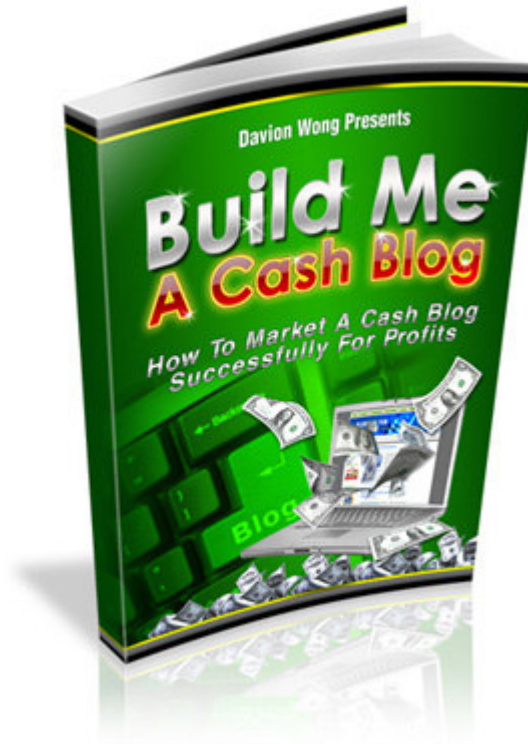


“Build Me A Cash Blog!”

Your Definitive Guide To Marketing Your Cash Blog For Profits



By Davion Wong

www.BuildMeACashBlog.com

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About Davion Wong



Davion Wong has been marketing online since 2006. Having graduated as a student from the internet school of hard knocks, he has discovered what works and what does not in the online marketing world. Prior to his venture in internet marketing, he was a successful professional manager in the transportation industry.

Having left the corporate world at the age of 31, he now makes it one of his life goals to mentor others for success online. His motto is to help professionals like himself and just about anyone who wants to quit the rat race and run their own business online.

As the owner of a huge network of niche sites and blogs, Davion has established himself as a successful niche blogger. He blogs regularly as a guest blogger on invitation by Reed Floren, a semi-retired and world-renowned internet marketing Guru and JV extraordinaire, at <http://www.ReedFloren.com>.

He is also a well-known online author having written and published well over 1000 articles at EzineArticles, a global online article directory. Currently ranked Top 50 out of 122,287 expert authors worldwide, his writings are distributed globally and read by more than 1,200,000 readers.

You can learn more about how Davion makes money and how you can do the same through his personal online marketing blog, <http://www.DavionWong.com>.

Feel free to also visit other websites he own:

1. <http://www.GenesisXCreations.com>
2. <http://www.Secrets-of-AffiliateMarketing.com>
3. <http://www.ArticleCashRobots.com>
4. <http://www.UltimateTagRanker.com>

To Your Online Success,

Davion Wong

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1. Introduction

First of all, thank you for making the decision to purchase a blog package from us. We assure you that it is indeed a wise decision you have made in your internet marketing or money making venture online.

While there are many good products in the market that teach you how to make money online, most hardly hold your hand and walk you through the entire process. Many folks are still new in the marketing game, and I am not going to assume that you know everything. In fact, to make money online, you really do not need to know it all. Applying simple steps consistently has often helped me to make more money.

The blog packages we have provided for you are positioned to take advantage of all traffic sent to your blogs and that is to convert your visitor into a buyer. While there are no magical conversion pills in the market, we have learnt from our trials, both failures and successes that by applying certain principles on our blogs, we are able to improve the conversion rates significantly in general. However, I need to let you know that some products and niches will always convert better than others. It is part and parcel of life.

In marketing, there are always 2 parts. One part is to present your product to your visitor and pre-sell him. The other part is to bring your visitor to your product. You now own a cash blog that does the first part, so half the battle is won!

But what I can show you here is the second part – how to market your cash blog successfully. In this guide, you will learn the methods I use personally to drive massive amounts of traffic to my blogs. **Are you ready to get started?**

2. Article Marketing & EzineArticles

Article marketing is a powerful workhorse that has worked for as long as the internet marketing world has existed. You may already know it. But if you are not using it to promote your websites, drive traffic, make sales and build lists, then you are missing out BIG TIME on lost opportunities!

There are many marketing and traffic driving techniques, from safelist promotion, classified advertising, pay-per-click, banner advertising, Ezine advertising, forum marketing and so on.

Some works great, others are worthless such as safelist promotion. Others like PPC cost just too much and is not a worthwhile option for newbie marketers who are starting out.

Article marketing has a few advantages over many different effective traffic driving techniques, but most notably, **traffic from articles can last a long time**. I have articles written 2 years ago that are still giving me consistent traffic today! These are ranked in Google, Yahoo and MSN which gives me extremely targeted traffic!

EzineArticles.com is a Page Rank (PR) 6 article directory with thousands of articles ranking well in Google for thousands and thousands of keywords. It is my top favorite article directory! I now have more than 1200 articles there and pulled in more than 1.2 million visitors over the past 2 years.

I have written a detailed report called Article Cash Robots which I have included as a bonus report for you. Apply the techniques inside and it will help you to drive lots of targeted traffic to your cash blog!

In article marketing, keyword research plays a pivotal role. If you try to rank for a highly competitive keyword, you will most likely be slaughtered unless your content is really that good and you have a good number of backlinks to it.

My advice is to hunt for longtail keywords (4 or 5 words) which do not have much competition. Apply this and it will help your articles rank well in Google. When you choose keywords to write about, look out also for synonyms.

Be focused and committed to an article marketing plan. Don't write 1 or 2 articles and wait for sales. Some will even give up after 2 articles. It just doesn't happen that way! Set a goal to complete 20 or 30 articles, each targeting a different longtail keyword. These articles will continue to send you free traffic overtime unlike paid traffic. Either write it yourself or hire a good writer to do so. You will learn about this in my bonus report.

When you make your first sale with your cash blog, the feeling will be great! Trust me, I have been through that. So did some of my marketing students.

Another tip I am sharing here is to **distribute your articles to as many article directories as you can.** If you can afford, use software and service like:

Unique Article Wizard (UAW) – <http://UniqueArticleWizard.Guru-Site.com>

Article Post Robot (ARP) – <http://ArticlePostRobot.Guru-Site.com>

These 2 are my favorites. I have used countless of them like JetSubmitter, Article Marketer, etc. None of them can match these 2.

By spreading your articles, you are basically pushing your content out to the search engines for more traffic and backlinks to rank your cash blog!

If you cannot afford to invest in tools right now, no problem. Submit your articles to EzineArticles as well as other top article directories that I often use.

ArticlesBase.com

GoArticles.com

ArticleAlley.com

IdeaMarketers.com

These are all high PR article directories that can offer more traffic and quality backlinks to your articles than other article directories.

3. Ranking And Backlinking Strategies

This chapter is important so do read it thoroughly. You may have heard of how fickle-minded Google can be in changing its ranking algorithm. Well, that is true. But if you know a few basic principles which I am going to share with you here, you are a big leap ahead of many of other affiliates who do not know.

Many affiliates, PPC believers have given up trying to rank their websites because they know that it is not a piece of cake. Well, PPC is also not a piece of cake and Google is known for their expensive slaps!

In the world of SEO, while Google may change its algorithm, **the fundamental of ranking a webpage remains constant – on-page and off-page optimization.** Offer quality and relevant content based on a keyword and you do well in on-page optimization. Off-page optimization depends on one sole factor – backlinks!

SEO requires time to take effect and sometimes can take as long as weeks to months before you are able to rank your cash blogs. If your blog is based on a longtail with very low competition, it may not take long at all. You may realize that you rank in MSN much faster.

Most people do not have the patience to build links and quickly give up. What they are doing here is really giving up an opportunity to rank in a few months down the road and enjoying the constant streams of targeted traffic.

I have some blogs that rank very well in Google for high-traffic keywords as a result of months of backlinking. Yes, months and not days or weeks. But it is all worth it when the traffic converts into sales for me. So if you are game for it, you will learn some really effective techniques here.

3.1 Social Bookmarking

Social bookmarking is very effective in building powerful high PR links to your cash blog. In your package, we have provided bookmarking of your cash blog to 30 high PR social bookmarking sites. That is an instant 30 backlinks.

You should consider social bookmarking at many more sites. After all, each bookmark is worth a link to your blog. And the more backlinks you gain, the better the chances of ranking for your target keyword.

I normally social bookmark my blogs at 50 to 200 social bookmarking sites. There are software around to automate the process but most are rather buggy and I recommend you hiring someone to do it or doing it manually yourself.

DigitalPoint Forum is a great place to look for folks to social bookmark for you. Look in the “Buy, Sell or Trade” section for people who are offering the service.

However, do not be too quick in social bookmarking your cash blog. Having too many backlinks within a short span of time will get you in the bad books of Google. Rather, do so gradually, 20 to 30 per day.

I wrote 2 articles on my blog to discuss the topic of social bookmarking. You will also find a list of social bookmarking sites and tools I use. Check out the posts.

<http://www.davionwong.com/benefits-of-social-bookmarking-more-traffic-sales-subscribers>

<http://www.davionwong.com/social-bookmarking-sites-biggest-list-of-200-sites-you-can-social-bookmark-at>

3.2 RSS Feed Submission

Syndicating your RSS feed at feed directories can bring you some really targeted traffic. People may subscribe to your feed or even visit your cash blog when they find you in the feed directories. Another advantage of submitting to RSS feeds is of course, to acquire quality backlinks to your blog to help you in your ranking.

In the blog package you purchased, we have already included submission of your cash blog to at least 30 RSS feed directories. Nevertheless, I would always advise folks to submit their blog feed to as many directories as they can find.

Your blogger RSS feed looks like this <http://yourblog.blogspot.com/rss.xml>.

Here are some useful resources for you to get started:

<http://www.masternewmedia.org/rss/top55/>

<http://www.dotsauce.com/2007/06/06/55-active-rss-directories-to-help-promote-your-feeds/>

3.3 Blog Directory Submissions

Submitting your cash blog to blog directories can give you more backlinks. Some are high PR blog directories and naturally the PageRank juice your cash blog will receive will be higher.

The following is a huge list of blog directories as well as RSS feed directories.

<http://www.toprankblog.com/rss-blog-directories/>

3.4 Paid Links

Buying link placement on established websites is a very quick way to get targeted traffic. Imagine your blog is in the fat loss niche, there are millions of potential websites out there on this niche where you can place your link on, or rather buy a link placement.

Basically, for a fee, the webmaster will add your link, ie link to your cash blog on his or her website. There are a few ways you can go about doing this.

1. Buy links through paid services such as TextLinkBrokers and LinkAdage

Personally, I do not buy links through these services though I have heard good testimonials about such services. I am sharing this as an option for you.

2. Buy links via direct contact with webmasters

I normally contact webmasters in the same niche as my blog to negotiate for a paid link. Here is how you can do it, run Google searches on your targeted keywords and niche, and copy the urls of the top 10 websites for each search. Next, you will contact each of the webmaster. Normally, you can negotiate a 3 month, 6 month or 1 year term for link placement.

Another way to do it its to make use of Alexa to find relevant websites with the most traffic. Contact the webmasters to buy a link placement.

3. Buy links via forums

I frequently buy link placements at forums like DigitalPoint Forum. Look in the “Link Sales” corner under the “Buy, Sell or Trade” section, you can often find places where you can place a link for as little as \$10/year.

Ask them for their traffic statistics and if it is good, buy a link placement for a short period as a trial and then extend it if it proves profitable.

4. Buy forum signature links

Using this method, basically, you will look for forums in your niche. For example, your cash blog promotes Forex software, you will be looking for Forex forums. Sign up as a forum member and you will observe which members are active in their posting. Private message (PM) them to buy their signature links.

There are 2 advantages here. Since they are active in posting, their signature links are also prominent and you should be able to get a good stream of traffic from these links to your cash blog.

Another huge advantage is the building of more backlinks to your website.

4. Banner advertising

Go to forums like WarriorForum or DigitalPoint forum to hire a graphics designer to create a nice banner for you. The banner will be linked to your cash blog. If you do not want to spend the money, simply use the banners provided by the product owner. You can buy banner advertising at these forums as well.

4. Comment Posting

Comment posting is a very powerful way to get a lot of traffic if you do it correctly. In some blogs that draw huge numbers of visitors, you stand to gain a lot if you **make an intelligent and useful comment. You not only get indirect traffic from the blog readers, you also gain a valuable backlink.**

Assuming your cash blog is on “dog training guides” and you found a popular dog training blog, and wrote a really helpful comment, the blog readers will read your comment and visit your cash blog. They will then be presented with an offer which they have been pre-sold on. I remember that I once wrote a comment (took me 15 minutes) on a popular marketing blog and within 1 hour captured 20 to 30 subscribers and sold a few copies of a product I was promoting.

Here's how you can do it step by step:

1. Search Google for relevant blogs to comment on using the search query below. Using our dog training example, the query is:

'Leave a Reply' 'Name (required)' 'Mail (will not be published) (required)' 'Website' +dog training

2. Remember to include your target keyword within your Name (hyperlinked to your website) and place your cash blog url as the website. For example, my cash blog url is <http://dogtrainingguides.blogspot.com>, I will add this url into the website field and put my name as “John The “Dog Training Guide” Expert.

For this technique to work, make it a habit to spend 1 hour commenting on blogs everyday or post comments on 5 to 10 blogs.

5. Forum Marketing

Forum marketing is another powerful technique. I covered previously under Chapter 3, Section 3.4 – Paid Links about buying signature links from active members in the forum. If you are tight on the budget and cannot buy signature links from other active members in the related forums, you may consider doing some forum marketing yourself.

Buying signature links is one secret trick many marketers use to get as much exposure as possible for their websites without doing much work.

Create a very catchy signature text link to attract people to click on your signature link. Something like “How You Can Potty Train Your Puppy Within 5 Days!” is effective.

Similar to blog comment posting, you need to be active in the forums. **Make it a point to make 5 to 10 posts daily at 10 forums in your niche.**

I have another tip which I am going to teach you here. **Other than posting your comments/replies in other people’s threads, start your own thread.** Funny, interesting or controversial topics can attract many comments which mean more eyeballs to your signature links.

When creating your own thread, **target your keywords in the thread title and your content.** Do you know that by doing so, your thread may show up in Google for your target keyword? Ssh...this is a secret so make sure you keep it to yourself.

6. Web 2.0 Marketing

Marketers love Web 2.0 marketing for a good reason. Google loves them and the people adore them. When we talk about Web 2.0 marketing, we are talking about the likes of Squidoo, Blogger, HubPages, Zimbio, Digg, Twitter etc.

These websites are popular because they are community-driven meaning to say that the readers are the ones who decide what content is good and what is bad. If your content is good, you get votes and word-of-mouth advertising from friends who will share your content with others.

Build Squidoo lens, HubPages, Zimbio and other blogger blogs to promote your cash blog. In the same way, target longtail keywords and rank for even low-traffic keywords. Because these pages can be created quickly, you are able to build up backlinks as well as rank these Web 2.0 pages in Google, bringing in more traffic to your cash blog which does the selling for you!

Twitter is very hot now and I have personally used it to build a strong following of 8300 followers within a short span of 1 month using different Twitter profiles.

Here's how you can build a strong following in Twitter.

1. Create a Twitter profile and place your cash blog url as your website.
2. Use tools like TweetLater to automatically send a direct message to anyone who follows you. Set up your account and select "Auto Welcome". Then add a message that may say, "Thanks for following! Check out my dog training blog at <http://dogtrainingguides.blogspot.com>".

3. Follow those who are on the same topic as you. If you are promoting fat loss products, then look for folks who are interested in fat loss, maybe pregnant mothers, or even folks who are talking about dieting etc. Do not go crazy by following too many people. Why follow people?

Out of every 10 people you follow, it is likely that at least 5 to 6 will follow you back! That is how you gain followers!

Start slow first by adding 10 friends, and once you gain 20 to 30 friends, add another 20 to 30 friends. The rule of the thumb is the number of people you are following cannot be too different from your number of followers.

Each time when someone follows you, he/she will receive your auto welcome message that asks them to check out your cash blog! See how it works?

4. Post interesting comments regularly and your followers will continue to read your posts. After all, each post is only 140 characters long and it won't take long. Send them to interesting resources such as articles, blogs, etc. You can even send them to your Web 2.0 pages like Squidoo lens, HubPages, etc each time you create one. See how it all links up?

5. If you have the time, why not create a few profiles? That way, you can really create a huge number of followers and your traffic to your cash blog will increase!

7. More Useful Tips

The cash blog we built for you is a review blog which is good enough on its own. However, if you really want to build it up to become a jumbo authority blog, you can. But it requires more work. Updating the blog regularly, ie daily or weekly with fresh new posts will build up the traffic to your cash blog.

Since the blogger blog does not have a feature to lock the review post (which is key to selling your products) as the homepage, people may not see it. What you can do is add a link at the bottom of every blog post that leads them to the review post. You can say something like “For a detailed review of the top dog training guides, read this” and hyperlink that to your review post.

Simple HTML

Whenever you wish to hyperlink a portion of text to a destination url, the html code to do this looks like this:

```
<a href="http://www.this-is-the-destination-url.com" target="_blank">this is the  
text you wish to hyperlink and most of the time, we use our target keywords for  
ranking reasons</a>
```

Looks simple enough?

8. Recommended Resources

Free Keyword Tools:

Google Keyword Tool – <https://adwords.google.com/select/KeywordToolExternal>

WordTracker – <http://freekeywords.wordtracker.com>

Software To Find Top Converting Niches:

Micro Niche Finder – <http://MicroNicheFinder.Guru-Site.com>

Instant Article Research & Writing Software:

Instant Article Wizard – <http://InstantArticleWizard.Guru-Site.com>

Content Assistant – <http://ContentAssistant.Guru-Site.com>

Automatic Article Submission Software:

Unique Article Wizard – <http://UniqueArticleWizard.Guru-Site.com>

Article Post Robot – <http://ArticlePostRobot.Guru-Site.com>

Recommended Article Directories:

EzineArticles – <http://www.EzineArticles.com>

GoArticles – <http://www.GoArticles.com>

ArticlesBase – <http://www.ArticlesBase.com>

IdeaMarketers – <http://www.IdeaMarketers.com>

9. Final Words

I have handed you a set of techniques that are effective and work for me and other marketers, making us thousands of dollars every month. Now it is entirely up to you to put action to it and make it work for you.

In the internet marketing world, there are hardly any secrets. If there is a secret behind the success of a marketer, there is only one – putting feet to action! There really isn't any magic pill to make money online. If you are looking for one, then I can guarantee that you will become very disappointed and disillusioned.

There may be fads and crazes, but they come and go and most methods do not last long enough and can work now but not later. I try my best to present to you methods which have worked in the past and present, and I believe and hope will continue to work well in the future.

Do not chase after the next “in” thing. Focus on what you know and apply them. Most of the guides you find online are helpful enough. If you will put just 30% of what you learn to good use, I am confident that you will do well!

You now own a cash blog that is positioned to earn money for you. Now, the rest is up to you!

Wishing you success,

Davion Wong