

TRANSCRIPT OF "SUPERSITES" WEBINAR -- AUGUST 2009

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Court: The last couple of months we've been trying out a few different things and they have worked amazingly well. We wanted to represent how we are able to do this, and show you what the sites look like, and talk about how they need to be structured and what goes into designing a new type of site that we haven't really talked about before. We're going to call these Supersites from now on.

They are designed to be large sites that can target a whole bunch of keywords and grab tons of search traffic. These sites have a huge amount of potential, because as soon as Google trusts you for a certain keyword, it is going to trust you a lot more for similar keywords. So, when you target keyword #2, it is going to be much easier than when you targeted keyword #1. When you target keyword #3, it will be much easier than keyword #2 and so on. Once you put together 100 different keywords, or even 20 different keywords, the whole game starts getting a lot easier.

(0:01:32.7) INTRODUCTION TO THE CONCEPT OF SUPERSITES

How we decided to teach you guys how to set up these sites was because of the "100 Blog Post" challenge. It was an experiment, where I wanted to add to an existing site that I had in a huge way, and really increase the amount of pages I had that targeted keywords. I wanted to see what would happen.

The results, obviously, were amazing. For any of you who have been following that experiment on the KeywordAcademy.com blog, you know it has gone really well. In the last 30 days off of those new posts I think I have been able to make \$2,679 or something like that. Counting today, it is probably over \$2,700. That's about \$90 a day off of a brand new post. I have never done anything like that before and it is just because Google already trusted the site for similar keywords. So, as soon as you target new keywords on a site that already ranks for similar ones it is really easy. I haven't done any link building for these new posts, so they are crazy numbers!

Since it has gone so well, we wanted to add a few things to our curriculum. We're going to change the core videos so that this is included. It takes a while for us to re-do the core videos, we have started that process but in the meantime we wanted to do this Webinar and show everybody how to get these set up so you can do it now.

Before I start into this, I know this is going to freak some people out. Sometimes you are used to doing things a certain way, and sometimes it can be a little bit tough to adjust to change. The thing is, I hope that as we cover this stuff you will be able to see that it is really not that different from what we were doing before. The process of going after a keyword and trying to get ranked really isn't that different. This strategy is not going to take away from anything else that we're doing. The other strategies that we have work very well. In the core videos we talk a lot about setting up niche sites, which is still a great way to do things, but you can expand those sites and you can also make bigger sites.

Don't get freaked out. If this seems a little over your head, then maybe you should just work on niche sites for a while because they still work really, really well. I've made a lot of money with niche sites. So, that said, let's get started.

(0:04:56.6) START WITH THE KEYWORDS

It's all going to start with keywords. That is where we always start. Every experiment I every tried, everything I always teach, starts with the keywords. Let's go ahead and pull up our Google Adwords Keyword tool.

This is the only difference: We still have to go through the process that we call green keywords, so keywords that we can realistically rank for. If you don't know what green keywords are you should definitely watch the core videos and you can find out what green keywords are by looking at these three core videos, "Effective Keyword Research"; "Brainstorming for Keywords" and "Keyword Competitive Analysis". They explain the whole process of finding the right keywords, which are keywords that give us the potential to make money, but that are reasonably easy to rank for.

Here is the difference; when we are trying to set up a super site, we want all of these keywords to fall under the same umbrella. We want them to be related to each other. It doesn't matter what the topic is, really. We can create a super site on basically any topic. It could be anything from a financial topic like investing, to a different type of topic like kids, or school supplies, or anything else. We can create it on any topic but the whole point of creating a super site is to create a site on a topic and then we want to expand. We want to find every available keyword that falls under that umbrella. We want to have a huge spreadsheet full of keywords related to our topic and from there we can start to pick the ones that are going to be the best ones.

Today we are going to go through an example, from start to finish, and show you how we go about doing it and how we set it up. We will have to obviously skip some of the process as it takes a lot more than two hours to do this, but we will cover the basics.

(0:07:50.9) CHOOSE A TOPIC

The first thing we have to do is pick a topic or maybe pick a few possibilities for topics. We can do this here at the keyword tool. Probably one of the easiest ways to do this is to find a huge amount of keywords, thousands and thousands of keywords, and then try to find groups of keywords that are related to each other, that are green.

Even if you had a set of 20 green keywords that are related to each other, that would be the beginning of a really good super site. To get started you want to have quite a few greens that you

can put together and rank for somewhat quickly. Then, after that, since at that point Google will like your site, you can actually start to target keywords that are a little bit more difficult but that is the beginning of what we are going to call a super site.

To get started, we are going to find a whole bunch of keywords related to a topic. We will say our topic is the home. This is anything and everything to do with the home, from decorating the house to carpets; it can cover anything at all that happens in the home. It could be how to fix stuff in your home, anything related to that would work extremely well. Let's go ahead and start with 'home'. I will fill out the captcha, and now we are going to get keyword ideas.

As soon as the keyword ideas come up we will make our usual changes. We will change the match type to 'exact'. We will hide advertiser competition, show estimated average CPC. We have a local and global search volume. The local is the search volume for the country you live in. I live in the US, and this is how many searches we got in the US for those words. Global is an average of the amount of searches we get a month on a global scale, with all the different versions of Google. We've talked in the forum about which one we should use. People have a hard time accepting using one, because the numbers are different. If you don't live in the US you will for sure want to use global as there will be a huge discrepancy between these two. If you do live in the US you could use either one. Sometimes the numbers will be different because some keywords are seasonal. So, they might show a lot in July but the global average may not be that great. We made the decision, we're recording the next set of core videos and we're going to use Global in those, but realistically it will be somewhere between the two. Let's go ahead and hide local.

We have Estimated Average CPC, and Global Monthly search volume. These numbers are what help us to estimate potential, as you know.

We are going to scroll down to the bottom of this and click 'CSV for Excel', which will open this up in Excel. We have our three columns: keywords, CPC and our searches. If you want you can click right here (the top small square on the left corner border, between the A column and the first #1 row) and it highlights everything, then you can double click on one of these lines (the lines in the border between the A and B column headers) and it will spread it out. We are going to add a whole bunch of keywords to this spreadsheet.

We come back to the Google Adwords Keyword Tool. What we want to do is expand on the keywords we already have. A really good way to do that is by looking at the additional keywords to consider. These are all things that would fall under the umbrella of 'Home'. I like to sit down and think, "Okay, if I did create a site about 'home' what kind of stuff could fall under that umbrella? If I'm going to give advice about this topic, what could go under that?" A lot could--design, interior design, decorating, bedrooms.

Let's take bedroom for example. We would have bedroom, kitchens, bathrooms. Then we would have everything that fell under those. In bedroom you have your beds, pillows, etc. The keyword set for this site would be absolutely enormous, and step one is to start to gather those keywords all into one place. So, what we're going to do is take some of these ideas and we are going to add to our sheet.

We open a new tab in Excel, then go back to the Adwords Keyword tool and we can start to add in things like, 'bedroom'. We have to make the same changes here as we did in our other tab. Now we have a whole bunch of keywords related to bedrooms. One thing you can do is click on the search bar so we sort by this (Global Monthly Search Volume) column we can see the ones that are higher volume keywords. Sometimes it is useful to put those keywords back into the Keyword tool after we export our spreadsheet. So, let's open this up. We will get a whole bunch of new keywords. You can just highlight the keywords, right-click and then copy, and come over to the other Excel file to paste it in. We are adding to our initial list. That is one way to do it. Josh has a video in the forum that shows you a little quicker method. It works to just copy and paste.

Now you can come back. Some of these higher ones are really useful to put back in, so we are going to put one back in 'bedroom sets'. (Saves to CVS for the keywords that come up and formats it.) We going to do the same thing which is copy these down to the bottom and paste those in.

As you can tell, if we did cover everything related to the home we could have an enormous site, there is so much that would fall under that, it's almost ridiculous. This is good, because it gives us the opportunity to try to go after a ton of different keywords. Some of them may be a lot easier than others, and we are going to try to identify which ones are easy. Most of the members are getting really good at doing that.

Let's just do the same process of coming in, estimating the potential--almost everyone knows how to do this, if you don't you can go back to the core videos that show you how to do this. We apply the formula here where we take the $CPC \times 0.25 \times \text{search volume} \times .4$ (40 percent of search volume we think we can get to the site) $\times 0.05$ which is the percent of the people we think can click an ad, and we get our month's potential presuming we can get to the first spot in Google.

The next step is to copy the formula and paste it down the column so we can see what our potential is for all of the different keywords. If we ranked first in Google for new homes we could plan on ranking if we ranked first for home loan we could plan on making this amount.

Now it is the same old stuff, we will go through and mark the keywords red or green, and we will stick with the greens. We will keep the greens, throw out the reds--the basic stuff we always do.

This is where setting something like this up is going to be a little bit different than what we have done in the past. I want to make it a little bit easier for everyone to visualize this and so I am going to show you the basics of how I go about doing this. Before that, maybe we can have some questions:

(0:19:09.8) QUESTIONS

Q. What constitutes a super site? A 100 keyword site, or just learn as we go, start with the performers and take time to make it grow?

A. A super site doesn't have to have 100 keywords, it can have 20 keywords or it could have 2,000 keywords. A super site is a site that is set up to target a whole bunch of different keywords and the size is going to vary according to the niche. So, we don't need to say it has to be at least this big. Mark and I have challenged ourselves and each other to find clusters of keywords that are all related to each other. We will try to find at least 100 and we have both been able to do it, to find 100 greens

that are related to each other and be set up on a site like this. But the site doesn't necessarily have to be that big. Obviously, the bigger the better.

Q. Would this type of site be less likely to get you in trouble with Google, seeing that it targets way more keywords and will be containing a lot more content than regular niche sites.

A. Both types of sites are fine, but what is good about bigger sites is that they are providing more information to people, which is a good thing. When you set up these larger sites, I would say it is a lot easier to provide people with what they're looking for. You can provide multiple articles about similar topics. But I don't see Google having a problem with niche sites, or this site, as long as the information that is being provided is legitimate information.

Q. Is it possible to pick the wrong master niche and do a ton of work on something that doesn't work?

A. I guess it is possible. For me it is a matter of "can you find the green keywords or not?" If you picked a niche like Web hosting for example, web hosting is extremely competitive so in that case you could put in a lot of work and never get anywhere but you would know beforehand that it was going to be that competitive because you wouldn't be able to find any greens. If you can't find any greens then you have your work cut out for you. As long as you pick a niche that has plenty of greens, then you are going to be totally fine. I would think that if we went through all of the different keywords related to the home, everything that falls under that umbrella, we would find hundreds and hundreds and hundreds of green keywords and that is going to work. There is no way that's not going to work because there are plenty of greens.

If we know we can find 100 greens it is just going to work. There is no way it is not going to work.

Q. Would it be good to start this process from an existing site, where you already have a stronghold on a particular keyword, like something to do with guitars and try to branch out to other guitar related topics?

A. That's the best way to do this. If you have a site that Google already likes for a keyword or for a specific set of keywords, it is going to be way easier. If that is possible, that is the way you want to go. If it is not, then it is not. We all have to start somewhere, and I've started from scratch on plenty of sites and I have done well with those sites. But again, if it is possible it is a good way to go.

(0:25:17.9) SETTING UP THE SITE

Let's go ahead and move onto the next step. Let me show you basically how I envision this site. These sites are probably a lot simpler than people are thinking.

I took the time today to set up a site that you guys can look at called <http://tkasupersites.com>. This is just a basic view of what these sites can look like, and it is really not super complicated. I know that it is really helpful if people are able to see how this site looks. I want to give you a few tips on setting up the site, but it really is not that complicated.

There are a few things I would make sure I would do. You can look at this site any time. I am going to leave this site up, I will probably be adding to it from time but this is basically how it works.

Here we are on the home page of the site. I added ten different articles to this site today, so that you can basically see how it looks. One thing that I would want you to do differently from a niche sites is to not show the full post on the home page. We want to get a whole bunch of posts on the home page, so I have it set up in the WP Admin for this site to show 20 articles on the home page. Obviously that would be enormous if you showed the whole articles but if we're only showing the excerpts, then it is not nearly as much.

I want to show you how to make that change as it is actually a pretty simple change. If you are looking at your Wordpress theme, you will have a list of files that will look similar to this. To make this change, look for the file that is called "home" or the one called "index". I will open this file up and this is what this theme looks like. If it is showing the full posts on the home page then you are going to see a little piece of code that will say "the_content". I can find that by using Control-F on my keyboard. I type in the word 'content' and press "Find Next". The words, "the_content" is a tag that grabs your post and shows the whole thing on the page. If you come into this file and change "content" to "excerpt" then it is only going to show an excerpt like this, instead of showing the whole post.

You just have to change that, save the file, then upload it. That can also be done in the Wordpress Admin. Go to 'Appearance' then you go editor, find the same file, home.php. Find that same place and change it in the file. So, if we have it on the content it will show the full post, with all of the posts. We change it to excerpt and we just see the excerpts. It is pretty easy to make that change, and if you're going to create a large site I would want you to do it this way so you can keep more of your posts on the home page.

That's useful because our home page is always the strongest in our site, right? A lot of links come to the home page and we want to be able to push that strength, that link juice to as many articles as we can. Now, we can't keep 100 articles on the home page, but you can keep 20 articles on the home page and those articles will have quite a bit of juice.

(0:31:11.3) SETTING UP A SPREADSHEET AND ADDING POST

Let's go back to our spreadsheet. I will show you how this usually works. Let's say we have gone through this and we have the whole thing marked red and green. I'll pick one of these so we can do an example. Let's say that we discovered that this one, 'pine bedroom furniture' is green, so we will create a page on this.

This is my basic process. I keep track of everything, I'm relentless about it and I have gotten way better at this since I have started to keep track of everything. I have shown some of you how to do this before.

Whenever I find a keyword that is green I always create a new sheet for every keyword, not everyone does this. If you want to use a system that's slightly different, that's not a problem at all. I do it this way, and this is what works for me.

I am going to rename this sheet. To me it doesn't matter what this sheet is called because I am going to take this keyword phrase (from the list of keywords) right click my mouse, go to hyperlink, then a "place in this document" and I'm going make this keyword link to my new sheet. Now this phrase links to my sheet, if I click it, it takes me to the sheet for my keyword.

On this sheet I like to keep track of all of the information related to this keyword. I like to copy what is up here and I keep the column titles at the top of each of my sheets so that I have this information about the keywords that I am going to use for this page. I have the keyword now, and I'm going to have to create an article about this keyword, 'pine bedroom furniture'.

We're not going to talk about creating articles today because we have talked about that tons of times, and everyone should know how to create an article that targets a keyword. We will cover that briefly as I'm going to show you how to do this.

In my Wordpress Admin I'm going to create a new post. So you go "Add New Post". My title is going to need to contain my keyword which is 'pine bedroom furniture'. One thing I have started doing a little bit lately, that makes the site feel less spammy to me, is create a unique title such as "Two Types of Pine Bedroom Furniture". The alternative to that is to create a title that says "Pine Bedroom Furniture" but I feel that the sites seem a little more legit if all of my titles are something like this, "Two Types of Pine Bedroom Furniture." Then I would try to come up with two types of pine bedroom furniture. So, when I research pine bedroom furniture and I find they make pine beds and pine chests of drawers. In my post I'll explain what those are, maybe I'll explain how they are made or something like that. It is basic info, "this is how this works." If you all say it is made a lot in a certain state or by a certain company.

Make sure you get your keyword into the title. Now, I'm going to copy my keyword with my mouse because in the All in One SEO plugin you can change the title for this page. You would scroll down to where it says there is a box that says "All in One SEO" and you would paste the keyword in. In our URL right here (the permalink) we also want our keyword, and it can be just the keyword. When I'm done I save the permalink settings.

Here, in the article body will be the article about pine bedroom furniture. For now I will just fill it full of sample text as I'm not going to write the article right now.

(0:37:36.9) FINDING COUSIN KEYWORDS

Okay, we have our article here. Now, when we create an article, there is one step you can't skip. If you skip it, it will cost you so much money it will be ridiculous. When we create an article we absolutely have to find keywords that are related to our main keyword, and we call them cousin keywords. If you don't find the cousins it is going to cost you so much money over time, and it will be really sad.

We do this by coming back to Google Adwords Keyword Tool and searching for pine bedroom furniture. We will click, 'get keyword ideas' and it will show us the different things we can use. These are keywords that are related to 'pine bedroom furniture' and we can work these into the text so that we can get them on the page. What is cool is that after we do this, a lot of times we can rank this particular page for all of these different keywords. If we can do that, the page will be a lot more effective and it will make a lot more money. I do that every single time. You cannot skip this step. If you do, it is going to cost you a lot so make sure you find 3 to 5 cousins every single time. Bring them into your spreadsheet, so that you have them. If you do that every time, it will really increase the amount that you can make.

Sometimes you will find that the cousin keywords don't really make sense, or they are hard to work into a sentence. Say one of these was 'furniture bedroom pine'. It is pretty difficult to work with, right, for a sentence. If that is the case what I will do a lot of times is add it in as a tag, so that we can get it on the page. I will add it as a tag on the post. You want each of your cousins to appear either within the post or as a tag. That way we get them all on the page and in the future if we do any link building we can use them as links to help improve for those keywords.

So, here we have our post. We're going to make sure our main keyword appears on this page, we're going to put each of the cousins on the page. We're going to choose our category. Maybe our category this time would be something like furniture because there may be a ton of different keywords related to furniture that we could use. We will choose furniture as the category, and put some tags in that relate to this post. There's not a whole lot of technique to tagging, I usually just try to come up with stuff that is related to the post and I like to try to do 5 or so every time.

We have our tags, our category, our title, our URL, our text, and we're just going to publish this post. It is really that simple. People email me all the time asking all these bizarre questions about targeting keywords, but that's it. There's nothing more than that to consider.

(0:42:15.2) QUESTIONS

Mark: By the way Court and everybody, the reason I was late is because I've been so enthusiastic about these super sites that I have about 2,000 CSVs in my downloads from the Adwords Keyword Tool, and it was slowing down my computer so that's why I was late.

I'm going to read a couple of these questions and you can tell me if you've hit them.

Q. What are the differences that need to be taken into account in regards to link building with a supersite? Have you heard that one yet?

Court: I haven't heard that one yet, but we're going to go there soon so let's skip that for now.

Q. I have a PR5 blog that isn't keyword focused, how do you think I could use it for something more than to aid in link building.

A. If I had a PR5 site, I would do what Court is describing tonight with it. If it's not keyword focussed but it is PR5, well I would make it keyword focussed. I would go and find 100 green keywords. If there was any way to relate them to the domain or the theme of the site I would try. If I couldn't I would just pick 100 green keywords in any topic, hopefully as related to each other as possible, and then I would build those onto that PR5 site and leverage the authority that way.

Q. If you are showing 20 excerpts, what about the AdSense boxes you usually have under the titles, won't that affect the revenue?

A. No, is the quick answer. If you have 20 excerpts on a page you will only still have probably one AdSense block on the page and it will still do great. Court and I both have pages like that and they do fine, so it's just a matter of putting the AdSense up the top.

Q. I have an existing Keyword Academy site which is ranking. I'm about to add 50 posts, should I leave the original 5 posts on the home page or should I allow the new posts to push the old off the home page?

A. If the 50 posts you are about to add are related, I don't think it really hurts you to have the new posts push the old posts off, especially if you're setting it up with excerpts like Court just showed you. Court and I have both seen big traffic boosts from adding new posts and having that home page constantly refreshing. It pulls in a lot of new keywords so the home page traffic really takes off.

Q. Can you monetize different keyword posts in different ways? Have EPN on some, AdSense on some?

A. Yes, definitely. You can treat every one of these posts on a supersite as a site unto itself. You can look at it, "what's the best way to maximize the earnings of this particular page on my site?" Just like Court has always taught you guys, keep testing. See how much a page can earn with AdSense and then compare that. If you have product type keyword, you want to test that against EPN or Amazon affiliates. I would definitely try that.

Q. I was under the impression that you were shifting your teaching to say that the home page of a site should be a single post, moving forward with 4 or 5 additional pages. Is that true for only niche sites, not supersites, or am I mistaken?

A. If I was going to build a niche site, yes, I would have a static home page, probably like we have always done niche sites. that would be good.

Q. Does it matter how big the articles are and how they are interlinked on the web site?

A. Yes, definitely. The longer the article the more cousin keywords you can work in with the article and the more traffic the article will draw. So, Griz always describes it the best way, he says "you want to write agonizingly long blog posts and work in as many different variations of your main keyword as you possibly can." As good as the formula is, it still often guesses wrong in terms of what is the best keyword in that post and your traffic will tell you that. But it is hard to discover new keywords if you don't write a nice long post and work a lot of different cousins in there. So, that answers the length question.

The interlinking question: Court and I have done a couple of different things. We will sometimes use an automatic SEO links plugin. You guys can Google that to find out what it is. That allows you to link certain terms across the whole site, to link those terms to certain pages. An even easier thing we've done is use a simple Related Posts plugin, when you use a related post plugin you end up having a lot of really nice interlinking within your site, so we would encourage that.

Q. What Related Posts plugin do you use?

A. It doesn't matter a whole lot, as long as it works pretty well as far as showing posts that are related to the one that is on the page. Some show excerpts, some don't. I use one that shows excerpts. It is really up to you guys.

Q. Does having the unique title versus having an exact title make that big of a difference in terms of rankings.

A. I think this person is talking about what you just said, Court, with how you write post titles. The biggest thing here is to make sure that the exact primary green keyword is in the post title. Beyond that, adding some other words to make it unique and make it a little bit more human is a question of making a site more useable and more attractive. Making it more useable and more attractive won't hurt its ability to rank but it will make it better for the people visiting. There's no real downside to making it more useable so we would encourage you to do that.

Q. When you pick your cousin keywords, do you sort by search volume or how closely they are related. Court can say if he does this differently, but I have chosen cousins two different ways. The first way is that I take my main green keyword, put into the Adwords tool and take the top 5 to 7 related terms and those are my cousins, regardless of CPC, search volume, competitiveness. I don't look at any of that; I just look at the first 5 to 7 that come up.

The other thing I have done is if a keyword naturally has a lot of cousins, say 10 or 20, I'll look at the cousins and I will pull out 5 or 7 that I think will go with the primary green keyword the best, so that the post I am writing will make as much sense as possible and be as useful as possible to the searcher. I don't think you could really go wrong with either of those two methods. Court, do you have any other opinion on that?

Court: No, that is pretty much what I do too.

Q. I have a keyword that has 22,000 exact and 3 cousins with a 42 CPC. Is it enough cousins? One is not easy to work with. How can I build a site properly? How can I get more cousins?

A. Well, just go get them. If you can't find 5 to 7 cousins then put one of the cousins into the search tool. Put additional words on your main green keyword that make sense, things like free, cheap, deluxe or whatever. Just play with the Adwords tool till you can find those 5 to 7 cousins that make sense with the main green keyword.

Q. What is the difference between cousin and related keywords?

A. There is no difference. We just made up the term 'cousin' but cousin keywords are related keywords.

Q. Maybe this will be covered, but are we starting a new site or doing this with an existing site we have?

A. If you have an existing site you can do this with you are going to be at a big advantage because the site is already aged, hopefully it has some links if you've worked on it, it's targeted to a niche. You can just expand on that niche and make the site a lot bigger, so if you have a site I would begin with an existing site. If you don't, then start from scratch and that's fine too.

Q. For the page slug would you use the primary keyword or a strong cousin keyword?

A. 90% of the time we use the post title as the page slug. For those of you who don't know what the page slug is, it's what comes after your domain. So mysite.com/my-post would be the page slug.

We have done it both ways. Sometimes if I am really thinking about it I will take everything out of the page slug that is not the main green keyword. Often I don't think about it so the slug is my whole post title.

Court, do you have an opinion on whether one or the other really matters?

Court: No, it's not going to matter for ranking or anything. I do it because I wonder if sometimes I will be able to get more click-ins if the people don't know they're going to be reading an article. If the html title, which is determined by the All-In-One SEO field, if that is set to 'pine bedroom furniture' and my page slug is set to 'pine bedroom furniture' then I wonder in some situations if I might be able to get more click ins. It is not going to affect rankings, but you might get more people to click into your site.

I don't think it's a huge issue. I forget all the time--if I think about it, I'll do it. But I don't think it's going to make a huge difference either way.

Q. About cousin keywords, do they require a minimal potential or do we just pay attention to the fact that they are related?

A. Yes, just look for cousins that are related. We don't care about potential or competitiveness.

Q. When working with cousin keywords, is it okay to list the cousin keywords. For example if a post said:

These are the types of keyword-a

- cousin 1
- cousin 2
- cousin 3

A. That's lazy I think. I mean, you write a nice long post, work the keywords in naturally and then they're surrounded by relevant text. I'm not saying you would never do that, it is just whatever serves the searcher. If the searcher benefits from a list, then make a list. But for the most part you want to write an informative post and work the cousins in naturally.

Q. I'm not clear in cousins. Is anything found under the top part of 'pine bedroom furniture' in Google keyword tool considered a cousin, or does it have to contain 'pine bedroom furniture' such as 'white pine bedroom furniture' or 'used pine bedroom furniture'.

A. The best kinds of cousins are the root green keyword with words at the beginning or words at the end. But you are also going to have words where the cousins don't do that. I'm trying to think of a good example.

Court: Sometimes you will have 'bedroom furniture made of pine' with a totally switched order. Those are very effective cousins even though they don't contain the primary keyword.

Q. Can't you just use your cousins as tags for each post?

A. Yes, we do. So that is going to be a set that you will use them in the post and then you will often use them as tags as well. That's fine.

Q. Wouldn't you also check the top four pages in Google for that keyword, to check the PR before you go with that keyword?

A. I'm assuming that this person is asking about cousins, or any keyword. I guess we should address both. If we're looking to find a green keyword, then yes we always check the top 4 pages in Google. If we're not looking to find a primary green keyword, we're just looking to find related keywords for that keyword, we don't care about competitiveness or potential. We just want to find related terms to cast a wider net on that page.

Q. It is commonly said that if you update an existing site after a long break they lose rankings?

A. No. I disagree. I wouldn't go in and make drastic changes to a page that is ranking well. When you use the word update, what I think of is adding a little bit, changing a little bit and I don't think that is going to cost you rankings. If you completely gut a page that is ranking well, yes it will lose rankings. So, I don't know. If you want a rule of thumb, I would be hesitant about changing more than 10 or 15% of text on the page, if it is ranking well and I didn't want to jeopardize those rankings. Make subtle changes to pages that are already ranking well.

Q. What is the maximum number of keywords that you would use? At what time does it start to get spammy?

A. We're going to use as many keywords as fit naturally and intelligently into a post. It never gets spammy until you are going back into a post and unnaturally stuffing those keywords in places where they don't necessarily make sense. For me, the answer is always to read the post out loud to myself, or have someone who doesn't know what I'm doing read the post. If they don't react negatively, then I haven't done anything spammy. But if they look at it and say, "How come you keep saying 'blue velvet widgets imported from China' 56 times? Why do you do that?" I've done it the wrong way. So, be natural and cater to the user.

Q. Is there any advantage to using competitive terms for categories and then using category post names for permalinks.

A. I wouldn't say there's a big advantage. It's not something we have really done, anyway.

Q. Do you keep a sticky page on a megasite?

A. I have one, I do. Yes, I have done that. The main thing though is that you always want to have your excerpts coming in and refreshing the content on the home page of a megasite. Not only refreshing content, but you want those excerpts to be on the home page because then they get indexed super fast and then they're getting a lot of link strength from the home page of the site. So, I wouldn't do just a sticky page on the site and have my new posts not hit the home page. I want to make sure all of my new posts go on my home page.

Q. Do you need an old site to use this method? Should you buy an aged domain?

A. It is just like any other site. You are better off with an aged domain. You are better off with an old site. If you don't have one, start a new site. You will have to wait a little bit longer, but new sites can do fine too. The KeywordAcademy.com was just registered last November, and it is only 8 or 9 months old and it does fine. It is just a question of putting a lot of good content on there, and building a lot of links. But, if you can get an aged domain, all the better.

Q. What should we do if we are starting from scratch, i.e. we don't have any sites that are ranking?

A. Well, then, start from scratch. Definitely nothing wrong with that. Just go find a nice big group of related keywords, as big of a group as you can find; 50-100. One hundred would be great. Then put 100 posts on a site.

Q. Would you ever recommend building a site like EzineArticles that targets multiple topics, or is it best to stick with single niches?

A. You could build an EzineArticles type site, it works. EzineArticles have proved the model. A lot of article directories have proven the model. I don't think it's easier. I think it is a little bit more work to build a site that has lots and lots of unrelated topics on it, because you have to keep them all organized in your head. To get the benefit of the inter-working among the posts, you have to have a lot more posts, to have the same number of related posts linking to each other. I hope that wasn't gibberish.

If I have 100 posts all about cell phones and they are linking to each other and passing around that relevancy and link strength, that is better than having 100 posts about 100 different topics and there is not really much relatedness and so they're not strengthening each other that much. If you have a lot of leverage, if you have what Ezine articles has which is lots and lots of people that give you content, then absolutely. But to do it by yourself, I think, would be a pretty big undertaking.

Q. Would you use a pre-owned domain that was very aged, but does not have a keyword to target? Would it be worthwhile to target a niche group, or should we start from scratch.

A. Old domains are always better. They are always better, so if I can find an aged domain that is relatively generic, you are going to be better off taking that generic domain and building a site about cell phones. It will be awkward if the domain is something to do with desk chairs, and you put 100 posts about cell phones on it, but the age would still benefit you. I am not saying I would do that, in fact I wouldn't do that, but if you can find a generic domain with age, you are always better off.

You're saying that you have a few that have PR and are about 9 years old and are indexed--well use one of them, that's great!

Q. When do you add AdSense, right at the beginning or after a period of time?

A. This is the timeless question. You add AdSense whenever you want and whenever it's not going to be a distraction to you. There may be some advantages to waiting to add AdSense, it may be to your advantage to wait until you are ranked. It may help you get more related ads if you wait, you have some links pointing to your pages, you have some traffic to your pages. If you can't wait, then you can put your AdSense on from day one, and then you can immediately start checking your AdSense every 15 minutes! Just kidding!

Then you are going to ask, "How long should I wait." To give you an example my older brother and his wife are working on a site right now. I told them that he was not going to install StatCounter on the site, or put AdSense on the site for at least three months. I'm doing that partly because I think there are a few advantages to waiting, just from a quality perspective. But I am also doing it because I don't want him to log into AdSense every 10 minutes and see that he got one click for eight cents, or zero clicks. You guys know how I feel about that. If you can wait a couple of months to put AdSense on, I don't think it hurts you at all to do that.

Q. When purchasing a domain, which keyword would you go with? The one with the largest potential available, or the one that is the most umbrella like?

A. I wouldn't get too hung up on a domain. If you can get a domain that has some version of a good keyword in it, then that's great. But guys, keep in mind that CourtneyTuttle.com ranks number 5 or number 6 for 'internet marketing' and the KeywordAcademy.com ranks for a lot of different 'make money' keywords on pages 1, 2 and 3. So, domains are always over-powered by links. If you are going to sit around for months hoping to find the perfect keyword rich domain, then stop now and buy a domain that works. If you can get one that is aged, but it doesn't have a keyword in it, I would go with the age because the age will trump the keyword in the domain as well. You are always going to see mortgage.com ranks well for mortgages, but you are probably not going to find domains that are that perfect.

Q. Where does link-building come into play with these super sites?

A. Court will get to that.

Q. Can we go with multiple topics in the same domain, and make it one huge site?

A. We talked about that one.

Q. Does the home page of a supersite need to be a green keyword as well, or can it just be the main theme of the site regardless of whether it is green?

A. It can be anything. It can be the main theme, but why wouldn't you make the home page of your site a green keyword because then you are setting it up to earn. If I can find 50 green keywords in a niche, I'm going to find the richest green keyword and that is going to be my homepage. That is how I would do it. If that keyword makes the site feel unnatural, then I wouldn't do it, meaning that my site is about landscaping and my main green keyword is concrete mixers, then you have to play with that. But when in doubt it is always better to target a green keyword.

Q. Is it better to use hyphens in a domain?

A. No, it is not better to use hyphens in a domain.

Q. Would you open up comments on these sites? Or is that too time-intensive

A. Yes, I would. You are not going to get that many comments, unless you have a really interactive topic. Then you might get some comments, but that just helps you, it makes your site look more user friendly, more alive. I would definitely open comments.

Q. Is it good to use the SEO links plugin on a sniper site, or just a big site?

A. You could use the SEO links plugin on a niche site but because the site is so small it is not going to make much of a difference. The nice thing is, if someone steals your content and then puts it up on a spam site you still get a link out of it. So, in that sense it's good.

Q. How many articles should a super site have? What is ideal?

A. What is ideal is "more". Every post is an opportunity to earn and it makes your site bigger and more authoritative. I start to feel that a site is a super site when it has maybe 50 posts on it. I'd work towards numbers like that.

Q. Would you ever really want to spend your time changing an article? Wouldn't you want to spend the time creating new articles?

A. I would go back and change an existing article if it's earning well. I would add content to it and I would find ways to target new cousins. So, if I have 500 words on a page and the post is earning \$2 a day, and I can double the content and get the earnings up to \$4 a day because I am catching more long-tail keywords, then it is definitely worth it.

Q. If you're outsourcing content, how do you get cousins included?

A. Train your outsourcers. If you can use repeat outsourcers, get them trained. Other than that, as your posts come back to you, you can edit them. Take a few minutes to get your cousins in on the page.

Q. Would you place 80% of cousin keywords to show in the excerpts, or does it not matter?

A. I wouldn't do that; it could get real spammy real fast if you try to get 80% of your cousins in the first 160 characters or whatever the excerpt is. Get your cousins in the post naturally, where they make sense in their non-stuffed way.

Q. How old is an aged domain?

A. Older than 12 months in Google's index. If you don't know how to check the age of a domain in Google's index, go to <http://archive.org> and use their "Wayback" machine. That will explain itself when you get there. Older than 12 months is best, and then everything older than 12 months is even better--2 years, 3 years, all the better and it makes a difference.

Q. What is the best location to place AdSense on the homepage of a supersite?

A. Test different placements.

Q. For a new site, would putting up posts too fast negatively affect?

A. I was going to say 'no' but what do you think, Court?

Court: Well I think the only way that would ever come into play, where you would publish more than you would want to, is if you outsourced a ton. If you outsourced 100 posts and put them all up in one day, and you didn't have posts before that and you don't put any posts up after that--that's

probably not how I would do it. I don't think you could write enough posts in a day to cause any problems but if you did outsource say 100 posts, then I wouldn't publish them all in one day. I would schedule them. You can schedule them in Word press. I would schedule five a day and have them go out over 20 days or something like that. Or, even three a day and have them go out over 33 days.

But I don't think it's a problem that hardly anybody will have unless you outsourcing a huge amount of articles, that's not going to cause a problem.

Q. How fast do you guys get a page to PR3?

A. Page rank is not something to shoot for, guys. Page rank is a consequence of smart link building and smart link building it taught in the course. So, just do that and you will probably end up with PR2 or PR3 or PR4. If you stick with the site long enough you will end up with PR4 and PR5 sites. But Page rank is not something to really chase, it just happens as you do things right.

Court: I was going to say that it also doesn't really matter. I know of sites that do over \$20,000 a month that are PR2 & PR3. We have some good friends who were making insane money, one site was a PR2.

Mark: Those guys are great examples because they could not care. We've talked about it, and I said "I bought an aged domain with PR4" and he said, "I don't care what the PR is, how old is it?" Those guys never look at PR, so that's a great point.

Q. When we change over to excerpts, do we still show Adsense on the home page?

A. I would. You want to be able to look at your home page and feel like it's attractive, that it looks professional. But I wouldn't neglect the home page in terms of monetization. So, I would find a way to get an ad block on the home page that looks okay, and gives you a chance to earn. As far as what ad block and where, I'm just going to tell you to test.

Q. Are we using the exact same criteria for selecting keywords for supersites?

A. Yes. It is always better to go with a green keyword, because if you put 100 green keywords together you will have a great site.

Q. I assume you don't want five unique tags per post, how many tags can you use total?

A. We do want five unique tags per post, there's no real reason to change that.

Q. What about a domain that has been registered for several years but has never had a site hosted?

A. The SEO guys would have fun with that one. They would say that registration date does matter, and I can't say that it doesn't matter at all. But when we talk about aged domains, we talk about age according to Google. How long have they been in Google's index, and that's what you check with the Wayback machine on archive.org.

Q. What happens after you publish 50 posts and there are no more related keywords, what next?

A. I don't believe that will happen first of all. There is always going to be something else to say about your topic. Eventually you are going to slow down on posting on the site; you don't have to post

multiple times per day, or every day, forever. You just want to be refreshing your content, however frequently you want to refresh your content.

Q. Is one post per keyword enough content?

A. Yes, one post per keyword, that's how we do it.

Court: A lot of times I end up getting doubles in the SERPs for keywords because a lot of times your green keywords will end up being cousins of other posts. When you're making a huge site like this, and you have a ton of related stuff, then sometimes one keyword will be a cousin of another one. Keyword A will be a cousin on the Keyword B post, and Keyword B will be a cousin on the Keyword A post. You can rank double with those two posts a lot of times. That is happening to me a lot. But one is enough. Sometimes you can still get a double.

Mark: That's a good point. It is always going to be one post per main keyword, it just happens that sometimes the main keyword is a cousin of another main keyword. I hope that doesn't cause confusion, but like Court said, that just helps you cast a wider and better net.

Q. Does it make sense to add cousins to an existing post, on a large aged site, when the original keyword is red.

A. It always makes sense to add cousins to any site, regardless of age or rank, or anything else. "Cousins" is a universally correct principle. You want cousins up for every post of every site you have. It is a question then of what your expectations are. If the keyword is red, how red is the keyword. Do you have a chance to ever overcome your competition, or would it be worthwhile to just find some good green keywords and go after those? I would look into that. But the safe is to always go for nice green keywords.

Q. How do you use categories with this?

A. You categorize your posts into whatever category makes sense. As you categorize you don't need to give much thought to SEO, you want to give thought to useability. Put the post in whatever category it works with.

(1:20:02.7) OVERVIEW OF THE SITE'S APPEARANCE

Court: There are a few more things I want to cover. Let's take a look at what we actually have for this site as there are a few things I want to point out.

My theory right now is that people are going to try to put these together and they are not going to see a five thousand dollar site. Do you see a \$5000/month site right now, looking at this site? Maybe you do, and maybe you don't. But I can tell you that I have a \$5000 a month site and this is what it looks like. So, whether you actually execute this or not is going to depend highly on what you believe, because if you don't believe that this is a \$5000 site, you are not going to be able to get yourself to put in the time. That said; let's take a look at a couple of important things here.

Here is what the post looks like on the site. You have a basic post, the title, the date--you can remove the dates if you want. Sometimes I remove the date from the theme.

This is almost always the best ad placement right here (floated to the right). I've been floating the AdSense to the right mainly because it is not quite as spammy as it is when we float it to the left. Google doesn't love for us to put a post title and then put an ad immediately below it, floating to the left. There are a few solutions, one is to float it to the right, and another is to wrap some of the text above the ad. But this is the basic placement that I use almost all the time now. I used to float left, but I've switched to floating right. As Google came out and cracked down a little bit on putting the unit directly below the title here, I decided to float right.

But this is how the page looks; it has a regular sidebar, title, article, and ad. I've had good luck lately putting a second ad unit, same shape and size, directly below the article right here. It doesn't hurt you to have two ad units. A lot of time when people get done reading the article they're looking for something to do right then, so if they do read the article it's not a bad idea to have an ad down the bottom. It is not going to make anywhere near what this ad at the top will make, but it has been working pretty well for me.

(1:23:21.9) KEEPING TRACK VIA A SPREADSHEET

Let's come back to our spreadsheet a little bit. I want people to be able to visualize what this site is going to actually be like, what it's going to look like, and how it is going to work. For me, I was like 'Okay, I really want to push myself, how can I do it?' I'm obsessed just trying things out and seeing what happens and usually when I do that I either learn something doesn't work, or I learn that something works really well.

In this case with the 100 blog post thing, I found something that worked amazingly well. So, let's talk a little bit about what our spreadsheet is going to look like once we build this out a lot more.

On our keyword sheet we will have a ton of different keywords. There are a couple of different ways you can do this. The way I do it is that I get rid of the ones that are red. Some people will make a separate sheet and rename it as "Red". I can tell you right now that these top keywords are going to be red, I'll just delete them. If you want to, you can cut them out and save them in the 'red' sheet.

Basically what we will have is a sheet that is full of greens, tons and tons of greens, and each one of those greens is going to lead us to another tab, where we find more information about this keyword.

Like I said before, I am obsessed with keeping track of everything, because as soon as I start working on a larger scale I can't remember anything that I've done because I've done too much, I've put up too many posts, I've made too many links and I can't keep track of them unless I keep track of them in my spreadsheet.

Whenever I am working on my supersite, the first thing I do is to pop over my spreadsheet, because that's where I know what work I've done and I can see what I need to do to improve my site.

Each page I have, each post I've written, each article I've put up, will have the URL listed. I have used all of my cousins in this post. I'm going to make another column here, I call it On Page but you can call it whatever you want. I put an x in that column when I know that my keyword is on that page. If I don't do that, I don't know if it's there or not when I come back later. If I come back in two months, then I don't know if I did that or not unless I keep track of it. So, I keep track of everything so I know that it was done. If I get them all in the post then I mark them with 'x' and I can go from there.

What I do from here is start to add in the different types of links that I can get to this page across the top of the spreadsheet. I have Ezines, GPS Posts, GoArticles, Hubs. So there are different types of links that I can add, and we can always add these no matter what but I keep track of these because this is where cousins start to become really useful.

When we get links for this particular post, we need to vary our anchor text anyway. That is a basic principle of our methodology; you always vary your anchor text. When I come in and actually create some links, say I get a GPS link and I use the main keyword as the anchor, then I do an Ezine article and I use another keyword, I probably try to get at least one link for all of these from some source eventually. This doesn't happen all at once, that is the thing. I might open this up and think, "Okay, I wonder where this post ranks for 'antique pine bedroom furniture?'" Maybe I rank in the 30's or something, so I come in and make a GPS link, and as soon as I make that link I know that my site is better than it was five minutes ago.

That's how this site comes together; it is one link at a time, one post at a time. Over time, that starts to really build up. If I get that link for 'antique pine bedroom furniture' it is going to help me to rank better for 'pine bedroom furniture' and all of these other keywords as well. So, I add to it this way.

When I get a new link I always keep track of that link. I know where I got it from. If I get a link from Ezines, it's going to be listed here. I will keep that link here, because in the future I might link to this Ezine article, so I can get a little more out of this. I keep track of them all. My GPS links would be here, all of the links that I have ever pointed to this page would be right here, because I want to know where they are, where they came from and how many I have for each cousin keyword. So, each page of my site will be kept track of in a spreadsheet just like this. That means that this spreadsheet is going to be huge.

On the site I'm working on for the 100 blog post challenge, I just added 100 new keyword targeting posts to that site. That means I added sheets 100 times, and created 100 posts and kept track of everything and created cousins and integrated those cousins. I did all of that--that's a big task, but at the same time the return was absolutely ridiculous. It is a mental thing. Each one of my posts is on a page just like this where I can look at the cousins.

So far my links are non-existent, these don't exist yet but at some point they will. Right now my posts aren't ranking nearly as well as they could, I have hardly anything from my new posts ranking that are in the top five, most are number 10 or number 12. There is just enough of them that they're adding up to produce a big number of searches and obviously a lot of income. But I can improve a lot. If I come in and do an Ezine, then I am better than I was ten minutes ago. If I come in and do a GPS post or post on an article directory, then I am better off. At this point it is going to be a process of doing that, coming in, opening up my sheet and saying, "How can I get better?" I am finding posts and improving posts with some links.

It is a similar concept to what we did when we talked about Hubpages, except it's all on your own site. So, that's how we do that.

(1:32:49.0) GLOBAL LINKING STRATEGY

Now I want to talk briefly about the global linking strategy for building a site of this type. It is slightly different from a niche site, because the structure is different. But we can still make it work really well.

The first thing we need to remember is that each page is somewhat separate from all of the others. This post, "Two Types of Pine Bedroom Furniture" will rank better if I point a link at it. And it will rank even better if I point a second link at it, then better if I point a third link at it, and better than that when I point a fourth link at it--and we could go all night saying this. So, you have to remember, in your spreadsheet that each URL you are using to target one of these keywords on the super site is somewhat independent of the others.

If we make a link to this post, it will improve this post. This link will help us somewhat for our next keyword, but it will not help us as much for the new keyword as it will for this current keyword. So, you want to keep in mind that each one is kind of separate. That said, any link is going to help your whole site and so you want to get as many links as you can for the whole site.

(1:34:21.1) STRENGTHENING THE HOME PAGE

You have to separate your home page from everything else also. Maybe your home page is going to target a keyword. Whether it does or doesn't is up to you, but we need to strengthen our home page as much as we can for a variety of reasons.

Number one, we're going to have 20 articles on our home page, and if our home page has a lot of links pointing at it, it's going to redirect that link juice to each of the articles that are here, and it is also going to redirect it to our category pages. We have our furniture category page which we also want to show excerpts with, so eventually if I post 20 posts that are related to furniture I will see 20 posts on the category page too. That means I can strengthen each of those posts by strengthening the category page. So, if I point a link at this page, it will help me to rank a little bit better for all of the posts listed on this page.

Our main hot points, where we need to point links, are the home page of the site, our category pages--it will be smart to point some links at those, and that will overall strengthen the entire site. That's our global link popularity of the site, and the stronger that is, the more ability we will have to rank for all of the keywords on the site.

On top of that, we have to remember that to a certain extent each one of our posts is also somewhat independent. It can be helped by improving the overall links on our site, but there's nothing like getting a nice clean link to each posts particular URL. That will help probably as much, if not more, than anything else. So, these links are necessary for each of our URLs.

That is going to become less important as your site becomes stronger and stronger. Those of you who are starting with newer sites will probably have to point more links to your individual post pages than someone who has a really strong site. That is just how it is. We all have to start somewhere.

I remember when I created my first site, and it wasn't that long ago. We have to start from scratch. Maybe we don't have any links but that doesn't mean that you can't get to where everyone else is.

(1:37:32.2) DOMAINS AND COACHING OFFER

Before we go to questions I wanted to cover a few more short things. We have a special offer for you that we've talked about in the forums a little bit that is going to be really helpful for you guys. Before we go there, let's talk briefly about domains.

We had a question about domains. When you set up a domain for a site like this I just want it to make sense. If I was going to set up a site about the home, like we said we would do in this example, it would be like homeadvice.com or something like that, or ideasforthehome.com or homeideas.com, something like those that makes sense. If you have a domain that already works, that's awesome.

When you set up a super site, this is going to be a large site and you will be pointing quite a few links at this site, I would hate to see anything happen to this site. So, there are some precautions that you will want to take. When I set up a larger site like this, this site gets its own hosting account. That is just how I would do it. I want to separate this site, as much as I can, from everything else I have. That will mean you will want to have your own hosting account for this site. If you set up five super sites you will need to get five hosting accounts.

The special offer that we had in the forums is that if you get that hosting account through us, we will provide you with a free 30 minute coaching session. Those coaching sessions have been amazing. If you are confused, if you can't get yourself to move forward because you're stuck somewhere, those coaching sessions are huge. Maybe a lot of you right now are hung up on something, you have a question, or when you go to implement this you will have a question. In the forums lately things have been kind of crazy, because we need to re-do the core videos and we're working on that but we have come out with a lot of new info since we did the core videos last time and that has been really confusing for some people. Fortunately, some of those people have been the ones that have had coaching sessions so far, and those coaching sessions have been amazing. When we talk to people we are really able to clarify and they are able to ask the questions they need. So, if you are hung up, or if you start setting up a site like this and you get hung up, don't hesitate to take advantage of that.

What you need to do is log into the member's area. There is a link that you can follow that goes to the Keyword Academy Preferred Web Hosts (<http://thekeywordacademy.com/coaching/tka-preferred-web-hosting/>). Choose one of these and set up a new hosting account. If you are already on Hostgator, obviously you would use Host Nine. I started using Host Nine lately for a site that I'm setting up as a new super site. I really like Host Nine so far, it is very similar to Host Gator. Some of you ask, "What if we already have a hosting account?" well, then you can come in and use Host Nine for your new hosting site.

Another thing you can do, if you are looking for a coaching session, is come to the forum and if you are interested in getting Linkvana we are going to also let you sign up for Linkvana and get the offer. You can follow any of the Linkvana links in the forum keywordacademy.com/go/linkvanA.php and if you sign up for Linkvana we will also give you a coaching session.

Hopefully this can be mutually beneficial. We really need to help some of the members get stronger. You guys are awesome, there are so many people on the forums who answer people's questions and

who are spot on. We want to help you guys out. This is the way that we can get compensated a little bit. We get tons of questions by email from members, and we try to do the best we can but it is really overwhelming with the number of members that we have. So, this is a way that we can get compensated at least a little bit, we can strengthen you guys, we can answer your questions, we can help you to move forward in a more personalized way.

Every site really is different and we try to provide information that can help everybody but your site may be a little bit different and you might need specialized advice. This can give you the chance to go there.

With that said, lets open up for any other questions you have.

(1:43:16.3) QUESTIONS

Q. Standard questions about link building--how fast and how many. If you have a how fast and how many question, I'm about to answer it. Any version of your how fast or any version of your how many, I'm about to answer.

A. There is never a specific answer to how many links. Always remember, always think back to the fact that in a perfect world a site's links occur naturally, which means they're random, there's not a pattern. We don't pretend that's going to be the case even with our sites, that wouldn't be practical. But when you think about adding links keep that in mind so that you can act intelligently.

The reason anyone ever asks, "How fast can I add links?" is that behind that they're thinking "the more links I have, the faster I make money, the sooner I make money." If you have noticed, the whole tone of our message lately has been more toward, "it's not about how fast you can make money, it is about how long you can keep that income stream." So, if by adding tons of artificial links, bookmarking stuff, Unique Article Wizard, etc., it is not that it won't work; it is that you don't need to be in such a rush. Just be patient, because if you wait and spread those links out over a few extra months you are creating an income stream that you can keep theoretically forever. So, add links conservatively, follow the link building timeline. Treat your individual posts just as conservatively.

I think you touched on this a bit Court, but one of the coolest things about what we have experienced over the last couple of months as we've been adding tons of posts to our supersite, is that individual posts don't need tons of links if they're on a very big, very authoritative site. As Court said, he's made all of his money this month so far without really having added any links to any of his posts, and that's a function of how big and how authoritative the site is. So, give your site time to get there and keep adding links consistently.

Just the other day Court was saying to me, "You know man, if people would understand that if they could get just a few links a day, over an extended period of time, they'd have such a killer site, it will be amazing." So, keep that in mind as you think about the 'how many' question and 'how fast' question.

Q. If I have 100 posts on a site, and historically we have talked about giving an Ezine link to every hub or every niche site you start. Would you point a decent link to every single post, would you do a

GoArticle to every single post or do you feel that diminishing returns are going to set in and make that not worthwhile?

A. That's a really good question. The first Ezine is going to work the best, better than the second one, and the second one might work a little better than the third one but they're all going to work, they're all going to improve your ability to rank in Google. So, yes, you might get a little bit of diminishing returns but that will not be worse than no links. This is one of the areas where my philosophy is very different from a lot of other people that I know in the SEO world, because I'll take more than one link from a site. I'll take a whole bunch of links from a site. It has worked really well for me. I can't even talk to people that are really into SEO theory because I know for a fact that a lot of what they say isn't true. It is because I've tested it and if I've taken 30 links from Ezine articles to one of my sites and I get improvement every time I know that it works and I don't care what they say. If you read a whole bunch of SEO theory it will seem like it is not a good idea to get an Ezine link to every one of your posts, but I have found that's not true.

I would do it. I probably wouldn't do it all at once. There is something to be said for building links randomly. Maybe I'll point an Ezine link at this first post, but with my next one I'll decide to use a GoArticle instead, or a Hubpage link or something else. On my own site I'm probably not going to want to point an Ezine article to every single page, but I am definitely going to point links to every single page and a whole bunch of those are probably going to be Ezine links. A link is always better than no links, even if it is the 50th link you took from EzineArticles.com, it is still better than no links.

Q. Should we still get reciprocal linking for posts, meaning should we trade links?

A. I would, for sure. Trading links always works. It works at the site level and it works at the post level. Someone asked if you should get blogrolls for these sites, the same way as for a niche site. I would say yes. With a supersite, the stronger the home page gets, the more easily all of your posts will rank. So, if you go through the same blogroll trading process that you do with a mini site, you will be in great shape. You are at an advantage with the super site. If you have a super site that has 100 posts, it probably has 150 to 200 pages in Google's index, I have a lot more leverage to do blogroll exchanges with bigger, stronger sites so I would do that.

Q. When we are choosing a topic, we need to find one that has 50 green keywords more or less?

A. This is where it gets tricky? If you can't find 50 keywords does that mean you shouldn't go after the niche? No. If you find 20 green keywords you can still build a great site. Court and I haven't found many niches where, if you start very broad, you can't go 50 or 100 keywords wide. But if feel like you have 10 or 15 and that's as many as you can find, then just dive in and get started. You'll end up with a great site.

Q. There are a couple of good questions about AdSense accounts. People are wondering how many AdSense accounts they should have.

A. This is Mark and Court's philosophy. We're not super paranoid about AdSense accounts, guys, because we don't break the rules. Some people say, "Well, you don't have to break the rules, you can still get in trouble." Yes, you can, but we don't, never had. So, when people ask how many AdSense accounts they should have we say, "Well as soon as you're making 10,000 a month, think about a second AdSense account." Until then, yes if you have five big supersites and you have

Adsense on all sites, its fine to have one account until they're earning over 10,000 a month. Then you could think about a second Adsense account. Just play by the rules, keep it clean and you will never necessarily need multiple accounts.

Q. Should we register the domain of our supersite in a different registrar?

A. No, that's not necessary.

Q. People have asked a few questions about hosting accounts, such as reseller accounts. This is from our buddy, Vic. "Everybody buys reseller accounts because Vic says they should." For those of you who have never heard from Vic, he's a hilarious, crazy, Puerto Rican guy. He's a genius. He does great stuff. But he has generated massive amounts of traffic through white hat, grey hat and black hat methods--a nice mix of all three. So, Vic needs reseller accounts because he can generate huge quantities of traffic. But I can tell you guys, Court and I are doing just fine on the Keyword Academy with a regular shared hosting account. We get a lot of traffic, about 3,000 people a day. We used a regular shared hosting account, no reseller or anything. I've never owned a reseller account for a niche site. You're not going to get that much traffic.

If you are going to set up a supersite, set up a HostGater, HostNine, BlueHost but it is not really necessary to do it on a reseller account. We see it as an unnecessary expense.

Q. Does the main umbrella term need to be one we expect to rank for?

A. No. It is not necessarily a need to do that. Just build the site around green keywords and you'll be in good shape.

Q. I have a question about getting traffic from China. China has the largest amount of web users.

A. It's true, there is a ton of Chinese traffic, I'm sure, but Court and I have never thought of getting country specific traffic. The most lucrative traffic is going to be American traffic for the most part, that might change but we have never thought about chasing any other nationality.

Q. How do you monetize supersite?

A. With Adsense. But you should monetize with whatever makes sense, whatever tests out the best. You can test Adsense versus affiliate sales versus anything else.

Q. Where does Unique Article Wizard fit into all of this?

A. UAW could be a good tool with supersites. Just think of your individual posts, each as an individual site when you think about building links to it. I don't want to blast a post with lots of UAW submissions. This is one of the benefits of having a supersite. Just like I said earlier, Court has had a lot of ranking traffic and earning without having to build a lot of links to the individual posts yet. So, you don't have to do UAW submissions forever, in fact we'd recommend against that. You might do a UAW submission for every fifth or every tenth post on your site, maybe the higher potential posts. Then let that settle in and see where it goes, and then adjust from there.

As a lot of you know, we're a lot more conservative now with UAW so when you set your daily submissions we probably set them to 5 or 10 so the links trickle in more slowly. I would spread out

the individual submissions too. On UAW you have submissions, which means you type up 3 versions of the same article and submit it to UAW. Then you set the distribution speed, which is how many distributions do you want to take place each day out to the article directories, we'd set that to five or ten. Then, how many submissions? If you were really cranking you could do an article submission every few days and you will be trickling in a nice number of links over a period of time.

Q. What is the easiest way to find affiliate programs for specific niches?

A. That depends how specific the niche. Just go to the main affiliate hubs like Mission Junction and Clickbank but if you get very specific then you will want to start contacting individual companies and asking them if you can sell their products. That is a bit of a general question and I don't know how to answer that perfectly.

Q. Do you submit RSS feeds? Does that mean, do you make RSS feeds available on your sites?

A. There are RSS feed directories, so maybe they're asking that? No, I don't do that. There might be people in my home advice site and if they subscribe to my RSS feed that's only going to help. They might link to me from their personal blogs. So, if it works to get people to subscribe to you via RSS it's not going to hurt you.

Q. Do you put your AdSense block on each post as you post it, or do you do it in single.php?

A. We put AdSense on each individual post, we put it in the html editor, and that allows us to track each post with a channel so that we can see how that post is performing, and then we can test AdSense against other methods if AdSense isn't working that well, or if we want to look at other things. On a supersite, I wouldn't put the AdSense into the theme, I would put it in the individual posts with its own channel.

Sometimes it is not going to be the best thing. On the site I'm working on for the 100 Post Experiment, some of those keywords are perfect for affiliate, and I am running AdSense right now but that is going to change as I find the affiliate offers that I am going to put there. So, I am going to need to be able to take AdSense out of single posts, and if you use single.php to insert AdSense then you are not going to be able to pull it out of the post when you want to.

Q. How related should all posts be on a supersite? Keyword related or topic related.

A. All I have to say about that is, "Do they make sense together to you, as a Web user, as someone who goes around and looks at Web sites? If you landed on your website and you found your posts, would it seem strange to you that they're found on the same website?" If it seemed strange to you then I would not put them on the same site, but if you could see those posts being on the same site then put them together. It is just a question of what makes sense.

Q. Do you recommend indexing all or some of the pages using Google.com/addurl?

A. No, we don't. Don't ever use that.

Q. There are a limited number of AdSense channels. We are getting some questions about that.

A. Right now you are capped at 200. Is that going to 500 Court, did we talk about that?

Some people have 500 now, so hopefully everybody gets 500 eventually. But you don't need to keep the channel there forever. You are using the channel to test against other methods, so maybe I'll test my AdSense earnings on a page against what I can make on affiliate products. That doesn't mean I am going to keep that channel forever as I'm going to make a decision. Either AdSense is going to be the best, or an affiliate offer, or multiple affiliate offers. That doesn't mean I have to keep that channel forever, I'm going to choose which one is the best and if I need to get rid of that channel later than I know I have done as much as I can do with that page, and I can get rid of that channel.

You don't have to keep all of your channels forever. Use your channels to test pages, after that you can get rid of them if you need to. Just keep track of the traffic after that.

Q. Do you lose ranking if you start a site on a shared hosting account and then move it to its own account when it becomes larger?

A. No, Court and I just moved the Keyword Academy to its own virtual dedicated server, all of our rankings stayed intact.

Q. I was going to buy a domain that is aged, how important is the domain name in relation to the keywords?

A. It is not really that important. As long as you build links. If you can find a domain that makes sense for your topic, that's great. If you can't then you want to have a generic domain that at least does not contradict the theme of the site. But it is not crucial to have a domain that fits the theme of the site.

Q. Would I keep finding new hosting companies for fifty plus supersites?

A. Probably not. But I don't see how you would set up 50 supersites, and properly maintain them. So I guess if you want to prove me wrong, you can do it. We want you to understand that we talked about \$5,000 supersite, but do you understand that if the niche is big enough a \$5,000 supersite can be a \$50,000 supersite? There are plenty of websites out there that make \$50,000 a month, so at some point you have to decide whether it is worth it to keep building out new sites, or if you want to say, "I'm going to make this site the mother of all authority sites on this particular topic. I'm going to take the earnings from \$3,000 to \$5,000 to \$15,000 to \$20,000. This is a site I can work on for ten years and keep growing the income, this is my business.

Keep that in mind. When you build supersites you don't have to build many. I have two that I'm working on, and I might do maybe a third but it may not be necessary for me to do that in order to hit the income goals that I have. Just keep that in mind.

Q. Are we personally planning on more supersites, over niche sites, for our own portfolio.

A. Yes. Court and I are completely sold on supersites as a long term, large income creation strategy. Does that mean no one should do niche sites? No, niche sites can still be great. Figure out what you like best. For Court and I, we like all the benefits that we have listed about supersites, so supersites are our big focus.

Q. If Court's test model for this is the 100 post experiment, at PR5, how can we expect any site we do this with, starting off fresh, to perform like this?

A. Well, first of all, believe in yourself a little bit. Forgive me, but I think that is a bit of a whiney question. We already talked about how PR isn't necessarily a big factor in the ability to rank. My supersite is PR2 and it is cruising. The way you can expect to do as well is by adding 100 posts, building links, be patient and keep at it, and you will get these results. Maybe it will take you six or 12 months, if it takes that long is it worth it? Yes. You just have to plug along.

If you sent up 100 posts and you don't make \$5000 next month, that's not a loss. You just have to be patient and let it happen.

Court: I wasn't born with that site either. That site was started and registered some time. It was registered, and when it was registered it was PR0, just like every other site. When I bought that site it was PR2. Guys, there was a time not that long ago when I didn't even know what web hosting was. Everyone on this call, myself included, Mark included, all of the \$5,000 badge earners and all the \$2,500 badge earners included, started with new sites at one point. CourtneyTuttle.com was registered not that long ago, and the KeywordAcademy.com is not even a year old yet.

I feel that mentally people discount everything, they think, "I don't have any sites going, so I can't do this." You can't let yourself think that way. You have to believe that you are capable of doing something bigger. I started with brand new sites and I have made it work. You can do it too.

The question was, "How can we expect to get the same results?" Well, right now, you can't. Are you going to back down and quit and go away, or are you going to make something of them? Are you going to start now and put in the time, pay the price like those of us who have gotten to a bigger place? It is all mental.

Q. Do we have the option of purchasing a coaching session, if we don't need to buy the hosting account?

A. We haven't talked about that. Ask that one on the forum, and give us a chance to talk about it. I can't see the answer being 'no', the question is what would be the price.

There aren't any more questions, Court. I will take two or three minutes to summarize so they hear it from somebody else, then I want you to correct me where I missed what you are saying and we can wrap it up that way.

(2:04:44.2) SUMMARY

Mark: The basic premise is that we are looking for as many green keywords as we can comfortably and reasonably find in a topic. I will say that I have yet to find a topic that, if I start general enough, I couldn't find a hundred greens in there. If you want to start with a big enough raw keyword list to find 100 green keywords don't be afraid to pull 100 or 150 or 200 CSV files from the Google Adwords tool, then start to calculate the potential, look at the competitiveness of all keywords above \$50.

Build that master keyword list, build that master spread sheet, get set up on a domain. It really comes down to adding all the posts, treating all of those posts to an extent as if they are individual

sites and building a few links to each post. Give a little extra attention to the home page, because the stronger the home page is the more easily the rest of the pages will rank.

Other than that, just follow the principles of link-building and adding content that we've always taught in the Keyword Academy.

Court: We will probably just keep getting questions forever, but if you guys still have questions take us up on the coaching offer. I would love to talk to every single one of you. If we do that, we can talk about your business. Maybe your business is slightly different, or maybe you have specific questions about your business--let's talk about that. We would love to talk to all of you. Bring those questions to us, and we will answer them for you specifically for your situation.

Mark: Court never sells, and I love to see Court selling on that coaching session and here's why. Court said earlier that if you were confused or lost or whatever, but I don't care if you are not confused or lost. If you think you know everything, take us up on the coaching session. I have never had a coaching session where, at the end of the call, the student doesn't say, "Oh, I never thought of that", or "Man you have really given me a perspective that I haven't considered at all, I'm going to really re-work my strategy," or "Wow, I was headed down the wrong path, I misunderstood some stuff." Please, take us up on the coaching session. It is effectively free, and you will really be glad you did it.

(2:14:11.2)