

# Table of Contents

<b>Preamble</b> .....	4	<b>Lesson 24</b> Plugins: Search engine optimization	156
<b>Lesson 1</b> Understanding the concepts .....	11	<b>Lesson 25</b> Writing for your site: Copywriting...	161
<b>Lesson 2</b> Planning your site.....	18	<b>Lesson 26</b> Writing for your site: Keywords .....	168
<b>Lesson 3</b> Searching for a niche to scratch.....	25	<b>Lesson 27</b> Writing for your site: Reviews.....	172
<b>Lesson 4</b> Determining demand.....	29	<b>Lesson 28</b> Photos .....	176
<b>Lesson 5</b> Evaluating your competition .....	39	<b>Lesson 29</b> Videos .....	184
<b>Lesson 6</b> Building the “bones” .....	49	<b>Lesson 30</b> Internal and external linking .....	191
<b>Lesson 7</b> Buying a domain name .....	59	<b>Lesson 31</b> Off-site SEO, method 1.....	196
<b>Lesson 8</b> Connecting the domain to the host... 69		<b>Lesson 32</b> Off-site SEO, method 2.....	199
<b>Lesson 9</b> Uploading files/installing WordPress 74		<b>Lesson 33</b> Off-site SEO, method 3.....	205
<b>Lesson 10</b> WordPress administration.....	83	<b>Lesson 34</b> Off-site SEO, method 4.....	208
<b>Lesson 11</b> Posts and pages and links .....	93	<b>Lesson 35</b> Off-site SEO, method 5.....	217
<b>Lesson 12</b> Your “about” page.....	98	<b>Lesson 36</b> Off-site SEO, methods 6 & 7.....	226
<b>Lesson 13</b> Continuing the WordPress tour.....	100	<b>Lesson 37</b> Off-site SEO, method 8.....	229
<b>Lesson 14</b> Finishing the WordPress tour .....	104	<b>Lesson 38</b> Social media marketing .....	231
<b>Lesson 15</b> Site planning .....	111	<b>Lesson 39</b> Affiliate networks .....	236
<b>Lesson 16</b> Designing the “skin” .....	114	<b>Lesson 40</b> Finding merchants and products ...	245
<b>Lesson 17</b> Installing plugins .....	119	<b>Lesson 41</b> Adding products to your posts.....	248
<b>Lesson 18</b> Plugins: Pinging, spam, speed, etc. 123		<b>Lesson 42</b> eBay and Amazon affiliation .....	256
<b>Lesson 19</b> Plugins: Contact page .....	128	<b>Lesson 43</b> Google programs.....	270
<b>Lesson 20</b> Plugins: Site data tracking.....	130	<b>Lesson 44</b> Putting it all together .....	275
<b>Lesson 21</b> Plugins: Additional optimizations....	137	<b>Lesson 45</b> Promotion tips .....	279
<b>Lesson 22</b> Legal stuff.....	143	<b>Lesson 46</b> Building your empire .....	288
<b>Lesson 23</b> On-site SEO.....	146	<b>Lesson 47</b> Parting words .....	293

# Table of Contents

<b>Appendix A</b>	Example: How to choose niche ..	297	<b>Case Study Assignment 15</b>	378
<b>Appendix B</b>	Buying a hosting package .....	301	<b>Case Study Assignment 16</b>	379
<b>Appendix C</b>	Uploading files to your web site...	305	<b>Case Study Assignment 17</b>	379
<b>Appendix D</b>	Continued tour of cPanel .....	311	<b>Case Study Assignment 18</b>	380
<b>Appendix E</b>	WordPress installation specifics.	316	<b>Case Study Assignment 19</b>	380
<b>Appendix F</b>	Basic HTML and CSS.....	317	<b>Case Study Assignment 20</b>	381
<b>Appendix G</b>	More design details .....	319	<b>Case Study Assignment 21</b>	381
<b>Appendix H</b>	Fonts and such .....	326	<b>Case Study Assignment 22</b>	382
<b>Appendix I</b>	Excluding yourself from stats.....	340	<b>Case Study Assignment 23</b>	382
<b>Appendix J</b>	Google Webmaster Tools.....	344	<b>Case Study Assignment 24</b>	383
<b>Appendix K</b>	Plugins: Bossing the bots.....	349	<b>Case Study Assignment 25</b>	384
<b>Appendix L</b>	Plugins: Sitemap .....	352	<b>Case Study Assignment 26</b>	385
<b>Appendix M</b>	Keyword density .....	354	<b>Case Study Assignment 27</b>	385
<b>Appendix N</b>	Duplicate content, PLR, H1 tags ..	356	<b>Case Study Assignment 28</b>	386
<b>Appendix O</b>	Rank and optimization .....	361	<b>Case Study Assignment 29</b>	386
<b>Appendix P</b>	Building an e-mail list.....	365	<b>Case Study Assignment 30</b>	387
<b>Affiliate Marketing Resources</b>	.....	397	<b>Case Study Assignment 31</b>	387
<b>About this case study</b>	.....	367	<b>Case Study Assignment 32</b>	388
<b>Case Study Assignment 1</b>	.....	368	<b>Case Study Assignment 33</b>	389
<b>Case Study Assignment 2</b>	.....	368	<b>Case Study Assignment 34</b>	389
<b>Case Study Assignment 3</b>	.....	369	<b>Case Study Assignment 35</b>	390
<b>Case Study Assignment 4</b>	.....	370	<b>Case Study Assignment 36</b>	390
<b>Case Study Assignment 5</b>	.....	372	<b>Case Study Assignment 37</b>	391
<b>Case Study Assignment 6</b>	.....	373	<b>Case Study Assignment 38</b>	391
<b>Case Study Assignment 7</b>	.....	374	<b>Case Study Assignment 39</b>	392
<b>Case Study Assignment 8</b>	.....	375	<b>Case Study Assignment 40</b>	392
<b>Case Study Assignment 9</b>	.....	375	<b>Case Study Assignment 41</b>	393
<b>Case Study Assignment 10</b>	.....	376	<b>Case Study Assignment 42</b>	393
<b>Case Study Assignment 11</b>	.....	376	<b>Case Study Assignment 43</b>	393
<b>Case Study Assignment 12</b>	.....	377	<b>Case Study Assignment 44</b>	394
<b>Case Study Assignment 13</b>	.....	377	<b>Case Study Assignment 45</b>	395
<b>Case Study Assignment 14</b>	.....	378	<b>Case Study Assignment 46</b>	395
			<b>Case Study Assignment 47</b>	396