



thekeywordsniper



targeting a real internet income

Introduction to Keyword Sniping:

Your Shortest Path to \$1,000 Per Month Online.

How much is a top ranking on Google worth?

I can tell you from experience it can be worth thousands of dollars per month.

The problem is most internet marketers either have no number 1 rankings, or no idea how they got the top spots they *do* own. Do you fall into either category?

The truth is you can outrank internet marketing companies - and anybody else - if you master a few simple techniques.

It's time for you to become a Keyword Sniper. In this report you'll learn how to grab Google traffic at will, beating the big players in your niche along the way. We'll cut through the gimmicks and theory and I'll tell you what you need to do to see your site on top.

What In The World Is Keyword Sniping?

Keyword Sniping is the method of building an entire website (or even a group of websites) with the purpose of ranking number 1 on Google for just one keyword.

My most successful keyword 'snipe' to date made me over \$3,500 per month with nearly no maintenance.

Yes - \$3,500 per month by ranking number 1 on Google for a single keyword.

Since I had a full time job at the time, I only had few hours per week to work on the site, and once it was finished I left my job with my site on autopilot. Each month I collected checks from the Yahoo! Publisher Network advertising program. I was finally free from the traditional working world, and I knew I was onto something.

So how can **you** get that kind of result from a website?

It All Starts With the Right Keyword

You can get to number 1 with any keyword you want using the principles of Keyword Sniping, but my recommendation is to start with something easy. By starting easy you're going to accomplish a couple of things. First, you'll get to a noticeable income more quickly. Although an easier keyword is likely to bring a smaller income over time,

money is money. And very few internet entrepreneurs ever make money at all - which leads to the second reason for starting easy: you need victories.

Internet marketing is tough. It's often a pure guessing game with unending trial and error. Choose an easy keyword so you can see it at number 1 on Google sooner than later. A big psychological and emotional payoff hits you when you see that first number 1 ranking for a keyword *you actually wanted to conquer*. For the first time you'll be able to say "this is the keyword I wanted, and I got it." The surge of excitement and confidence you feel in that moment may be the difference between continuing the pursuit of your internet income goals or quitting. So start easy.

In the case of my first big Sniper success I chose the keyword phrase "motorola cell phones". Based on my research I knew it wouldn't be too hard to hit number 1, and it would bring decent traffic when I got there.

I could have gone after "cell phones", and there's no question I would have made a small fortune with that ranking, but who knows how long it would have taken me to get there - maybe years. So, I stuck with "motorola cell phones".

What Qualifies a Keyword for Sniping?

A keyword needs to have three main attributes to qualify for Keyword Sniping:

1. It gets searched between 50 and 500 times per day on the web.
2. It has less than 100,000 competing pages on Google. Check this by searching your keyword in quotes on Google: "your keyword here".
3. It has obvious value to an advertiser. Anything that can be bought and sold has value, and anything that pays commissions has value. Some keywords are obviously going to be a lot more valuable than others.

Those guidelines aren't hard and fast rules, and once you've had success with your first couple of keywords you can play with the criteria. For example - you may find a keyword that gets more than 500 searches per day and has over 1,000,000 competing pages, but you'll be able to nail the ranking thanks to your new confidence and experience.

You'll need to use the right tools to find your keywords.

I've used the Wordtracker free tool (<http://freekeywords.wordtracker.com>), Wordze.com (<http://wordze.com>), and recently I've started using the Google Adwords tool - since they started showing monthly search volume with their keyword suggestions.

Google is my favorite research tool now; it's nice to get keyword search volume numbers from the search engine where I'm trying to rank. But that doesn't mean wordtracker and wordze don't offer good information as well, especially for cross-referencing the numbers I get from Google. The only downside of Wordze is it's a paid program. If you're only looking for search volume I'd stick with Google and Wordtracker. If you want great information about keyword competitiveness, I'd recommend using the \$7.95 one-day trial of Wordze. Check out the 'wordrank' feature.

How Do I Brainstorm Profitable Keywords?

It's pretty simple. When you're thinking of niches to investigate, you have to stop thinking like a tech savvy web entrepreneur and start thinking like a 15 year-old girl or a 70 year-old grandpa. What are they searching for?

When you get outside of your perspective you'll start thinking of niches with much less competition. If you're not internet savvy, then lucky you. High quality niches will occur to you more easily than they occur to me!

There's another big benefit to getting away from tech topics with your Sniping efforts: non-tech people click ads on the internet. When you figure out what non-tech people are searching and give them a website for that topic they might click your ads 10% to 20% of the time. Tech savvy traffic tends to click ads less than 1% of the time - but I guess many of you already know that thanks to your own frustrating experiences. I know I learned the hard way.

How to Snipe Your Keyword

As I said earlier, you're going to be creating an entire website for one keyword. You can set up a regular html website, but that's going to take you ten times more work and headache than setting up a simple blog. Adding and organizing content with blogs is so easy - I don't know if I'll ever create another html site in my life.

I use WordPress to create all my Sniper Sites. My WordPress blogs have big advantage over html sites because it's so much easier to build links with a blog than a standard html site. Easier link building means easier search engine rankings.

Visit <http://thekeyword sniper.com/learn.html> to learn more.

A Few Thoughts On Buying Domain Names

You have the option to set up a free blog with blogger, or you can buy and host your own domain name. Blogger blogs work just fine for Keyword Sniping, but they have one big disadvantage - you can't sell them, because you don't own them. I always like to leave myself the option of selling the site down the road, so I never use Blogger to create my Sniper Sites. After all, I can take a domain I bought for \$8 and turn it into a sellable asset worth several thousand dollars in just a few months. I generally use a site called ProudDomains.com to buy all my new domains.

Do everything you can to buy a domain with your main keyword in it, in order. Also make every effort to buy a .com domain. There is plenty of debate over whether Google treats .com domains differently in the search listings, but one thing is sure - .com domain names sell for much more on the secondary market. If you can get a domain with your keyword in it, a .com extension, and create income through the site - you'll have a site worth big money to a buyer down the road.

You should also consider buying an "aged" domain name. For those of you unfamiliar with the concept, an aged domain is one Google has already indexed. If a domain has been indexed by Google for more than 12 or 18 months it will climb through the search listings more quickly than a brand new domain. Aged domains perform better, faster, because they are more likely to avoid Google's sandbox.

Whether you choose to use Blogger or wordpress, an aged domain or a brand new domain, you need to get the content and the link building right for your Sniper sites to succeed.

How Much Content Do I Need On My Sniper Sites?

I recommend adding at least five content pages to any Keyword Sniping site. This content will take the form of standard blog posts, but a Sniping site isn't a blog. It looks like a blog and smells like a blog, but there won't be any need to post on it daily or even weekly. In fact, I'd remove any dates from your blog posts. There is no need for your visitors to know when your site and your content were created.

Each post you create should be about 300 words in length. Now, if you're not efficient, creating the content for your sites will be the hardest and most time consuming part of the whole process. Your content needs to be original - otherwise Google could penalize you for having duplicate content. At the same time you don't want to spend every

waking hour of your life writing pages for these sites. Just keep in mind that you're writing for the search engines here - not an audience of literary critics.

You're going to do some of the search engine optimization work for your site as you create the content - make sure every post on your site links back to the homepage with your main keyword as the anchor text. This gives your homepage more ranking ability in two ways:

1. It creates more internal links with your ideal anchor text.
2. You end up getting more external links with your anchor text. How? Every day spammers steal my content and put it up on their own sites. Most people get irate about this - but I don't mind. I make sure all my pages have links to my site with my anchor text, so when someone steals my pages they end up giving me links and improving my authority with Google.

How to Structure Your Sites for Maximum Google Power

You will absolutely set yourself apart from your competition by setting up your site exactly as I tell you to. If you don't set it up according to my instructions you're going to have a hard time fighting off the people who want the same rankings you're chasing.

First of all, you need to use a wordpress theme that has been optimized for the search engines. Most wordpress themes haven't been properly configured, and some of them even have hidden links that could get you banned by Google if you use them with your sites. I've posted around 100 search engine optimized themes on my site at <http://courtneytuttle.com/seo-wordpress-themes> - feel free to download as many as you like - they're free!

Keyword placement within your site is another crucial element. You should put it:

- Into the html title tag of every page of your site.
- Between H1 tags near the top of every page of your site.
- In footer links in your WordPress theme pointing to the homepage of the site.
- In links from every post on your site back to the homepage.
- Throughout the text on the homepage of your site, up to 6 or 7 times.

I outrank big companies just by setting up my sites this way. It goes back to the fact that they use one page to target a keyword, and I'm using the entire site. This structure is one of the big reasons why I am running sites into the ground for 'internet marketing',

even though I'm five years newer and have far fewer links. Imagine what you can do with it when you target less-competitive keywords!

How I Build Inbound Links to My Sniper Sites

Link building is the key to success with Keyword Sniping, because link building is the key to getting rankings on Google. Most of your time should be spent finding ways of pointing links back to your site with variations of your ideal anchor text. Here are some factors to consider when you go to build links:

1. Variation is crucial. If you use the same anchor text every time you point a link to your site, it's called "Google bombing" and it can get you banned from Google's listings altogether. You need to mix up your anchor text messing with your main keyword. For example: my main keyword on courtneytuttle.com is "internet marketing". When I build links i use "internet marketing school", "internet marketing services", and so on. Internet marketing always shows up in my links, but Google sees enough variation that I won't get myself into trouble.
2. Get links from webpages about your keyword. If I get a link from a page about 'internet marketing' it's going to do a lot more for me than if I get a link from a site about 'web design'. Google's algorithm rewards links from related pages.
3. Get links from pages that aren't about your keyword. Although these links won't be as powerful, they'll still help you. Link building isn't just a game of quality - quantity is also a big factor. Put your first focus on building links from related pages, and the rest of your efforts into just building as many links as you can - wherever you can get them!

How Long Will It Take to Start Making Money?

How long it will take varies wildly because so many factors are involved, such as:

- the quality of your competition
- whether you started your Keyword Sniping site on a brand new domain name or bought an aged domain
- how long it takes you to build enough links to your site
- whether your site gets tossed into the Google sandbox for a few months or not

I've built Sniping sites that showed up at number 1 after a couple of weeks and had others take several months. I can guess at how long a site will take to start making money, but that's all it would be - a guess. What I can say for sure is if you follow these

key disciplines for the next six to twelve months you will have a reliable, low maintenance income online:

1. Start more than one Keyword Sniping site. I recommend setting up at least five. Each site is another net that can grab search traffic and make you money. If you only start one site you run the risk of having that particular keyword not pay as well as you'd hoped, leaving you frustrated and discouraged. If you start five sites you're likely to see at least a couple of them pay off really well, and you can always adjust those that didn't pan out so they start bringing some income.
2. Work every day. Your efforts with Keyword Sniping will compound. If you work a little each day you're going to see some really encouraging results after a few months. The worst thing you can do is take a week to follow all these steps and then sit and wait for them to pay off. Trust me - they will pay off. By the time the first one is paying you every day you could have five others getting close to paying you as well.
3. Spend 75% to 90% of your time building links, and only 10% to 25% of your time finding new niches and creating content. Links are the key to success. Whoever builds the most links, wins.

Where Do I Go From Here?

Get started! I promise you this method will carry you to a reliable income online, so get to work! Find niches, create sites for them, build links. Rinse and repeat.

For some of you this report alone will be enough to launch you successfully into Keyword Sniping. I wish you good luck and hope my ideas help you reach your internet income goals soon.

However, many of you will finish reading this report and have far more questions than answers. I know because since I posted "Introduction to Keyword Sniping" on December 20th, 2007 I've received 366 comments on the article, as well as hundreds and hundreds of emails from enthusiastic people who needed clarification on different aspects of the method.

In response to this overwhelming interest in our philosophy, my business partners and I have launched TheKeywordSniper.com - a premium membership site where we break down the step by step process of creating an excellent internet income through Keyword Sniping. If the method is something you'd like to investigate further, go to <http://thekeyword sniper.com/learn.html>. You'll find an overview of the program as well as reactions from students who have created their first dependable internet income through Keyword Sniping. Take care, and we look forward to hearing from you!