

Action Plan – Gauher Chaudhry & Jeff Johnson Webinar

1. Market Research

- Spy out what other people are doing
- Look at Commission Junction, Clickbank and Amazon to find top-selling niches
- Look at what PPC ads are consistently running (These advertisers are probably making money)
- Study the conversion process

2. Keyword Research

- Google <https://adwords.google.com/select/KeywordToolExternal>

3. Register keyword rich domains for your blogs

- Build a feeder site network starting with three blogs
- Install Wordpress blogs on your own web sites

4. Install Free SEO Traffic Plugin

- <http://www.coolcashezine.com/rd/jeff.html>

5. Build The Blogs

- Use primary keyword phrase as main theme for your blogs
- Need separate hosts and IP addresses for each blog

6. Build content and your network

- Need around 7 to 8 posts on blog to kickstart it (outsource if needed)
- Possible to use private label rights (PLR) content
- Expand feeder network out to social media such as Twitter, YouTube and Facebook
- Use TubeMogul to spread your videos <http://www.tubemogul.com>

7. Pinging the search engines

- Free traffic SEO plugin does this automatically

8. Test offers to monetize traffic

- Use free OpenX to rotate banners to see what converts (CPS, CPM, CPC offers) <http://www.openx.com>

9. Build an email list

- Best source of free traffic
- Place opt-in form on your blogs and use a service like Aweber.com

10. Develop Your Own Product