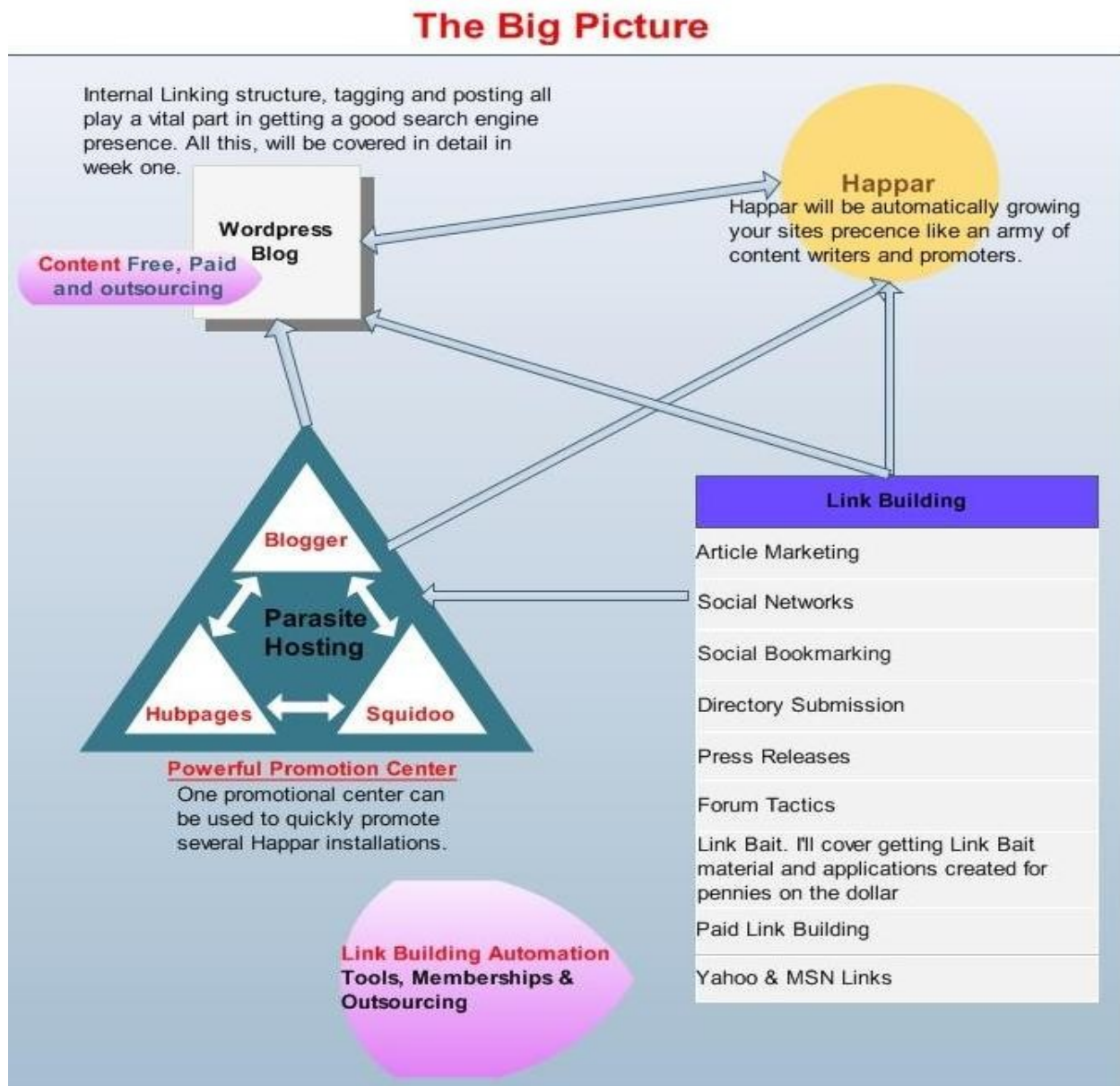# The big picture

Unique Articles that will forever change the way you use the Internet, brought to you by happar.com; let's get to the big picture of Internet success, study this image, it will save you one year.

The Big Picture

Internal Linking structure, tagging and posting all play a vital part in getting a good search engine presence. All this, will be covered in detail in week one.

Wordpress Blog

Content Free, Paid and outsourcing

Happar
Happar will be automatically growing your sites precence like an army of content writers and promoters.

Blogger

Parasite Hosting

Hubpages   Squidoo

Powerful Promotion Center
One promotional center can be used to quickly promote several Happar installations.

Link Building Automation
Tools, Memberships & Outsourcing

Link Building

Article Marketing

Social Networks

Social Bookmarking

Directory Submission

Press Releases

Forum Tactics

Link Bait. I'll cover getting Link Bait material and applications created for pennies on the dollar

Paid Link Building

Yahoo & MSN Links

Take Happar out and you still have an incredibly powerful and scalable system, put Happar in and you have an unbeatable system in any market. We have a lot of ground to cover. Master, implement outsource this system and you will be miles

ahead of 99.9% of webmasters and seo gurus.

It all about the Links

Internal Linking, The combination of how I set up my Wordpress blogs and Happar script will get you first page rankings for hundreds and eventually thousands of long tail terms. Off Page Linking is what really matters when it comes to ranking for your main keywords. But the fact that your Happar script is automatically creating INTERNAL links for long tail terms gives you the edge on those optimizing solely for the more competitive terms.

How many webmasters are doing off page link building for terms that are only getting 5 and 10 searches per month? Zero I'd imagine unless they are slightly nuts or have waaay too much time on their hands. This is exactly what Happar M.E capitalizes on.

Well every term you or your browsers enter into the search engine is converted to a complete web page. The link to that web page is simply the long tail term which you or the browser entered. On top of that Happar optimizes the page for that term and points to relevant videos and images.

Google will favor your page when this term or a very similar term is searched for since your page is nicely optimized for the term and there are very few or even no EXTERNAL links with this anchor text pointing to any pages in cyber-space. Multiply this by hundreds and thousands and you have all the traffic you can handle.

This great AUTOMATIC on page seo coupled with a powerful Off-site linking campaign turns your site into an authority site adored by google very quickly.

So in a nutshell, using the techniques in the above diagram, we are going to use off page promotion to secure your position in the search engines as a trusted and authority site. Then we are going to use happar to scoop up ranking on all the low competition keywords that your competitors haven't time to fight for.

Choosing A Market

Market research is where it all begins. If there's no market there's no dough. Most people think that in order to succeed in a market they must find a sub niche within that market that has very few or no competitors. They believe that they have no chance of making money in broad saturated markets. After all, how can the small guy compete with monstrous companies and affiliates that have never ending resources? This is certainly how I used to think.

I'd painstakingly go through thousands of keywords analyzing core variables such as, number of competing pages, monthly search volume, Number of Adwords advertisers etc. Yeah I used cool tools to do this but I was always stationary until I found that diamond in the rough. More often than not, that certain diamond turned out to be just a sharp piece of glass that sliced through my time and wallet. I had many PPC campaigns pointing to these shallow poorly structured and optimized sites. I made a few bucks but it certainly wasn't worth the effort and time I was putting in.

Do it right or Just Don't Do it

Things turned for me when I decided to stop jumping from niche to niche and decided to build a quality site and blog on a broad topic which I loved and enjoyed working on. I decided to stop focusing on making a few quick bucks and start learning how to create quality content, get lots of targeted traffic and inbound links. When I mastered this, I knew it would be easy to turn the online asset I'd built into a revenue stream. I could even sell this web real-estate for a large sum if I ever wanted to cash in.

First I want to detail why I **don't** do much PPC affiliate marketing and prefer the slower less traveled, less risky route to online profit. Please note that when you have a high conversion site structure like we will be putting in place, PPC will be the next logical step to ramping up your earnings. If you are new to PPC the profit from your adsense revenue will more than help fund your PPC education.

PPC Advantages

- Quick entry to market

- Quick testing of landing pages and conversions

- Quickly turn a losing or breaking even campaign into profitable campaign by monitoring adgroups, keyword bids and clever site targeting.

- Instant traffic

- Easy to ramp up winning campaigns.

- Good Tools for Testing, Building, Monitoring, Landing Page generation, porting campaigns to other networks etc.

PPC Disadvantages

- Extremely competitive

- Requires constant monitoring and tweaking

- Difficult and expensive to outsource

- Difficult and expensive learning curve for beginners

- Your campaigns can be easily monitored by ads spy software such as Google Cash Detective and AdSpy. This means a more experienced PPC marketer can let you do the market research and easily nudge you out of the way after monitoring your profitable campaigns.
- Sites and landing pages are only of value when your PPC campaigns are running.

2 . Quality Site, ranked with clever link building and promotion
You will see as time goes on how we can guarantee a slice of the pie in any market by following a proven site building and linking system that the search engines love.

Silos And LSI (Automated)
In a nutshell for those of you that do not know what "Silos" and "LSI" are. Silos are content rich websites that are made up of a broad topic broken down to many sub topics even those sub-topics are broken down further until its too narrow to sub-categorize any further.

Silo Model
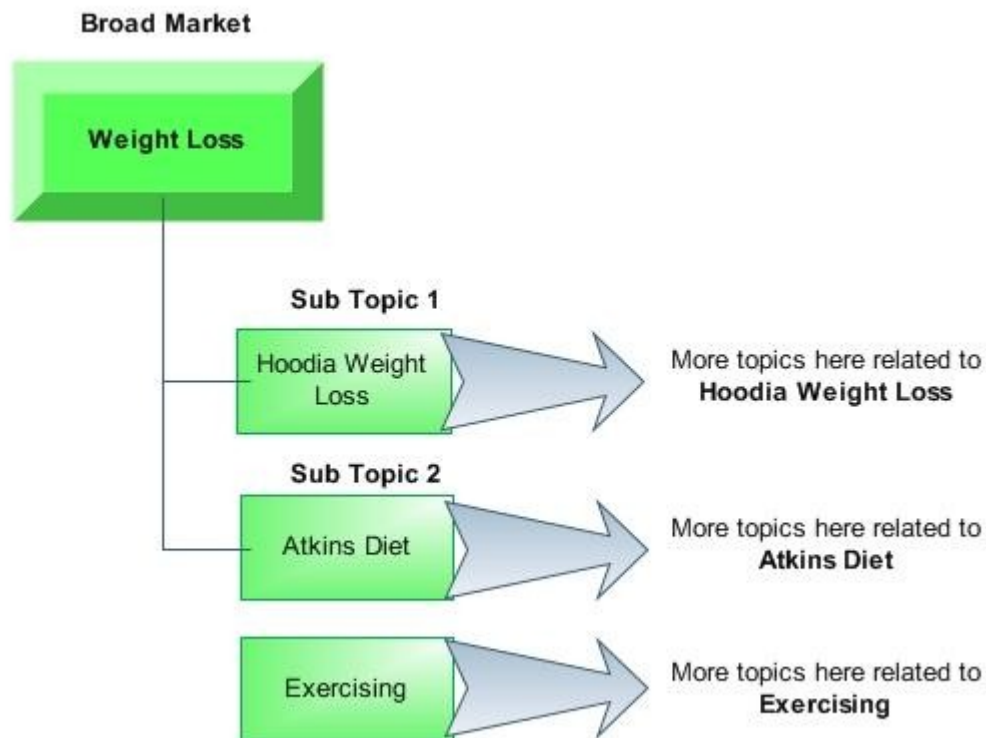
LSI (Latent Symantec Indexing)
LSI is the practice of writing content so that it will perform well when put through the search engines LSI algorithms. E.g If you write a post you want to optimize it for say the term "classical music". Mentioning "classical music" all over your post

will not help your ranking for that term . However, clever tagging, head line and anchor text along with paragraphs containing terms that are closely related to "classical music", e.g "Mozart", "Composer" etc, will certainly catch googles attention.

Sounds Complicated?

It really is not and naturally makes sense when you are writing or building pages on a certain topic. The way we will initially set up wordpress means our site will automatically grow like a silo structure as we add content, categories and tags. You could take this much further by using http://www.themezoom.com to make suggestions on your best silo structure and analyze your topics and sub topics in dept. I wouldn't recommend this for beginners. If you know your topic well enough you can easily and naturally create a good silo structure. Also, check out the free service at http://www.hittail.com . This cool free service gives you stats in real time about what keywords are bringing people to your site and even makes suggestions on terms that you can easily rank for. I guarantee you will find hittail invaluable as your content and rankings start to grow.

I will be showing you step by step how to build a profitable site network with a strong lasting search engine presence. You can make money in the following ways. (note many more ways to monetize appear as your sites presence and brand grows).

So How The Heck Do We Make Money?

1. Adsense / Yahoo / MSN / … (You will see earnings in Month 1)
2. Affiliate product(s) (Month 2-3)
3. Your own product(s). Physical Product labeling or creating info product out of your sites content.
4. Advertising – Pay Per Play, Links, Banners, Reviewing sites and products. (These guys come to you when you have the traffic.) (Month 9)
5. When your site reaches a certain PR and traffic level, I will introduce you to a network that will freely provide daily content on you site in exchange for some anchor text in each post or article. (Now this is what I call "Automated White Hat" at its best)
5. Sell Site and Content. This is huge. I've been introduced to people that do this for a living. I got one of my sites evaluated and was shocked at how much it was worth after 9 months. I aint gonna sell this baby yet as I can push her a lot more first.

I will be showing members how and where to list your sites should you ever want to sell or even just have them evaluated.
I hope this post gives you a clear picture of why I choose this path. I've dabbled in everything from Black Hat Portal Building, Arbitrage to Niche Marketing and nothing resonates more with me that creating a solid profitable online business like I've outlined above.

here are a few market ideas to whet your appetite.
http://ezinearticles.com/category-guidelines.html

Why Go Broad?

Our aim is to get our quality site ranked for decent traffic terms that are not overly competitive. **Then and only then, after gaining trust and momentum should you focus on getting rankings for very competitive keywords. Going for the competitive terms from the get-go, will send up red flag in almost all search engines. Your site will practically be ignored for months no matter how much you promote or how impressive the content is. I've tested this and believe me you don't want to go down this road.**
First off, don't get crippled by worrying about testing layouts and conversions. While very important to your bottom line, its not worth the effort **until** you are getting enough traffic to have the proper statistics needed for effective testing and optimization. I'm sure (Like me) you're guilty of not launching your site until every element is picture perfect. You spent so much time polishing it that when it comes to the important marketing and link building, your drive and interest in the project has vanished.

You want to quickly get that site of yours into the indexes and have them growing in a natural yet effective manner that really catches search engines attention. You want to see steady growth and use it as a momentum booster to drive forward.

Fun exercise - Jot down the top 50 urls in a competitive industry you are interested for **3 medium competitive keywords**. Now come back 3 months later and Re-enter those terms to google. How have the Urls changed? Ill bet out of that 50, only 5 or 10 max of those urls remain. People enter competitive markets daily but only a tiny percentage of them persist as they don't get the results they so naively expected. Use this flaw in human nature to your advantage and remember it when you feel like throwing in the towel. I call the 3 month time-line the "**Internet Sound Barrier**".

- Google does PR calculations every 3 months.

- Google does major re-indexing every 3 months

- People quit after 3 months

- People get on the highway to riches after 3 months.

Be consistent for that 3 months and you will break that barrier and the rest is free-wheeling all the ways.

DON'T Do too much - A little content and link building every day (for the first 2 months). Don't let the creating content part scare you. I will show you how easy and quick this really is. When your site is earning $15+ per day (Happar M.E will easily be bringing in much much more than this 😀) you can easily outsource everything, sit back watch your rankings and earnings rise. Pat yourself on the

back and move on to the next project. The company doing the work you've outsourced will be sending you proof of work completed at the end of every week.

8 - Months Later - You have a machine that will rank for hundreds of valuable terms as soon as you post or write an article. Like I mentioned in my last post, you don't even have to go out and look for these terms, hittail.com will FREELY suggest them to you. Give that keyword list weekly to your oursourcing company and watch your site rise quickly to the top for new terms. (That really is fun) . Even advertisers will be contacting you looking to buy Ad space. Clever Google site targeting advertisers will be throwing a bundle of cash your way in return for the high volume of targeted eyeballs on your site.

Read over what I've read and have a good think about it. This is critical to your success in site building. Become part of the minority elite by simply being persistent.

Happar M.E does it again

I set up 5 domains - 3 focusing on weight loss and 2 focusing on Anti-aging. I installed Wordpress on all domains, installed vital plugins and tuned for maximum SEO benifits. (Total time invested - 1 Day)

I hired a female content writer from getafreelancer.com. I gave her sample content I've had created on both markets perviously by wahmomoutsource.com and ask her to completly re-write posts and articles.

I wanted :

2 blog posts per blog per week. (I took care of wordpress posting as I'm very particular of the way my content is posted, tagged and linked.)

5 Unique articles - I.e one to promote each blog. These I also submitted my-self each week to ezinearticles. I didnt even bother with other article directories.

Cost of content writer : $150 per week.
Time invested by me to post to each blog and submit articles : 30 mins per week.

Other promotion :

After 1 week I put each blog on [3 Way Links](#)

(The blogs were all on a single VPS I use and none of them were interlinked)

And thats it. I didn't do one other thing with content or promotion of these blogs.

Remember I was preaching about what I called the "3 Month Website Barrier". I believe if you can keep good content flowing to a blog and have a steady slow growth of varied inbound links to the blog - when you hit 3 months things really kick off in terms of traffic and rankings.

I've picked out one of the best performing domains and wanted to show you how the traffic is starting to snowball.

Results :

Jan 08

Day	visits	Pages	Hits	Bandwidth
01 Jan 2008	0	0	0	0
02 Jan 2008	0	0	0	0
03 Jan 2008	0	0	0	0
04 Jan 2008	0	0	0	0
05 Jan 2008	0	0	0	0
06 Jan 2008	0	0	0	0
07 Jan 2008	0	0	0	0
08 Jan 2008	0	0	0	0
09 Jan 2008	0	0	0	0
10 Jan 2008	0	0	0	0
11 Jan 2008	0	0	0	0
12 Jan 2008	0	0	0	0
13 Jan 2008	0	0	0	0
14 Jan 2008	0	0	0	0
15 Jan 2008	0	0	0	0
16 Jan 2008	0	0	0	0
17 Jan 2008	0	0	0	0
18 Jan 2008	0	0	0	0
19 Jan 2008	8	141	482	2.01 MB
20 Jan 2008	11	373	1150	3.79 MB
21 Jan 2008	11	250	574	1.84 MB
22 Jan 2008	2	2	16	46.22 KB
23 Jan 2008	1	3	32	20.22 KB
24 Jan 2008	7	11	94	123.60 KB
25 Jan 2008	0	0	0	0
26 Jan 2008	36	292	775	3.95 MB
27 Jan 2008	40	103	666	2.77 MB
28 Jan 2008	112	274	1868	6.52 MB
29 Jan 2008	36	144	374	1.77 MB
30 Jan 2008	21	77	290	863.30 KB
31 Jan 2008	20	85	266	922.95 KB

Nothing to write home about.

Day	Number of visits	Pages	Hits	Bandwidth
01 Feb 2008	6	39	55	364.60 KB
02 Feb 2008	5	5	19	84.15 KB
03 Feb 2008	26	79	226	708.70 KB
04 Feb 2008	24	58	166	803.85 KB
05 Feb 2008	31	76	126	901.89 KB
06 Feb 2008	109	204	489	1.92 MB
07 Feb 2008	15	87	117	836.98 KB
08 Feb 2008	22	89	434	1.11 MB
09 Feb 2008	11	12	26	164.46 KB
10 Feb 2008	19	46	124	749.02 KB
11 Feb 2008	8	10	27	139.97 KB
12 Feb 2008	19	31	62	529.52 KB
13 Feb 2008	8	11	22	244.63 KB
14 Feb 2008	11	13	33	206.29 KB
15 Feb 2008	26	32	220	1.44 MB
16 Feb 2008	22	35	101	439.80 KB
17 Feb 2008	20	29	55	243.36 KB
18 Feb 2008	19	24	85	408.65 KB
19 Feb 2008	22	85	244	2.94 MB
20 Feb 2008	22	73	137	888.17 KB
21 Feb 2008	13	16	44	362.40 KB
22 Feb 2008	26	65	186	1.11 MB
23 Feb 2008	46	170	454	2.68 MB
24 Feb 2008	151	378	2462	17.54 MB
25 Feb 2008	133	900	2983	8.98 MB
26 Feb 2008	34	84	318	1.54 MB
27 Feb 2008	14	114	201	1.26 MB
28 Feb 2008	11	87	138	884.41 KB
29 Feb 2008	14	121	155	1.07 MB

Increasing but I dont think my server will be crashing over this load.

01 Mar 2008	5	8	33	212.11 KB
02 Mar 2008	22	64	220	1.18 MB
03 Mar 2008	26	165	323	2.04 MB
04 Mar 2008	42	167	509	1.97 MB
05 Mar 2008	24	86	279	1.37 MB
06 Mar 2008	37	107	246	1.43 MB
07 Mar 2008	23	38	252	939.38 KB
08 Mar 2008	34	104	313	1.81 MB
09 Mar 2008	39	59	254	1.28 MB
10 Mar 2008	62	104	307	1.60 MB
11 Mar 2008	85	371	734	4.79 MB
12 Mar 2008	73	182	393	2.09 MB
13 Mar 2008	63	162	461	2.28 MB
14 Mar 2008	40	652	789	6.70 MB
15 Mar 2008	41	86	208	1015.16 KB
16 Mar 2008	63	180	437	2.39 MB
17 Mar 2008	68	313	1054	5.28 MB
18 Mar 2008	85	206	484	2.71 MB
19 Mar 2008	52	124	375	1.66 MB
20 Mar 2008	64	172	434	2.58 MB
21 Mar 2008	67	259	701	4.34 MB
22 Mar 2008	109	474	2058	7.60 MB
23 Mar 2008	79	211	860	3.01 MB
24 Mar 2008	184	973	4589	17.08 MB
25 Mar 2008	86	268	1255	4.07 MB
26 Mar 2008	143	375	2219	7.59 MB
27 Mar 2008	115	382	1581	6.46 MB
28 Mar 2008	76	398	1206	6.03 MB
29 Mar 2008	86	268	965	4.97 MB
30 Mar 2008	82	168	613	2.53 MB
31 Mar 2008	119	425	1577	7.04 MB

Now thats more like it. It's growing

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