



"Classic Blueprint"

Adsense \$100k Blueprint

Version 3.0.1

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"Classic Blueprint"

SUMMARY

The basis of our "Classic" Blueprint is our original "A100k Blueprint" website model.

While I can't claim to have real statistics, I believe there are more successful sites from Internet Marketers that are still going strong based on our original model than any other. From 2010, we can verify over 30,000 sites built using our model, a significant percentage of which would be considered 'successful' by most standards. In other words, they make money!

Since we first published it, we've updated it numerous times to reflect the changes we've made in our own efforts - and insure we stay clear on the 'safe side' of Panda and Penguin!

With the 'Classic Blueprint' you'll pick a 'secondary' niche to build your site around. You'll choose a 'primary' keyword phrase that describes the 'secondary' niche you've picked – it's "RFB" (Reason For Being), or what your site is about. From there, you'll build a keyword phrase group – a group of relevant keyword phrases that would logically fit 'under' your primary keyword phrase, acting as 'items' under the 'category' of your primary keyword phrase.

As an example, we built a site in the health care / nursing niche, using the secondary or “sub niche” of 'nursing school'. Our 'primary' keyword phrase – the phrase that described what our site was to be about - was “nursing school programs”.

From there we developed our 'keyword phrase group' – the 'items' that would fit under our primary keyword phrase: these are essentially 1-page 'sub-sections'. For our “Nursing School Programs” website, these included “Best Nursing Schools”, “Nursing School Requirements”, “Nursing Degrees”, and more.

Once the niche & primary keyword phrase, and additional keyword phrases are selected, it becomes a straight-forward matter of adding in the content, and getting each of the keyword phrases ranked on Page 1.

1: Niche Research

This is perhaps one of the most important aspects of the "Classic Blueprint" – get this right, and you are half way there!

Crucial Concept: Based on our niche research - having decided what 'secondary' niche or topic to pursue - we begin by choosing a single “root” or “umbrella” keyword or keyword

phrase. This essentially defines the 'reason' for your site, what it's about, and should be the basis for generating the keyword phrase group. It's also what will be used to name the site, and the one we're going to try to use with our domain name. Often – though not always – it will also be the highest-search-volume keyword in the group.

WE WANT TO END UP WITH A GROUP OF KEYWORDS/PHRASES THAT 'FIT' TOGETHER LOGICALLY, 'UNDER' THE 'UMBRELLA' OF OUR PRIMARY KEYWORD.

The first step in the \$100k Blueprint is picking the niches or topics to target.

When it comes to targeting niches in the Internet Marketing world, one school of thought is to target “easy” niches or topics – super-specialized areas that won't have a lot of competition. These include very narrow niches i.e. Dogs / Show Dogs / Breeding Show Dogs: “Breeding Alaskan Malamutes For Show”.

While this sort of niche is bound to have less competition – and hence be easier to rank well for – than just “Show Dogs”, it's also by definition going to have far less traffic, fewer ads, and probably fewer high-paying, targeted ads.

Another example is the “product-centric” niche, such as Miter Table Saws, or Pool Vacuum Cleaners (something I built a successful website on and subsequently sold for a few thousand bucks). This is the “x-factor” Micro Niche Site arena, where you're targeting super-narrow, super-specific phrases like “Sony 5501HD LCD TV”.

The problem with both narrow-niche focus and “product-centric” targeting is this: though they may be easier to rank for, they just won't support \$100/day sites. So you would need a LOT of them – and that is just waaaaay too much work as far as I'm concerned. The amount of work necessary to rank Blueprint-type sites is not proportionately higher for the higher payouts. So why focus on low-dollar, low-traffic-volume sites?

"Informational" vs "Product-Centric"

We define “product-centric” as having to do with specific products, product types or categories, physical goods, etc. You know, products!

Examples are LCD TV's, Dog Grooming Supplies, HP Laser Cartridges, etc. Product-centric websites are great for e-commerce and affiliate marketing, not so great for AdSense – and not what the “Classic Blueprint” specifies.

“Informational” sites on the other hand, are just as their name implies – about providing information. Examples are schools/training, personal finance, medical, health issues & information, real estate, etc.

While many consider these the “don't even think about trying to do it” niches, these are PRECISELY the niches that we show you how to target with the Blueprint. The reason? They have the volume, and the 'right' payouts!

NOTE: One of the main 'targets' of Google's recent updates have been “single-keyword-

focused” sites. You might be familiar with the once-ubiquitous “x-factor” micro-niche sites, or the “Google Sniper” websites. These are the very definition of “single-keyword-focused” sites – websites that are primarily an effort at getting a Page 1 ranking for a specific keyword or phrase. If you have any of these sites, you might have seen them drop or get de-indexed. If they haven't yet, they probably will be. The days of these “single-keyword-focused” sites are over. In targeting them, Google is trying to emphasize 'topical' and/or 'Authority' sites rather than those build around a single phrase. A100k is all about building 'mini-authority' niche sites.

A Note About Keyword 'Costs'

We do not advocate targeting individual keywords based just on their PPC cost. In fact, we don't advocate targeting individual keywords at all, but rather keyword phrase groups of 4-8 per site.

That said, if you want to see what sorts of payouts are possible, check out Spyfu's weekly updated list of highest CPC (Cost Per Click) keywords (and notice virtually all of them pertain to some sort of informational search): <http://www.spyfu.com/TopList.aspx?listId=3>

It should be pointed out that virtually all of these are “lead gen” keywords, meaning they qualify as “lead generation searches”. Someone typing these keywords is looking for something for which the provider will make a lot of money on.

In an upcoming “\$100k Blueprint”, we will be focusing on creating a separate \$100k business through lead generation. For what it's worth, most CPA offers are in fact lead generation efforts.

Searcher Profiling

Once we decide on a niche but before we build a site, we try to create a “mental profile” of potential visitors – who might they be, what are they trying to accomplish, etc.

The reason for this is so we can “reality-test” the website: if this person does a search and clicks on our website, will they feel like they are in the 'right' place? In other words, does the website provide a good 'answer' to the search? If so, we have a good chance of getting them to click on an ad. If the website doesn't immediately look and feel like an answer to their search, they will leave. Quickly.

As an example, for our Nursing School Programs website, the “mental profile” we created is of a person, usually single, probably 18-28 years old, predominantly female. She is either thinking about what career to enter, is considering nursing, and wants to know more about what is involved, how long it takes, how much they earn, etc.

When that searcher lands on that site, they will feel like they got a 'good' search result. We have 'captured' them, and based on Pivot Point 3 (Conversions), a large percentage of them

are going to click on an ad.

How effective is this “mental profile” exercise? Extremely.

We know this by examining our 'bounce rate' (the percentage of visitors that split quickly) and our CTR or Click Through Rate (the percentage that clicks on an ad). For that site, we routinely saw CTR's of up to 50%, and single-digit 'bounce rates'!

Some Niche Research Starting Points

A100k targets sub-niches within Top-Level 'informational' niches. Some of the 'usual suspects' are:

Finance

- personal finance
- credit/credit repair, investing
- insurance

Education/training

- vocational training
 - trades, medical, paralegal, etc.
- adult education
- college
- careers
 - degree programs, study prep, entrance exams
- private school

Health/medicine

- alternative medicine
- rehabilitation
- nutrition
- exercise
- weight loss

Relationships

- Dating
- relationship advice
- marriage

Choosing your 'target' niche is largely a matter of choice, however it's a crucial step. As long as we do this and our keyword research right, the Blueprint will work.

You want to begin with a 'Top Level' informational niche. We discussed some of the 'usual suspects' above, but it is where we go within these that is important.

For example, we have a lot of sites in the 'education/training' niche. One real success example is Nursing School Programs. I found this niche by starting my research with

“vocational training”, “adult education” and “school programs”.

HINT: These are still wide open niches.

Among the niches I came up with while doing 'broad reach' research were Nursing School, Culinary School, Paralegal, and many more. From there, I used those 'seed' keywords to drill down and find my core keyword phrase group.

For instance, while searching on “Nursing School”, I found both “Nursing School Programs”, and “Certified Nursing Assistant”. Searching those terms, I came up with the actual core keyword phrase group used for those sites.

As another example, we have a lot of sites within the 'finance' niche. These include credit, insurance, and investing. While poking around using Insurance as a Top-Level niche, I tried Auto Insurance, and came across California Auto Insurance.

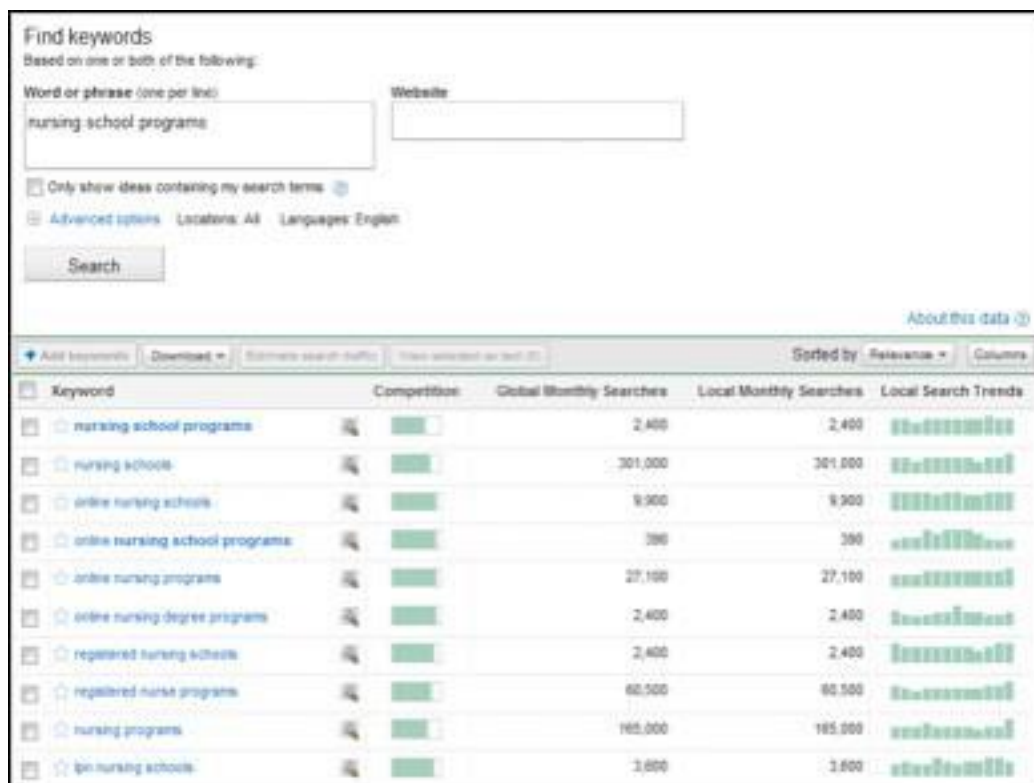
'Secondary' Niche Examples

Below are some real, actual examples:

NOTE: We've sold some of these sites. The examples are valid, but some are no longer our sites.

www.Nursing-School-Programs.com

In the case of “Nursing School Programs” - a steady +\$50/day site for over a year - these were the core keyword phrases:



“Nursing School Programs” (used as the domain name with hyphens)

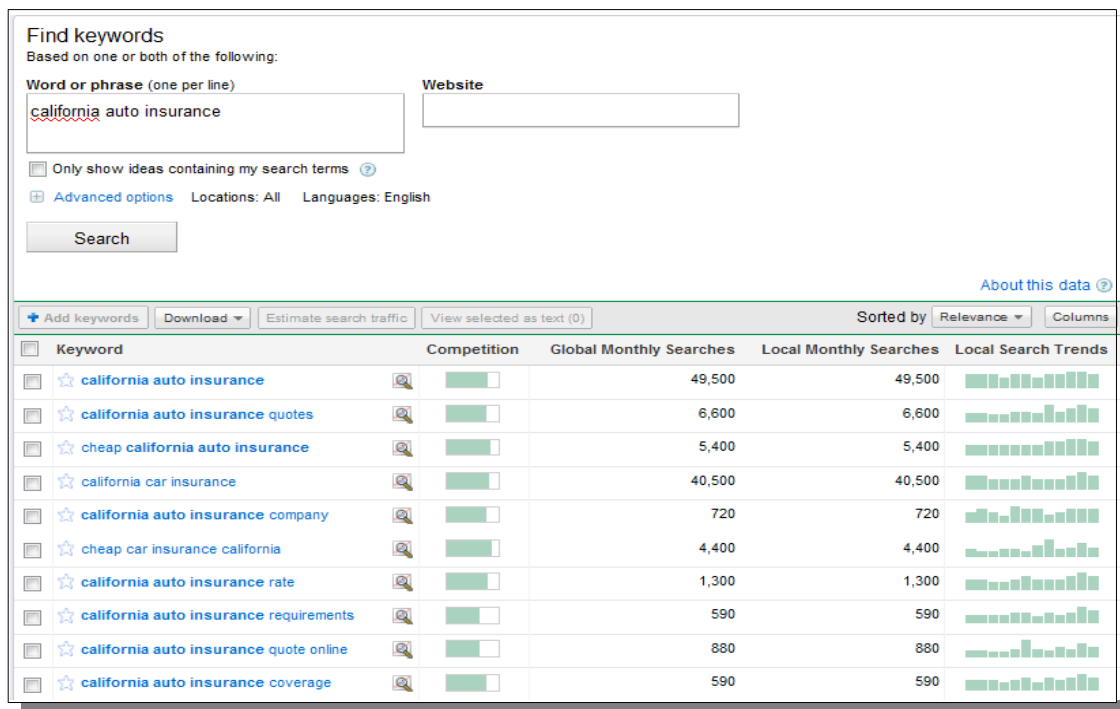
“Online Nursing Programs”

“Registered Nurse Programs”

and more...

www.CaliforniaAutoInsuranceZone.com

In the case of “California Auto Insurance Zone” - steady \$4 to \$10 clicks - these were the core keyword phrases:



“California Auto Insurance” (used as the domain name by adding “zone”)

“Cheap California Auto Insurance”

“Cheap Auto Insurance”

and more...

www.CNATrainingClass.com

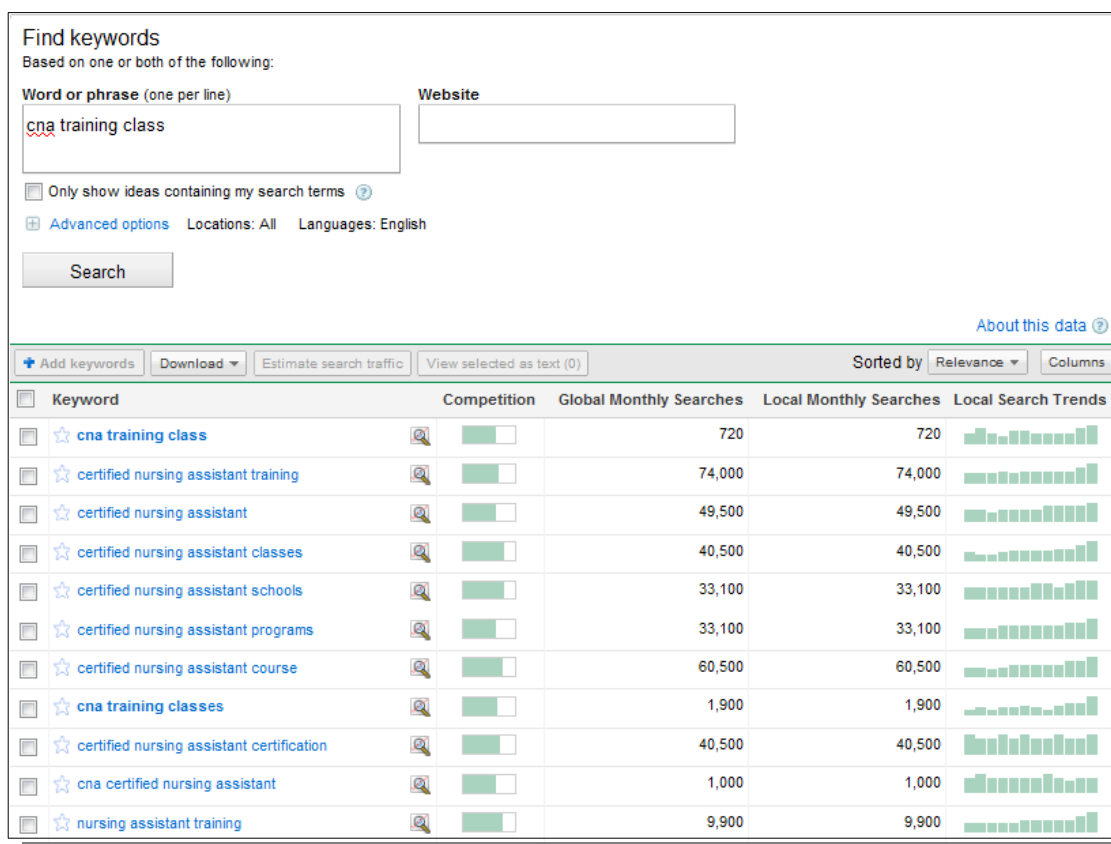
In the case of “Certified Nursing Assistant”, I came up with this +\$400/day keyword phrase group including:

“CNA Training Class” (used as the domain name),

“Nursing Assistant Training”

“CNA Training Classes”,

and more...



As far as specific choice goes, you might want to think along the lines of something that interests you personally, perhaps something you have direct experience in, etc. Neither of those things are necessary, but it might make it a bit more interesting for you.

On the other hand, you might choose an area you're not familiar with but curious about. I have learned a great deal, about a lot of things, as a result of targeting the topic. Between your keyword research, article writing or proofing outsourced articles, etc., you will find yourself becoming a 'mini-expert' in that area!

If you are having trouble choosing a niche, or simply want to expand your number and range of choices, use the "Idea Generators", links and resources at our Resources blog to inspire new ideas for niche research, products, services, and markets:

<http://100kresources.com>

2: KEYWORD RESEARCH

As mentioned earlier, websites using the “single-keyword-focused” strategy, such as “Google Sniper” and “x-factor micro-niche” have been decimated. Stay away from that mindset!

This doesn't mean we shouldn't be targeting individual, 'single' keywords – we should. But building sites to target a single keyword, such as those mentioned above, is no longer a viable strategy.

Google rewards 'strong' sites, and penalized 'weak' sites – at least that's what they're trying to do.

V3 is all about building strong, worthwhile 'mini-authority' sites, and Google has shown that these types of sites can fare extremely well post-“Panda” & “Penguin”

Once you have decided on a niche or niches you are going to target, the next step is keyword research.

The goal of our Keyword Research is to generate a 'keyword phrase group', consisting of 8-15 target keyword phrases. These will become the primary focus for our webpages, our content, and our ranking / link-building efforts.

Our 'keyword phrase group' is a tightly-related group of keywords & phrases based on our niche selection.

This is also the most important part of the plan to get 'right'.

Before we begin the actual research, it's crucial that we understand a few things about search volume, ranking, and keyword research tools.

Choosing Your Keyword Phrase Group

This is perhaps one of the most important aspects of A100k – get this right, and you are half way there!

Crucial Concept: Based on our niche research, we begin by choosing a single “root” or “umbrella” keyword or keyword phrase. This is essentially the 'reason' for your site, what it's about, and should be the basis for generating the keyword phrase group. It's also what will be used to name the site, and the one we're going to try to use with our domain name. Often – though not always – it will also be the highest-search-volume keyword in the group. **WE WANT TO END UP WITH A GROUP OF KEYWORDS/PHRASES THAT 'FIT' TOGETHER LOGICALLY, 'UNDER' THE 'UMBRELLA' OF OUR PRIMARY KEYWORD.**

Use a keyword research tool to start looking at keywords in our chosen niche, and 'collect' a group of keywords/phrases to use. We want to try and find a 'primary' or 'root' keyword phrase

plus a number of additional keyword phrases that can logically fit together.

The two key factors in choosing our keyword phrase group are search volume, and competition. We are looking for keywords that have a 'good' search volume, but aren't so competitive that they will be difficult to rank for.

A third very important criteria is EPC payout – how much we make for a click – but based on the sorts of niches we're targeting, you'll find this to be an easy one.

Doing The Math 'Backwards'

Our goal is to gain top Page 1 rankings for each of our chosen keywords. We know approximately what percentage of that search volume – searches – we can expect to click on the top listings. We also have a good idea of the range we can expect, or how many of those visitors are likely to click on an ad (our 'Click Through Rate', or CTR). And with the payout information – the EPC for those keywords – we can then get a rough idea of how much the site as a whole will earn once we get those rankings.

This also means we can DO THE MATH BACKWARDS to estimate how much combined search volume we need in order to reach a certain level of daily revenue. We can then divide that by the number of keywords to come up with the 'average' search volume we need.

Initially, we're going to shoot for a modest \$20-\$25 per day site – that comes to appx. \$750/month, or a \$10,000 asset that would sell immediately on Flippa.

If I assume I'll get an average \$1/click, then I need 20 clicks...

If I assume a conversion of 20%, then I need 100 visitors to get 20 clicks...

If I assume I'll get around 10% of the available traffic @ Position 4, than I need 1000 total combined search volume to get 20 clicks...

And so a keyword phrase group of 10 phrases with an overall average search volume of 100 per keyword, that gets me to my \$20/day.

Now of course, you can juggle those numbers:

A lower conversion, I need more visitors, a better position, or a higher EPC...

A smaller keyword phrase group, I need higher average search volumes...

A higher average CTR, and all the numbers can be lower...

Higher search volume on some keywords means I can include some with lower search volume...

and of course...

Higher search volume, or higher average EPC, etc., and the site earns more money!

In practice, you will also see additional traffic from 'secondary' rankings – keyword phrases that aren't directly targeted but for which you'll be ranking just as a function of the content and ranking efforts.

NOTE: I also want to mention a VERY important consideration. Once you've built your site and achieved some rankings – and daily revenue – you don't have to “leave it”. You can – and I heartily encourage you to – build on your success by continually looking for and adding additional keyword phrases.

By way of example, the three sites shown in the 'Niche Research' section were 'grown' continually. As a result, the “CNA Training” site, for example, reached a stable AVERAGE of OVER \$300 PER DAY in only 9 months!

Google Webmaster Tools will even SHOW you what other keywords & phrases you're starting to rank for, giving you a 'jump start' – simply add additional content and backlinking efforts focused on those keyword opportunities.

We want a minimum **daily Exact-Match** search volume of 80 (for those of you who are calculator-challenged, that translates into 2400/month).

NOTE: We use 'Exact-Match' with our keyword research tool when we're checking search volume, and 'Broad Match' when we're doing an actual search to check competition.

Why Exact-Match? Because that's what we'll be targeting. Keep in mind that the numbers for Phrase Match and Broad Match INCLUDES the searches for the Exact-Match phrase, but NOT THE OTHER WAY AROUND!

It does us no good to target keywords that in various combinations may have great search volume, but as the actual keyword phrase falls short. For example, “Top Health Insurance” has a Broad Match volume around 18k/month, but when 'reduced' to Exact-Match, less than 2k/month.

Remember – we are going to rank for specific keyword phrases, not keyword phrase 'ideas'!

NOTE: Different keyword tools show search volume results in different ways. Some tools show daily search volume (Market Samurai, Wordtracker, SEOBook, etc.) while others show monthly volume (Google, Micro Niche Finder, etc.)

More importantly, some tools show only 'Broad-Match' results (Wordtracker, SEOBook), while other tools show all 3 search types – Broad-Match, Phrase-Match, and Exact-Match, depending on settings.

One of the MOST COMMON AND COSTLY 'MISTAKES' WE SEE IS WHEN SOMEONE FINDS A 'GOLDEN' KEYWORD PHRASE, ONLY TO FIND OUT THEY WERE LOOKING AT THE 'WRONG' MATCH TYPE!

While we want keywords with a MINIMUM of 80 daily searches, ideally we want more than that. Difficult? Hardly! Once you start doing your keyword research, you'll be AMAZED at how many GREAT keyword phrases you'll come up with!

True: In my office, I have a few 'whiteboards' – this is essentially how I run my business. One of the whiteboards, the largest one in fact, used to be constantly filled – crowded! - with keyword phrase groups that we expected to get to “real soon now”. A real problem we had is too much opportunity and not enough time to take advantage of them all!

When you first begin your keyword research, you may not find this to be the case. But as you put in the time and effort, your thinking will 'shift' into a different mode, and you'll begin seeing more and more good opportunities. Eventually, niches will come to mind, just in the course of day-to-day living or browsing online, and you'll actually start coming up with good keyword phrases – and know they're good – before you even check them out!

For instance, I do a lot in the 'Medical Training' niche. Sometimes, either when reading the news, watching television, even driving, some 'Medical Training' sub-niche will pop into my head. Before I even check it, I know it's going to be good.

This was the case with “Phlebotomy Certification”, a site that we just recently sold for \$20,000 on Flippa. (A 'phlebotomist' is the person who takes your blood, and becoming one requires certification).

It's being in that 'Zone' of niche-research-thinking. Having had big successes researching Nursing Schools and Certified Nursing Assistants, one obvious thought is, what other 'specialties' would people be interested in that require training, certification, licensing, etc.?

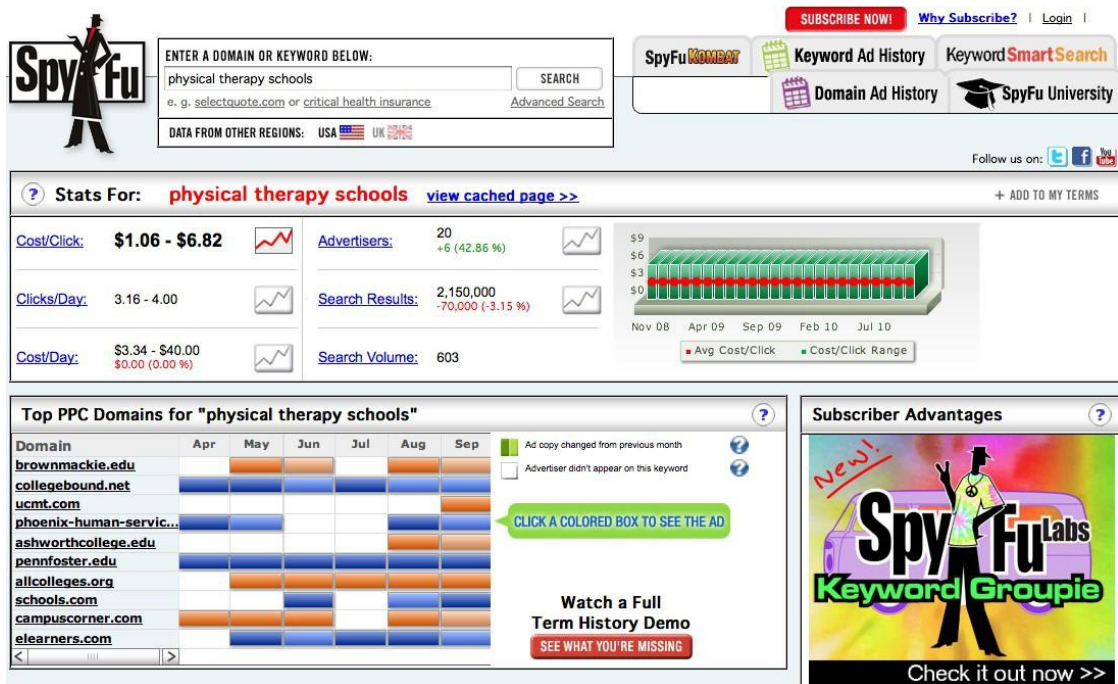
Pretty soon, you'll be like me – whiteboards (and post-its, notepads, backs-of-envelopes, etc) filled with potential 5-figure website ideas!

Keyword Payout Criteria

Once we have some potential candidates, we want to quickly check their payouts. In some cases, we can get this right from our keyword tool. Micro Niche Finder, Market Samurai, Traffic Travis, and Google can all show some measure of EPC. That said, those are good mostly to validate high numbers, but shouldn't be counted on to rule them out. In other words, just because you see a low number, that doesn't mean it has a low payout. In most cases, you're seeing the cost for running an Adwords ad, and generally the low-end of the range.

The best way to check is to use Spyfu: <http://www.spyfu.com>

Not only will you see an estimation of ad costs – still not EPC's, but a good gage – but you'll see if there are many advertisers. A keyword phrase with only 1 or 2 advertisers might be worth skipping.



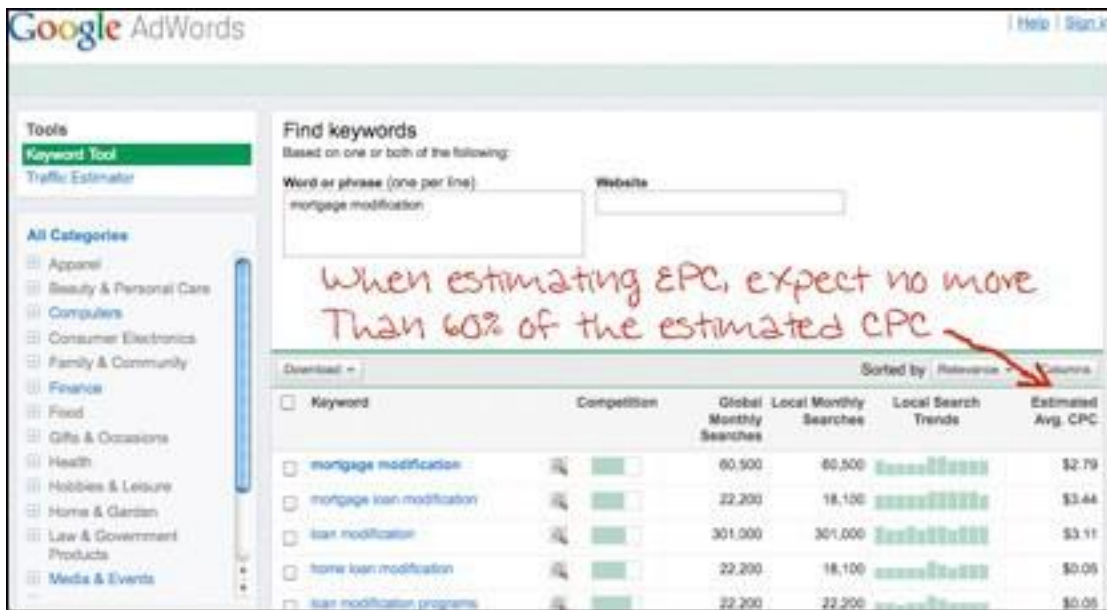
So, just what is an “acceptable” EPC? At a MINIMUM, we want to be receiving \$.50 per click. \$1 or more per click is preferable. Remember, we are building websites that will earn \$25-\$50 per day, not \$1-\$5 per day.

As a rough calculation, suppose we are targeting keywords with 100 searches per day. At Position 3, we can expect approximately 25%, or 25 clicks (more on that below). With a click-through conversion of 20%, that comes out to 5 clicks per keyword. If our website focuses on 5 keyword phrases, an average of \$1 per click will net us \$25 per day.

When A Dollar Isn't A Dollar...

If you re-read the above, you'll see it says “...we want to be **receiving**...” - the key word there is “receiving”. Most keyword tools show keyword “costs” rather than payouts. The numbers you see are usually how much it costs for each click as an advertiser. If Acme Advertising is paying Google \$1, we will only receive appx. \$.60.

(It used to be conjecture what percentage Google paid out to its publishers (that's us), but last Spring they finally revealed that they are paying out approximately 60%).



What this means is, we aren't interested in keywords / phrases that show anything under one dollar.

When A Dollar Still Isn't A Dollar...

The numbers we've mentioned are generally "best case" payouts, based on what an Adwords advertiser is paying for the "best" positioning of their ad.

Adwords is an auction. Advertisers bid on keywords. The highest bidder gets the 'best' placement of their ad. When you see an adblock of 4 ads, for instance, the first ad is paying much more than the last ad in that adblock. And when you see two adblocks, the advertisers in that second adblock are paying less than those in the first adblock.

This is one reason why optimizing ad placement is so important. Not only do we want to get as many clicks as possible, but we want those clicks to be on the most 'expensive' ads.

What determines which adblock is 'first'? It's the order in which they appear in the page source code.

With that said, just because our keyword phrase is showing at \$2, that doesn't mean we won't see some lower clicks – when someone clicks on a lower-place ad for instance.

A Few Words About Ads

PPC or "Pay-Per-Click" marketing is an evolutionary exercise. Marketers choose their

keywords and create their ads in an effort to achieve conversions – clicking on their ad. How much they pay for each click depends in large part on how effective their ads are. A seemingly counter intuitive aspect of Adwords is that the higher your click-through rate, the less you pay for each click. If you think about that for a minute, it begins to make sense. Google only makes money when an ad is clicked. This is how they promote continuing improvements, so that ads get better and better, resulting in more and more clicks, and more and more revenue.

The result is that marketers continually evolve and improve their ads. In most cases, the ad that appears on your website is the result of a great deal of testing, feedback (how effective the ad is), and improvements. This evolutionary process insures that ads tend to be extremely highly optimized.

We want these ads to do what they were born to do - grab the users attention and get them to click.

Competition!

Now that we have a candidate keyword phrase with appropriate volume and payout, the key make-it-or-break-it step is to check competition.

Once again, forget anything you've learned, read, heard, dreamed, or assumed about competition. The only thing that matters is the 'strength' of those first 10 results. Let me say that again for reinforcement:

WHEN CONSIDERING COMPETITION, THE ONLY THING THAT MATTERS IS THE STRENGTH OF THOSE FIRST 10 RESULTS.

When I say “those first 10 results”, I mean the page – the actual URL, which is not necessarily the main website homepage – of the first 10 results FROM A BROAD-MATCH SEARCH. This means, whatever shows up on the first page when we do a 'real' search on the keyword phrase – no “quotes”, etc.

Remember – this isn't “Micro Niche World”, or “Guru Adsense Drive!”. We are targeting the actual search phrases, typed in by real people, doing real searches, looking for real information. We want to know what competition we are facing when someone types in the actual search that we're optimizing for.

In judging the competition on that first page, what we're looking for is whether we can “beat” or displace those towards the top.

Click Patterns

This would be a good time to talk about “click patterns”.

In nearly all searches – though there are some types of searches that are exceptions – the #1 listing gets the greatest percentage of clicks. How much? As much as half, or 50% -

sometimes more. Spots #2 and #3 generally split the next 25%. In other words, the Top 3 listings will get 75% of the traffic. The remaining 7 listings will get most of the rest, in decreasing percentages. This means that if we aren't able to reach say the Top 5, we don't even have a shot at most of the traffic. This is another reason why we target these higher-volume niches and keywords.

June 14, 2010 - June 30, 2010						
			Save as Report Template: <input type="text" value="Enter new name..."/>		<input type="button" value="Save"/>	CSV
Totals		2,717	283			\$399.84
Date	Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Monday, June 14, 2010	Phobosmyverifyingguide	52	5	9.62%	\$89.32	\$4.64
Tuesday, June 15, 2010	Phobosmyverifyingguide	64	2	3.12%	\$30.01	\$1.92
Wednesday, June 16, 2010	Phobosmyverifyingguide	105	9	8.57%	\$89.80	\$9.43
		100	7	7.00%	\$103.22	\$10.32
		54	4	7.41%	\$98.73	\$5.33
		72	7	9.72%	\$161.97	\$11.66
		88	15	17.05%	\$251.29	\$22.11
		189	22	11.64%	\$183.79	\$34.74
		306	37	12.09%	\$161.60	\$49.45
Wednesday, June 23, 2010	Phobosmyverifyingguide	227	11	4.85%	\$114.01	\$25.88
Thursday, June 24, 2010	Phobosmyverifyingguide	223	24	10.76%	\$191.42	\$42.69
Friday, June 25, 2010	Phobosmyverifyingguide	184	26	14.13%	\$165.93	\$30.53
Saturday, June 26, 2010	Phobosmyverifyingguide	120	15	12.50%	\$170.85	\$20.50
Sunday, June 27, 2010	Phobosmyverifyingguide	189	27	14.29%	\$150.29	\$28.40
Monday, June 28, 2010	Phobosmyverifyingguide	257	25	9.73%	\$137.03	\$35.22
Tuesday, June 29, 2010	Phobosmyverifyingguide	267	33	12.36%	\$163.22	\$43.58
Wednesday, June 30, 2010	Phobosmyverifyingguide	220	14	6.36%	\$106.51	\$23.43
Totals		2,717	283			\$399.84
Averages		159	16	10.42%	\$147.16	\$23.52

Generally speaking though, we need to be able to “beat” or displace someone on that first page of search results.

So how do we judge the competition?

The two main metrics we used to use were Pagerank, and backlinks. This is not the case anymore.

Very simply, we want to look at the middle of Page 1 for the keyword we're considering, positions #4, #5, and #6.

What we want to see are 'vacancies' there - meaning they aren't 'Authority' sites such as Wikipedia, or strong root domains like WebMD.org, or root .gov sites like fds.org.

If those sites fit the criteria, we want to pull them up. What we're looking for is whether they're optimized for the keyword we're considering.

How can we tell? Pretty easily: if they have both the keyword in both the Page Title, AND the lead article title OR in "H1" tags, it's optimized for that phrase, and we can move on.

If either the Page Title isn't our keyword phrase, OR it isn't the lead article title or H1 tag, then we look at the page itself.

How 'strong' does it look?

If we meet the above criteria, AND YOU CAN CREATE (OR OUTSOURCE) BETTER CONTENT, then you're "in".

It's as simple as that!

3: Content

With each "Classic Blueprint" website, we have one 'target' page for each of the keyword phrases we are going after. This is the page we will be ranking for it's keyword phrase. Remember, websites don't rank, pages do. As such, we will be focusing our ranking efforts on these pages, 1 per keyword phrase.

Why just 1 page per keyword phrase? So that we can focus all our ranking efforts to a single 'point', rather than have those efforts diluted. The more ranking effort we focus on a single page & keyword, the better and quicker that page will rank for that keyword.

Wordpress vs. 'Static' HTML, and 'Posts' vs. Pages

A traditional 'static' HTML website has a fixed hierarchy - you could draw a diagram, starting with the home page, with a line going from that home page to each 'sub' page it connects to, and on down.

Wordpress works a little differently. Instead of individual, separate pages, a Wordpress site is essentially one long string of pages connected in chronological (date) order. As such, a Wordpress "Post" or article actually exists twice – once as the individual article, and once as part of the page on which it appears chronologically.

(In point of fact, an article can exist more than twice, depending on whether we opt to use Wordpress "Categories", "Archives", etc. In spite of the seeming 'benefits' that might bring, it's actually a big potential problem, as Google can and will interpret those as duplicate content. Fortunately, you won't have to worry about that, since the way our themes & plugins are configured insures we won't end up with 4 instances of the same thing.)

In Wordpress, the 'standard' or 'regular' article is added as a "Post". This means that it has

both it's own URL, but is also a part of that long string of content.

On the other hand, Wordpress "Pages" are separate, individual web pages that essentially stand alone and 'outside' of the blog. We link to them by having link to them appear in the "Pages" section of the blog layout. If they weren't linked there, they would have no actual 'connection' to the blog.

For the "Classic Blueprint", the purpose of the "Page" is to have a stand-alone target for each of our keyword phrases.

We use Posts to continually update our blog, and to support, or bolster our target Pages.

Why all this "Page" vs "Post", "Target" vs. "Supporting" focus?

This is a very important point. Remember that it is individual URL's that rank, and that ranking depends in part on the 'Total Backlink Value' pointing to a given URL. So when we do our backlinking, we don't want to 'dilute' that Total Backlink Value, we want to focus it onto specific ranking target pages. This allows us to concentrate the 'link juice' and efforts down into those single URL's, rather than have them spread – diluted – across the whole blog.

This is why we focus on ONE INDIVIDUAL URL/PAGE as the target for each keyword phrase we're trying to rank for.

Ok, so we understand the 'target' content/page. 'Supporting' content consists of our ongoing posts. These help our ranking by keeping the blog fresh and updated, while providing the opportunity to continually 'bolster' the target URL's through 'internal linking'.

'Internal linking' - links on our blog pointing to other places on our blog – lets us tell Google what the blog is about, and which pages are important.

As far as creating content is concerned, there is very little difference between 'target' pages and 'supporting posts'. It's imperative that ALL our content be as good as possible, and ONLY 100% original.

But in terms of optimization, we want our target pages to be 'optimized', while our supporting pages shouldn't be. After all, we don't want to have many pages competing with each other. Supporting pages should have the keyword phrase we are 'supporting' in the article a few times, and the first instance should be hyperlinked to it's target page, but otherwise we don't have to do any further optimization.

How do we optimize our Pages for our 'target' keyword phrases? Simple. We use our target phrase in the title of the article, for which Wordpress will automatically add 'H1' tags and include in in the URL.

Beyond that, all we have to do is insure that the article itself is a focused article about - that target keyword.

Yes, it's that simple!

To help illustrate, we'll use one of our favorite examples, nursing. Why nursing? Because there are tons of specialties, jobs, titles, degrees, tasks, etc. Just looking at the category

listing on our old nursing school programs site helps illustrate the point.

4: Traffic & Promotion

Having chosen the 'right' keyword phrase groups within the 'right' niches, built & launched our site, we now turn to that all-important task of generating traffic.

Providing you've followed the Blueprint so far, you have a site designed around keyword phrases that will pay well, have good search volume, and will be relatively easy to rank for.

After researching & building our site, the remaining action steps in the Blueprint revolve around pushing our sites up to high Page 1 rankings for each of our target keyword phrases. Once we achieve these rankings, the traffic will follow in lock-step.

In a nutshell, traffic generation is all about ranking our pages. The higher we rank, the more traffic we get. That said, if we aren't on Page 1, our traffic volume is going to be negligible. We've talked about this earlier but it bears repeating: when it comes to search engine traffic, the #1 spot tends to get roughly half of the traffic for that search. Spots #2 and #3 split another 25%. This means that the Top 3 spots will get 75% of the available traffic. The remaining 7 spots will split the remaining balance, in decreasing shares.

Traffic for the "Classic Blueprint" will come largely from the search engines, or said another way, from rankings.

This means our efforts are put towards getting links, and content sharing with social signals (shares + 'likes', shares + 'G+', Tweets, etc.)

NOTE FOR 'OLDER' A100K BLUEPRINT SITES

If you have a site developed previously that hasn't performed as you'd hoped, or was 'hurt' through paid links (including blog networks) or other issues that you were penalized for, in most cases you can apply the "Long-Tail Blueprint" and effectively "resuscitate" your site.

Explicit instructions and a 'checklist' are in the upcoming "A100k Renewal" PDF

GOING FORWARD - ACTION PLAN

Once you've chosen your niche or topic, developed your long-tail keyword list, created your content, and set up your site, you can follow the "Long-Tail" Action Plan.

Week 1

Share each Article/Post on your Facebook page and Google+ account, posting a brief summary of the article - 3-4 sentences is sufficient - with a link back to the Article.

IMPORTANT: Make sure these ARE NOT your only posts to Facebook, etc. Make some additional related posts, some of which should link out to 'Authority' sites.

Tweet each Article/Post (this can be done automatically with a Twitter plugin).

That's it for Week 1.

Week 2 through Week 20

Add two Articles/Posts, sharing & Tweeting each as in Week 1.

Aim for 20 good backlinks over the course of the week.

Important: Use your target keywords for your anchor text appx. 20%, BUT NOT MORE THAN 25-30%!

For all the rest, you should be using different anchor text for most links. Use 'raw' links, longer phrases, phrase variations, etc. Your anchor-text should describe your Categories.

By Week 6, you should start seeing steadily-increasing traffic, beginning around 10-20 visitors per day.

By Week 10, you should be averaging at least 20 visitors per day.

By Week 10 through Week 20 traffic should build to an average of 40-50 visitors per day.

Continue to add new content - this is the key to ranking for the "Classic" and "Long-Tail" Blueprints.