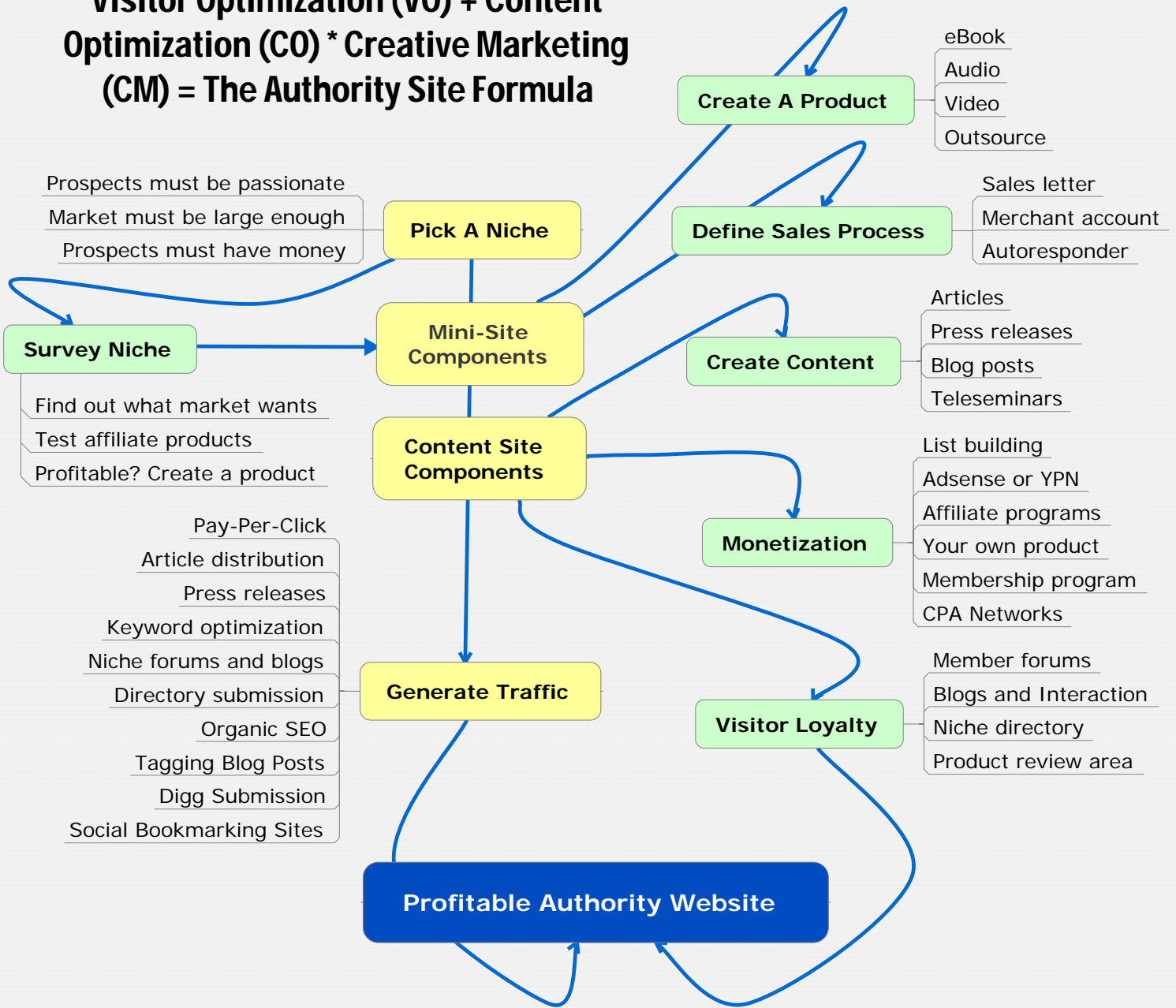


Visitor Optimization (VO) + Content Optimization (CO) * Creative Marketing (CM) = The Authority Site Formula



**The Authoritative Guide To
Creating Profitable Authority Sites
2nd Edition - Revised and Updated**

Table of Contents

Table of Contents.....	1
The Secrets to Creating an Authority Site.....	2
What is an Authority Site?	5
What Makes An Authority Site?.....	6
Anatomy of an Authority Site	8
Picking a Rabid Niche	8
Surveying Your Market.....	10
Outsourcing	11
Delegation	13
Define Your Sales Process	13
Creating Content	13
Monetizing Your Content	15
Affiliate Programs.....	15
Creating Visitor Loyalty	17
Bringing It All Together.....	19
Generating Traffic	20
Niche Authority Site Examples	22

The Secrets to Creating an Authority Site

What you are reading now is the brain-baby from a select group of content publishers who have been hard at work for several years **helping other content publishers succeed and flourish** in their online businesses.

Recently, the focus has been shifting from building content sites to building authority sites. Years of internet marketing experience have taught us two types of websites exist.

The first type is a mini-site. A site built and designed for the sole purpose of generating an immediate action from the visitor most likely a sale. **The second type is a content site.** A site built and designed to capture organic search engine traffic and generate revenue through the use of contextual ads or affiliate programs.

With the recent change in Google Adwords Landing Page Quality Guidelines **mini-sites are slowly facing their demise.** Google now requires landing pages to provide the visitor a considerable of content for the advertiser's advertisement to be shown.

Taken directly from the Adwords Landing Page and Site Quality Guidelines:

- Link to the page on your site that provides the most useful and accurate information about the product or service in your ad.
- Ensure that your landing page is relevant to your keywords and your ad text.
- Distinguish sponsored links from the rest of your site content.
- **Try to provide information without requiring users to register. Or, provide a preview of what users will get by registering.**
- In general, build pages that provide substantial and useful information to the end-user. If your ad does link to a page consisting of mostly ads or general search results (such as a directory or catalog page), provide additional information beyond what the user may have seen in your ad or on the page prior to clicking on your ad.
- You should have unique content (should not be similar or nearly identical in appearance to another site). For more information, see our affiliate guidelines.

Source: <http://adwords.google.com/select/siteguidelines.html>

The passage that states, "Try to provide information without requiring users to register. Or, provide a preview of what users will get by registering" means **the beginning of the end for squeeze pages.**

Note from Jack:

Our members KNEW Google was going to change Adwords months ago. Not that we have insider information beyond the fact that things HAD to change for the search industry to stay relevant and clean out the spam sites in their results. **The Adwords change was totally inevitable. The only surprise is it didn't happen sooner!**

— Jack Humphrey – RPM Institute Partner

Now we know where mini-sites are headed. Let's find out about content sites. Google's webmaster guidelines are a bit less specific than the Adwords Landing Page Guidelines, but the typical indicators and pointed vocabulary are present.

Here are a few bullet points taken directly from Google's webmaster guidelines:

- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. **Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"**
- **Don't participate in link schemes designed to increase your site's ranking or PageRank.** In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
- Avoid "doorway" pages **created just for search engines** or other "cookie cutter" approaches such as affiliate programs with little or no original content.
- **If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.**

Source: <http://www.google.com/support/webmasters/>

Four points have been highlighted in the passage above:

1. **Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"** — We'll take it one step further and ask another question. How many of your Adsense sites have been designed with the visitor in mind?
2. **Don't participate in link schemes designed to increase your site's ranking or PageRank.** — This statement means the days of buying and trading links are coming to an end. It's a matter of time before link trading companies are out of business.

3. **Created just for search engines.** — This statement roughly translates to “the end of keyword-named pages”.
4. **If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.** — According to this statement Google is on the witch-hunt for so-called “affiliate sites”.

We now know what will come of your AdSense (or content) sites. Google is constantly looking for webmasters who get the upper hand on them or take shortcuts. Throughout the passages quoted above two underlying themes exist. **Content and visitor experience.**

Note from Jack:

No other community on the internet knew what was going to happen with content site building, the major search engine shifts in the last several months, and the new science of marketing sites before we told them. **Quite often we are the source of information the gurus use to keep THEIR members informed of changes and shifts in the website building and marketing world.**

Knowledge is the true power in content site building. Tools are used and abused all over the web. If you don't understand WHY the web works the way it does and what it is going to be like in the future, **no tool in the world is going to make you a profitable site network owner.**

Therefore you cannot continue to rely on unqualified sources for information and tactics that won't get you anywhere.

You can choose to chase your money down into a bottomless pit, buying all kinds of gimmicks designed to trick the engines, or you can choose to **go with the clear leaders who have proven time and again that they truly have their finger on the pulse of web publishing today and beyond.**

— Jack Humphrey – RPM Institute Partner

The question must be asked. What do 99.9% of authority sites provide? An incredible amount of content and a superb visitor experience. Google wants you to succeed and make money with AdSense and they want you to spend money with AdWords, **but you have to play by the rules.**

What is an Authority Site?

So what does it take to create the “perfect” Google authority site? A site that would generate thousands of visitors a day mainly through Google, and in turn would be the one-stop source for information in that particular niche.

A fairly comprehensible **authority site definition** was put forward by Jason Dowdell of Global Promoter (www.GlobalPromoter.com). He defined it this way: "authority sites are sites that have been linked to and referenced on other web sites covering the same subject matter and they also will have hundreds if not thousands of pages covering that subject matter and nearly every facet of it."

That definition is one man’s opinion, albeit a good one, but let us go directly to the source. Many search engine optimization and search engine marketing experts believe **Google has derived their primary algorithm** from a document titled, “Hilltop: A Search Engine based on Expert Documents”.

The PageRank formula as we know it today was derived from this paper and the authors, Bharat and Mihaila, define an authority site in the text below:

“We believe a page is an authority on the query topic **if and only if some of the best experts on the query topic point to it.** Of course in practice some expert pages may be experts on a broader or related topic. If so, only a subset of the hyperlinks on the expert page may be relevant.

In such cases the links being considered have to be carefully chosen to ensure that their qualifying text matches the query. **By combining relevant out-links from many experts on the query topic we can find the pages that are most highly regarded by the community of pages related to the query topic.** This is the basis of the high relevance that our algorithm delivers.”

Source: <http://www.cs.toronto.edu/~georgem/hilltop/>

What we have above is the foundation of the PageRank system and the determination for deciding on authority sites. We highly recommend you **read and reread that document** until you understand every aspect of it.

Before we can begin focusing our attention on creating authority sites we need to dissect existing authority sites for common practices and principles. In other words, we need a solid understanding of the components that must be in place to make authority sites prosper.

Note from Jack:

You cannot fake an authority site. It either is or it isn't. And every surfer on earth knows a junk AdSense article site when they see it no matter how it is dressed up. This isn't something we have to tell anyone. **Everyone has seen the junk sites.** Everyone knows when they are on a site a person cares nothing about other than tricking people into clicking links.

Those sites never get bookmarked, never get long-standing or even short-term search engine and link traffic, yet the myth of AdSense junk sites and instant riches still prevails. **Even after it has been dead for over a year.** Would the creators of this dead horse tell you otherwise? Of course not!

We won't say "we told you so" if you choose to go that route, but we haven't been wrong about this even once **since we started the whole content site craze early 2005.**

— Jack Humphrey – RPM Institute Partner

What Makes An Authority Site?

The example we will be using www.About.com. About is the definition of an authority site. The site has a generic domain name and hundreds of sub-domains on many different topics.

Your authority site should take the same approach, but not on such a general level. If you launch an authority site, it should be geared towards a niche market and then sub-domains should be created areas inside that niche.

For example: Domain: www.Dogs4You.com (just a parked page) is not real site, but if it was then the authority site setup would be similar to:

- <http://germanshephards.dogs4you.com>
- <http://pitbulls.dogs4you.com>

- <http://dobermans.dogs4you.com>
- <http://collies.dogs4you.com>
- <http://poodles.dogs4you.com>

Using this approach, you are able target your mother niche while receiving traffic about related sub-niches.

Another aspect of site setup that is pivotal involves visitor interaction and ease of use. Let us go back to our example www.About.com. Each example subtopic on About includes a series of articles from the respective guide.

Take a moment and visit <http://banking.about.com>. You will notice each article has a section for user comments. This **creates interaction and develops relationships**. Using this approach is more professional than your standard blog and creates a discussion about the topic on which you are posting.

Next, let us visit: <http://banking.about.com/od/mortgages/a/FHALoans.htm>

Besides the basic navigational structure and links to the main area of the site, what do you notice on this page? The **seamless integration of advertising and content** is incorporated throughout the page.

On the main page of <http://banking.about.com> there are advertisements present, but they are secondary and the content is the most prevalent feature.

On the article specific page a greater focus exists for advertising display. On the articles page monetization is the main focus.

Here are some examples:

- Newsletter signup
- Two Adsense blocks
- Two banner ads
- Four links to loan applications

They are utilizing specific pages to generate revenue for the site. Anybody that is versed in the ways and means of search engine marketing and search engine optimization will tell you **the pages deep within your site are the pages that make the most money**, not the home page.

An authority site also creates rapport in your market. Essentially, you become the trusted information source for your prospects.

Anatomy of an Authority Site

Having a professional look and feel is paramount to getting the respect your site deserves. The original authority site www.About.com we discussed above has a consistent and professional appearance throughout the site.

A successful authority site **mixes the attributes of static and dynamic websites**. An authority site would have a place for visitor to comment on every story. The user should have the ability to email, print, or share a story.

Your main focuses when creating authority sites are **ease of use and visitor retention**.

Authority sites come in many forms and fashions, but what would you do right now if you wanted to create one? There are many approaches to this method but you need a systematic approach.

Follow the steps listed below and your site will be generating traffic and making money. Will you become an authority site overnight? No. But you will have solidified your place in your market and your site will continue to grow.

You'll notice that every step listed has a place in the process map that is included at the beginning of this report.

Selecting a rabid niche market is your first step in creating an authority site. You need to pick a niche and stay with it. **The days of searching for new markets to enter and creating an eBook, audio course or video series are gone**. If you have an established money-making site in a particular niche, then you need to focus your efforts on turning that site into an authority site.

Picking a Rabid Niche

There are a few ground rules to be followed when you are deciding what niche you want to focus your efforts on. You need to identify a hungry market first. Without a hungry market you have no business.

You will have to identify and serve a market where people want your products and services rather than a market where they think they might need that product.

You will need to tap into a hungry, desperate crowd.

Also another crucial element of your niche research when you decide on what sized market you want to tackle. You need a large enough market to be able to generate lots of laser targeted traffic to your site, but this market can't be too broad either, otherwise you will not be able to service the exact needs of your visitors.

An example of a too broad market would be: “music”

A large enough but targeted market - in the music market – would be “play the guitar”. It is large enough to get all the traffic you need, and still specific enough to serve it well and build highly sites for this niche.

Here is our basic niche research check list you can refer to:

- Do your usual metrics research (R/S, KEI, keyword analysis)
- Check the first 20 competing sites for your 10 most competitive keywords
- Check if there are good affiliate products available to market to this niche
- Check if you could build a large enough list to dominate a certain segment of this market even if the market is very competitive.
- Check if you can develop a product you can market to your list later down the track
- Also go by your gut feel: the niche should also interest you.

The following online resources will help you immensely to identify hungry markets:

- www.ebay.com
- <http://pages.ebay.com/wantitnow>
- www.Magazines.com
- <http://del.icio.us/popular>
- <http://trends.google.com>
- <http://labs.google.com/suggest>
- <http://answers.google.com/answers>
- <http://answers.yahoo.com>
- www.ResearchAndMarkets.com
- www.eHow.com
- www.nleIndex.com
- www.ThomasNet.com
- www.Dmoz.org
- <http://news.yahoo.com>
- www.trendwatching.com
- www.entrepreneur.com
- www.learningannex.com
- www.Technorati.com
- www.loc.gov/rr/tools.html
- www.trendhunter.com

Article Directories such as the ones below can give you tons of topic ideas, just browse the articles and see what people are writing about:

- www.Buzzle.com
- www.ContentDesk.com
- www.ArticleCity.com
- www.GoArticles.com

Before you waste your time testing a new market ask yourself these three questions:

1. Is the market passionate about the topic?
2. Is there enough interest?
3. Does my market have money?

Also, as a general rule **anything that has to do with saving money will not make you money**. If they are looking to save money, then they are not going to spend money.

Surveying Your Market

Next, would be surveying your market. This is where many marketers drop the ball. You have to test before you jump right in thinking you have a winner. Testing can be a profitable process but you have approach it the right way.

You can use AskDatabase.Com (<http://www.contentdesk.com/ask>) to survey your niche. The process goes like this. You qualify the niche by asking yourself the questions listed above and then setup an Adwords campaign to determine the potential profitability of the market. You would ask the market one of two questions:

- What is your most pressing question about “your niche”?
- What products would you be interested in buying about “your niche”?

You should be able to gauge the potential profitability within 100 responses. The important detail to remember is that after they answer your question, you will want to send them to an affiliate offer. If you are able to sell 3-5 affiliate products on 100 responses, then you’ve probably got a winner.

An incentive to offer your survey participants is a **free copy of the product** after it is created. You might be saying, “I don’t want to give my product away” but if you use this approach you will have several testimonials to put on your sales page.

Creating a Product

Next, you will want to create your product. At this point, you will want to figure which product to create. What do you do? You just ask your list your prospects what product they want created. Marlon Sanders call this the 12-product survey.

You would create a web form that lists 12 different products and then mail your list of 100 names and ask them to answer the question. From the first batch of responses you would then narrow it down to 2 or 3 products, and then mail your list again asking them to choose. The products you can create will vary greatly, but quality is very important.

Here are some ideas:

- eBook
- Teleseminar series
- Video tutorials
- eClass
- Coaching club
- Membership site
- Software

If you want to see better results from your surveys, **we recommend offering them a free report containing tips about your niche.** Nothing fancy, just 4 or 5 pages of good content.

Use your account at AskDatabase.Com (<http://www.contentdesk.com/ask>) to survey your prospects and you will figure which product is the best fit for your list. After you have decided on a product it is time to decide whether outsourcing or delegation is the best fit for your internet business.

Outsourcing

Outsourcing alone is pretty generic terminology and can have many different meanings for different people. In the online marketing world outsourcing has a primary practical meaning.

It starts with heading over to one of the following sites with a software program, eBook, or article idea in mind and finding a programmer or writer to make that idea a reality in a relatively short period of time and on a very limited budget.

- eLance - <http://www.eLance.com>
- ScriptLance - <http://www.ScriptLance.com>,
- Rent-A-Coder - <http://www.RentACoder.com>
- Guru - <http://www.Guru.com>

There's nothing wrong with this approach although it is usually a short lived. In most cases it becomes a once off encounter between the webmaster and the coder.

In certain rare cases these encounters can evolve into real project management or delegation relationships.

It often happens though that the webmaster who orders the service from the programmer or writer is very disappointed with the final product and this results in disputes between the parties.

Without a specific project description, proper planning and contract in place it is almost inevitable that these projects go wrong somewhere along the way.

Please follow these steps when directly dealing with freelancers to avoid disappointment:

1. Have a project description or plan ready when submitting your project.
2. Don't choose the very first applicant; wait until you receive more applications.
3. Don't go with the cheapest offer.
4. Evaluate all offers and give them some time to "sink in".
5. Check out all references to past projects that are provided by the coder.
6. Contact webmasters who have already dealt with your candidates and ask about their past experiences with your candidate.
7. Don't give out your primary contact details to coders and try to communicate via the freelancer site's admin interface if possible.
8. Don't pay coders in advance: either use the escrow facility or pay in small installments.

Doing outsourcing described the above way, is time consuming. Even if you only have to deal with a marketing assistant, a programmer and a writer, you will be looking at a couple of hours per day of just managing your team. Outsourcing is the most inexpensive way of getting started, but a better way exists.

Delegation

If you really want to stay away from horizontal outsourcing, you need to start delegating in a vertical way.

Delegating vertically literally means that you directly work with one project manager who manages all of your projects and your outsourced personnel.

He/She reports to you on a daily/weekly basis using a professional project management interface such as <http://basecamphq.com>. In the beginning, you give all your project descriptions and plans to him/her along with the responsibility of getting them done in a timely fashion.

In an ideal world, your project manager is properly trained by you and acts as your team leader. She gets paid a premium salary and takes the burden of micro-management off your shoulders.

You can also work with a project management company, such as <http://www.Workaholics4hire.com> who would provide you with a trained project manager which is essentially the same as having an in-house project manager and team for working for you.

No matter which option you choose, sooner or later you need to think about delegating and forget outsourcing.

Define Your Sales Process

You will then want to define your sales process. A basic mini-site has three components. A squeeze page that enrolls your prospect in an autoresponder so they come back to your site. Next, you will want a sales letter for your prospects to read about your offer. Finally, you'll need merchant account to process payments.

Defining a complete sales process is beyond the scope of this report, but I would recommend spending the \$80 and buying a copy of Marlon Sanders Amazing Formula (<http://www.contentdesk.com/amazing>). This classic eBook will give you a complete overview of selling on the web including autoresponders, sales letters and crafting offers. The Amazing Formula has been the standard in internet marketing for several years. Spend the money today and save yourself the headache later.

Creating Content

After your sales process has been defined, then it's time to start creating content and changing your site. Create or have created several articles and a press release pertaining to your niche. After you have them created you will want to distribute them.

At the Authority Site Center, we give our members links to the best resources and tools for distributing your content at the lowest cost. We also provide our members' links to the best companies that will write content for you.

Another way to generate unique content for your website is to **hold teleseminars with respected personalities and figures in your niche**. You see teleseminars all the time in the internet marketing niche, but they are **under-utilized in the other markets** like stock-trading, medical information, and especially sports-related niches.

If you hold a teleseminar, then you will want to transcribe it, turn it into a PDF and distribute the transcript. You can also distribute the MP3 audio. Always remember, that audio and video content holds a higher perceived value than documents.

Search Engine Optimization Tip:

Another thing to remember is that search engines love text. That's why we tell people to stay away from Macromedia Flash websites. Very rarely do they perform well in the search engines. More text will always dominate in Google.

If you go the teleseminar, transcription, or free report approach then you will want to give that to your site visitors as a **bribe in exchange for their email address**. Increasingly, bribery is necessary to get a name and email address.

As for getting additional exposure to your site distributing articles or press releases you will need to use a service to have the content written for you. Previously, we mentioned using eLance or RentACoder for creating your product. We wouldn't recommend that approach for having your articles written.

It is best to use an article writing service. The top resource we recommend is The Phantom Writers (<http://www.thephantomwriters.com>). Their prices are reasonable and they are reputable. **Have them write 10 articles and a press release for you.**

When it comes time to distribute your articles, one service is much better than all the rest. iSnare (<http://www.isnare.com>) will distribute your article for \$2 an article. We have used them several times and their service is highly recommended.

As for your press release PRWeb (<http://www.prweb.com>) is the leader in press release distribution. **They have many different levels of press release submission.** You can call them on the phone and speak to them about your press release and we have always found them extremely helpful.

The content you have created and distributed should be partially modified and then added to your existing website. Using this technique **increases the value of your website** and you will receive better search engine rankings because of it.

Monetizing Your Content

You should be doing everything in your power to monetize your content without sacrificing the experience of your visitor. **You can do this with Commission Junction, AdSense or both.** We teach our members to diversify their monetization.

Try to always remember to follow the example of About.Com that we talked about earlier. They use several different avenues monetize their content.

Ideally, you will be making money from your site with your own product. If your product is an eBook then include a link to your sales letter at the bottom of every article page.

If your product is a continuity program (membership site), then offer a **\$1 14-day trial for access to your membership.**

If you are not ready to create your own product, then you need to be monetizing your content by **participating in affiliate programs.** Affiliate programs can supplement your income until you do have a product created.

Affiliate Programs

Several thousand affiliate programs exist on the web in hundreds of different niches. Do you know where to find the best offers that our suited to your visitors? In this article, we will discuss the types of affiliate programs out there and the affiliate networks where you can find good offers to promote.

Types of affiliate programs:

There are two types of affiliate programs that dominate on the web. First is Cost-Per-Action (CPA) and second is Cost-Per-Sale (CPS). Each type has their advantages and disadvantages, but you have to test and find which one works best for your site. The advantage of CPA is that the visitor normally does not have to buy anything. The only has to fill out a form in order for you to get paid.

With CPS the visitor has to purchase a good or service for you to get paid. Some programs pay one-time and some pay on a recurring basis. For example, the Authority Site Center affiliate program pays \$49.00 a month as long as the member is active. If you are interested, then you can sign-up for the Authority Site Center affiliate program at: <http://www.contentdesk.com/affiliates>

What are affiliate networks?

An affiliate network is composed of a group of merchants and a group of affiliates. Merchants join the network and affiliates join the network in order to advertise the merchant products in exchange of a commission from the merchant.

Affiliate networks present some great advantages for the merchant and the affiliate. The merchant gets potential access to a wide network of affiliates. The affiliate does not necessarily need to make a certain sale amount for one particular merchant but rather for the entire range of merchants before getting paid.

The affiliate also puts more trust in a network rather than a merchant's independent affiliate program. The merchants pay the overall commission to the network. The network then distributes the money to each affiliate who made the sale.

It is a brilliant model because the affiliate network is the only one liable for commission tracking and payouts.

There are two affiliate networks that stand head and shoulders above the rest of the crowd in terms of longevity and trustworthiness.

ClickBank: <http://www.clickbank.com>

ClickBank is made up entirely of CPS offers. You refer traffic to the merchant and then you are paid whenever a sale is made. ClickBank has many limitations in terms of stat tracking, but the number of products available for promotion is staggering.

Commission Junction: <http://www.cj.com>

Commission Junction is made up entirely of CPA and CPS offers. Commission Junction is a great place for most people to start because they have several hundred offers and a tracking system in place.

How to Choose a Good Offer?

Now that you know where to find the offers, let's talk about finding a good offer. Obviously, you want to find an offer that matches the needs of your visitor. In most cases, promoting a dog training eBook on a cat health site is a waste of time, but you never know until you test.

Our Authority Site Center Elite members have had great success promoting our affiliate program on totally unrelated sites. They have seen success on sites that include topics like online security, eye beauty and even crafts.

We will get into metrics, stat tracking and Earnings-Per-Click (EPC) in a future article, but for right now ask yourself, "If I visited the site would I be inclined to sign up for

the offer.” Does it entice you? Has the company done a good job of conveying their message? Is there a follow-up series or lead-generation method in place?

The best advice we can give you is find one network and stick with it. Using that approach your commissions will come from one place and you will be able to track all of your results.

Creating Visitor Loyalty

You are probably aware of common mini-site techniques and you are probably aware of common content site techniques, but what if you combined the two.

The area where most marketers go wrong is in creating return visitors. Your most expensive acquisition is a first-time visitor. You should do everything in your creative arsenal to ensure they come back to your site.

How do you make that happen? By providing your visitors the absolute best experience when visiting your site. Larger authority sites focus on visitor experience first and then content monetization.

Note from Jack:

Serve your market and you will beat everyone else in your niche that aggressively optimizes (tricks) the engines. It's not a theory, we have proven results to show this is happening right now with our extremely deep R&D and **exclusive site building and marketing technology**.

“Visitor Optimization” (VO) is all you have to worry about if you have the right platform to publish on. **Search engine optimization (SEO) has been replaced for good.** If the SEO industry DOES NOT freak out about that statement, then it's not true. Their impending negative reaction and pooh-poohing of what we are saying will be deafening **because it IS true and they are scared.**

— Jack Humphrey – RPM Institute Partner

Examples include:

- Medical Information – www.WebMD.com
- Sports Information – www.Sportsline.com
- Car Insurance – www.Geico.com
- Home Equity Loans – www.DiTech.com
- Software – www.Microsoft.com
- Hardware – www.CompUSA.com

We know what you are saying, “Those are gigantic companies with huge advertising budgets”, and you’re right. You’ll notice with each example two trends exist:

- Established brand name
- Creative marketing

True, it will take your company years to establish a brand name, but the **creative marketing is not out of reach** and can be relatively effective in the short-term.

Here are some tips:

1. Learn from these sites and About.Com. Do everything you can to emulate them on your own website. Notice how they allow their visitors to be interactive with the site through the **use of rating systems and product reviews**. Notice how they serve the **logos of well-respected organizations** for businesses.
2. Getting memberships to your local **Chamber of Commerce** and **Better Business Bureau** will give your visitors comfort when browsing or shopping on your site. Put these logos front and center on your site.
3. Another tip is to **always have a phone number on your site**. The phone number doesn’t have to lead to your office or home phone. Setup a voice mail system to answer the calls.

Some other ways of establishing visitor loyalty include **member forums, frequent blog posts, having a directory of sites in your niche, and a product review section**.

Your ultimate goal should be to create a sense of community for your visitors. How do you think MySpace and YouTube grew so fast? It was simply because they gave their visitors ownership and allowed them to decide which content should be the most popular. Empowering your visitors is a sure formula for success and gobs of traffic.

Bringing It All Together

As you can probably tell by now, we are heading in the direction of fusing the best qualities of mini-sites with the best qualities of content sites. If you bring those together, then you are on the way to having an authority site.

Here are some ground rules:

- **Every site you own should have a dynamic content management system.** The days of static websites are gone. Several content management systems exist for managing your site. Some popular solutions include Drupal (<http://www.drupal.org>) or Joomla (<http://www.joomla.org>).

In our opinion, Wordpress (<http://www.wordpress.org>) continues to be the leader in content management. Wordpress offers many advantages over the other solutions for several reasons.

1. **So much more than blogging software.** Most internet marketers and webmasters believe Wordpress to simply be blogging software. By definition **blogging software is a content management system.**
 2. **Wordpress is open-source and expandable** through the use of plug-ins and themes. Open source means the entire source code is editable.
 3. **Dedicated community of users** that are constantly developing plug-ins and themes to make the software more flexible and powerful. According to Wordpress.Org, Wordpress was downloaded over 90,000 times in 2005.
 4. **The source code is written in PHP.** PHP is a powerful web programming language that nearly every web developer knows. In other words, creating your own add-ons for Wordpress will not be a difficult task because so many programmers are familiar with PHP.
- **Each page on your site should have a highly visible optin box.** You should be capturing the name and email address of every visitor to your site. Using a service like Aweber (<http://www.contentdesk.com/aweber>) you should capture names and email addresses.

Like the survey example mentioned previously, you will see the best results if you offer your visitors a **bribe for opting in to your newsletter**. Always remember the top-left corner of your website is your most valuable real estate. This is the area where most of your visitors will look first and be more likely to take action.

- **Use sub domains.** Find a domain name that is fairly general to your niche and the use sub domains to identify sub niches within your main niche. This approach is similar to the one we presented earlier about Dogs4You.

- **Get Your Product Created.** Until you are sure you have a winning niche use affiliate programs to generate revenue for your site. Once again, **use the example of About.Com for proper placement of affiliate products** and your own product. Do not underestimate the value of a plain old text link.
- **Your site must have a sense of community.** Be it through the use of forums, product reviews or a bookmarking system, the sense of community is vital.

You can find several free scripts that will allow you to add a product review or rating system, a commenting system or you can buy a **cheap social networking script** where members can create their own blogs and bookmark their favorite sites. These features will keep visitors coming back over and over again.

Be creative and original in all your promotion and site features!

Always remember the three traits of an authority site listed below:

Dynamic: You should have as many RSS feeds as you can muster to incorporate throughout your site. Your visitors need to be able to receive RSS feeds for any keyword, category or archive as well as create their own. One feed is no longer enough to satisfy your visitors.

Interactive: You should be engaging the minds of your visitors at all times using surveys, commenting and feedback. Make these features easy for your visitors and your site will grow exponentially. Why? Because they feel like you actually care about them. Interaction is a powerful tool and creates a sense of community on your site.

Consistent: You should post to your blog often and you should always provide quality and original content. That doesn't mean you need to kick out 800 word articles three times a week. Your goal is to become a news master. You need to be an "authority" on the news happening in your niche.

Generating Traffic

This is the area that will make or break your business. What we're going to give you is a plan for launching your site with as much momentum as possible. They are literally thousands of different ways to approach generating traffic.

Remember this, Pay-Per-Click is not the only paid advertising you should do. We think many marketers have gotten so reliant on Pay-Per-Click because it's easy and instant. **Don't forget about old fashioned banner and eZine advertising.**

The steps below assume you've had a series of articles and a press release created for you. A quick note on press releases; we recommend creating a new press release every 30 days for distribution.

Traffic Generation Steps:

1. **Distribute your articles using Article Submitter Pro or an article distribution service like Article Marketer.** This will give you some immediate backlinks and get your site indexed in a matter of days.
2. **Distribute your press release through PRWeb and the other press release services.** Do your best to stir up controversy or find a popular news story related to your niche.
3. **Modify your press release and submit to the social networking sites.** You will want to add a personal touch and feel to your press release. After that submit it to Digg and Del.icio.us. Just remember you are trying to help people.
4. **Find blogs in your niche and leave relevant comments.** We mean it. The comments must be relevant to the post you are commenting on. Using this approach will give you added credibility and generate interest.
5. **Find blogs in your niche that allow trackbacks and make a post on your own blog that links to the post which allows trackbacks.** A good way to find these blogs is do a Google search with the query string: “your niche” trackback.
6. **Become active in forums related to your niche.** Your signature should include a link to your forum not your website. You need to become a respected authority in the shortest amount of time possible.
7. **Submit your blog to RSS directories.** One piece of software we have used and could not live without is RSS Submit (<http://www.contentdesk.com/rsssubmit>) This software will submit your feeds to the top RSS directories on the web.
8. **Tag your blog posts.** There is a Wordpress Plug-in called Ultimate Tag Warrior that will add tags to the bottom of your blog posts. This will get you indexed and active at the social bookmarking sites especially Technorati.
9. **Tell the world about your blog posts.** Pick up a copy of Sean Wu’s Auto Social Poster (<http://www.contentdesk.com/autoposter>) for posting your new blog posts to several different social bookmarking sites.







Content optimization is the new traffic strategy which will replace Search Engine Optimization. **Positioning outstanding content will result in good rankings** in the search engines as well as give you better results with you pay-per-click ads.

That should get you started on generating traffic. You will have at the very least generated a considerable amount of buzz in your market. **The key to this process is to repeat it over and over again.**

Link building and buzz generation are not a one-time process. You have to constantly be promoting your website or your traffic will dry up and disappear. Sorry to be so blunt, but it is the truth.

Niche Authority Site Examples

Below are examples of sites that are members have built. Most of the sites on this list are only 6 months old and they already have good Pagerank and Alexa rankings.

<p>Lady o' Golf http://www.ladyogolf.com Google Pagerank: 2 Alexa Ranking: 100,488</p>	
<p>Online Security Authority http://www.onlinesecurityauthority.com Google Pagerank: 4 Alexa Ranking: 260,455</p>	
<p>Crafty Places http://www.craftyplaces.com Google Pagerank: 3 Alexa Ranking: 254,258</p>	
<p>Eye Beauty Tips http://www.eyebeautytips.com Google Pagerank: 2 Alexa Ranking: 444,436</p>	
<p>Simply Anti-Aging http://www.simplyantiaging.com Google Pagerank: 3 Alexa Ranking: 283,073</p>	
<p>MP4 Soup http://www.mp4soup.com Google Pagerank: 3 Alexa Ranking: 534,889</p>	

Bottom line: We've got the experience building authority sites and we've got the proof to show you. We never try to hide the sites in our network and always share the websites from our successful students.

The Authority Site Center is a **premium membership site** that was first launched on February 28th 2005. Our goal from the beginning has been to provide publishers the tools and strategies for building profitable businesses.

Our partners, Jack Humphrey, Mark Braunstein, Peter Lenkefi and William Frazier are **experienced and respected content publishers** in their chosen niches.

They have dedicated the last two years of their life to helping people succeed in content publishing. **We have several pages of unsolicited testimonials from our members.** These are comments that our support department has received and we have received all of these without asking. You can download the document Customer Comments (<http://www.contentdesk.com/customercomments.pdf>).

We'll let our site do the talking about everything our membership offers, but we have evolved so much that we have learned how to put the authority site build process on auto-pilot. Couple our site-building process with over 20 hours of group coaching and you have a sure recipe for content publishing success.

**Click Below And Learn How To
Get *Authority Sites Built For You*
While Getting The Hand-Holding
Personal Attention You Deserve**

**[Click Here To Learn More About The
Authority Site Center Membership](#)**

To Your Success,

The Content Desk Team

Partners: Jack Humphrey, Mark Braunstein, Peter Lenkefi and William Frazier

Affiliate Manager: Brandon C. Hall

Customer Support: Constance Humphrey, Karol Campbell, Joy Stoiber