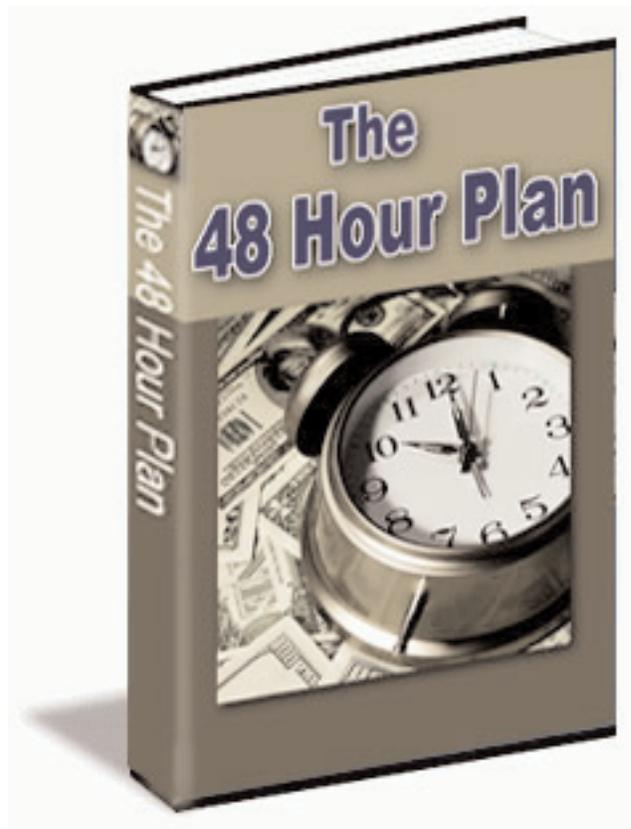# The
48 Hour Plan

*From Inspiration to Launch
in 48 Hours*

The 48 Hour Plan
Introduction

Welcome to the **48 Hour Plan**. I called it the 48 hour plan because that's how long it takes me from the first flash of inspiration to having a web site up and running live on the internet. Over the last few years I have created dozens of web sites. Sometimes I wake up in the morning with a new idea in my head and by midnight it is up and live on the web. That is how it has worked for me. The tips and techniques I outline will help you put the whole process on speed dial.

Before you try and make money off Adsense or some affiliate program you must have a website and you need to have it indexed by the search engines. No matter how many $97 programs you buy or download nothing is going to happen unless you are up and live on the internet.

The techniques I describe have worked for me. Everyone has their own opinion on how things should be done, what programs to use, and different ways of doing it. Do I have all the perfect answers? Probably not. Is there a magic bullet that will do it all at the push of a button. I haven't found one yet. Some of the big boys may have you convinced that for $997 there is. As a little guy there are things you can do to make the whole process easier and quicker. As you know internet marketing is an ongoing learning process. Even the big gurus are constantly learning. I hope that you find these tips and techniques useful and can put them to use in your own web marketing plan.

Tools

Everyone has their own suite of tools they like to use. There is an over-whelming array of programs that promise you the moon but usually fall short. Free programs usually have severe limitations and under deliver. These are two of my favorite free tools I use most and if you don't have them already I suggest you download them. Check at the end of this report for a complete list of resources.

Good Key Words—a free program that creates keyword lists for your and a lot more. Easy to export to text file or other program. Also includes a misspelling generator among other tools.

Domain Name Analyzer –A great free program that will generate hundreds of domain names. Give it a keyword and it will it will add a suffix or prefix to the keyword to generate some great available domain names. Anyone who says there are no good names left hasn't used this program.

Day One
Research time 1-4 hours

Before starting any project you need an idea. I don't know how I come up with ideas, they usually pop in my head and I run with it. Often I think of something upon waking or while I am in the shower. Now if ideas don't hit you like that then you need a way to brainstorm. The more you brainstorm, the easier it will be to come up with new ideas.

The internet is full of ideas, it is just a matter of narrowing it down. Chances are you have some idea in the back of your mind, you just don't know what to do with it. To find new ideas you will need to do a little digging. In the past for example I have searched Google's Froogle to find out what people are searching for to buy. I have come up with several good niches this way. That is just one source you can use. Others include Ebay, and Amazon. Find out what is popular, what are people buying, what are they interested in. If you see something interesting ask yourself why? Why are they searching for that? Why are they buying that? What is so interesting about it that 40,000 people searched for it last month?

Search any article directory. Don't look at what the top authors are writing about, look at the most popular articles. What are people read-ing? What are they interested in? Someone could write hundreds of articles but if no one is reading them what good are they? Look at the social bookmark sites for what people are bookmarking. If several hun-dred people bookmark a site, that is a good indication you should look

into it. If you have kids what is hot with them? What are all the kids interested in? I have learned a lot from my 8 year old. Everyday it is some new must have item. There is the old standard of reading forums to see what questions people are asking. I was looking for some new forums related to my newest website. When I started reading some of the posts, an idea for a new ebook popped into my head.

Do you stay up on the current news? I created a website around a small article I read a year before it became front page news. I was months ahead of everyone else. Your eyes and ears are your best research tool. Watch people, see what they are buying, watch what they are wearing. Ask store clerks what is popular. Read trade publications, you can often pick up on things before they become mainstream. The world around you is the best tool for finding new niches. The less you follow the herd the greater chance you have at hitting a home run.

When you have some ideas, plug in some keywords in the search engines to see what comes up. Do a search at inventory.overture.com This will tell you what search terms are using and how many searches are done each month. I always drop down the list to see what search terms come up 2500-8000 times a month. This can give you some excellent ideas for niches.

Check out the competition. What are others offering and how can you do it better, faster or cheaper? If someone is publishing an ebook on xyz, can you write a better book on the subject? Or promote it better? Through out business history someone has come up with a great idea. As soon as it hits the market dozens of imitations show up. You need to be quick and take advantage of the market before someone else does.

Research can take you from a good hour to several hours. The time you spend will be well worth it. This is your starting point. You don't need to spend hours on keyword research. Keyword research is over rated. You can build your keyword lists from Overture and Google and that will give you what you need to build your site.

Domain Names
Less than an hour

Now that you have an idea that you want to run with, you need a domain name. Dot com names are always a first choice. Names without hyphens are also the first choice. The shorter the better but chances of nailing a one word domain name are slim to none unless you want to pay a million. Having a keyword in your domain is also desirable. If you run a golf site, fredsgolfworld is a lot better than fredsapplepies. This is where Domain Name Analyzer comes in handy. It can generate hundreds of available domain names in minutes. No need to keep trying different names trial and error style. Look over the list that is generated and pick the ones you like best. You will be surprised that some of those names are available.

Buying a domain from someone may be a good idea if the price is right. Most domains these days are not worth more than $100 and most are worth a lot less than that. I bought a good domain off Ebay awhile back for $10. I thought that was a fair price.

Once you have you domain name, you need to register it. For years I registered names at itsyourdomain.com. Great service, easy interface but they are twice as expensive as other sites. If you only have a few names I would highly recommend them. If you have a lot of names then there are other options. I currently have most of my name registered at registerfly.com. The prices are good, every couple of weeks they have a sale and .com names can be registered for $6.99. But I find them very frustrating. Their interface is poor, hard to navigate. Support is fair. I have had them park my domains even though I had changed the name-servers. GoDaddy is popular and I have a few names there but I have heard some people have had problems. Namescheap and 1and1.com often come up as good places to register.

Be sure you always have total control over your domain names. Take advantage of any extra privacy protection they may offer. Some will offer whois protection so that spammers can't get your contact info and if you lock your domain, it makes it harder to be hijacked.

Hosting

Everyone has their own opinion on web hosting. If you plan on running multiple websites and setting them up as quickly as possible you need a reliable reseller hosting account. A reseller account will allow you to quickly create websites. You sign up with one main domain, then through the web host manager you can set up other domains under that main domain. I have been using ValuHost for several years. I can host unlimited domains. It cost $30 a month. They have provided excellent service and have never had a problem. There were a couple of times when they had some downtime which made me realize if they went down I am out of business. So I signed up with resellerzoom.com and run my other sites off of them. They are actually a little less expensive and still offer all the services I need. As a 3rd option I now have an account at hostgator.com. I don't have a reseller account but can still create unlimited domains. The feature they all have is cpanel for managing the domain. Cpanel is a web standard and allows you to set up databases, set up email accounts, check stats and much more.

I have my own name server at valuhost and resellerzoom. Your own nameserver allows you to assign your domains the dns settings such as ns1.yourdomain.com or dns1.yourdomain.com. It is not a requirement but I like to have as much control over my domains and websites as possible. The advantage of having your own nameserver is if someone does a whois search they will see your company listed and not the company you host with.

You may be wondering why I now have 3 web hosts? It spreads my risk, If one goes down I don't lose my whole business. It also puts my websites on 3 different ip's. That way I can link my sites just as if I was linked to someone else. So a new site can be linked to one of my established sites with a higher page rank instantly creating a quality backlink.

The time to register a domain name, change dns, create account and go live can be done in less than a half hour. Sometimes I am surprised how fast it goes. Once I have a domain registered and dns changed , I go into my web account to create a new account for that domain which only takes a minute to create, I then check the domain in my browser and it usually comes right up. Sometimes it will take a little longer to propagate but usually its pretty quick. Once I know it is live I can start uploading my web pages to it.

How to Run Multiple Websites
You may want to read this over a couple of times

Trying to set up and manage one website can be daunting in itself. When you start building numerous websites it can become a nightmare. The following are a few tips and techniques that may help you get things under control and keep everything running smoothly.

When you start building multiple websites to increase your Adsense or affiliate revenue base, how do you keep it from getting out of hand? The first thing you need to do is have some consistent ways on how you set up the account from the beginning. Having a reseller hosting account helps keep your server needs under control. It will also allow you to set up and maintain different websites quickly and easily. Have a consistent way of creating the user name for each account such as user name = yourdomain123. And then have a common or very similar password for all accounts. That way you won't need to memorize 10, 20 or 100 separate passwords. Even if your websites are about totally different subjects they can still share common elements such as legal and privacy notices. Keep a folder of common elements you can cut and paste into your web designs. Cut and paste are your best friends.

If you are running multiple websites, email for each one can quickly get out of hand. You can set up email accounts for each website through cpanel and then have that email forwarded to one central account. For example you could create an email for support—support@yourdomain.com. Then that email would be forward to a central account such as a Google gmail account. You could create separate folders for each website, then you would be able to view all your support email at once instead of logging into all your accounts separately. The same could be done for sales, questions, help, etc. You can also set one up for submissions to search engines and directories. You may still need to log into each email account from time to time to clear things out.

Set up a basic webpage that has all your websites and accounts listed. Have a link to each website, cpanel or other control panel login so you can quickly get to each site. List the site descriptions, keywords and urls so you can cut and paste when submitting to directories and search engines. This page should be kept on your local hard drive and opened as a file through your browser. Bookmark it to the top of your bookmark list for easy accessibility. **DO NOT** load this webpage to any webserver. The last thing you would want is for the search engines to spider all your private information.

Print out a list of all your different websites so you can post it by your computer for easy reference. As you are submitting to various directories

and search engines it is easy to forget a website or two. If you have a list in front of you, it is easy to remember, especially if you are running dozens of sites.

On the next page is a page you can print out for reference or you can design a page to suit your needs. Keep this in a folder for each site. Information can include domain name, user names and passwords, scripts installed, server installed on and any other information you need to reference. Printing out a hard copy and keeping it in a folder or note-book will help you recover in the event you can't remember your user names or passwords or system failures or crashes. It also helps when you need to remember what scripts are installed if you need to reinstall.

On your hard drive keep a consistent folder structure for each website. That could include folders for html documents, graphics, common ele-ments, articles, scripts, downloads, etc. Of course always make backups. Depending on how many sites you are creating and how often you make changes, you should make a back up fairly often. There is nothing worse than losing all of your hard work not to mention your whole business. One note is that in the event your local hard drive crashed and you lost everything, your website is still on your server so you will have all the files there with the exception of original graphic files and possibly scripts that have been uploaded.

The key to running multiple websites is consistency. It is too easy to run in a hundred directions at once and try something different on each web-site. When that happens, everything will spin out of control very quickly and you won't be able to keep up. Instead of increasing your revenue you will be wasting more energy trying to stay on top of everything. Keep it consistent, streamline your everyday maintenance and run more efficient.

Website Log

Website: _____

Domain Name: _____

Where Registered: _____

Hosted: _____

cPanel Login: _____

User Name: _____

Password: _____

Emails: _____

Scripts Installed: _____

Script Path: _____

Script Notes: _____

Keywords: _____

_____

Description: _____

Notes:

Website Design

Web design is an ongoing process. For some it comes easier than to others. I have been working in web design for over 12 years and am still learning new things. I have mainly used Dreamweaver and Go Live for web design. But I am always looking for an easier and faster way to do it. There are many options available. Some web hosts offer an online webpage creator. On the pc there are programs such as Frontpage. Xsite Pro is becoming a favorite of many for creating sites quickly and easily. From what I have seen, while it seems to work it creates some pretty ugly html code. I don't know if that is causing any problems or not. Also check out a free program offered by nvu.com. Link on the resource page.

For those not well versed in web design you may be tempted to buy premade templates. They can work but you still need to know enough to be able to go in and make changes to customize it to your site. Don't be fooled into "push button web design" Once you are locked into someone else's design it makes it harder to customize it to your liking and all of a sudden your sites look like a hundred of others. Spend some time getting to know at least the basics, take apart other web pages to see how they are built. Every web designer has done this at one time or another to learn new tricks and techniques.

There are a number of software programs that will automatically create pages and pages of content for you. The problem with these programs is they create hundreds if not thousands of pages of duplicate content. They leave fingerprints that tell the search engines this page was machine generated which make it easy for the search engine to locate these pages and ban them.

Most of my websites tend to be pretty basic so they don't take hundreds of hours to create. I almost always start with creating graphics for my site. I highly recommend Photoshop Elements for creating your graphics. The higher priced version of Photoshop is an graphic industry standard. Photoshop Elements gives you many of the same features for a much lower cost.

For example creating a header couldn't be easier. I usually create a file that is 700 x 150 pixels. Elements has a number of preset layer styles. I use those to create backgrounds for the header and then add a text layer. Time involved, less than an hour. Always save the original as a Photoshop file, that way you can go back and edit it. Also many graphics that come with PLR packages include the .psd file so you can edit it.

I usually use the header graphic to set the color theme for the website.

Building your website and adding content is the most time consuming portion of the 48 Hour Plan. Some web designers can spend weeks getting a website up and running. Keeping things simple allows building the entire site in 2 hours up to ten hours, all depending on how big of a site you are building and how much content you are adding. If you organize all your elements before hand it goes much quicker. Also building on previous websites you have created allows faster page creation. No need to reinvent the wheel each time.

Make sure you web pages have correct meta tags, and titles. With out a title your page will not get indexed and relevant Adsense ads won't be generated. There is much theory as to relevance of meta tags, titles etc. There is a need for h1 tags and where they are placed. As search engines spider you site your most important keywords should be set in h1 tags. These are the first steps to search engine optimization.

Once you have your website created, you need to test the hell out of it. Make sure all your links are working. Make sure your forms and email work the way you want them to. Check it out in a couple different browsers to make sure it is as cross platform compatible as possible.

Content

The type of content you add to your sites depends on what your site is about. Adding relevant articles will help you build content. Here are a few tips on article content. Pulling articles from article directories will give you content but that article may also be on 300 other sites. You can use PLR articles but again most people are lazy and never change the article, so the same private label article is on 500 sites. Before you use any PLR article do a search for the exact title and see what comes up. You may be surprised. You can use various programs to change or spin the article into something else but you will probably still need to tweak it to make sure it makes sense.

Most people have Microsoft Word on their computers. You can use some of the built in features to change articles. Search and replace is a great feature. For example if you have a plr article on boats but you need an article on cars. Use the search and replace feature to change the word boat to car. From there you can make some easy edits and have a new article! You can easily cut and paste between articles to create new articles. Be sure to always spell check and read it over carefully before placing it on your website or submitting it to an article directory. When creating articles for submission keep it as close to raw text as possible. It will be much easier to cut and past between programs and if you are submitting to article directories the formatting won't get messed up and will fit in to the article directories formatting guidelines more easily. It will also make it easier for others to republish it.

Original articles are still the best. I can usually turn out a 400-600 word article in less than an hour. Now some people will take much longer. If you can talk better than you write or have problems writing articles, consider investing in speech to text software. This way you can dictate your articles, load them on your computer, make needed edits and there you have your article. You can do this while you drive or engaged in other activities. The software has gotten better and is better able to recognize your speech and convert it to text.

These type of sites are probably going to be static html sites. If you are looking for more interactivity you will probably be running some type of script. PHP scripts are the easiest to install and run. You can have them installed for you or do it your self. Most are not that difficult but it does take some know how. They are never exactly how you want them, so there may be a lot of tweaking and refining to get them to where you want them. Obviously this type of programming is going to take longer than 48 hours. If you need some specialized type of site and are looking for a script try going to hotscripts.com. Tons of scripts, most you pay for but many are free. When you are doing your search add "free" to what

you are searching for. One tip for scripts is always work off of copies. If you need to make changes save that file as a copy, that way if what you did screws up the script you can go back to the original.

One of the nice things about having a host with Cpanel it usually comes with Fantastico. This is a list of scripts that can be installed for you automatically. They include many useful scripts including "Word Press" the standard in blog software. Also included are scripts like shopping carts. Fantastico allows anyone to install a script.

By the end of the first day you should have registered a domain, set up your web hosting account, created a website, uploaded it to your server, and tested all the links and function of your website.

Now you can go to bed.

Day Two

Now the fun begins. Today is devoted to spreading the word about your website and getting it indexed as quickly as possible. These steps have worked very well for me.

Site Maps

The first thing you need to do is create a site map for Google. You can do this by going to www.xml-sitemaps.com this is one of the easiest sites to use and will create a site map for sites of up to 500 pages. You enter in your web site address. It will then create an xml file for you. Save this file and upload it to your server. You then go to your Google webmaster account and add your site map. If you have an Adsense account or gmail account you have a Google webmaster account. You tell Google the location of the xml file. You can also verify your account so you can access more stats from Google. Google will crawl your site within a few days.

Website Submission

Once I have a new site up and running I go to www.freewebsubmission.com and use their free submit. I check off Google but submit to the rest. This is just a quick way to get the ball rolling. You will notice they also have a list of other directories and search engines. I always submit manually to MSN. You can also submit manually to several of the other directories. It may take a few days or several weeks for them to crawl your site but again this gets the ball rolling.

This starts to cover the basics. If you were to search for your website in Google the next few days you may start to see links show up but if you want to see more, more quickly then you will need to follow the next steps.

Social Bookmarking

A few months ago a created an ebook on Bird Flu. My site was already indexed but when I searched for "**free bird flu ebook**" a couple days later not only did it come up, it came up number one. If you do a search on the above term you will notice it is still number 1 in Google. It took a while for the link to my site show up in the number 1 spot. But what came up first after only 2 days was a bookmark of the page at Blinklist.

Blinkslist is just one of a number of social bookmark sites that get crawled and indexed by Google on a daily basis. There are over 150 social bookmark sites. The ones I have had the best luck with in helping

get indexed are blinklist, furl and digg Blinklist seems to add a link under every category you tag. So if you add 10 different keyword tags you have a listing on 10 different pages in Blinklist. Google tends to only show the first one but they do index the rest.

The easiest way to start social bookmarking your sites is go to **Socialize-it** or **ekstreme.com/socializer** Both offer a similar free service that allows you to bookmark a page on multiple sites. You will first need to create accounts at all the different sites. That may take a couple of hours. I suggest using the same user name and password for simplicity. Once you have accounts set up it is just a matter of adding Socializer-it or Socialize this to your browser toolbar. Then when you want to bookmark a page, you click on your toolbar, it will bring up a page with all the sites. You click on each one and the information is pre-filled for you. Once you do it, it is very easy to understand. Within 24-48 hours you will see your link in Google. Of course if others find your book-mark interesting they may bookmark it also and it could drive a lot of traffic to your site in short order. You can also add their button to your webpages so others can easily bookmark your websites.

In addition to the above bookmark sites, I bookmark to **My Yahoo.** I have read doing this helps index your site faster at Yahoo, sort of a back door into Yahoo.

Google Notebook

If you thought social bookmarking was fast try setting up Google Notebook. Google notebook allows to you highlight text and save it to your notebook. A handy tool, but here is a secret, if you make your note-book public, Google indexes your public notebook—in one day. You can add dividers in the notebooks. There may be some advantages to this and how Google indexes the notebook. Since notebook is still new watch for more information on how to use it.

Craigslist

If you have never used Craigslist you are missing out on a great resource. Craigslist has classified ads in all 50 states and major cites. It is free to post except for jobs in 3 or 4 cities where they charge for list-ings. Now most of the ads are for local services and products. The rules are you shouldn't post multiple times in the same category or multiple cities or the wrong category. If you try and spam you will quickly be flagged and deleted and your ip can be blocked. Craigslist is indexed on a daily basis so if you place an ad it will show up in Google within days and can stay there for months. Ads posted to the largest cities are rotat-ed off every 7 days. Smaller cites get rotated off in 45 days. I have

found my pages still indexed by Google months after they were rotated off of Craigslist. Generally any opportunity type of ad is only accepted under small business services.

Craigslist can be great for getting indexed and driving a fair amount of traffic to your site. The problem is they have really tighten up the rules and will catch you very quickly if you post too many ads too quickly. You can still play within the rules if you follow a few tips. Don't try posting the same ad to 30 cities within a short time frame. You will be notified you can't do that. If you post multiple ads there is a great chance your ip will be banned to the point you won't be able to access craigslist at all. Don't go on a posting frenzy. It won't work. If your ip gets banned it takes about 48 hours for it to clear out.

When posting multiple ads, make the titles different in each ad. Change the wording on the body of the ad and use different links to your websites. You should also use different email addresses. Once way to do that is on your website email you have a general email account. Any mail addresses to whatever@yourdomain.com will go to one catchall account. So the first posting email could be xyz@yourdomain.com, the next posting could be 123@yourdomain.com, etc. This way all the mail will come to one folder. You can then approve each posting.

Don't get me wrong, I am not suggesting you spam the hell out of craigslist, because they have too many safeguards in place to prevent it but you can use it to your advantage and fly in under the radar. Post a few ads one day, and a few more a few days later will also help you from getting banned. Posting on a semi regular schedule will help continue to drive traffic to your site.

If you follow the above tips your site will be indexed within the next few days. From there it is a matter of following more traditional link building and traffic generation methods.

Building Links

If you already have several websites or blogs up and running, you can add links from those sites to your new website. You can use the old standards of posting to forums and directories. If you want to spend some time posting to directories you can download a free program called Automatic Directory Submission Tool from linkdirectories.org. It has hundreds of directories in its database. It allows you to submit to those directories manually while having the requested information pre-filled. So it saves you from retyping the same information over and over. This is one of 2 free tools that work in a similar way.

Some say link exchanges are dead. They may not have the same weight they once did but I believe they still are useful. After trying out several link exchanges I have found the linkmetro.com is one of the better ones. Once you set up an account you can find link partners, Add their link to your website and then the can approve you or not. And the same goes for you. You have the ability to approve or disapprove any link partner. Sometimes it takes a long time to hear back from a link partner but if you have a good link you should hear back fairly quickly. Link exchanges that have you add some java script to your page so that it creates a directory on your site can hurt more than it helps.

Article Writing

Article writing is a good way to build back links or so they say. I run an article directory with over 5000 articles and 1200 authors. I reject more articles than I receive. Many of the articles I receive are poorly written, contain too many spam links and worst of all they don't have links to their websites that work.

If you are going to write articles, write good quality articles that people want to read. Share useful information. This is the reason others will publish your articles on their websites. That is how you truly build back links. Churning out crap articles that will never see the light of day is a waste of your time. Articles should not be one big advertment. Good articles should be at least 400 words up to 800 words. Two paragraphs do not make an article. And you are not writing a novel. Titles should be at least 3-5 words and no longer than 10 words. Make it catchy! A boring title will not attract attention. Use the WOW factor. When someone is done reading your article they should say WOW, I didn't know that before, or WOW that was a great article. The number one rule in writing is to write for the reader. If you are only thinking of yourself and how many links you can build you shouldn't be writing articles. And make sure your links work! Without a link that clicks to your website you will miss out on tons of traffic.

Blogging

Another way to build links quickly and get your site indexed quickly is posting to your blogs. You can either host your own blog using word press or sign up for an account at blogger.com. Once you create an account at Blogger.com you can create several blogs under that account. By posting links to your websites in your blog you can quickly create some good one way links that get indexed very quickly. You also need to submit your blog to services such as pingoat.com. They will ping all the directories at once. Getting mentioned in a popular Blog can boost the traffic to your website very quickly. One of my sites was mentioned in a popular blog and I had 3600 visitors in 2 hours and earned $70 in adsense that quick.

List Building

As you probably have heard having a good list is of utmost importance. I good list allows you to email your customers to announce a new website or new offer. We all get regular emails from the big boys. Do you read them? After awhile you probably do. Why? Because they have built up your trust by offering you products and services you can use. Have you ever stopped and thought about the size of their list and how valuable that can be?

Put it this way. If you had a list of 255,000 names and emailed your latest new $97 dollar offer. And if only 1 percent responded and bought your product. How much could you earn? Try $247,350. Now I am sure they would tell you that's not how it always works. But over time who knows? There is a reason we all get emails on a regular basis offering the latest and greatest. Even on a much smaller scale having a good list can be very profitable.

So how do you build a list? First it has to be a opt in list, meaning the people you are mailing to must request the information. This means you need to have some type of sign up form on every website. If you want to give something away or have them sign up for something, you need someway to capture that information. Once they confirm their email, then they will be opt-in to your list. One way to get them to sign up is by offering something for free. There are enough free products around for you to find something to give away.

There have been several JV gift giveaways lately. You can become a partner by signing up and giving something away free. You get a lot of sign ups because everyone else who is giving something away is also marketing to their lists. A good secret on these types of giveaways is to offer something unique, something no one else is giving away. Either create your own giveaway or repackage some PLR product so it looks unique.

I have been using **Aweber.com** for my list building. Their emails get delivered saving you from spam complaints. They have easy to create web forms for signing people up. You can create unlimited autoresponders and broadcast emails. At first I found them a little confusing but the more I use them the easier it becomes.

You can also build your lists by running your own directories or forums.

To get your site indexed the quickest:

Google site map
Google notebook
Bookmark at social bookmarking sites (blinklist, furl and digg for sure)
Post on Craigslist
Add links in your blogs pointing to your new sites

Next Steps:
Submit articles to article directories
Post to forums
Post to directories
Exchange links with relevant sites
Build your lists

By the end of day two, you should have a fully functioning website and an excellent start to having it indexed by major search engines. From there you can continue to submit your sites and build traffic. Stay away from crap traffic such as traffic exchanges, ffa pages, pop unders and all the other stuff various websites promise you. If it sounds too good to be true it is.

Now that you know the **48 Hour Plan** you can put it to use building new websites. Use the indexing techniques on your other sites and watch your page rank rise.

The 48 Hour Plan is not meant to be an end all for website creation and promotion. But it will help you get your sites up and running faster. Every month there will be a new plan for faster and easier website creation and the millions you can make. You can keep spending $97 for everything that comes along and following the herd or you can stick to the basics and quietly create your own empire. Review the resource section for links to other sites that will help you as well.

Resource List

Domains
http://iyd.com/
http://www.godaddy.com/
http://www.registerfly.com/
http://order.1and1.com/
http://www.namecheap.com

Hosting-hosts with the best reseller plans
http://www.valuhost.com/
http://www.resellerzoom.com/index.shtml
http://hostgator.com/

Automated Directory Submission Tool-semi-automatic directory submission tools
http://www.linkdirectories.org/automatic-directory-submission.html
http://www.digixmas.com/

Social Bookmarking Sites-Automatic submission of social bookmarks
http://www.socialize-it.com/
http://ekstreme.com/socializer/

RSS Button Maker-Add rss buttons to your website
http://www.toprankblog.com/tools/rss-buttons/

Free Keyword Tool
http://www.goodkeywords.com/products/gkw/
http://dombom.com/keywordarmory.html

Domain Name Analyzer
http://www.domainpunch.com/products/dna/

Website and Blog Submission
http://www.freewebsubmission.com/
http://www.pingoat.com/
http://pingomatic.com/

Google Site Map
http://www.xml-sitemaps.com/

Article Directories
http://www.articleboy.com
http://www.isnare.com
http://www.goarticles.com

Free Advertising Forum
http://www.northstarinternet.com/index.php

Link exchange

http://www.linkmetro.com/

Big page of webmaster tools

http://www.tuelz.com/bigpage.html
http://www.seochat.com/seo-tools/

Free complete web authoring system for linux, windows and mac

http://nvu.com/index.php

Free photo editing program for windows

http://www.gimp.org/windows/

Free office suite

OpenOffice.org is a multiplatform and multilingual office suite and an open-source project. Compatible with all other major office suites, the product is free to download.
http://www.openoffice.org/

PHP Scripts

http://www.hotscripts.com

Unlimited Autoresponders and Lists Management

http://www.aweber.com/

Dragon Naturally Speaking-Speech to text software

http://www.nuance.com/