



Keyword Site Builder Profits

a guide to using KSB to drive traffic
and earn maximum profits.

by Phil Wiley
author of [Mini site Profits](#)
and the free weekly newsletter [Letter From Phil](#)

Contents

The importance of harnessing the awesome power of KSB.
What can you use KSB for?
Affiliate programs – deciding which ones to promote.
Domain names – one domain or many?
Quick Start Guide to using KSB
Customizing your web sites.

The importance of harnessing the awesome power of KSB.

This section is VERY important. Please read it.

As you're probably already aware, [Keyword Site Builder](#), is the most powerful site building tool ever released on the Internet – and as such it's wide open to abuse.

The danger, of course, is that because of the speed that [KSB](#) allows you to build sites, people will throw up hundreds of quickly built web sites, which will dominate the search engines and annoy other webmasters who will do everything they can to get the sites banned.

Because of this it's **very important** that you use the built in editor (or your favorite site building software) to do some personalization of the sites you build.

And that's not the only reason.

Our extensive testing has found that the sites which perform best are those we've taken some time (no more

than a couple of hours) to work on the words and add a few pictures.

What KSB does best is build a site perfectly optimized for good search engine positioning.

It uses a huge, and growing, database of generic articles to generate a site with optimized keyword density.

It then links the web pages together in a way that thorough testing has shown to be the most efficient for good search engine placement.

Plus the built in Link Co-op, designed in a way not to fall foul of Google's anti link farm rules, furthers your chances of getting your site ranked high.

The sites, as automatically built by KSB, rank well because of the above factors: keyword density + internal and external backward linking.

They're built around the theories I've been teaching in my [Mini Site Profits](#) book, and the linking strategies detailed in Michael Campbell's [Revenge of the Mininet](#).

The high ranking the sites can, and do achieve, means that you're likely to get a flood of targeted traffic to your site.

But...what the KSB don't do well – as they stand – is convert that flood of traffic into many sales. Don't get me wrong, they do ok at conversion (quite often because of the way they can be set to directly pop up the merchant site you're linking to as an affiliate, but the conversion rates they seem to produce are nothing special.

But tweak at least the first 4 or 5 pages and you can send your conversion rate through the roof.

More on this further down.

First, here's a second thing to be aware of.

Like it or not, it's going to take 3 or 4 months before your sites are properly established in the search engines.

And during that time they're probably going to drop in and out of Google, and perhaps the other search engines.

So don't worry. This is perfectly normal. It happens with every site and not just those built with KSB.

When this first happened to us we panicked. We thought we'd done something wrong, but that wasn't the case at

all. and all the sites we built 3 or 4 months ago are now ranking well.

So you've got to be patient.

It's hard, I know, but that's the way search engines work. It's quite normal for Google to add new pages or web sites very quickly these days. But it is also very normal for your new site or page to vanish after a few days or weeks.

This does not mean that your site has been banned or penalized. It's just something that happens while the search engine is working out where to rank your site.

So don't expect quick results.

Example:

when we first started beta testing KSB I built a site promoting a couple of affiliate programs selling treatments for hemorrhoids.

I did it for 2 reasons.

1. Because plenty of people search for hemorrhoidal treatments or cures, and I figured many people are too embarrassed to walk into a drug store to ask for a cream or other treatment.

2. Because I wanted to say I'm making "piles of money." 😊

So what happened with this site?

Well I added it to Google using the [addurl link](#) and within a couple of days it ranked in the top 5 for a number of search terms and I made several sales.

Wow!

I was over the moon.

But then suddenly, a few days later, sales dried up. and I found that the site was no longer to be found in Google.

Two weeks later the site appeared again in Google's Top 10, the hit counter went crazy and it immediately started making sales again.

But about four days later it vanished once more. In fact, it took almost 3 months for it to stabilize and cement it's Top 10 position.

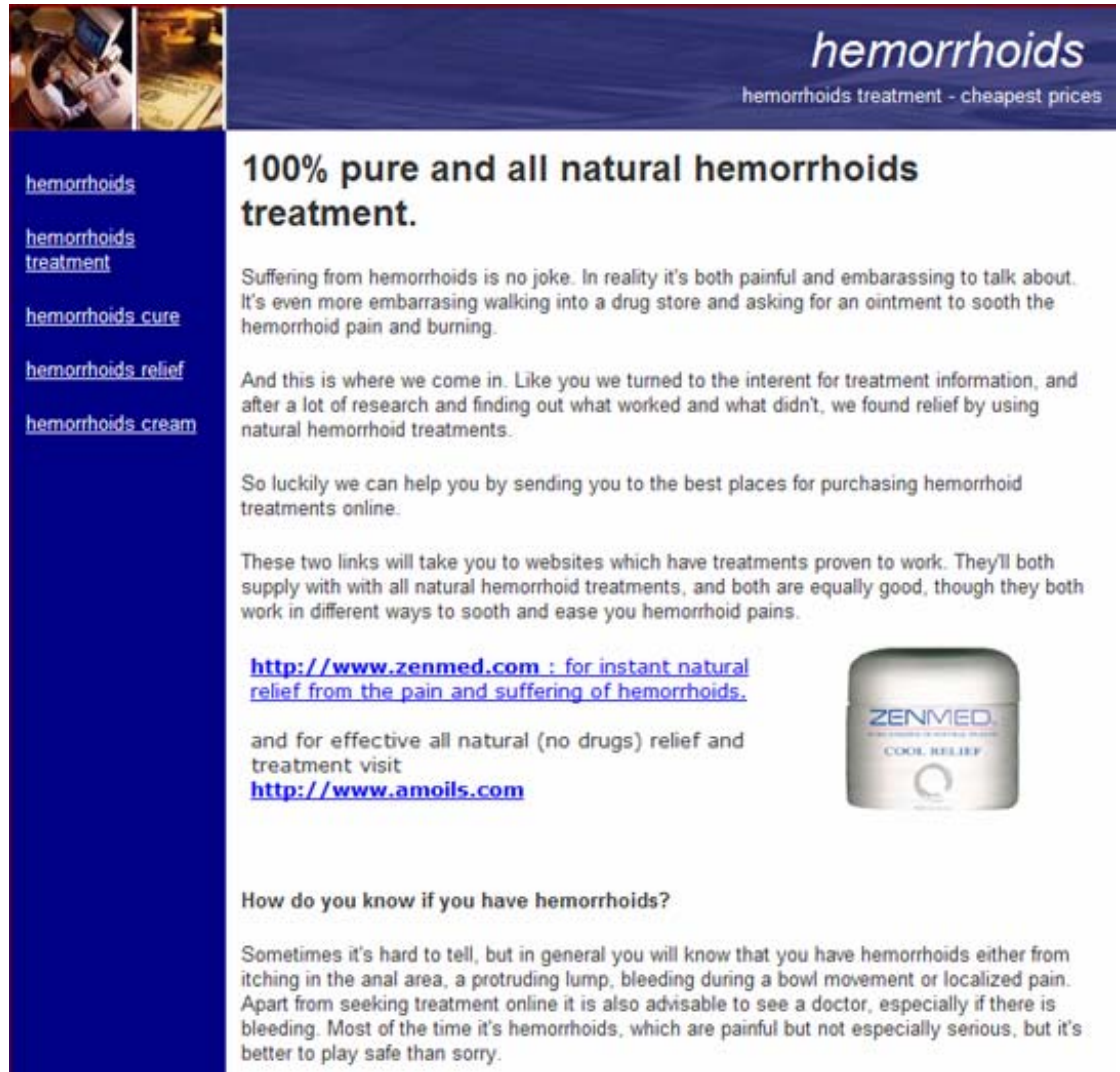
We've seen this happening time and time again with the other sites we've built.

So what can you do about it? Anything?

Well there is, perhaps, one possibility.

A site that I built three months ago, and decided to promote with Google Adwords, plus added to the Google database on the [Addurl](#) page, has never vanished from it's Top 10 spot.

The hemorrhoid site – note the extensive customization.



hemorrhoids
hemorrhoids treatment - cheapest prices

[hemorrhoids](#)
[hemorrhoids treatment](#)
[hemorrhoids cure](#)
[hemorrhoids relief](#)
[hemorrhoids cream](#)

100% pure and all natural hemorrhoids treatment.

Suffering from hemorrhoids is no joke. In reality it's both painful and embarrassing to talk about. It's even more embarrassing walking into a drug store and asking for an ointment to sooth the hemorrhoid pain and burning.


And this is where we come in. Like you we turned to the internet for treatment information, and after a lot of research and finding out what worked and what didn't, we found relief by using natural hemorrhoid treatments.

So luckily we can help you by sending you to the best places for purchasing hemorrhoid treatments online.

These two links will take you to websites which have treatments proven to work. They'll both supply with with all natural hemorrhoid treatments, and both are equally good, though they both work in different ways to sooth and ease you hemorrhoid pains.

<http://www.zenmed.com> : for instant natural relief from the pain and suffering of hemorrhoids.

and for effective all natural (no drugs) relief and treatment visit <http://www.amoils.com>



How do you know if you have hemorrhoids?

Sometimes it's hard to tell, but in general you will know that you have hemorrhoids either from itching in the anal area, a protruding lump, bleeding during a bowl movement or localized pain. Apart from seeking treatment online it is also advisable to see a doctor, especially if there is bleeding. Most of the time it's hemorrhoids, which are painful but not especially serious, but it's better to play safe than sorry.

So what can you use KSB for?

To drive traffic to your existing web sites.

To promote affiliate programs.

To build sites that you can customize and then auction on eBay as going concerns.

To make sales of your own product.

To promote the web sites of your clients.

Affiliate programs – deciding which ones to promote.

My number one tip is to “follow the money.” So if you’re going to use KSB to build affiliate sites the first thing to do is research what sells online. We’re not talking keyword research here, though that comes into it. We’re looking at what’s hot, what people are buying right now.

Here are some sites which will help you get started:

[Buzz at Yahoo](#), shows the weekly top searches on Yahoo. You can look back through the archives to see what’s got ongoing popularity and then build sites around it.

[Portalmix](#) shows the Top 500 keywords – in other words the most searched for words on the internet.

What’s [selling right now in Yahoo stores](#) is also very useful.

[Froogle.com](#) is also very good for research. Simply drill down to find a product category. For example Computer / Printers / Laser Printers

Best of all though is the Top 1000 link inside [Wordtracker](#), because it shows you exactly how many people using the keyword or phrase to look up a site.

You can also build sites around your hobbies and interests, and these are usually the easiest to build because when it comes to customizing the sites you’ve often got material on hand to help you write the pages and add a few graphics.

Next comes keyword research.

Ok, you’ve got something you want to build a site around, and you know that it’s a popular subject, but that’s only the beginning.

You’ve got to make sure that people are using a variety of search terms to find sites on the subject. Say you want to build a site selling maps (which is nearly always in the top 20 searches on Yahoo)... well it’s no good at all building a map site if “map” is the only search phrase people use. (it isn’t, of course, but let’s use it as an example).

KSB can be used to build an optimized page for each search term people use, but if they only ever use the one search phrase you'd end up with a one page site. And that site wouldn't be able to compete against someone with a 500 page web site on maps.

Really you need to build a site on a subject which people use a lot of keywords or phrases to find it.

For keyword research - and by that I mean finding the exact search terms that people are using to look for the products or services you want to sell - I tend to use [Wordtracker](#). It's not free, but you can sign up for just a week at a time and do a lot of research in that time. As an alternative you could use the free [Good Keywords](#) software, or the free service at Overture, the [Overture Search Term Suggestion Tool](#). Make a folder on your hard drive called KSB, and a folder inside that called Keywords. Save all your keyword research into separate files in that folder.

You'll notice that there are often 300 or more search phrases people use to find sites on any given subject.

KSB only lets you build sites of 30 pages, which is usually fine because the top 30 terms get the most searches.

If you do want to put up bigger sites start off by doing a 30 page site, then create a new sub directory in your site and do another 30 pages and put them in that sub directory. Then link to the second directory from your site map.

An alternative is to build several separate web sites covering the same subject but using a different set of keywords.

Now it's time to find an affiliate program.

You've probably already got some favorite affiliate programs you want to build sites around, but if not I suggest going with one of the big directories.

Allan Gardyne's [AssociatePrograms.com](#) and Chuck McCulloch's [AffiliateMatch.com](#) are very useful directories for finding affiliate programs on almost any subject.

[Clickbank](#) is also extremely popular, and by looking in the [Marketplace](#) you can see what's selling well. (Mind you, not all the best selling products are listed in the Marketplace, including my book [Mini Site Profits](#) which has long been one of Clickbank's best selling books)

But the marketplace is a good directory to start in.

Personally though I prefer promoting affiliate programs listed in [Commission Junction](#). The only problem is that it can be hard to get accepted as a member. Many people get rejected because they don't appear to be running a business. I'm not sure how you'll get around this if they say no to your application. I know that it helps if you use a business name when signing up, and it also helps if you already have a professional looking site you can list on your application form.

Anyway, assuming you get accepted, you need to click on Get Links and you're taken into a directory of affiliate programs.

What's so great about this directory, over all the others I've seen, is that it shows you exactly which affiliate programs are making money for the affiliates, even showing you figures of how much people are earning for every 100 visitors they get to click on the merchant links. Click on any category and the top performing programs for that category are listed first, along with the all important statistics.

First write down a list of potential affiliate programs and categories, then leave Commission Junction and leap into [Google](#) where you need to check out the competition on the first page of searches for whatever it is you want to promote, and decide if you can compete.

You can get an idea of whether you have a chance of ranking well (assuming you build the site correctly) by using the [Google Toolbar](#) which is a free download. The toolbar shows the current Pagerank of the site you're looking at, and how many other sites link to the site. It does other things too, but Pagerank and backward links are what matter to you. This is important, but there's no room here for an explanation.

You'll find the simplest explanation I've ever seen is in the search engine chapter by Sean Burns later in the book. (Sean is the author of an excellent book called [Rankings Revealed](#), which is all about getting a Top 10 spot in Google.)

But basically, for Step 1, you need to look for categories or products where the sites in Google's Top 10 have a ranking of 6 or less, pay particular attention to the sites on the bottom half of the page. If they're a 5 or less, and don't

have many backward links you've got a chance of taking their spot on the all important first page of search results.

Armed with the knowledge you gleaned from Google you should now go back into Commission Junction and join the affiliate programs you have selected. I'd also recommend looking in [Linkshare](#) which offers a large number of merchants but doesn't provide the same detailed statistics as Commission Junction for research. [Clickbank](#) can also provide some good affiliate programs, especially in the information niches.

Yet another way of finding good affiliate programs to join is to visit Google again and type in the product (eg. cell phones) you want to promote, plus affiliate programs. So you'd put in - cell phones + affiliate program.

All this can take quite some time when you first do it. But what you should do is work on several sites at the same time, so do research on more than one product or category at every stage.

Domain names – one domain or many?

Now comes getting a domain name and hosting

Ideally you should try and grab a domain name based on the keywords the product is about. With a site about cell phones you should pick a name with cell phones in it, and use dashes so the search engines can read it.

A keyword rich domain name won't give you much advantage, but every little counts.

Probably the main benefit of using a keyword rich domain name is when it comes to getting reciprocal links. When another site links to you and use your domain name as the hyperlink, or the keywords contained in the hyperlink, it can help boost your ranking in Google and the other search engines. When you get a domain name it's important that you point the name servers to the web host you've chosen so that your site will filter around the web as quickly as possible.

Quick Money Saving Tip: if you're using a host that lets you use sub domains ([New Web Site](#) lets you do this as part of its 200 site package) you can save a lot of money by registering a generic domain name and putting your site into the sub domains. Say you want to build a series of sites around clothing or fashion you could register a name

like excitingfashion.com and then when you build a site on shoes you've put it up as a sub domain of excitingfashion.

Examples (don't bother clicking these links, I invented them and they don't exist on the web)

<http://www.shoes.excitingfashion.com/>

<http://www.skirts.excitingfashion.com/>

Even better would be buying a domain name along the lines of buyme.com. Just about anything you want to sell could be sold from a domain name like that.

Examples (also fictitious links).

www.batteries.buyme.com

www.cellphones.buyme.com

Do sub domains work just as well in the search engines? I used to think they didn't, but one day recently I saw a site with 4 different sub domains on the same topic listed on the first page of Google in a search I did. So I tried the technique myself as a cost saving exercise, and yes, it does to work. Both my web host and Google see them as entirely different websites.

Personally I usually put each site up on its own domain, I think it helps a little. I've got an account at [New Web Site](#) which let's me host 200 mini sites for \$29 a month, so for me it's just a matter of deciding on a name and registering it with [Namecheap](#) for \$8.88. I use them because you can pay with [Paypal](#) and I've always got money sitting in my Paypal account so I like to use it whenever possible.

Here are a few other low cost hosts you could use, and you'll find a long list of them in the members area of my [Mini Site Profits](#) book.

[UCV Host](#) is \$12 a year. Based in India it's very good for the money, but help is almost non-existent so stay away if you're a beginner.

[Doteasy](#) is \$25 a year including the domain name.

and [NTCHosting](#), which I use and seems reliable, is \$4.95 a month including a free domain name and sub domains.

In general, remember that the more you pay the better (more reliable and faster) hosting you're likely to get.

Quick Start Guide to using KSB

How to create a site quickly.

Know the purpose of your site.

Check that enough people are searching for the topic you have in mind, and that there's a big enough variety of keywords used to find sites on that topic.

Check that there is a suitable affiliate program to promote – assuming it's an affiliate site. Ideally there should be more than one affiliate program filling that niche. (in case one of them closes down and leaves you stranded with nothing to promote).

Do a little research to make sure you'll be able to come up with enough material to customize your web site.

If the above all checks out here are the next steps to take:

Register a domain name and arrange to have it hosted.

Make a folder on your hard drive to store all the info necessary for the site. If you're building a site to promote an affiliate program sign up and place your affiliate URL in a text, or other file, in the new folder.

Gather information from the merchant site (eg affiliate help info, articles, etc), product pictures. In fact anything which will aid you in customizing the web site.

Register the new site with Hitbox and collect the code.

Log into [Wordtracker](#), or whichever keyword research tool you are using, and collect 30 suitable keywords and phrases.

Login at: [Keyword Site Builder](#)

The screenshot shows the 'KEYWORD Site Builder' interface. At the top, there is a navigation bar with links: Home, What Is Link Co-op, Submit To Link Co-op, Edit A Published Page, and Submit Articles. Below this is a user profile section with an email address 'phil@ozemedia.com' and a 'Change your password' option. The main content area is titled 'To create a site, fill out the text boxes and then click "CreateThe Pages"'. It features several input fields and checkboxes:

- Keyword List 30 Maximum:** A large text area for entering keywords. A callout box explains: 'Grab your list of 30 suitable keywords/keyword phrases from Wordtracker or another research tool, and paste them into this box'.
- Hitbox Code:** A text area for an affiliate code. A callout box shows an example: 'Your affiliate code might look like this: Save up to 45% on Factory Direct Treadmills. Top rated by Runner's World. Click Here'. Another callout box says: 'Collect your traffic stats code from www.hitboxcentral.com unless you have a good web stats package with your hosting'.
- Pop Up Url:** A text field for a pop-up URL. A callout box explains: 'Enter the URL of any web page you want to link to from your home page. This is optional. you can leave this box blank'.
- Link Url:** A text field for a link URL. A callout box explains: 'The url of page you want to pop up goes here. Usually an affiliate link. You don't need to use a pop up. It's optional'.
- Link Name:** A text field for the link name. A callout box explains: 'Also optional. If you use a link url this is the text displayed for the link'.
- Display Nav Home:**
- Display Nav Pages:**
- No Site Map:**
- Display Logo:**
- Table Width 600:**
- Bold Keywords:**
- Link Co-op:**
- Tables cell color:** Red (dropdown menu)
- Page background color:** Black (dropdown menu)

A 'Create The Pages' button is located at the bottom of the form.

Type or paste your list of keywords into the "Keyword List" text box.

Enter a pop up url into the "Pop Up Url" text box. Usually this will mean entering your affiliate link.

Fill in the other boxes, Link URL and Link name, if required

If you want your site to be listed in the Link Co-Op make sure you check the box near the foot of the page.

Click "Create The Pages"

After the site has been created – which only takes a few seconds, click on "View Site" at the top of the page.

You now have a choice of customizing the site using the built in WYSIWYG page editor (what you see is what you get) or downloading the site to your hard drive to use your regular web editing program. **Please put some time and effort into changing the wording of your web sites.**

Now click "FTP" and using the FTP login details, download the web pages to a folder on your own computers hard drive.

Once they're all on your hard drive you can use your own FTP program to upload the site to your web host.

(Note: Many people find FTP confusing. When you signed up with a web host, you'll will have been given an FTP account with a login, password, and other details. You will need an FTP program on your hard drive. I use one called Cute FTP, but there are many other programs which are suitable. All this is beyond the scope of this report, but if you need help on this, and many other semi technical questions, I really recommend that you read Rebekah Nahai's low cost ebook [Master the Basics](#).

It generally takes 2 to 3 days after buying a web hosting account, before you can view your web site on the Internet. If that length of time has passed you can view your new web site as soon as it's been uploaded to your web host, meaning that you should be able to type the domain name in and view it in your web browser while connected to the net.

Your next step is to list the site in the search engines, and also directories like Joe Ant.

Now log back into your site builder account and click "Submit To Link Co-op"

That's it. And written down here it looks a lot harder than it is in practice.

Notes on customizing your web sites.

Here's how I tend to work - when I'm building KSB sites or affiliate mini sites - I collect bits and pieces, including images, off the merchants website, and save them all into a folder on my hard drive. Then I rewrite the sentences, and indeed much of the text, to avoid duplicating the copy on the merchant site. Rewriting material like this is generally a lot faster than creating your own content from scratch.

The main things to work on are:

your page title and description.

the all important headline

the first paragraph

Copywriters, and journalists, know that if the headline and intro to the advert/story doesn't grab people they're unlikely to continue reading the rest of the content.

So how many pages do you need to customize?

Well preferably all of them, but I've found it best to do at least the first 5 pages.

The most important thing to do is make sure that you don't move the keywords from the paragraphs. We've found that 2 keyword / keyword phrases per paragraph is the best keyword ratio to use... but there are no hard and fast rules. I wouldn't add the keyword again though. Too many uses of your keywords and your site might be penalized.

Also try not to change the keyword density too much. When you're rewriting the words in the paragraph replace them with roughly the same number of words. You don't need to be exact but keep fairly close.

Work hardest on your front page, the index page. Make it look attractive but still be text based. Keep graphics to a

minimum but try and add 9one or two to make the page look good.

All this takes work of course, especially if you're not much of a writer. But sites customized this way are likely to bring you a bigger income because of the improved hits to sales ratio.

Also feel free to add extra articles to your website (remembering to link to them from your site map page.

If you can't come up with enough content on your own here are a few free article databases.

<http://www.articlecity.com/>

<http://www.ideamarketers.com/publishers.cfm> (pay site but good)

<http://www.certificate.net/>

<http://www.fripp.com/articleslist.html>

<http://www.marketing-seek.com/articles/index.shtml>
(business only)

If you do add extra pages in this way, remember to name them after the main keywords you are targeting – but take care not to over write an existing page.

Of course, if you're using extra pages by utilizing free articles in this way, making sure the pages are optimized for your main keyword phrase will be difficult because you'll probably only find generalized articles. One way around this is to insert your own keyword rich paragraphs at the top, middle, and bottom of the article pages. You're probably not allowed to modify the articles, so put your own paragraphs in a bordered table to make sure it's obvious they're not part of the article.

But really it's best to come up with all the content yourself, so that it's

So how do you create this content?

One way to come up with content for your site is to study what the competition is doing. Spend some time on sites selling the product you're hoping to make sales of and work out what they're doing and what kind of copy (works...articles) they're using.

Try and come up with something similar but different – and use your own words. Don't steal content.

This customization phrase of KSB, though not strictly necessary, is really the hardest part of using KSB. But after you've built, and customized, one site you'll find that the others get easier.

Go through each page again to make sure everything on the site is working correctly. Make sure every image you're used is appearing, and that all the links work.

Ok, that's it.

You now start all over again with the next niche you've decided on.

I've made this all sound a lot more complicated than it is. But that's because I had to cram a lot into just a few pages.

After you've used KSB once you'll find it a lot easier to understand – indeed you'll quickly learn that it's one of the easiest site building tools around.

Something to keep in mind.

You're not likely to make a fortune by the end of the first month, but what a good mini site or KSB does is keep making sales month after month.

If you end up making just \$50 a week from a web site which costs you next to nothing to put up and host, and you build 2 sites a week, at the end of a year you'll have 102 websites all making you \$50 each a week. That translates to an income of \$5100 a week. Your domains will have cost you a total of \$905 and web hosting at [New Web Site](#) \$348.

In other words your costs will be \$24 a week producing a potential income of \$5100. (now I'm not the greatest at math so I've probably gone wrong somewhere here, but I'm sure you get the picture.)

Of course, \$5000 a week sounds like hype. But attacking it this way it's not. But two sites a week for a year is an awful lot of hard work of course.



This [Keyword Site Builder](#) Special Report was written by Phil Wiley author of [Mini Site Profits](#) , and publisher/writer of the free weekly affiliate marketing letter [Letter from Phil](#).