

RYAN ORRELL'S

INTERNET MILLIONS\$

**STEP BY STEP GUIDE TO MAKE
A FORTUNE ONLINE**

*To my baby girl Meadow....I love you more
than anything in the world.*

Your Daddy

This is a FREE version of Internet Millions.

It includes limited access to exclusive money making secrets I've spent years perfecting. The techniques in this book have enabled me to generate \$1Million plus online and I did it all from the comfort of my own home in Hot Springs, Arkansas.

Remember while this is a FREE LIMITED version you can have instant access to the FULL version of Internet Millions packed with over 150 pages of money making secrets at any time.

I already offer a full, no questions asked 8 week money back guarantee so you have nothing to lose.

Grab your unlimited access copy by [CLICKING HERE](#)

OR

Scroll down to read the FREE trial and get a taste of what Internet Millions is all about. ;-)

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INTRODUCTION

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Ok. So you want to make a ton of money online. Or, you already have made a ton of money, but have heard of me or one of the many websites I've skyrocketed from, making nothing to literally millions of dollars over the years. Maybe you want to sharpen your teeth to take an even bigger bite out of the Internet pie. So be it.

My name is **Ryan Orrell** and for the past 8 years I've built and marketed some of the most powerful websites on the web. I have killed my competition which mainly consisted of the larger Fortune 500 type of companies, and I started doing it out of my little two bedroom apartment in Hot Springs, Arkansas with no experience whatsoever. Notice I say started because I hardly live in a two-bedroom apartment now days thanks to the lavish lifestyle the Internet has provided me. I don't want to seem as if I'm bragging, but in order for you to take me seriously you need to know my background. The fact of the matter is...I'm good at what I do and anyone that knows what I've built knows it. Even my competition over the years will tell you whether they like me or not, *"He knows what he's talking about."*

There are a TON of marketing and e-books online today and I have read a lot of them over the years, but have seen nothing that guides you as this manual will for both beginners and the more advanced alike.

If you're looking for a get rich quick scheme without doing a little work to make a lot, well...chances are you'll never succeed at this or anything else and I recommend you close this book and request a refund now. You know who you are, sitting on the couch drinking your diet coke and eating your Lay's potato chips looking to strike it rich without doing a thing or lifting a finger.

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Now, on the other hand if your one of the few that's willing to put some time and effort into building an empire, then this may be the best decision you've ever made. My friends, I promise you I can, and will show you how to make money on the Internet. If you're willing to be the student...I'll be the teacher.

We're conditioned from a very early age to work for other people. Think back to high school and college (which I never attended by the way—didn't even graduate high school; got my GED) where teachers or professors are molding you to work for other people. What people today can't seem to comprehend is it's easy to make money and ridiculously easy to make money online if you do it right.

What I'm going to show you in this book isn't any groundbreaking techniques that I invented. Typically, anyone that writes a book claiming they've invented this great system is full of crap. There is a ton of information out there for free, it's just taken me a while to put it all together and break the code.

I believe very strongly that there is a millionaire trapped inside all of us screaming to get out. How many times have you passed by that Mercedes at the stoplight envisioning yourself behind the wheel, or maybe a more lavish lifestyle for your entire family? Whether you're a genius, or you have an IQ equivalent to plant life, I want you to realize you can do it. If it's an extra \$2,000 or \$60,000 a month, I've done it and it's not nearly as hard as some of you may think it is.

What you make of this is up to you. When you get done mastering the techniques within these pages it's what you make of it. Is it always easy to make a ton of money, NO!

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Why is that?

It's because so many people today simply don't have the drive. We live in a microwave world where so many people want something in thirty seconds or less. By reading this book now it's proof you have the drive to succeed. Drive is all that it takes to become great. You've heard the saying, some people spend a lifetime waiting for their ship to come in, but there are a select few who swim out to meet it. You're doing that now and I'm giving you the tools of the trade to ultimately build whatever it is that you want.

Whether you're a beginner or a seasoned pro, my book will help you. Many people are currently doing what I'm going to teach you. Make no mistake, it's just extremely guarded and I'm probably upsetting a lot of people right now. Why is that you ask? I'll tell you. I'm personally escorting you into the inner sanctum of what many people are working so hard to protect.

Bear with me and get ready for the ride! If you take the practices shown in this book and put them to use, you'll have a few extra zeros at the end of your checking account balance in as little as 60 – 90 days.

Are you ready? Let's get started.

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1.

For Beginners

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Ok. We are going to start off with the assumption that you WANT to make money on the Internet, but you know next to nothing. Under that assumption, I am going to start off going over some of the basics: terms you will want to know, the basics of building a website, web site hosting, domain name registration, etc.

If you are already familiar with the above, go ahead and skip this chapter and move on to the next. If some or any of the above is unfamiliar to you, read on so that you will better understand some of the things covered later on in this book.

It's important to understand...no matter how Internet or computer illiterate you are, there IS hope. We were ALL where you are now at one point or another. When I started I knew nothing about any of this stuff.

All that is required is a desire to learn and some patience. Oh...and this book of course! ;-)

Ok...now that we have that out of the way, let's dig in.

A) Basic Terms

We're going to start by going over a few basic terms you will want to know. These are terms you will hear quite often in this book, as well as in relation to the Internet market, website building and promotion, etc.

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Domain Name

This is as basic as we can get. The domain name is what you will type into your browser's address bar to get to the homepage of a site, but without the www. For example, the domain name for Google is "google.com". The domain name for my site is "internetmillions.com". A domain name is not "owned", it is more of a lease. By that I mean that you don't pay X number of dollars in order to own a domain name forever. Instead there is a yearly fee you must pay. If you don't pay the fee, the domain name is taken from you and released back to the public. You can generally "register" (the term used) a domain name for anywhere from 1 to 10 years at a time.

I go into more detail on choosing a domain name in the section on SEO. For now, I simply want to make sure you understand exactly what a domain name is.

URL.

This is similar to the domain name but it is more specific. URL stands for "Uniform Resource Locator" and basically refers to whatever you type in to get to a specific page. For example <http://www.google.com> is a URL, but so is <http://www.google.com/intl/en/about.html>. In other words, a domain name is site specific, but a URL refers to a specific page or "resource" on any site.

Registrar

A registrar is a company that handles the "registering" process of domain names. You go to them, give them the domain name you want, your information and a fee, and they "register" the name to you.

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You then have control over that domain name. Control such as where it points to, etc (we'll get more into this in a bit). The registration fee varies at every registrar, but generally ranges from about \$4 up to \$30 a year. One of the more popular and least expensive registrars I've used for a long while is www.godaddy.com

TLD

TLD stands for "Top Level Domain". It is usually the three letters tacked on to the end of every domain name. The three most well known TLD's are ".com", ".net" and ".org". When choosing your domain you will also need to decide on the TLD that you want. When you register your domain you do not automatically get all of the associated TLD's. Instead, if you want your site to come up under multiple TLD's, you must register each version of your domain name.

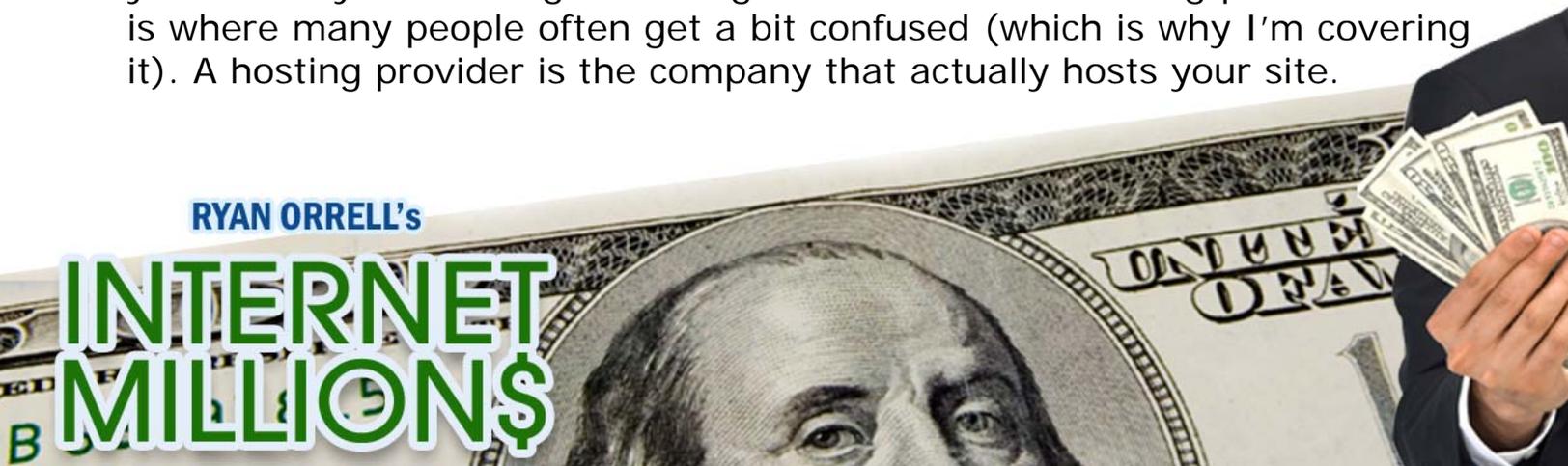
The most popular TLD on the Internet is the .com TLD. For most people, unless your site will be country specific or language specific, you will generally want to use the .com TLD (I'll go over this in more detail in the SEO chapter). If you have a site or audience that will be language or country specific, then you will likely want to register a country level TLD. Many of the normal registrars such as GoDaddy will also be able to handle country specific TLD's. If GoDaddy or another major registrar does not handle the TLD you need, you can generally go to Google and run a search for your country name, "TLD" and "register," and find many registrars that can handle it.

Hosting Provider

Ok, so you've chosen a name and registered it at a registrar. You think you're ready to start right? Wrong. Now we need a hosting provider. This is where many people often get a bit confused (which is why I'm covering it). A hosting provider is the company that actually hosts your site.

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This is where your site's information is all stored and where people are sent when they type in your domain name, or one of the URLs of your site. In essence you rent space on their computer. Now, some hosting providers are also registrars and some registrars are also hosting providers. When you are new, this is handy because they are then able to handle everything for you. You give them the domain name; they register it for you and setup the hosting account for you as well. As you gain some experience you will find that this isn't as good of an option, but in the beginning I recommend it because it will make your life much easier.

I've listed a few different options for you below of hosting providers that do both registrations of domain names and hosting, as well as having site builders, which we will cover in a minute. With site builders you really don't need to know anything about creating a website. It will essentially help you build your own and put it online. This is excellent for beginners and again, we'll cover it more in a second.

www.godaddy.com

www.globat.com

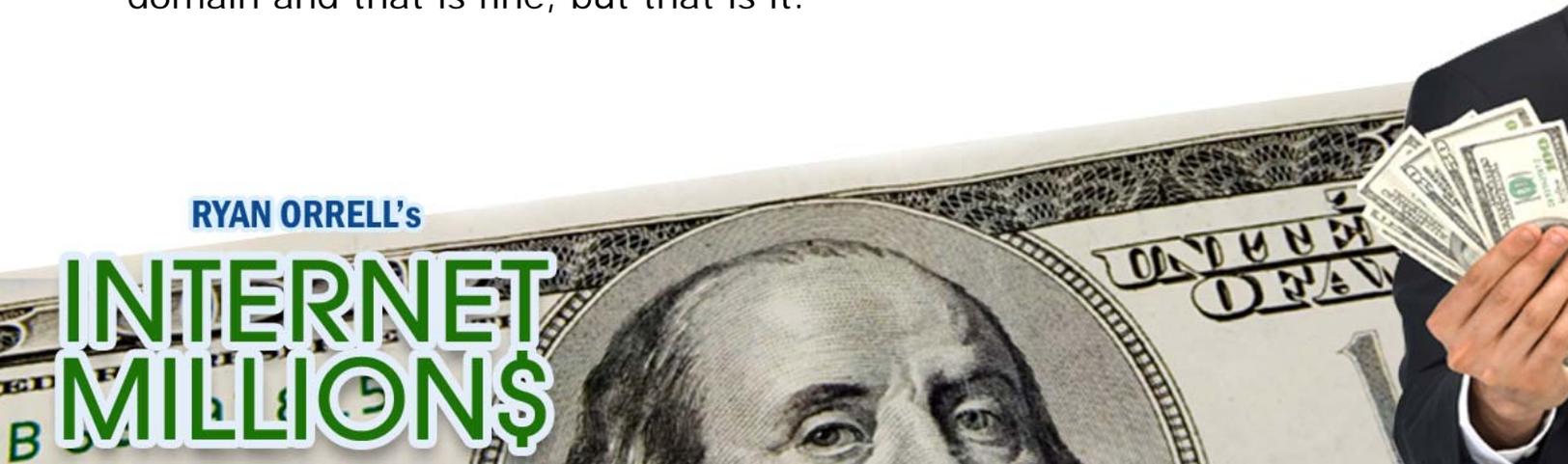
www.web.com

www.ipower.com

Now, one warning. While the sites above are all reputable and shouldn't give you any problems, I have heard some stories of people that used an all-in-one type provider that had problems. Always remember that the domain needs to be registered in YOUR name or YOUR company name and that the administrative contact should be YOU. If a hosting company wants you to put the domain in their name **DO NOT DO IT**. This is where the people I'm referring to get into trouble. The domain was placed into the hosting providers name so they, in reality, were the official "registrants" of the domain. If this happens, you'll own nothing...they will. The hosting company will often want to be the "technical" contact for the domain and that is fine, but that is it.

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If you happen to decide to go with a hosting provider separate from your registrar, you will have a little bit more work to do, but it's quite simple. When you sign up for hosting, you will be asked for your domain name; give them your domain name. Once the hosting account is setup, you will generally be sent a few emails. One of them will contain your site's "**nameservers**". Sounds scary, but it's not. It's simply the servers your hosting company uses to direct traffic to your site. Generally, you will be given two nameservers.... a primary and a secondary. They are generally in the format of:

Ns1.nameserver.com

Ns2.nameserver.com

Or something similar.

Once you have these nameservers, you will need to go to your registrar and give them the nameservers for your site. When someone types in your domain name, your registrar will point him or her to the nameservers you gave them. The nameservers will, in essence, say "oh yeah, that site is over there" and point them to where your site is located at the hosting provider. If you need more assistance, I've found the companies listed above to have excellent customer support, and are more than willing to help you if you have questions.

Of course, the above is a bit simplified, but you don't really care about how they get there do you? We've got better things to get to.

Free Hosting Providers

Free hosting providers aren't as popular today as they were a year or two ago, but you will still see them around. I wanted to touch on them here, since I just went over hosting providers in general.

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Free hosting providers will generally allow you to store your site on their servers for free. In return they will often place ads, banners, pop ups', etc. on your site for compensation. Many people jump at this when they first start out online, as they don't want to invest any more than they feel they absolutely have to.

Do NOT do this. These aren't scams, and they aren't generally bad companies, but if you are serious about the success of your business, get a real hosting provider.

Why? I'll tell you why. Almost every one of these sites will offer you a website URL such as

Yoursite.theiresite.com

or

www.theiresite.com/yoursite/

Now, right now this doesn't seem like a bad thing. The problem comes down the road when you decide that you've outgrown this free hosting provider and want a real hosting account.

Guess what? The URL to your site is going to change! That means that any customers you have now will have to find your site all over again.

Even worse is the fact that any sites that have decided they like your site enough to link to your site, will now be linking to a site that doesn't exist. They will be linking to one of the URLs above and your site will be at

www.yoursite.com

You will basically be starting all over from scratch. TRUST me you DON'T want to do this. This will become even clearer in my section on Search Engine Optimization.

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It's simply not worth it. With regular hosting options going for as little as \$3 or 4 dollars a month (heck I've seen some that run \$5 for a YEAR), you are MUCH better off with the real hosting account.

Once you have your own domain name and a real hosting account, you can always decide down the road to change to a new hosting provider. Guess what? Your domain name will stay the same. All you will have to do is get the new nameservers for the new host, give them to your registrar so they can update their records, and then upload your websites files to your new host. That's it...after that, when a person types in your domain name, they will be sent to the new host instead of the old one. To them, nothing will change. Any links that were pointing to your domain name will still be pointing to your domain name.

HTML

HTML stands for "Hypertext Markup Language" and is the "language" used to display web site pages. HTML is what an Internet browser such as Internet Explorer or Firefox reads and uses to display the page. If you haven't seen actual HTML before, I recommend doing it now. Go ahead and load up Internet Explorer real quick and head to www.google.com. Once there in the upper left hand part of your screen go to "View" in your toolbar and click "Source"....

Whoa! I know what you're thinking. I thought the same thing the first time I saw it. All that stuff is HTML and is what tells the browser what to do with the page.

I've got some good news (and some bad news maybe). The good news is you don't have to know HTML to make money on the Internet.

The bad news is you *should* know HTML.

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Here's the thing. There are many programs out there now that will pretty much build the site for you without you having to know HTML. Actually, all of the hosting providers I listed above in the "hosting provider" section, as I mentioned earlier, offer what are called "Site Builders" which do just that. They allow you to choose from a variety of templates and drag and drop pictures, type in text, etc. They will pretty much create the site for you...no HTML experience needed.

There are also what are called **WYSIWYG** (which stands for What You See Is What You Get) editors you can install on your computer that act as a kind of "word processor" for the internet. In other words, you put things on the page where you want them to go, and they create the HTML needed for the page to display how you want it to. Two of the most popular WYSIWYG editors are *Microsoft FrontPage* and *DreamWeaver*. I have personally only used Frontpage, but many people swear by DreamWeaver. FrontPage is actually what I started with and is how I learned HTML. I would use the program to design a page. I would then switch to the HTML view and look at what it did. After a while I started to understand what different things I did.

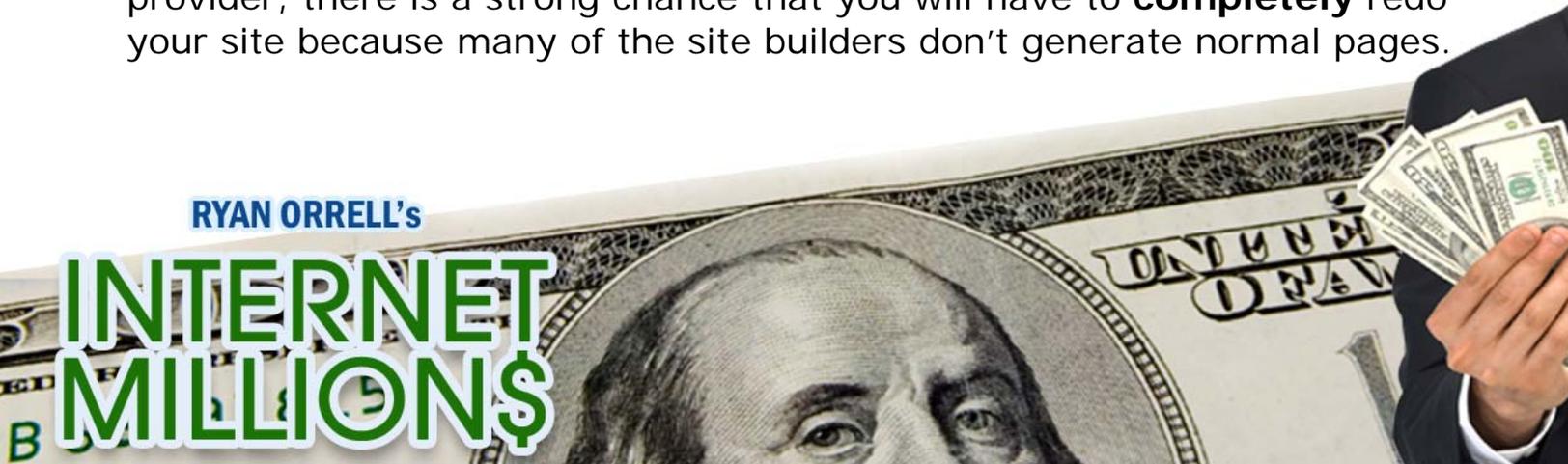
Ok...so if you can use a SiteBuilder or a WYSIWYG editor, then why do you need to learn HTML? Well, here's the deal. If you are going to get serious about the Internet and making money on it, you will soon learn that the above two options have some serious limitations. Let's go over a couple of them

SiteBuilders

SiteBuilders have limitations on what they can do. If you want to go beyond what they offer, you will need to understand HTML at least to some degree. In addition, if you ever decide to change to a new hosting provider, there is a strong chance that you will have to **completely** redo your site because many of the site builders don't generate normal pages.

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Instead, the content of your site is stored in what is called a database. For this reason, if you were to decide to switch to a new hosting company, you couldn't just download the current pages of your site and upload them to the new site because there would be no pages to download. Now this is not always true, but it is often how a site builder will work.

WYSIWYG Editors

Now, WYSIWYG editors are also great, but they too have limitations; not as many as SiteBuilders, but they do have their problems as well. Again, if you want to get really advanced, there are simply some things you can't do with an editor and you have to know HTML to achieve this.

Another problem with WYSIWYG editors is that the HTML code that they produce is not very beneficial. This isn't a huge issue, and quite frankly I haven't had much trouble to speak of but I'm just letting you know. ;-)

So, do you need to know HTML when starting out? Of course not...I didn't and you don't need to either. Should you learn HTML if you really want to be successful down the road with time? It helps, but again I want to stress you DON'T need to know it starting out in order to make money.

As I said, one of the best ways I found to learn was using FrontPage to design a page or even just a part of a page, and then using the HTML view to see the code that was produced.

There are also a number of helpful books on HTML that you can pickup at your local bookstore.

Finally, if you are more of a tutorial type of person, try checking out <http://www.davesite.com/webstation/html>

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You will find a pretty nice basic HTML tutorial there to get you started. You will be quite surprised how easy it is once you start understanding the basics.

Blogging

Blogging, if you haven't heard the term yet, you've been hiding under a rock somewhere. The question is...do you know what blogging is? Quite simply, a "blog" is a web log or online journal. Blogging is the act of writing in that web log. It's journaling for the 21st century. There is a slight difference, however, in blogging, and the old system of journaling. The difference we find is in the power of blogging. With blogging, not only are you able to post your thoughts, opinions, etc. on topics of your choice, but your visitors are also able to make comments on your posts. This creates a community that can be quite powerful.

So, why am I covering blogging here in a book on making money? Well, because there is huge potential to earn money in blogs. My goal here isn't to teach you all of the ways you can use blogs to generate an income, instead it is simply to introduce you to blogs and help you get an understanding for what they are.

In the previous section, I talked about site builders and a bit about how they work. Blogs work in a very similar way. You don't need to know any HTML to use them. In general, you will create an account, create a title and description for your blog and choose a template (a basic outline of what your blog will look like). Once you've created the basic blog, you would simply log in to your "control panel" each time you wanted to make a post to your blog. Once logged in you would go to the page that allows you to add content. Enter the title for that particular post, as well as the information you wanted to include in that post, and that's it.

The software then handles the process of taking that info and adding it to your blog.

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Many people have made a KILLING off of blogs. How? Well, in the next section I will cover a type of affiliate program called “contextual advertising,” specifically “AdSense”. These people utilize the power and flexibility of AdSense, along with their blog, to create a pretty steady stream of income. Now it’s not as easy as starting a blog and adding AdSense to your blog, but it can be done.

There are a number of different blogging platforms and options around. One of the most popular pure blogging platforms is “Blogger” (www.blogger.com)

Most of the blogging platforms will allow you to open up a free account with their system (similar to the free hosting accounts I talked about earlier), or download their software and upload it to your hosting account.

You can do both, but you will find that most successful bloggers (that’s the term for people who blog) have chosen the option of using their own domain at a hosting provider instead of the free service (seeing a trend here?).

In addition to creating a pure blog, you can also create a normal site and have a section of the site that is a blog where it is updated daily with news on the site’s topic, thoughts, etc. Really, the possibilities are endless. What I will tell you about blogs is they are here to stay and can be a very powerful form advertising.

Below I’ve listed some of the more popular blogging platforms.

Blogger – <http://www.blogger.com> (free service and downloadable app)

Wordpress – <http://www.wordpress.com> (free service and downloadable app)

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MySpace – <http://www.myspace.com> (not a true blog, but similar and VERY popular currently. In the week ending July 8, 2006 MySpace ranked as the No. 1 U.S. Web site, displacing Yahoo Inc.'s top-rated e-mail gateway and Google Inc.'s search site, Internet tracking firm Hitwise reported)

FTP

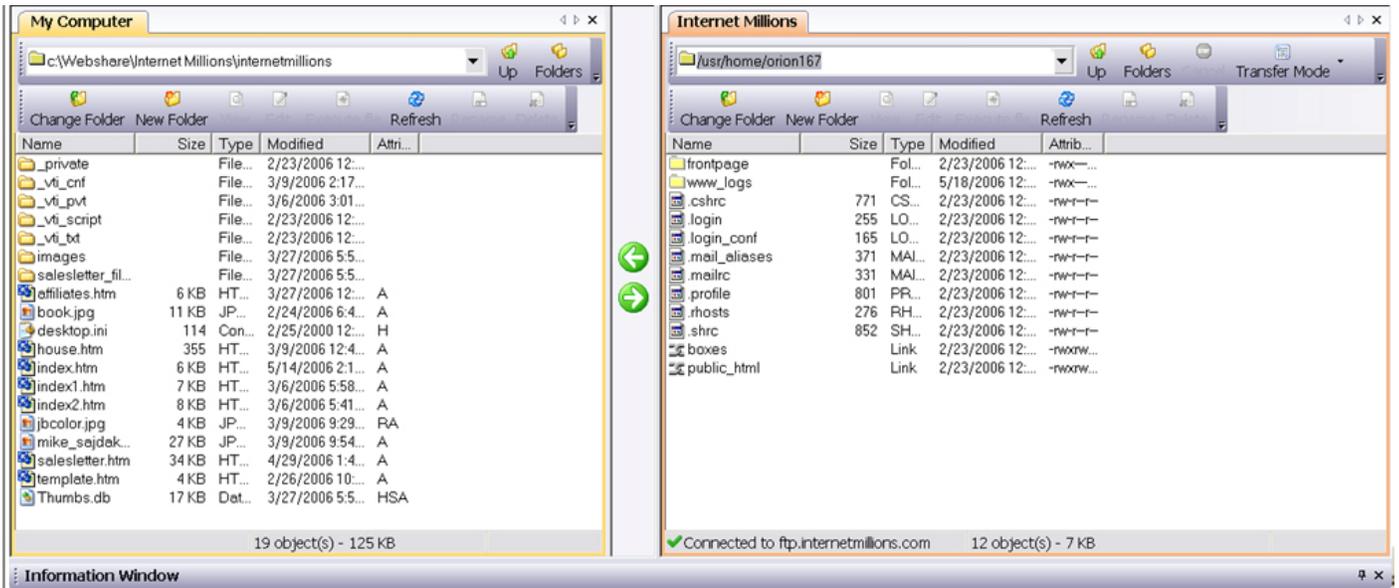
FTP stands for File Transfer Protocol. If you're going to build a website, you will undoubtedly hear this term. An FTP program is a program that allows you to transfer files from your computer to a web server such as your hosting provider.

If you were wondering in any of the sections above how your pages got to the hosting providers server, well this is one way. See Illustration below. Quite simply, an ftp program allows you to make a connection to your host's server (their computer). Generally, the ftp program will have two different windows. The windows in the illustration below show the files on my computer on the left, and the files on the remote computer on the right. If you've created a web page(s) or graphic(s) you want to upload to your host, you would select them in the window that shows your computers files on the left hand side of the screen, and drag them over to the right hand side of the screen, which is the host's computer. The ftp program will then copy those files from your computer to the remote computer you chose and those files will be live on the Internet.

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It's quite simple and if you are going to get serious, you will eventually have to get an ftp program. My personal favorite and the one shown in the illustration above is WS FTP Pro, but there are MANY others.

IP Address

The last area I wanted to touch on is the IP Address. I saved it for last because you really need to understand the information I've covered so far to understand how an IP address works. IP Address stands for Internet Protocol Address. Every computer connected to the Internet is assigned an IP address. Your computer is assigned an IP address when you connect to the Internet either through a dial-up connection, cable modem, dsl, or satellite connection. The same goes for your hosting provider, your website, etc.

In reality, the Internet is driven by IP Addresses. However, while these numbers are great for machines, they don't really make it very convenient for us. For example, the below IP Address is actually one of the many IP addresses that can be used to access Google.com (at least as of this writing...things change often with Google).

<http://72.14.207.99>

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Unfortunately, the above isn't nearly as easy to remember as www.google.com. This is why we have the domain naming system.

When someone types in www.google.com a search is made at a DNS (Domain Name System) server that translates the name into an IP address. Once the IP Address is found, the request is sent to that IP address. It takes the request and then sends the requested information back to the originating IP Address (that's your IP address).

Without IP addresses, it would be almost impossible to keep track of where a request is going to, or where it came from.

I bring this up because you will hear a lot about IP addresses in your work and you should have at least a basic understanding of them.

Section 1 Summary

Ok...so now you should have a pretty basic understanding of what a website is, how to go about getting one, etc. Obviously I can't go over every detail you need, but the above should get you pointed in the right direction.

Remember, there is no substitute for actual experience. Until you get your hands a little dirty, much of the above will seem quite foreign to you.

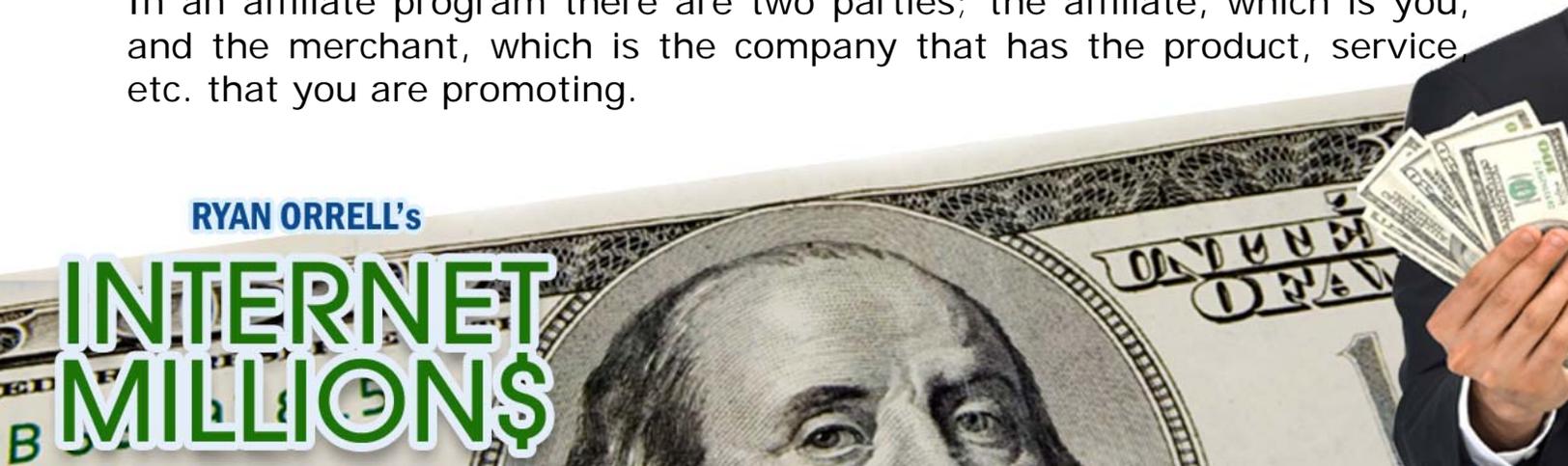
B) Affiliate Programs

I cover affiliate programs in more detail in the next chapter, but I wanted to go over some of the basics of what an affiliate program is and how you will use them to make money.

In an affiliate program there are two parties; the affiliate, which is you, and the merchant, which is the company that has the product, service, etc. that you are promoting.

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What an affiliate program boils down to is this; you send the merchant traffic and they pay you an agreed upon amount for every specific action that is performed.

So the question is how do you send them traffic? Well, you place a specially coded link that the merchant will give you on your site. Then, whenever one of your visitors clicks on this specially coded link, they are

- 1) sent to the merchant's site *and*
- 2) tracked and tagged with your affiliate ID.

There are different types of programs that I will cover briefly.

Pay Per Sale

The first type is pay per sale and is the most widespread. A Pay Per Sale system works like this. You send the merchant traffic and if you make a sale then you are paid a percentage of every sale made from the traffic you send.

Pay Per Lead

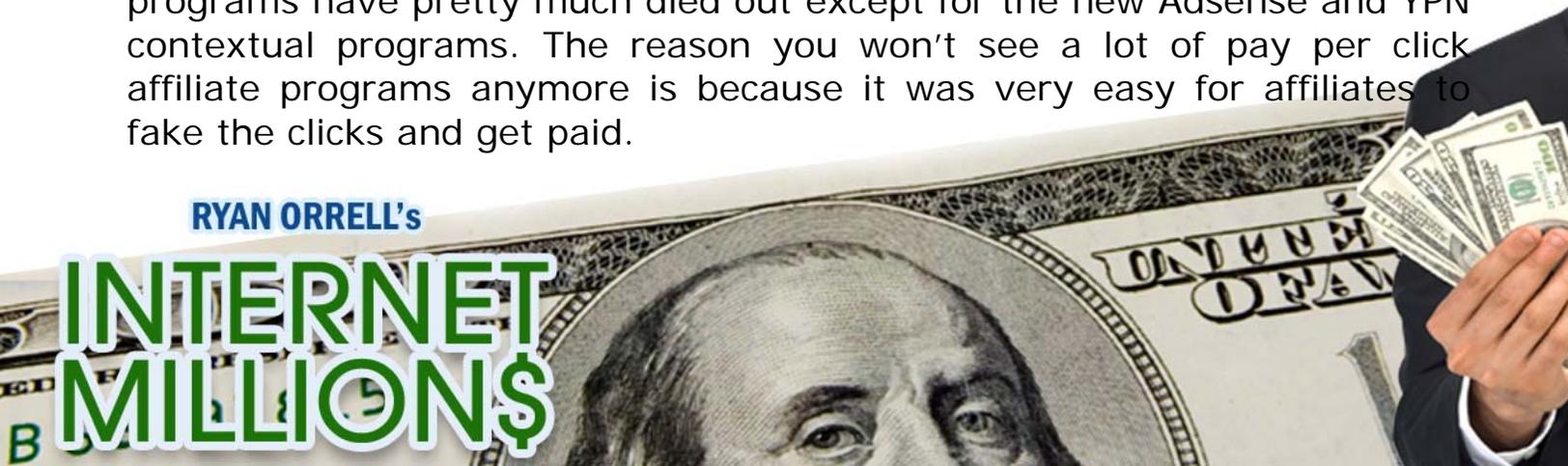
The second type of program is pay per lead. This is found most commonly in the insurance and mortgage areas. You send traffic to the merchant and are paid a set amount for every person that fills out the form. The form may be a mortgage app., or an insurance quote request etc.

Pay Per Click

In a pay per click system you get paid a specified amount each and every time someone clicks on your specially coded link. Pay per click affiliate programs have pretty much died out except for the new AdSense and YPN contextual programs. The reason you won't see a lot of pay per click affiliate programs anymore is because it was very easy for affiliates to fake the clicks and get paid.

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Contextual Programs

Contextual ad programs are the newest types of affiliate programs to **hit**. AdSense was the first, and is still the biggest, while being offered by Google. Yahoo now has their own version called the Yahoo Publisher Network or YPN. It is rumored that MSN will be releasing their own version sometime soon.

Contextual ad programs were a natural progression and fill an advertising void that regular advertising programs couldn't fill. You see, many publishers or "webmasters" have sites that they had built, but didn't fit into any real niche where they could join an affiliate program and promote specific products. Because of this, they were left with a site that didn't generate much, if any income.

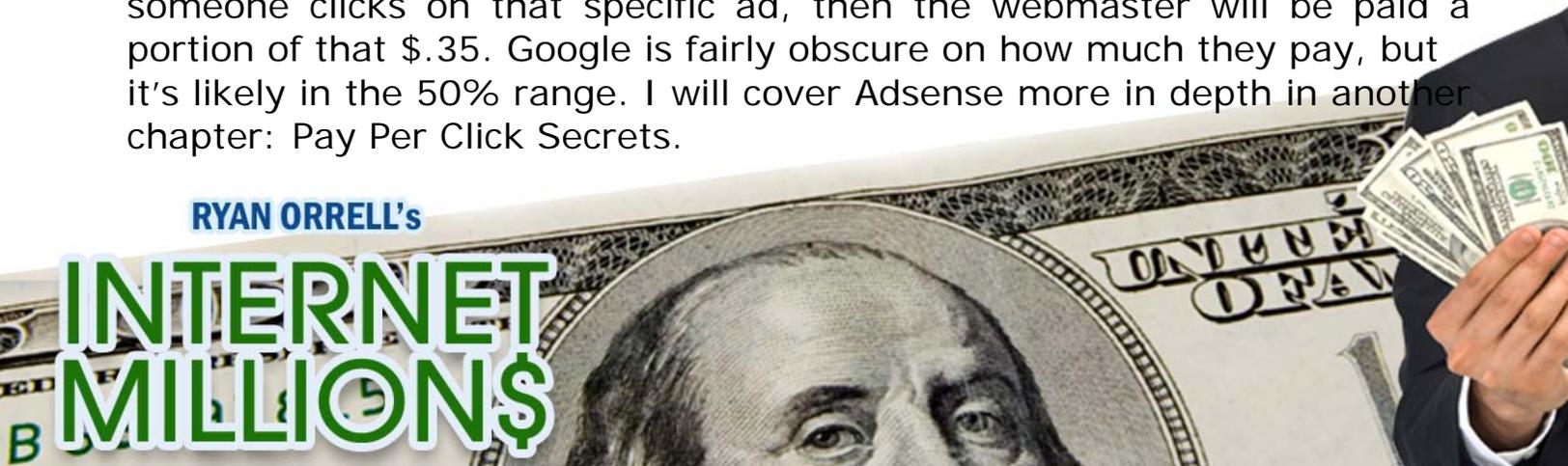
A contextual ad program takes the content of each specific page and decides the pages general topic. It then looks through its PPC (pay per click) database for matching pay per click ads. If it finds ads that match either the specific or general topic of the page, it displays the ads. Google has the Adwords pay per click system, **and** Yahoo has its own pay per click system, **so they** have a database of a huge number of advertisers bidding on an enormous amount of terms from which to match up pay content with advertisers.

So, the next question becomes...how does this benefit the webmaster? Let's use Google's AdSense as an example. If a webmaster is a member of the AdSense program and is displaying AdSense ads on his/her site, when a visitor clicks on one of the displayed ads, the webmasters gets a percentage of the per click cost to the advertiser.

So let's say a webmasters site is about golf. One of the ads is about a type of golf clubs for which the advertiser is paying about \$.35 a click. If someone clicks on that specific ad, then the webmaster will be paid a portion of that \$.35. Google is fairly obscure on how much they pay, but it's likely in the 50% range. I will cover AdSense more in depth in another chapter: Pay Per Click Secrets.

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The contextual ad programs are a real win/win/win for the advertisers, the search engines and the webmasters. The advertisers get increased exposure on sites that match the general theme of their ad, the search engines get more clicks and more money due to the advertisers increased exposure, and the webmasters are able to incorporate ads into sites that were otherwise often impossible to monetize.

You will likely hear a LOT about AdSense as it is extremely popular due to its diversity.

While I do like AdSense and recommend you take advantage of it, don't make the mistakes of many other webmasters and become an AdSense junkie. Always diversify. Don't ever rely on just one income stream, or you will invariably find yourself at some point between a rock and a hard place.

C) Scams

All right. We need to cover some things you should be on the lookout for as well. It's unfortunate, but many people will jump at the chance to prey on someone else's desire for financial freedom.

That being said, there are a lot of great opportunities out there, so don't be afraid to take advantage of them, just beware of some of the snake oil that many will try to sell you.

With that in mind I'm going to cover a few of the things you will undoubtedly run into that you should steer clear of.

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Search Engine Optimization Scams/Things to Lookout For

Search engine optimization is a crucial part of any websites success. I know that, as it is one of my specialties. Unfortunately, this is also an area where there is a LOT of unethical people just waiting to steal your money. Unethical because they will promise you the moon and deliver nothing, use tricks that may work for a short period (like while you are paying them) and then stop once your money stops, or because they will work temporarily and then get you completely dropped from the search engines for breaking their TOS (terms of service).

Ok...so let's go over some things you should look for.

Guarantee's of top 10 listings

Here's the deal. Everyone wants a guarantee, but search engines are constantly changing and no SEO really knows the algorithm used to rank sites. We can make educated guesses, but nothing more. For this reason,**Download the full version which includes the rest of Chapter Four and MUST KNOW SCAMS by [CLICKING HERE](#)**

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2.

Affiliate Programs

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We lightly covered what an affiliate is in Chapter One. Now, it's time to get more in depth on what affiliate relationships are and how to profit from them.

A) Affiliate Networks

An affiliate network is a third party that provides services such as aggregation and tracking for affiliates and marketers. Many companies on the market today will pay a very nice commission for "Mom and Pop" type websites to promote or sell their products and/or services. For example, let's say you have an informational website about "Golf". You could search on the affiliate networks listed below for companies offering golf related products and put their advertisements on your site. If anyone visiting your website clicks that company's advertisement and buys a product, you get paid. With no need to keep inventory, you will never have to speak to anyone. You were just a third party that linked the buyer and seller together.

There are tons of Affiliate Networks on the market today and I've seen a lot come and go. I'm listing quite a few just to let you know that they are out there, but I have only CONSISTENTLY used four of them, which I've listed first. Quite honestly, these are the four affiliate networks that most of the "Super Affiliates" use because they are reliable and they pay on time, every time. At least they have for me.

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Affiliate Networks I highly recommend:

- 1) **Commission Junction** (<http://www.cj.com>) – Commission Junction is one of the largest affiliate networks in the world and very popular among both website marketers like you and me, as well as companies who sell their products. Some of the biggest names you know and trust are clients of Commission Junction and are ready and willing to pay you very generous commissions. Commission Junction also lists advertisers that have the highest EPC or in simpler terms, highest average earnings per 100 clicks. This is great for you to know because it lets you know which advertisers and programs perform the best. They offer both paper check and direct deposit. Based on my experience, they pay on time every single month.
- 2) **BeFree** – Both BeFree and Commission Junction are owned by ValueClick so the website address for BeFree is redirected to <http://www.cj.com>
- 3) **Linkshare** – (<http://www.linkshare.com>) A powerful network that boasts over 10 million partnerships in their network. The network is very easy to use. It has a lot of advertisers you will be very familiar with and some that are fairly new. A lot of the newer advertisers here tend to be extremely generous with commissions to get their name known in the marketplace. Plus, when it comes to getting paid, I have no complaints. On time, every time for me. Two thumbs up.
- 4) **ClickBank** – (<http://www.clickbank.com>) ClickBank is a network that has become very popular over the last couple of years. If you have a digital product such as an e-book like this one you're reading now, they are the place for you to promote your product. I use them to promote Internet Millions and I couldn't be happier with them. They also have over 100,000 affiliates within their network and they offer some of the most comprehensive digital products on the web. A must join if you're interested in promoting informational products.

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As you'll read in this book, I think that informational products are the hottest thing on the web. They are easy to create and incredibly easy to profit from.

Ok. Those are the Affiliate Networks I've personally used to make money over the years, and I highly recommend them. I'm listing other Networks at the end of this chapter for your reference.

How are my sales Tracked?

If you're new to the affiliate marketing industry you may be wondering how in the world a company will know you referred someone, right? It's simple. When you sign up for an affiliate program you are assigned a unique link id. This is an id that is unique only to you. You will use this link when linking to a particular product so the company will know you are the one who has referred a visitor; if they buy, you get paid.

B) Getting Paid: Leads vs. Sales

If you have are going to participate in affiliate programs there are several ways of getting paid whether you have a website or not. Two of the most popular I've seen are leads and sales. The way you get paid for the two can vary greatly.

Leads are very different from sales. Leads begin when a consumer shows interest in a product and may want more information on it, so they fill out an informational form on a website. With the many insurance websites I promoted, about 32% to 34% of the people that started filling out a lead form actually completed it, which is a great conversion for any lead form. I can assure you far less will actually buy a product.

Sales are final with a number of products online. At least they are in the consumer's mind, which is a much higher sense of commitment than just showing an interest. Showing interest is basically what a lead form is.

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With a number of products you may promote online you're paid a commission only when a product sells. But let's compare something here.

Let's say out of 100 people that come to your site, about 25 should complete a lead form (I'm being conservative here) where only 4 or 5 would buy depending on the product. If you had a website with information on mortgage leads and company A gave you \$25 per completed lead form and company B gave you \$100 per sale, you would earn a total of \$625 with company A getting paid per lead and only \$400 or \$500 with company B getting paid by the sale.

See where I'm going here.... typically you'll make far more money in the long run getting paid for leads rather than sales.

Some business models simply don't allow that, which is fine. If you have a website reviewing different musical artists' albums and link to an online music store, they will pay you a percentage of the album sale a customer buys. This is fine, but if you have a choice when it comes to insurance, mortgage, debt consolidation, etc., I would always choose the lead. Ask the company representative what the conversion of his/her lead form is. It should always be at least 28% and I prefer it to be 30% and higher....if they make a big deal out of the fact their lead form converts 20-25% **LAUGH IN THEIR FACE!!** Find a company that converts for you because there are plenty of them out there.

Additionally, and if you can, never rely on another individual or companies' ability to sell a product because the track record from leads to sales may not be as good.

Remember what I said earlier about Commission Junction? They have a function that shows the epc or highest earnings per 100 clicks for merchandisers' campaigns. This shows you immediately if a program has been proven to work or not.

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C) Making Money Without a Website

When I first started out, let's just say I didn't have a lot of expendable income. On top of it all, I actually didn't even know much about computers, let alone building a website. And while many of you will be learning the ins and outs of building a successful website, I wanted to show you a technique I used to supplement my income while building my site. While scouring the internet years ago reading through various forums it became very apparent to me.....Writing Product Reviews!

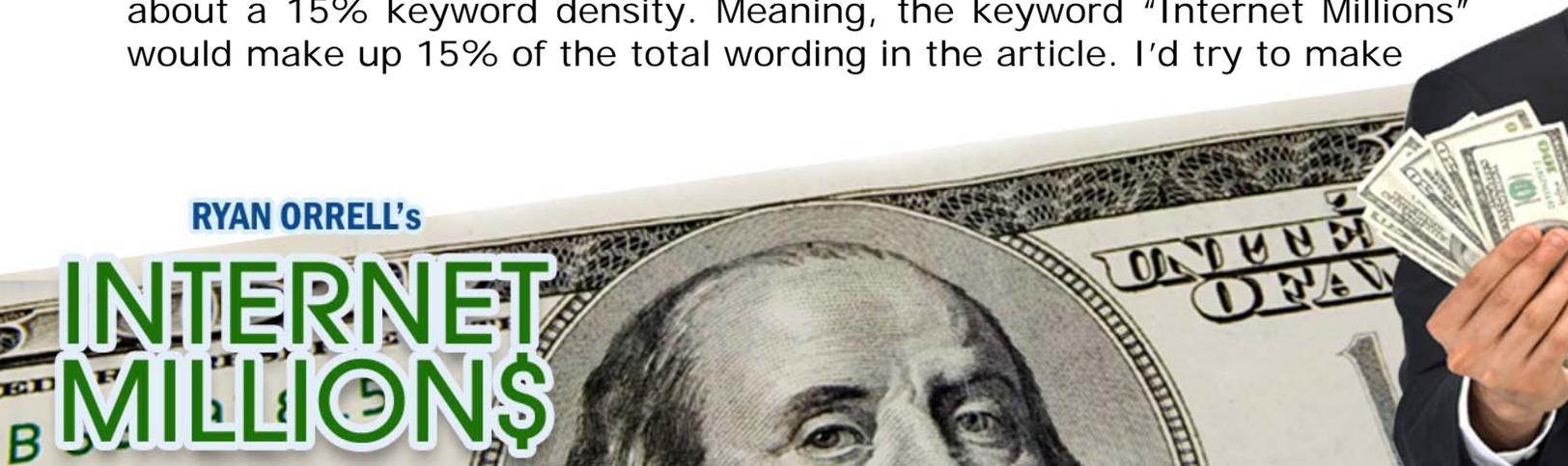
How It Works

The concept is fairly simple and since I just explained affiliate programs in detail, I'm now going to show you how to profit from one without even having a website. You take a product with a good affiliate program and you review it. I personally like digital products such as an e book like the one you're reading now, but you could do it with other products as well. Once you evaluate the product, you write a review on it. Once you've written your review which can easily be done in either Microsoft Word or WordPad, you submit it to FREE article sites which I'll list in just a second. These article sites are free for you to submit your article to and before long other website publishers looking for content for their site will publish your articles; search engines will pick up your articles automatically when the pages are indexed. This can take anywhere from a few days to a month or so....it just depends.

Ideally, you will start to get traffic from a couple of different avenues: both from other webmasters and the search engines. Make sure you optimize your article so you will have the best chances of it having a top ranking in the search engines once it is picked up. For example...if you're reviewing my e book then I'd have the keyword "Internet Millions" at about a 15% keyword density. Meaning, the keyword "Internet Millions" would make up 15% of the total wording in the article. I'd try to make

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the review about 250 to 300 words. You don't want it to be too short, nor do you want it to be too long. You can refer to the Search Engine Optimization Chapter for additional information on optimization.

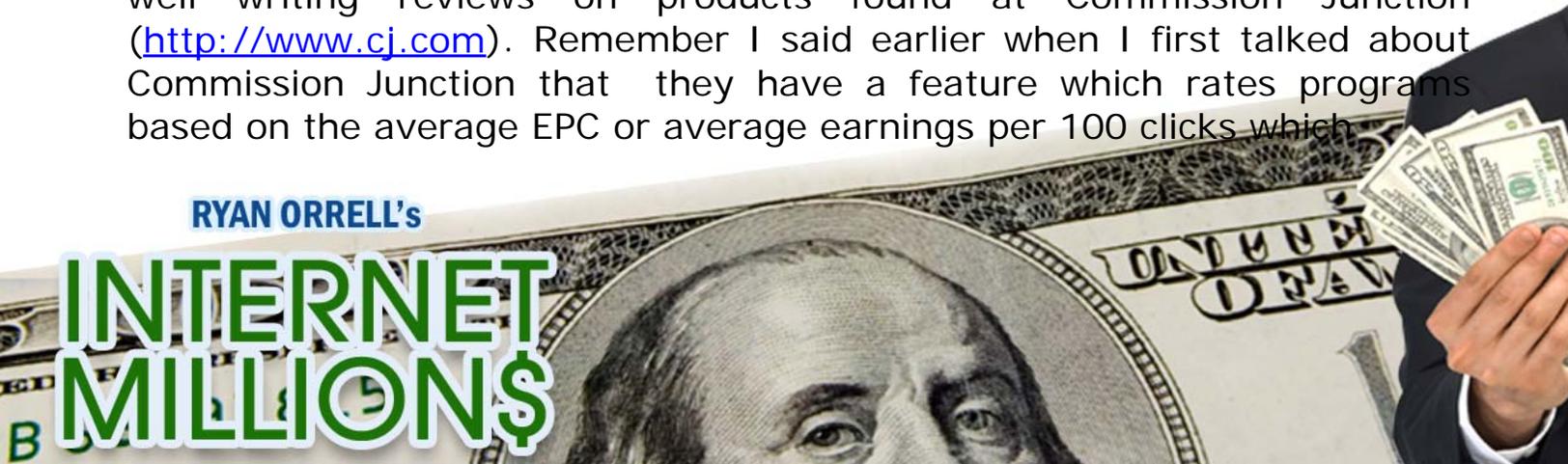
One of the main things you need to do is promote a highly popular product. You don't want to waste your time on crap products nobody is interested in buying do you? Of course not. There is actually a couple of different ways to select the hottest products on the market... both through Clickbank and Commission Junction. I mentioned both of these sites earlier in this chapter. One of the reasons I like Clickbank is because they have some of the most popular digital products on the web and with the help of a phenomenal product called CB Engine, finding the hottest Clickbank products has never been easier.

Clickbank gives information on the performance of products available in their network. This is good because you can see which products are hot and performing well on their website. The problem is that there are tens of thousands of products in the Clickbank marketplace, so weeding through all of the different programs would be time consuming to say the least. CB Engine is a software program that discovers all of the hottest programs for you automatically, doing all of the legwork for you. You'll be able to tell the newest products on the network and the hottest ones as well. Programs with a proven track record of success and what people are buying....most successful affiliate marketers will tell you that knowing which products to sell is a large part of the battle. ;-) CB Engine is extremely affordable as well. At the time of this writing they are offering 90 Days access to the program for just under \$10 bucks. Not bad at all in my opinion and it's an excellent product to boot.

I think that by far some of the hottest selling products on the web, as you'll repeatedly hear me say, are informational products, so I prefer Clickbank products in writing reviews, but I've had success in the past as well writing reviews on products found at Commission Junction (<http://www.cj.com>). Remember I said earlier when I first talked about Commission Junction that they have a feature which rates programs based on the average EPC or average earnings per 100 clicks which

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shows you if a program is proven effective or not. If you see a highly successful campaign you may choose to sign up as an affiliate and write a review on that product.

I'm a huge fan of writing a boatload of reviews. This way you're not putting all of your eggs in one basket so to speak, but rather spreading them out and increasing your chances of getting exposure and making commissions. Use the same concept with all of your reviews, but write a ton of them. I used to write 5 to 15 weekly and still do occasionally for the fun of it. => Write an honest review on your opinion of the product. Your readers must feel your sincerity and belief in the product if they are going to buy it. If you didn't really like the product and it did nothing for you personally, then skip it and go onto the next one.

One thing to keep in mind as well. When you're writing a ton of product reviews that means what? You are reviewing a lot of products and those products and programs cost money. Naturally you're going to have to buy a few, but most of mine I got for FREE. I would contact the product owner explaining I was going to promote their product heavily and very nicely asked if it would be possible to get a complimentary copy of their product. You'd be very surprised at how many you will get. It's simple. I'll gladly give you a copy of my book if you could possibly get me a number of sales. It's smart business.

In case you're wondering on how to write a review or even write an email to a product owner asking for a complimentary copy of their product, I'm going to include a sample which you are free to use as you wish towards the end of this section.

Some of the free article sites you can submit your site to are as follows:

[Go Articles](#)
[Article Alley](#)
[Search Warp](#)

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***NOTE: Many articles services DO NOT allow you to post affiliate links... however, the sites listed above DO ALLOW IT.**

I would submit each article to all of the three sites listed above and just wait for webmasters to publish my articles and search engines to index them. Before long and if all goes as planned, you should be able to log into your affiliate control panel with either Clickbank or Commission Junction and see the commissions and sales rolling in.

Let's Recap:

- 1) Use CB Engine and Commission Junction to find the product of your choice that you're going to write a review on. Either purchase it or send an email to the product owner expressing your desire to promote his/her product and request a complimentary copy to review.**
- 2) Use either Microsoft Word or WordPad to write a review on the subject that you've chosen. Make the article 250 – 300 words and optimize the article with about 13 – 16% keyword density of your main keyword. The main keyword should be the name of the product that you are promoting.**
- 3) Submit your article to the three FREE article sites listed earlier. I'd write as many articles as possible on different products to increase your visibility and chances of earning commissions.**

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Sample email to product owner requesting FREE copy of their product:

Sample Email Number One

.....Download the full version which includes pages of Professional Emails & PRODUCT REVIEWS YOU CAN USE IN YOUR EMAIL CAMPAIGNS by [CLICKING HERE](#)

D) Other Affiliate Networks

Here are a few other Affiliate Networks on the market today. Though I don't actively use any of these, I feel it's important to keep you informed. I have included basic information about each network in case you come across any of them.

1) Share A Sale (<http://www.shareasale.com>) At the time this book was published there were over 1,700 members in the Shareasale.com network.

2) Performics (<http://www.performics.com>) At the time this book was published there were over 300 advertisers in the Performics network. Performics pays twice monthly and is owned by DoubleClick.

3) AzoogleAds (<http://www.azoogleads.com>) Started in 2000 and claim to be the #1 CPA network. They guarantee the highest payouts with payments twice monthly.

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4) Affiliate Fuel (<http://www.affiliatefuel.com>) For more established affiliates with at least 90% of traffic being from within the US. Affiliates must have a minimum of 2,000 visitors per day, though they say there are exceptions for sites with quality content that may be beneficial for their advertisers. Sites also must be hosted on a Top Level domain.

5) WebSponsors (<http://www.websponsors.com>) Established in June of 1998 with over 20,000 websites in their network. They claim their affiliates produce over 1,000,000 leads each month. Websponsors affiliates earn 10% of whatever revenue the referred site makes each month.

6) Advertising.com (<http://www.advertising.com>) Owned by America Online. You can select to get paid by cost per click, cost per acquisition or revenue share offers. They also pay twice monthly and operate in the US, UK, France, Germany, Spain, Norway, Denmark and Sweden.

7) Clix Galore (<http://www.clixgalore.com>) A larger network boasting more than 4,500 affiliate programs for you to join. They have a rather basic and simple approach to affiliate marketing, and it seems easy to join the programs their merchants offer.

8) TradeDoubler (<http://www.tradedoubler.com>) For our European subscribers to the book. This is a rather large European affiliate network with operations in 16 markets and 82% growth in business from 2004 to 2005.

9) DGM (<http://www.dgm-uk.com>) UK based affiliate network with hundreds of top name merchants including RAC, dialaphone, John Lewis, Powergen, Comet, Virgin and more. They pay once monthly and offer account executives to help you and maximize your performance.

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10) CPA Empire (<http://www.cpaempire.com>) They claim to have the highest payouts with state of the art tracking and affiliate support that can't be beat. Another thing that you don't see very often is the claim of weekly payouts.

The purpose of this book is also to inform you of the pitfalls of certain programs as well. In December of 2003 Microsoft sued CPA Empires parent company Optinrealbig.com for a massive spam ring in sending millions of unsolicited emails, which forced them into bankruptcy. Be very careful!!

11) Directleads.com (<http://www.directleads.com>) Established in 1994 by Direct Response Technologies, Inc. They have hundreds of advertisers in their network and pay affiliates on either pay per click, pay per lead, pay per sale, pay per impression or pay per redeem. They claim to be very quality driven accepting less than 5% of the affiliates that apply to become a part of their network and take about 72 hours to approve new affiliates.

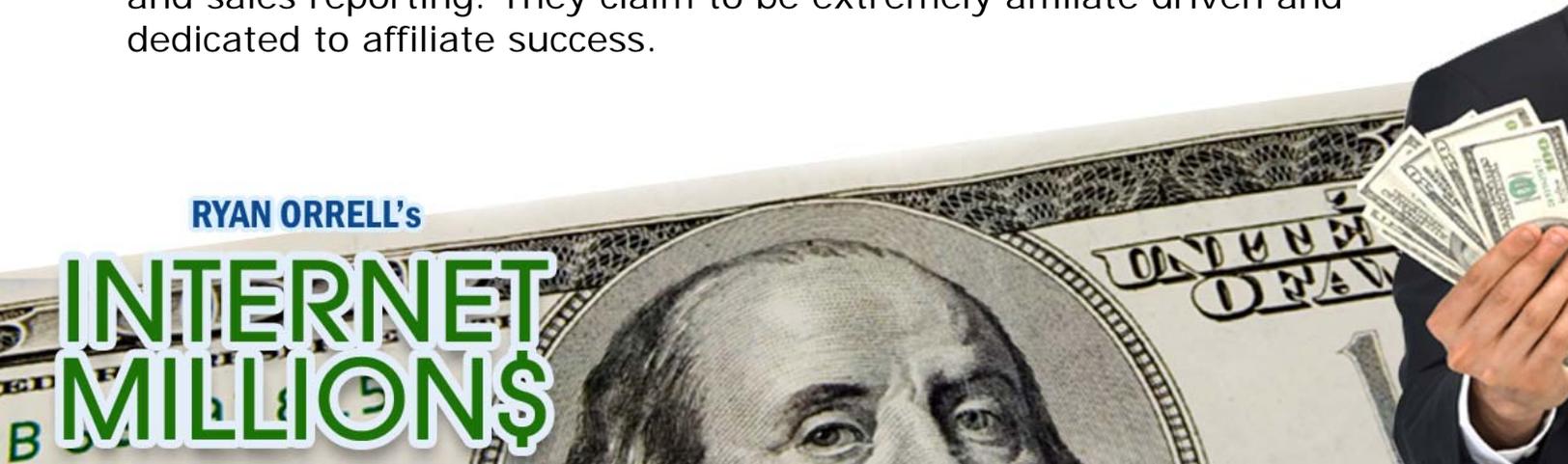
12) Share Results (<http://www.shareresults.com>) They claim to have experienced, knowledgeable affiliate employees with state of the art third party tracking and statistics software.

13) Linkconnector (<http://www.linkconnector.com>) Claim to have much more to offer than standard affiliate networks with advanced fraud control techniques. Additionally, linkconnector touts dynamic systems that help affiliates find products appropriate for their site that will perform. They offer pay per click, pay per lead and pay per sale affiliate programs.

14) AvantLink (<http://www.avantlink.com>) Developed by and for Affiliate Marketing professionals. They are a newer network providing basic merchandising tools such as banner & text ads, page views, click through and sales reporting. They claim to be extremely affiliate driven and dedicated to affiliate success.

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15) Affiliate Window (<http://www.affiliatewindow.com>) UK based affiliate program created in 2000. They have over 40,000 sites within their network primed to take advantage of cost per acquisition deals. CEO Kevin Brown has over ten years of experience in online marketing, managing several e commerce travel sites. Some larger companies are merchants of Affiliate Window.

16) Leadhound (<http://www.leadhound.com>) Purchased by the Outsmarted network in 2005 and was started in December of 1999. The current focus of leadhound is on Australian, UK and US markets. They have over 250 cost per click, cost per action, cost per lead, cost per sale and cost per impression campaigns. Commissions are paid each month and they guarantee payments with real time tracking.

17) Affiliate Cop (<http://www.affiliatecop.com>) Launched in June of 2002. Payments are sent out monthly via pay pal with a \$50 check minimum which isn't uncommon in the industry. This network seems to be smaller and the website isn't very comprehensive on their offerings.

18) Fine Clicks (<http://www.fineclicks.com>) As of February 28, 2003 Fine Clicks started operating as a division of ShareaSale.com, Inc. They have detailed statistics for your website, and a simple interface for you to get started immediately. They claim to have outstanding fast support. Their programs include pay per click, per sale, and per lead programs.

19) Dark Blue (<http://www.darkblue.com>) The network currently boasts more than 12,000 affiliates producing over one billion impressions per month. Advertising is strictly cost per acquisition on Dark Blue. They offer more than 130 different affiliate programs.

20) Fast Click (<http://www.fastclick.com>) Owned by ValueClick. They are a smaller network that touts themselves on thoroughly screening potential affiliates with high quality control.

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3.

Websites That Sell

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Products That Sell

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5.

Pay Per Click Secrets

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Pay Per Click Advertising (commonly referred to as PPC Advertising) is an untapped gold mine on the internet today. As with a lot of things here in the book, I'm going to start off assuming you know absolutely nothing about PPC Advertising, so if you are familiar with

PPC, bare with me. We'll get to the good stuff in a minute.

PPC ads are typically displayed as the first three or four results at the top of a search page with a colored border around them marked as "Sponsored Results". Then the rest of sponsored results typically run along the far right hand side of the search page as well.

PPC advertising is a form of advertising that can make you a ton of money. There are many advertisers on the web today that just out and out ignore this incredible tool and do not diversify their advertising dollar. Many think it's too expensive for them to do...touting that it costs way too

much. They are in part very correct. It can be VERY expensive to do but by being smart you can actually be very competitive in your bidding and do it for a fraction less than most.

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A) How it Works

An advertiser takes a keyword (a keyword is a search term a search engine user is likely to type in when searching for a product...for example: true religion jeans for women) and bids on it. It's an auction type method and whoever bids the most comes out in the number one spot with Yahoo!.(Google uses a slightly more complex algorithm in determining how results are displayed and we'll get to that later.) Then two, then three and so on down the list accordingly and when the search engine visitor clicks your ad they are sent to your site.

The two major players in the industry are Yahoo! Search Marketing (formerly Overture) and Google! We are going to cover each program in depth within this chapter. There are a few other PPC companies as well and I will list a few of them towards the end of this chapter but it's been my experience that the traffic is not near as high quality as Yahoo! Search Marketing or Google.

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6. Search Engine Optimization (SEO)

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Ok...now let's start talking about the Search Engines and SEO (search engine optimization). After all, search engine traffic often accounts for 75% or more of a site's traffic so this is one area that is generally crucial to a site's success.

I'm going to start off assuming you know absolutely nothing about seo, so if you are familiar with SEO, bare with me. We'll get to the good stuff in a minute.

The first thing you must understand is the basics for how a search engine, any search engine works.

Search Engines or "spiders" work by visiting URLs and indexing the content of that URL. They try and sift through all the actual formatting code of the URL in question and get to what the page is about. They do this by analyzing various elements of the page.

Most people I talk to on a day to day basis assume you stick a keyword in your title tag or meta keyword tag and you're done. WRONG. Thanks for playing.

This may have worked 5 or 6 years ago, but today's engines have evolved far beyond this level. Today's engines easily have 100 or more different elements they look at when ranking a page for a specific keyword or keyphrase. They use dizzyingly complex algorithms designed to identify the topic of the page.

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Don't worry, you don't need to know all 100+ elements or be a mathematician to beat the engines. You simply need to know the basics and let the rest take care of themselves.

So...all that being said, let's get into some of the basics of SEO.

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