

AFFILIATE COMMISSION PAYDAY



*How to Make \$2500
within 60 Days!*

Affiliate Commission Payday

How to Make \$2,500 within 60 Days

By George Cha

>> Check out my [Secret Google Page #1 Domination Procedure](#) <<

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Welcome!

Hi! I'm very excited that you've picked up this Affiliate Commission Payday report. This report is aimed to help you build multiple super pre-selling websites that can potentially earn you thousands of dollars every single month.

Hi, this is George Cha here and I'm currently staying in a very beautiful country, Singapore. It's been almost 3 years since I started my internet marketing journey. During the time, I've been marketing underground as an affiliate in various niches like relationships, weight loss, sports, games, languages, and more.

I want to be frank here. I'm absolutely not a guru. I just see what works and copy it, then I test and tweak the method to maximize the profit possible.

Really, it's not a right mindset to think that only those experts and gurus can make a pretty penny in the internet marketing world. In fact, as long as you've got a working system and put it to action, you can make lots of money online as many marketers do as well.

However frankly, while you are working towards your dream, it may not be so smooth sometimes.

Along the way, I have faced many ups and downs that made me frustrated and depressed. But I told myself that I should not give up easily. Today, I'm glad that I've managed to make it and start to see positive result in my internet marketing business...

Same for you...If you are thinking of giving up... Please don't do that. You will succeed... It's just a matter of time... Keep your passion and move on, one day you will absolutely make it and enjoy the fruition you deserve.

In Affiliate Commission Payday report, I summarized the steps that I have been taking every single day to help me cash in decent affiliate incomes. I have personally tested and tried the system and it is working great for me...

I wholeheartedly wish that you can get some new ideas by the end of this report and start building your own affiliate empire...

Affiliate Commission Formula

To be frank, in order to be successful in affiliate marketing, you need to have websites. You need websites that are responsible for preselling your visitors before sending them to the merchants sales pages.

Many people are just using PPC and other paid advertising methods to drive visitors directly to merchants sales pages without preselling them upfront. If you are doing this, you are burning your money!

In order to hit your big affiliate payday and cash in consistently month after month, you need to have a couple of emotion stirring websites that make your visitors want to buy before visiting the sales pages through your affiliate links.

Next, even if you have great preselling websites, you'll never make a sale if you can't get a good amount of traffic to your sites.

Here is the ever-green affiliate payday formula:

Targeted Traffic + Effective Preselling = Fat Affiliate Commission

Paid traffic like Google Adwords is good to bring in some traffic, but it takes you a certain amount of investment before you see your affiliate commissions coming in. Most importantly, it is not a long term traffic solution. Your traffic stream stops immediately once you stop paying the advertising fee.

The long term solution to maintaining a consistent stream of targeted traffic is by ranking your site on page 1 in organic search results.

Whenever you get your site ranked on page #1 in search engines especially Google, you hit the payday! I detailed the surefire methods in my [Secret Google Page #1 Domination Procedure](#).

By using the strategies in this report, you can easily get your site ranked on page #1 in Google for a primary keyword phrase that is over 3000 monthly searches. Now, I am talking about only one keyword phrase, in the end your site will absolutely rank on page #1 for other secondary keywords also.

Conservatively, if you follow the strategies that I'm gonna show you in a moment, you every single site will surely get over 1000 unique visitors a month.

Now let's do the math, it's not that all 1000 unique visitors will actually convert and purchase the product that you promote.

However, after implementing the advanced preselling techniques that you will discover in this report, you can safely get 5% of conversion rate out of the 1000 unique visitors...So here is the math:

1000 unique visitors x 5% = 50 buyers / month

Let's say you are promoting a product that you can cash in \$25 commission per sale.

50 buyers x \$25 = \$1250 / month

If you follow what is covered in this report, you can easily pocket \$1250 per site every single month! Now, in order to make extra \$2500 affiliate income within 2 months, you just need 2 super preselling websites and it's absolutely doable!

Before getting into how to get your site ranked high in search engines, I thought it will be a good idea to have some understandings on how all search engines commonly work.

Search Engines are literally designed to let people find information that they want from websites all around the web. There are some differences in the

ways various Search Engines work, but they have some commonalities in some ways.

They look around the web and select pieces of content based on important words. They then index (store) the content they find in their database. A top Search Engine like Google will index hundreds of millions of pages, and responds to tens of millions of queries every single day.

Basically, search engines use special software robots called spiders or crawlers to crawl all over the internet and look for content. This process is called web crawling.

In order to build and maintain useful content, a search engine's spider has to look at a lot of pages.

Normally, a spider starts their web crawling on those heavily used servers and also those very popular pages. The spider will begin with a popular site, indexing the words on its pages and following every link found within the site to the webpages outside.

Once the spiders have completed the task of finding information on Web pages, the Search Engines will store the information. The content storage method is called **indexing**.

The words within a piece of content indexed by search engine carry different weights. The words with the heaviest weight are generally called the **keywords** of the content.

The keywords represent the whole piece of content. When a searcher types these keywords in the search engines as search queries, the corresponding content will then appear in the search results.

Every search engine has a different formula for assigning weight to the words of the content in its index. This is one of the reasons why a search for the same word on different Search Engines will produce different search results or with the search results displayed in different orders.

Now that you have understood how search engines work to display search results.

Next, I am about to tell you an effective proven system which you can use to bank in fat affiliate commission down the road.

By the end of this report, you will be able to build effective, high conversion-rate preselling websites that can rank page #1 in Google fast and stay there for long period (I'm talking about years but not months)!

I will break the whole system down into steps for your easiest understanding. So, let us get started!

Step #1 Find a Profitable Product

As an affiliate, you do not need to own a product to run a business. Affiliate marketing is about referring visitors to merchants sales pages and earn commissions whenever visitors buy the products from the sales pages.

Now, the first step is to find the right product to promote. In fact, You can choose to promote either physical or digital products.

Well, for physical product, I'd recommend promoting Amazon products. There are literally many kinds of physical products from Amazon that you can choose to promote.

The best way to find the most lucrative Amazon products is to check out the customer reviews. The more positive reviews a particular product has, the more lucrative it is.

However, there is one major "downside" for promoting physical products which is that the commission payouts are normally not that high.

It's absolutely alright to promote some physical products but in order for you to maximize your affiliate income, you've got to check out the digital products.

Promoting digital products usually gives you higher commission payouts. Sellers of digital products are usually willing to pay you over 50% of the sales as commissions.

I prefer Clickbank products to other affiliate networks. Why? One of the major reasons I like Clickbank is that it provides all necessary parameters & stats for you to determine and judge whether a particular product is selling well.

In order to understand how well a product is selling, you'll want to check out the gravity parameter of the product. The higher the gravity, the more affiliates have made sales through the product. Yep, you want to promote products that are already selling like hot cake!

My personal preference is to choose products with gravity value higher than 80. Sometimes, it is a bit hard to find products which are having gravity higher than 80 in some markets. In this case, my very minimum benchmark is 50. Anything goes below gravity of 50 is not within my consideration at all.

I prefer new products to old ones particularly in the markets that are moving fast. For example, let's say internet marketing niche, the information is updating pretty darn fast.

Choosing newer internet marketing products is always getting better competitive advantage than the old ones. But really, choosing old or new products is totally depending on the nature of the market. For instance, niche like dating is usually time-independent.

The sales pitch of the products is very important as well. Just visit the sales copy page of the product and read through the sales page. Just read the copy from the point of view of a potential buyer. If the sales letter can convince you and the testimonials look genuine and convincing also, the product can probably sell well.

Lastly, what you'll want to consider is the commission payout structure of a particular product. The higher the commission is obviously the better choice. Choosing products which are giving you commission over 50% is ok to go.

Promoting products which are giving you recurring commissions is also a good choice as you will earn consistent commissions in the future.

Step #2 Choose the Right Keywords

After choosing a profitable product to promote, next you've got to select the right keywords.

Search Engines are the vehicles that drive potential customers to your websites. But in order for visitors to reach their destination which is your preselling website, you'll have to provide them with specific and effective signs that will direct them right to your site. You do this by creating carefully chosen keywords.

If you can identify the exactly right words or phrases, you have found yourself golden nuggets and *presto!* Truckloads of traffic will be pulling up to your front door.

However, if your keywords are too broad or too over-used, the possibility of visitors actually making it all the way to your site, or of seeing any real profits from the visitors reaching your site decreases dramatically.

Basically, your keywords serve as the foundation of your marketing strategy. If they are not chosen with high precision, no matter how aggressive your marketing campaign may be, the right people may never get the chance to find out about it. So your first step in plotting your strategy is to gather and evaluate keywords and phrases.

You probably think you already know EXACTLY the right words for your search phrases. Unfortunately, if you haven't followed certain specific steps, you are

probably WRONG.

It's hard to be objective when you are right in the center of your business network, which is the reason why you may not be able to choose the most efficient keywords from the inside. You need to be able to think like your customers. And since you are a business owner and not the consumer, your best bet is to go directly to the source.

Instead of plunging in and scribbling down a list of potential search words and phrases yourself, get the words from as many potential customers as you can. You will most likely find out that your understanding of your business and your customers' understanding is significantly different.

The consumer is an invaluable resource. You will find the words that you accumulate from them are words and phrases you probably never would have considered from deep inside the trenches of your business.

My personal preference is to go to [Yahoo! Answers](#) and related forums to check out what questions people are frequently asking and jot down all the keywords. To expand the keywords, I will go to Google keyword tool to get more keyword ideas.

[Big Boards](#) is a great way to find forums related to your topic. Just perform search for the keywords about your topic in the search box you can find many forums related to you topic where you can access to the brain of your target audience to understand what they are thinking about. What problem they are having. What they want and desire.

Once you have the potential keyword list in hand, you are ready for the next step which is **keyword evaluation**.

There are two main parts of keyword evaluation which are **keyword effectiveness evaluation** and **competition evaluation**.

The aim of keyword effectiveness evaluation is to narrow down your long list to a small number of keyword phrases that will direct the highest number of quality visitors to your websites.

By "quality visitors" I mean those consumers who are most likely to make a purchase rather than just scan your site and leave without clicking through the affiliate links. In evaluating the effectiveness of keywords, bear in mind the vital elements which are **popularity**, **specificity**, and **motivation**.

Popularity is the easiest to evaluate because it is an objective quality. The more popular your keyword is, the more likely the chances are that it will be typed into a Search Engine which will then bring up your URL.

The easiest way to check out the popularity is to look at the search volume. You can easily obtain the data through [Google Keyword tool](#).

As example, type in the keyword “how to lose weight fast” and you can see the “Global Monthly Searches”. The higher the monthly search volume the more popular the keyword phrase is. (Remember to tick the “Phrase” match types on the left hand side of the page for obtaining search volume that contains all of the words in the phrase in exact order, for example: “how to lose weight fast easily”)

The screenshot shows the Google Keyword Planner interface. On the left, the 'Match Types' section has the 'Phrase' checkbox selected and highlighted with a red box. The main search area shows the keyword 'how to lose weight fast' with a search volume of 301,000 global monthly searches. Below this, a table lists related keywords and their search volumes.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
★ "how to lose weight fast"	Low	301,000	165,000
★ "lose weight fast"	Low	550,000	301,000
★ "losing weight fast"	Low	27,100	14,800
★ "lose weight fast and easy"	Low	5,400	2,400
★ "lose weight fast and safe"	Low	4,400	2,900
★ "need to lose weight fast"	Low	6,600	3,600

The higher the monthly search volume to a given keyword, the more traffic you can logically expect to be directed to your site.

The only problem is that the more popular the keyword is, the harder it is for you to obtain higher Search Engine position for the keyword phrase as the competition is equally higher.

If you are down at the bottom of the search results, the consumer will probably never scroll down to find you.

But, you don't have to worry much about the search engine rankings as I will tell you how to achieve that in just a moment.

As to how much global monthly search volume is a good choice, I have a guideline for you. You will be receiving more than enough traffic as long as you choose the keywords with global monthly searches over 3000.

In fact, popularity isn't enough to declare a keyword a good choice. You will need to go on to the next criteria which is **specificity**. The more specific your keyword is, the more likely that the consumer who is ready to purchase your

products or services will find you.

As an example. Imagine that you have identify that the keyword "weight loss" have high popularity. However, the product that you are promoting is focused on teaching people how to lose tummy fat, then the keyword "how to lose tummy fat" would serve you much better although the keyword "how to lose tummy fat" receives less global monthly searches than "weight loss".

Here, "how to lose tummy fat" is more specific than "weight loss" in this case. "how to lose tummy fat" is what we call long tail keyword.

Next, the last criteria of keyword effectiveness evaluation is what's called **consumer motivation**.

Consumer motivation evaluation requires putting yourself inside the mind of the customer rather than the seller to figure out what motivation prompts a person looking for a service or product to type in a particular word or phrase.

Let's look at this example. If you promoting a weight loss Product X. Now, there are two keywords: "Product X Review" and "weight loss tips", which one will you want to choose?

Obviously you want to choose the keyword "product X review" rather than the "weight loss tips" as the buying motivation for the keyword "product X review" is way stronger than the "weight loss tips".

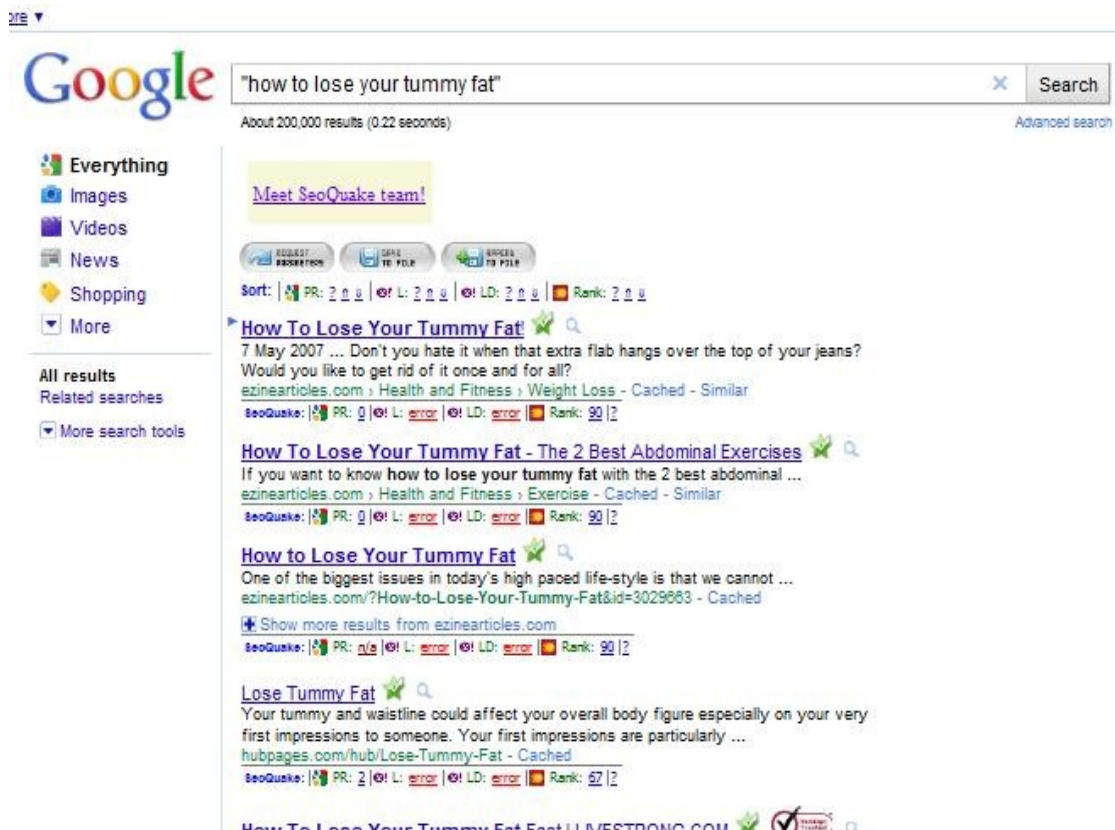
When people search for "weight loss tips", he or she might just want to learn some free tips to lose weight rather than intending to make any purchases online.

However, when they key in search query of "product X review", they might already be on the verge of buying product X and just looking for some review or feedback to justify their buying decision.

Once you're done with keyword effectiveness evaluation, You can move on to the **competition evaluation**.

This step allows you to figure out how competitive for the keywords that you are going to optimize for.

First you'll want to head over to Google and type in the keyword in quotes. For example, let's say the keyword phrase "How to lose your tummy fat".



As I am writing this, Google returns 200,000 competition results that are competing for the exact keyword phrase "how to lose your tummy fat".

It sounds fierce right?

To me, it is not really so...

200,000 is just the number of webpages competing for the particular keyword. In fact, it's not every webpages is of high quality.

The number of return pages of the search results is just a number but not the actual competitive strength of the particular keyword.

To let you have clearer picture, I would go one step further to check the actual competitive strength of the webpages on Google page #1.

I'll look at the PageRank of the pages. For this keyword phrase "how to lose your tummy fat", I can see that there is only 1 webpage having PageRank 2 and the rest of the 9 webpages are having either undefined PageRank n/a or PageRank 0. (You'll need to install a free SEO tool [Seoquake](#) to see the PR information)

Some more, not every webpages are integrating the exact keyword "how to lose your tummy fat" in the webpage titles.

I'd say this keyword phrase is exactly the golden nugget that you are looking for.

Remember, don't freak out by the high number of search results. Evaluate the actually competitive strength by looking at the quality of the webpages on page #1 and you can discover yourself a gold pot that other people have missed out.

You can finish the whole keyword evaluation and competition analysis manually by Google keyword tool and Seoquake.

However, if you want to discover the most profitable keywords and save lots of time in keyword research, I recommend [Keyword Elite](#) to you.

Step #3 Install Wordpress

In order to have more controls and achieve higher search engine rankings. It's strongly recommended that you set up a paid hosting Wordpress site.

You'll have more control for having a paid hosting website than having a free one.

Most importantly, you'll lose out many SEO benefits for having free hosting website due to the fact that you are not able to apply many powerful third-party plugins.

To maximize your SEO advantage, you'll need to:

1. Register a Hosting Account

Firstly, you'll need to have a hosting account. A hosting account provides you with a web space which is the server where you can store your webpages.

One of the most popular web hosting companies that is widely used by many top internet marketers is [Hostgator](#) for the reasonable price and excellent support.

2. Grab a Domain Name

A domain name is the web address of your website. Integrating the primary keyword phrase in your domain name can improve the search engine ranking a lot for the particular primary keyword you want to optimize for.

The two most popular domain name registrars are [Namecheap](#) & [Godaddy](#).

After purchasing your domain name, you'll then need to log into your domain name account and link your domain to your web server by changing the nameservers setting to the ones provided by your hosting company.

3. Install Wordpress to Your Domain Name

Once the nameservers propagation has taken effect (it just takes about few minutes), log into your server and look for the Fantastico De Luze icon and choose the Wordpress option on the left hand side and follow the instruction to finish the Wordpress installation.



Step #4 Killer Preselling and Conversion Factors

Now, here we come to the main course of this manual which is on how to improve the sales conversion rate by using powerful preselling techniques!

Over 3 years of marketing experience, I have realized how important high conversion rate is. Conversion is undoubtedly one of the most vital elements in online marketing.

Once you have mastered the skill, you are like having a virtual money-printing machine!

In a short moment, I will present you with the exact preselling system that I have been using for turning traffic into customers like crazy and achieving over 5% conversion rate all the time.

So, keep a close eye on it.

By the end of this step, you will be able to set up a super psychologically convincing website that can shift readers mind and convert them into buyers easily.

You will want to optimize 2 major things on your websites in order to maximize the conversion rate.

They are:

- 1) Content Type
- 2) Website Layout

You can choose to implement either **narrative (story)** or **editorial** type of content. Both work great for building up trust and preselling your readers on the product that you have to promote.

Narrative Type

Now, let us take a closer look at the narrative type of content. It's all about story telling. You'll need to create a character who is similar to your target audience.

Before creating the character, you'll want to think from the insights of your target audience and understand the problems, pains, frustrations and fears that they are currently having.

Next, you'll want to create a character who used to have the problems, pains, frustration or fears but now become happy because the above problems, pains, frustration or fear have been solved.

The purpose of this method is to try to resonate and relate with your readers. Once your readers identify that you were similar to them, they tend to follow what you did and do things you tell them to do.

You want to ultimately let them have a thought in their mind, "This guy is like me, he had the same problem but now his problem is solved. I want to figure out what solution he has used to achieve the result!"

The sense of resonance can trigger and stimulate the emotion of your readers that they believe they too can achieve the same positive result as you did if they follow the steps you have taken.

By doing this, your readers are pre-sold! Since they tend to resonate with your ideas and will be willing to model after your behavior subconsciously, they will more likely be clicking through the affiliate link and purchasing what you recommend to them.

Along the story telling, you'll want to further strengthen the buying emotion of your readers. You'll need to eliminate all the barriers, obstacles and objections that hold them back from making a purchase.

For example, A product or service that requires long time before seeing positive result may stop them from grabbing it as many people are eager to see quick result. If the product you are promoting can help achieve result fast, don't be shy to tell your readers about this!

People like easy stuff. Informing them that the methods of the product is easy-to-implement can make your reader relieved and be more willing to make a purchase.

Story telling type of preselling technique is a great way to involve and invoke emotions of your potential buyers.

Let's take a closer look at some emotions that can lead to a buying decision. Identify the emotions that your readers have and triggering the emotions by words can strengthen the buying emotion.

Just keep in mind that people always buy with emotion but not logic.

Some common emotions are:

Desire, want and need: Buyers want to solve their problem fast, solve the problem easily, save time, have better life, feel secure, gain confidence, gain pleasure, have advantage over others. Remind them that you product can let them achieve that.

Pain: Buyers are consistently feeling the pain that they are having. Arousing the painful experience that the readers are having can arouse their buying emotion.

Frustration and desperation: Buyers feel frustrated and desperate about the problem they are having. For example, buyers feel frustrated because they can't perform a good golf swing no matter how hard they practice. Try you best to trigger this kinda emotions. It is even better if you can use strong words to make them visualize the painful image in their head.

Embarrassment: Buyers feel embarrassed because of the problem they are having. For example, buyers feel embarrassed because of their weight problem. Remind them about this.

Curiosity: Buyers always feel curious about some secret methods of solving their problem. Just make them curious by mentioning that the product is powerful but not known by many people... Just use your imagination to arouse their emotion of curiosity.

Fear: Buyers feel the sense of fear about negatives that can be caused by the problem they are having. Emphasize to them the negative outcomes to strengthen the sense of fear.

Loss: Buyers are afraid to lose what they are having now or what they are going to have. Let them understand that the product can help prevent it from happening.

Anticipated Pain: Buyers feel the pain that they would have in the future if the problem still exists. Use word to make them imagine and feel the future pain if they don't grab the product to solve their current problem.

Potential buyers may or may not realize the emotions. The job of the story telling is to arouse the emotions, let your buyers experience the emotions and have the emotions take over the logic.

Getting into the mind of your visitors and engaging their emotions is literally one of the most effective tactics to convert visitors to buyers dramatically.

A good use of emotion engaging tactic is very much likely to change a 0.5% conversion rate to as high as 10%...It's really that powerful!

I want to reiterate that narrative type of site is about getting your readers to resonate and relate with you. And most importantly, you want to involve your potential buyers emotions in the story telling process.

Trust Factor

Besides, You want to get your readers to **trust** and like you. Just talk like a friend in a friendly tune. Be casual and conversational...

The trick is to imagine that you are out meeting and chatting with your best friend. Imagine that you are sharing some best tips with him or her.

Try to imagine what your imaginary friend would respond to you. Answer the questions in your website.

Why is it so important to write like you are a friend of your readers?

Think about it in this way. Let's say you hear of a product from advertisement that features the benefits of a particular product and you have the problem that the product claims to be able to solve. The odds are that you will not head over to purchase it because you are still skeptical about it.

But how about one day your friend or family member comes to you excitedly and praise the great result that he or she got after trying the product? Chances are that you are convinced and you will probably be rushing to purchase one for yourself too!

This is exactly how narrative type of preselling works. You talk like a genuine friend, gain trust and share your story with your readers.

To make your readers trust you more, you'll need to put a photo of yours on your site. If you are shy to put your own photo, you can go ahead and purchase a cheap photo from [Istockphoto](#) where many portrait photos are available.

Just keep one thing in mind that when you are choosing the portrait photo, it'd be better to get a natural-looking photo as the overly professional photo looks suspicious to your readers.

By this point, you should be able to come up with a high-conversion narrative website that can effectively presell your readers psychologically.

Editorial Type

Next, let's move on to the second type of preselling website which is the **editorial type**.

For editorial type of preselling site, you'll want to establish yourself as an expert in the market.

By implementing this preselling format, you'll need to come up with some high quality and informative articles and put them on your site.

You want your readers to trust you and see you as an expert in the field, so putting some articles of low quality can harm their trust with you.

One important thing is that you'll want to put up articles that are closely relevant to the topic of the product that you are recommending. You don't want to have articles about weight loss but you are promoting a muscle building product.

You might argue that to some extent muscle building is still a little relevant to weight loss, but in order for you to achieve maximum preselling effect, you'll

want to write articles that are **very closely** relevant to your product.

Now, come back to the quality of the articles. When your readers manage to learn something valuable and useful from your articles, their brain will tend to be programmed in a state of mind that they will trust your expertise and be convinced that they will learn as much or more if they purchase the product that you are recommending on your website.

In a nutshell, by providing high quality content, you make your readers think that you are the one they can trust and you also give a strong impression to your readers that you really know your stuff in the market.

When an expert recommends something, it must be of high quality, in their mind.

Trust me, By the time your readers arrive at the product's sales page, they are already on the verge of buying. If the sales page is not that bad, they will definitely pull out their wallet and make the purchase without hesitating too much.

Now, to further increase your likelihood of converting them to buyers, you've to retain your readers from clicking away from your site.

Typically, an average visitor doesn't stay on a particular site more than 8 seconds if there is nothing that can capture his or her attention at their first sight.

It is totally useless no matter how good your narrative or editorial articles are if your readers leave your site without even taking a closer look at the content.

Don't worry too much... I have a solution for you!

Effective Layout

Researches have shown that people don't read online but they **scan**. They will scan through the web content and stop whenever they find something that catches their attention.

So, the key to retaining web visitors is to make a scannable web content.

Below are the 4 ways I have learned on how to make an effective scannable content:

1. Whenever it is possible, try to use bulleted lists to convey your idea.

2. Using bold / italic fonts for important words can grab the visitors attention.

3. Don't write a long paragraph if the key message is in the paragraph as people tend to skip the long paragraphs and jump to the shorter ones.

4. Present what is the most important "above the fold".

Item 1 to 3 are quite self-explanatory. Now, let us take a closer look at the item 4.

What does "above the fold" mean?

Normally newspaper are displayed to customers folded up, above the fold means the top-half of the front page that presents to customers the most important news.

As far as web marketing is concerned, above the fold simply means the webpage content that visitors can see after arriving at the page without scrolling down.

"Above the fold" is literally the most important area that determine whether a particular visitor will stay on your website long enough.

Typically, people tend to have strongest impression for the content "above the fold" even after they scan through the whole webpage.

Employing an attention grabbing headline that arouses visitors curiosity works best to retain the visitors from leaving.

Besides, did you know that based on Zeigarnik effect, people tend to remember things that are not finished and prone to remind and force themselves to complete the pending tasks until they are completed?

Now that you know about Zeigarnik effect. You also understand that "above the fold" give the strongest impression to visitors. Now, you can make use of Zeigarnik effect and put a bolded affiliate link above the fold!

When people visit your site and find the bolded affiliate link above the fold, their will most likely remember the link in mind first and continue to scan through your webpage.

After scanning through the webpage and finding that the web content is good, it's now time the Zeigarnik effect takes over. Visitors will recall that they have one pending task which is clicking through the affiliate link, they will then scroll back and click through the link to complete the task.

To improve the possibility of clicking through the affiliate link, you'll want to integrate strong command into the affiliate link's anchor text without them knowing it.

For example:

[Click here to discover the secret](#)

Within the anchor text, there are 2 commands embedded. They are "**Click here**" and "**discover the secret**". These are the 2 actions you want your visitors to perform.

Next one...

[You can learn the secret and achieve the same result as mine](#)

Within this example, there is one embedded command which is "**You can learn the secret**". When your visitors read this sentence, their subconscious mind understands that you are asking them to take action to learn the secret by clicking on through the link.

Okay.. Now that you know putting your bolded affiliate link above the fold is important. How about the second affiliate link? Where should we put it?

The second most important position on your webpage is at the bottom of the page. Putting an affiliate link with embedded commands at the bottom of the page can increase the click through rate to the product's sales page as well.

You can sprinkle the rest of the affiliate links anywhere within the webpage without using embedded command technique.

Now, you have understood about how to presell your visitors effectively in order to boost the conversion rate.

It's now time to figure out how to drive massive traffic to your site. As I have mentioned earlier on, the most effective method to generating massive targeted traffic is by ranking your site on page #1 in search engines especially Google.

Step #5 Increasing Your Search Engine Ranking

The methods employed to increase your search engine rankings may seem like rocket science to you, so you have probably avoided dealing with this issue. I am telling you that it's time to face the fact.

A high Search Engine ranking for your website is so essential that if you have

the slightest desire to actually succeed in your business, there is no way you can continue to avoid this issue.

At least 85% of people looking for goods and services on the Internet find websites through Search Engines. The idea of optimizing your pages for high Search Engine rankings is to attract targeted customers who will be more than likely to make a purchase to your site.

The higher your page comes up in Search Engine results, the greater the traffic that is directed to your website. That's what Search Engine optimization is all about.

For search engine optimization, the first item you should examine is the domain name of on your website. Use your primary keyword as your **domain name** is the best choice. If the desired domain name is taken, add some prefix or suffix around the keyword. For example, keywordguide.com.

The second thing you have to look at is the title. The **title bar** is the one at the top of the page. Look at the words that appear there when you access your home page.

To increase Search Engine rankings, the words on your homepage's title bar should include the most important keyword phrase. It's the best to put the most important keyword phrase at the start of the title.

It is important to avoid very long strings of keywords, keeping them within 60 characters. Avoid repeating keywords more than once in the title bars, and make sure that identical words are not next to each other.

The next item that you'll need to take a closer look is your website content.

Search Engines generally list sites that contain quality content rather than those with just fancy graphics. The text on your site must contain the most important keywords - the words that potential customers will be typing into Search Engines to find your site.

The amount of text is very important to search engines. So, try to have at least 300 words on each page, but if this is not possible due to your design, aim for at least 100 carefully chosen words. If you want to achieve a high ranking on Search Engines, quantity and quality of text is essential.

Next we come to what is called **META tags**. These days, many people still believe that META tags are the key to high Search Engine rankings, but in reality, they only have a limited effect. Still, it's worth adding them in the event that a Search Engine will use META tags in their ranking formula.

To find out if your page is set up with META tags, you must access the code. To do this, click the "view" button on the browser menu bar, and select "page

source." This will pull up a window revealing the underlying code that created the page.

If there are META tags, they usually appear near the top of the window. For example, a META tag would read:

META name="keywords" content="keyword1, keyword2"

META name="description" content="Your meta description sentence with primary keyword intertaged in"

These may not do much for your Search Engine rankings, but any little boost helps.

When it comes to **keyword density**, I do not give too much thought about it. To show to search engine crawlers that my content is optimized for specific keyword phrase, I like to put the keyword phrase at the start as well as at the end of the content because crawlers give more credit to the words at the start and end. *(Preferably the desired keyword is put at the start and end of the HTML content but not visual content)*

Sprinkling some **LSI (Latent Semantic Indexing) or related keywords** within the content can strengthen the primary keyword in terms of ranking for the primary keyword. *Note: For more about LSI keyword, read [here](#).*

The screenshot shows the Keyword Tool interface. On the left, there's a sidebar with 'Keyword Tool', 'Traffic Estimator', 'Starred (0)', 'Include terms', 'Exclude terms', 'All Categories' (Food, Health, Media & Events), and 'Match Types' (Broad, [Exact], [Phrase]). The main area shows a search for 'how to lose weight fast' with a 'Primary Keyword' label. Below the search bar, there's a table of results. The first row is 'how to lose weight fast' with 301,000 global and 165,000 local searches. The second row is 'lose weight fast' with 550,000 global and 301,000 local searches. The third row is 'losing weight fast' with 27,100 global and 14,800 local searches. The fourth row is 'lose weight fast and easy' with 5,400 global and 2,400 local searches. The fifth row is 'lose weight fast and safe' with 4,400 global and 2,900 local searches. The sixth row is 'need to lose weight fast' with 6,600 global and 3,600 local searches. A red box highlights the first three rows, and a label 'LSI Keyword' points to the second row.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
how to lose weight fast	Low	301,000	165,000
lose weight fast	Low	550,000	301,000
losing weight fast	Low	27,100	14,800
lose weight fast and easy	Low	5,400	2,400
lose weight fast and safe	Low	4,400	2,900
need to lose weight fast	Low	6,600	3,600

Integrating primary and LSI keywords randomly into your **articles /posts titles** (H1/H2/..) can strengthen the primary keyword weight for higher ranking as well.

What we have done is called on-page optimization. We'll have to move to the next important step which is off-page optimization.

Off-page optimization is all about backlinks. The more backlinks you've got

from the websites outside, the more popular you look in the eyes of search engines.

Having said that the amount of backlinks is important, the quantity of backlinks is more important due to the fact that one high quality backlink can possibly be worth the value of hundreds of low quality backlinks.

Google use a parameter called PageRank (PR) to determine how much value of backlinks a site gets.

Higher PR websites have higher volume of link juice. So, whenever a high PR website links to you, you receive the high volume of link juice from the high PR site. Of course, if the high PR site links to too many other websites, the link juice can be split and you'll receive less link juice.

But by all means, getting backlinks from high PR sites is the best idea to boost your search results ranking high in the shortest period.

Practically, there are quite a number of ways you can build your backlinks. I will list out the methods that I have been using which helps me achieve high Google rankings at fast pace.

Backlink Strategy #1 Social Bookmarking

The purpose of social bookmarking is to bookmark your site to various social bookmarking sites so that you can leave your backlinks at there.

One of the good points about submitting your site to social bookmarking sites is that you can get indexed faster since search engine crawlers visit the bookmarking sites very frequent.

Some of the most popular social bookmarking sites are [Digg](#), [Delicious](#), [Reddit](#), [Diigo](#).

To speed up the social bookmarking process, you can try a free service called [Socialmarker](#).

For paid software, [Bookmarking Demon](#) is so far the best and receiving rave review.

Backlink Strategy #2 Article Marketing

I know article marketing is kind of back-breaking as it takes you lots of time to write and rewrite articles. Unarguably, the most tiring part of article marketing will be article submission.

To save time, many marketers tend to submit the same article to various article directories ignoring the risk of duplicate content disadvantage. In actuality, submitted duplicate articles can still be indexed and help build

backlinks, but the quality of the backlinks will not be so valuable to Search engines.

If you want to build high quality article backlinks, you'll have to submit different unique articles to various directories. By doing so, the backlinks will last long so do your site rankings.

With major algorithm change in early 2011, Google values sites with unique and original content, so it obviously implies that backlinks from unique articles have higher value. *For more details, read Google blog [here](#).*

Now that you've learned that submitting unique articles to various directories is vitally important...

The problem is that it is very time consuming to come up with so many articles for submission. Well, many successful marketers use [UAW](#) to help them finish the article marketing tasks without breaking a sweat.

Some marketers who are with relatively tighter budget normally use their favorite article spinners to help them rewrite one original article to many new unique article and submit the unique articles by using free semi-automated submission software such as [Article Submitter](#).

Personally, my favorite article spinner is [The Best Spinner](#). I have made full use of this tool to rewrite countless of content and submit to various content directories and in turn built myself thousands of quality backlinks through various content submissions.

My backlink building projects would not have been so smooth and effective without [The Best Spinner](#).

Backlink Strategy #3 Blog Commenting

When it comes to blog commenting, it may seem to be a boring job to many marketers because they find it hard to come up with good comments.

But, you must do this as it is a very important strategy that can help you build many quality backlinks by leaving comments at high PR blogs.

Now, the problem is that, it is always difficult to find those high quality blogs that you can comment and leave your backlinks at.

You can choose to spend much time searching for the high quality blogs manually but it is not worth the time in the long run as you'll have many other campaigns to take care of.

Some marketers choose to outsource the work to free lancers. I have tried that, but I finally realized that the cost was not so proportional to the results that I finally got. Plus, it still took me some time to communicate with the free

lancers.

Luckily, Edwin Brian's [Blog Comment Demon](#) solved all my problems. Now, I can find dozens of top quality (high PR) and highly related blogs easily. Not only that, Blog Comment Demon help me fill in high quality comments automatically with just single click of button. Powerful stuff!

As you are reading this, I'm sure you realize how important blog commenting strategy is in helping you get tons of high quality backlinks and in turn rank your website on page #1 in Google search results.

Backlink Strategy #4 Press Release Submission

In order to spread your backlinks all over the web like wild fire, you've got to try out press release submission.

Well, the idea is simple. You write a simple press release with backlinks pointing back to your website and submit it to various press release directories.

After submission, all you have to do is wait and see your backlinks spreading like crazy. Press release submission is one of the best ways to get your content syndicated fast.

These days, many autoblog softwares are hungry to grab content from press release directories. Once the autoblog softwares see your press release, they will republish it on their blogs with your backlinks intact.

In this way, you have your backlinks spread all over the web with different IP addresses. It will look natural to Google and many other search engines. They will just love your site very much and generously reward you with high search results rankings!

Just google online "free press release directories" and you can find many free directories for you to submit your press release to.

Backlink Strategy #5 Profile backlinks

Recently, profile backlink building is widely popular among internet marketers. It does have certain positive effect on search result rankings. However, in order to see significant result, the amount of profile backlinks is important. There are many marketers providing backlink packets to customers. Backlink packets normally contain a set of URLs where you can build your profile with backlinks included. Good backlink packets provide customers with clear step-by-step instructions about how to set up the profiles at various sites.

I have been using Angela Edward and Paul Johnson's backlink packets and seeing positive result in terms of my search result rankings.

Having said that profile backlinks are useful in terms of site rankings, but one downside of profile backlink building is that it is a bit time consuming to set up profile after profile.

Final Thoughts

I have told you how to choose buying keywords and highly profitable product.

I have also laid out the step by step strategy on how to rank your website high on organic search results page #1 by building effective and extreme quality backlinks.

Most importantly, I've revealed to you the most precious tactic on how to presell your visitors and convert them to buyers without breaking a sweat.

By now, you've got yourself a solid and tested system which allows you to create job replacing income and the best thing is that you can continue to enjoy the profits generated by the super conversion websites for years to come.

Trust me, when it comes to making money on internet marketing, it's all about action, action and action.

You'll not want to wait until you get the picture of everything there is to know before starting to take action.

When you discover a seemingly workable system, just go ahead and try and test it out. You'll learn tons of techniques when you are putting a specific system to work.

Saying goodbye to you day job and enjoying more freedom and time yourself and with your loved one is not impossible dream.

Never give up and keep going... Have faith in yourself and you'll taste the fruit of success very soon...

To your Internet marketing success...

George Cha

>> Check out my [Secret Google Page #1 Domination Procedure](#) <<

Recommended Resources

Keyword Research:

1. [Google Keyword tool](#)
2. [Yahoo! Answers](#)
3. [Big Boards](#)
4. [Seoquake](#)
5. [Keyword Elite](#)

Hosting:

[HostGator](#)

Domain Registrar:

1. [Namecheap](#)
2. [Godaddy](#)

Graphics and Photos:

[Istockphoto](#)

Social Bookmarking Service:

[Socialmarker](#)

Article Marketing:

1. [UAW](#)
2. [Bookmarking Demon](#)
3. [Article Submitter](#)
4. [The Best Spinner](#)

Blog Commenting:

[Blog Comment Demon](#)