

***Could you let me know what you think?***

***Thank You,***

***Your Name***

See how much more compelling that is?

Most webmasters would be happy to even get a GOOD free article or report they could use too.

So don't think you HAVE to have an interview.

## **Create Quality Content To Giveaway PART 2**

You've probably heard of Ezinearticles.com and probably use them.

Using Ezinearticles.com to get back links is DIFFERENT than using it for Bum Marketing.

First understand that what we really want is for other webmasters to FIND our article and PUBLISH it on their website because unlike Bum Marketing, we want BACKLINKS from multiple websites.

Which...is the reason article directories were born to begin with!

So what does a webmaster want?

He wants

1. Quality Content
2. Newsworthy Content
3. Content that he might be able to rank for that he doesn't have on his site already. (Remember webmasters are short of time too!)

One of the easiest ways to cover all the bases is to look at what is happening in current events and tie them in to your article.

The niche thing is you don't have to stay strictly in your category.

So again for our example:

"weight loss after baby"

We don't HAVE to write SPECIFICALLY on that topic.

If Jenny Craig got a new spokesperson we could write an article on that and put it under the general weight loss category.

We would STILL use a bio box linking back to our site with the keyword phrase we are gunning for though.



Okay?

Why?

Here's the deal.

There are THOUSANDS of sites about weight loss...while there are only a few SPECIFICALLY about "weight loss after pregnancy".

You have a far BETTER chance of getting your article on a dozen sites in the general weight loss category...than if you did one on "weight loss after pregnancy".

It just occurred to me...that writing your article and putting it in the general 'pregnancy' category would probably be really great too.

We could write articles on 'parenting' too. I'm on a roll!

So...

Go to Google News and see what's 'news' on pregnancy:

<http://news.google.com/news?pz=1&ned=us&hl=en&q=pregnancy>

Even better is to watch MAIN ENTERTAINMENT news and tie it in!

**Did a popular celebrity just lose weight after having a baby?**

**Did a popular celebrity lose weight at all?**

**Could we tie in a popular show like "The Biggest Loser" to our article?**

Do you see how this strategy is built for getting webmaster to take your article from Ezinearticles.com and put it on THEIR SITE. Remember...they HAVE to use your BIO BOX...which gives you a link back to YOUR site.

It's super important you understand this concept okay?

Listen...It's possible to have ONE article that is placed on hundreds of sites and earn 5 figures from ONE article using this strategy...plus you get all those luscious back links! I've been fortunate to hit a couple home runs like this myself!

You can take these articles and email webmasters using the example email I gave you above...they will be blown away and you'll get great link backs.

Ya know what else too?

It's FUN!!

### **Please NOTE!**

There are literally HUNDREDS of different linking 'techniques' including spamming Dig, building 999 Squidoo lenses to get a link back, submitting to 199 RSS feeds, commenting on 777 blogs and all kindsa crazy stuff.

Let me ask you?

If you do all that for one site...or even a portion...how are you going to manage 2 sites?...or GULP 3 sites even?

May I offer you some advice?

Take ONE or Two strategies that will stand the test of time...and get darn GOOD AT IT!!

Okay?

I'd go as far as to say that the 2 strategies above could be the ONLY strategies you'll EVER need.

PLUS!!!

Your site won't be #1 today and #69 tomorrow because you are using good solid strategies that will get you links AUTOMATICALLY.

And with your InstaCash Keywords you won't need zillions of links. A dozen or two dozen high quality links to start...and a slow drip over time will CEMENT you on the first page in most cases.

My strategies above will do just that and links will continue to drip in for years☺

## **Anchor Text Tips**

If you have a site and EVERY SINGLE ONE of your 76 links pointing at your site says..."[weight loss after baby](#)"

Guess what friend?

Google is gonna say that ain't natural and something smells funky.

Now if you've followed my advice above about putting quality content on your site...your problem will be alleviated because people will link to you in their OWN WAY.

Which may be...

[Great Article for Pregnant Moms](#)

[If your pregnant and want to lose weight](#)

[Excellent report on top diets for postpartum mothers](#)

Or just...

[Click here](#)

Also they are going to link to...other places than just your home page.

See...that looks funky too, when EVERY LINK points to your home page.

The "magic phrase" is NATURAL.

I bring this up because if you are going to submit 10 articles to Ezinearticles.com make sure you:

1. Use a mix of your InstaCash Keywords
2. Use some one word or two word roots. For example  
'Sausage Making' rather than 'Sausage Making On A Wood Grill'
3. Sprinkle in a 'Click Here'

4. Match your anchor text to the appropriate page on your website or blog. You DON'T want all links going to your home page.

If you are like me...you'd sure like to know what kind of ratio to use? Real numbers. Thing is...NOBODY knows except some goober engineer at Google. If you follow the COMPLETE strategy meaning using quality content on your site, quality articles and varying your own anchor text when you submit articles, you'll be okay 😊

Now...please know.

You may be feeling like DAAAAAANG this is a lot of work.

It is when you are first getting the hang of it...no doubt.

Could you keep this in mind?

If you build your links the right way...nearly EVERY single one is worth \$\$\$\$ when/if you sell your site or blog down the road.

I can't launch into a whole tutorial about 'site selling'...but HOW MANY LINKS you have pointing at your site is one of the factors that RAISES the price and value of your site.

A bunch of spammy links from 337.5 Squidoo lenses is worth as much as 3 or 4 links from popular sites that have been there for awhile.

So you see? You are literally linking for loot 😊

## Making The Moolah!

Okay, so what we got?

We are ranking for our InstaCash Keywords...traffic is flowing and we need to get paid.

Obviously we are using an affiliate marketing model for our sites. (Suppose you could use AdSense, but that has never made much sense to me?)

As already mentioned one of the best places to put your affiliate link is in your 'editorial review' of an article you got from an article directory...or one of your own.

If you are using your own article or content...I've had TREMENDOUS success putting my links in contextually.

What I mean is...

For example:

***"According to Maggie May, I dietician for pregnant and post partum moms, and author of "[Lean Mean Mommies](#)" you want to steer clear of many of the advertised diet programs you see on late night TV.***

***She goes into great detail [here](#). But, in a nutshell..."***

Do you see how that works?

Of course...those links more than likely would be your affiliate links...right?

I ALSO love!...and I LOVE it because it works...is articles that look like NEWS STORIES.

The example might start out with a headline like...

**“New York Dietician Sternly Warns Nursing Moms About TV Diets”**

*by Cindy Sue*

Now, please don't make stuff up 😊

There is lots of statistics...experts...and quality help you can give to people.

Point is...

## **Don't make your web pages look like ads!**

Consider this the first rule to affiliate marketing copy.

Like 'fight club'?

First rule is don't talk about fight club!

Or first rule is...

## **Don't make your web pages look like ads!**

Hee...hee.

Last tip on monetization.

Do you think?... that if a nursing mom came to our site that wanted to lose weight...and we had given her all this great info...warned her what to watch out for...the criteria she should be looking for in an exercise and nutrition program that is safe for her and her baby...nutrition and medical data...let her download a calorie counter...etc...that once she was satisfied that we REALLY

cared for her well being first...that she might just click on our menu link that says...

[Top Recommendation](#)

Or?

[Recommended Products](#)

Or?

[Special Offers](#)

That is...if she hadn't already clicked on one of our many 'contextual links'☺

## **Keeping The Wheels In Motion!**

You've got your site up...blog...or lens...etc.

Periodically you want to ADD MORE content...an article a week is plenty.

You also want to make sure you are getting a couple links a month from our strategy...this should happen pretty naturally and automatically because I KNOW you are going to follow my advice!

Now...with that said...I have sites I haven't added any content too in years...and they still churn out money.

In the scheme of things...



In my experience links TRUMP content. I think having a tightly focused site on a particular topic carries HUGE weight. This is how you can compete with the big sites.

Sure Google's gonna give love to Mayo Clinic.

But...

When they see my...

<http://www.loseweightafterbaby.com>

and they see my tightly focused theme and content

and they see my 22 links coming in from established sites...that are natural and say...this site is about losing weight after pregnancy.

Pretty soon.

Google's going to rank that as the MOST RELEVANT site when our new mom types in...

Lose Weight After Having A Baby

Regardless if that site has 20 pages of content or...50 pages of content...

It all depends on how many people you are competing with that are using as tight of a focus as we are.

Then you can win out by links...and adding more content.

With me?

Again...

You'll cream most of your competitors that go after the 12 Digg links and 69 Blog comment spam links...in the long run because you are using a STRONG LINKING STRATEGY...and...

Cuz you got Travis Sago and Matt Davis on your side☺

## **Taking Your Success Even Further With Paid**

### **Methods**

This is certainly up to you, I would like to recommend that if you take your successful sites or blogs and start buying traffic.

This works really smooth, especially with Adwords because you now ALREADY have a very TIGHT and focused site or blog that will get you a great quality score and lower priced clicks.

PLUS.

You have an idea of conversion rate now...right?

You know 100 visitors earns you for example \$150. So you know that you can spend 75 cents a click and typically double your money.

Now...there are a few variables...and I've made that a little simplistic...but it only makes sense to ROLL OUT with your winners.

In fact...I like to take 'my winners' and start building a subscriber list and building a relationship with them.

I'd like to encourage to go this route with your winners because I want to see you get ALL YOU CAN from your web properties and InstaCash Keywords.

I'd also like to encourage to invest some time LEARNING Adwords and PPC before just plunking down your hard earned money.

Okay?

Just throwing up a campaign...will be the MOST expensive way to learn.

I am ROOTING FOR YA😊

**Travis Sago**

