



My Note Taking Nerd's Online Success Blueprint Cheat Sheet!

Actions Steps:

1. List down your passions

What are your hobbies, what do you look forward to in the morning, what do you read books about, what excites you?

2. List down your fears / problems

3. Use the [product overview](#) (SEE BELOW) links to find a desired product to promote.

4. Write down 5-10 products

5. Use the [research overview](#) (SEE BELOW) to brainstorm for good keywords.

6. Get 5-10 key phrases

7. Use the [Ranking / Competition overview](#) (SEE BELOW) to determine the strength of competition.

8. Pick your [key-phrase\(s\)](#) and [product\(s\)](#).

9. Start [creating content](#) for the website (ideally 5-30 pages per website)

10. Get [content for article directories](#), ghost writing etc. (backlinks with anchor text)

11. Create [more backlinks](#) (Bookmarking Demon, forums, blog-comments, homepages etc.)

12. Monitor with [Google Analytics/Get Clicky](#).

End-notes of caution

- Don't build backlinks with only the same anchor-text. Diversify.
- Don't build backlinks too rapidly; avoid the Sandbox-effect.
- Don't focus only on off-page SEO. The on-page SEO is the basis.

TOOLS

Overview: Tools, Links and explanation

WEBSITE / COMPETITION ANALYSIS

- Alexa (<http://www.alexa.com>)
- Google Analytics (<http://www.google.com/analytics/>)
- Get Clicky (<http://getclicky.com/>)
- Yahoo Site Explorer (<http://siteexplorer.search.yahoo.com/>)
- Open Site Explorer (<http://opensiteexplorer.org>)

RANKING / COMPETITION

KEYFACTORS

- How many HOMEPAGES are in the TOP 10 results? (no more than 5)
- How many backlinks to the top results have? (no more than 500)
- Are the top results authority domains? (amazon, wikipedia, youtube, age etc.)
- Are the backlinks relevant? (check blogs/forums etc.)

PRODUCTS

- Streaming Network (<http://tvprocessing.com>)
- Clickbank (<http://www.clickbank.com>)
- PayDotCom.com (<http://paydotcom.com>)
- Amazon.com (<http://amazon.com>)
- Google Search
 - o [industry] affiliate program
 - o [product] affiliate program
 - o [problem/fear/passion] affiliate program (?)

DOMAIN & HOSTING

- Namecheap (<http://www.namecheap.com>)
- Hostgator (<http://www.hostgator.com>)
 - o Specify custom DNS and you're done.
- Picking a domain name
 - o Put 'MY' before or 'HQ' after the keyword
 - o Order of authority is: .com, .net and .org
 - o Use a minimum number of hyphens (-)

BACKLINKS

- Directory Submissions (link-directories)
 - o (<http://forums.digitalpoint.com>)
 - Article Directories
 - o (<http://ezinearticles.com>)
 - o (<http://goarticles.com>) list.
 - Bookmarking Demon
 - Competitor's Backlinks
 - Guest Posting
 - Forum Posting
- Outsource in services section.
 - Biggest directory.
 - Many more; check SENUke for an accurate
 - Social bookmarking sites (Digg, delicious etc.)
 - With Yahoo Site Explorer
 - Significant effect / Traffic as well.
 - Links in profiles / signatures

RESEARCH

- Google Keyword Research Tool (<https://adwords.google.com/select/KeywordToolExternal>)
 - o [Criteria: 'exact' searches, results between 2.000-30.000 searches/month]
 - o Tricks (add before/after keyword)
 - Review
 - Buy
 - How to cure
 - How to fix
 - (How to become great in, how to excel in, how to get rid of, newbies guide to, beginners guide to)
- Google Trends (<http://www.google.com/trends>)
 - o [Criteria: 'No descending trends, check for time-season related keywords]
- Wordtracker (<https://freekeywords.wordtracker.com/>)
 - o [Criteria: 'Only for ideas and keyword-phrases – not for the statistics]