

# Dawson College - Centre For Training and Development

## Building A Successful Business Using The Internet Session 10 – Welcome Back!

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## The Goal Of This Session

- Revisit Day 4 – **planning** monetization.
- Review Day 10 – **doing** monetization.
- Celebrate your progress to date.
- Be forward looking and moving.

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## Look How Far You Have Come



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## #1 Mistake – Starting At The M

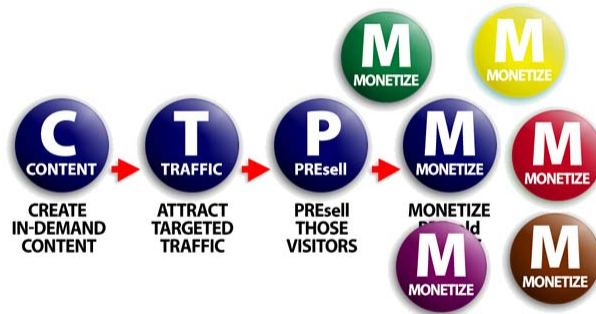
The M Comes Last



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## Do **M** Last And Diversify



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## When To Monetize?

- Have at least 30 pages.
- Have at least 20 visitors/day.
- Have two major in-pointing links.
- Have two minor in-pointing links.

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## How To Monetize

- Monetize your entire site.
- Monetize individual pages.
- Monetize very thoughtfully.
- Monetize one thing at a time.

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## Monetize Your Entire Site

- Become an SBI pro and build sites for others.
- Tell your SBI story and earn SiteSell affiliate income.
- Joint venture with products/services partners, to market/sell their stuff for a percentage.

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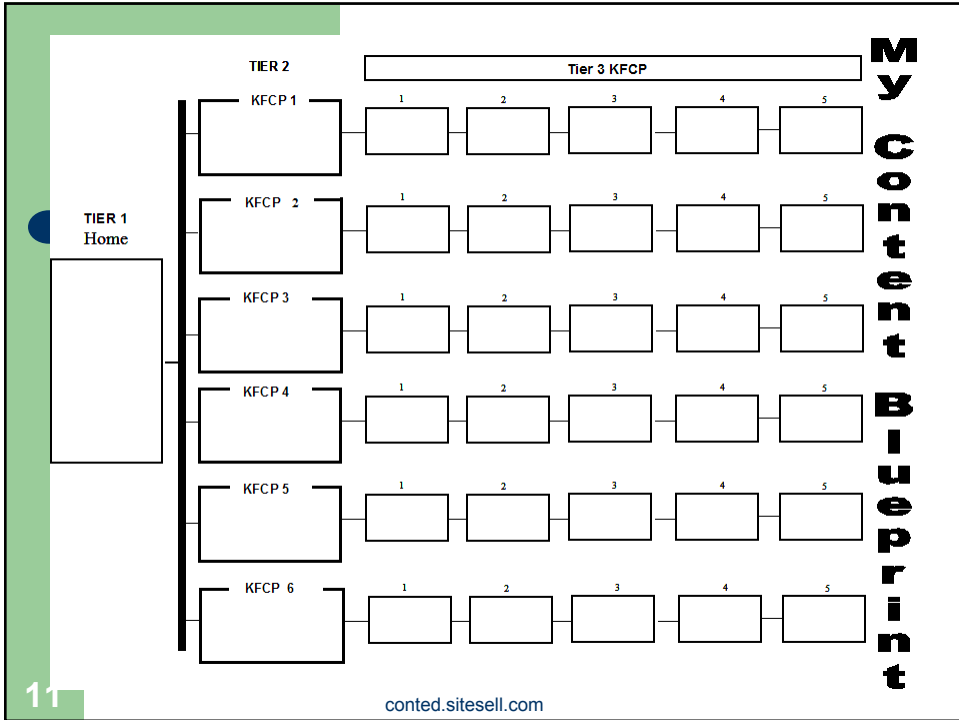
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## Monetize Individual Pages

- Use the Monetization Potential Guide.
- Use Site Info on MKL – make notes.
- Use Search It! on MKL to find page ideas.
- Use content and monetize notepads.
- <http://sbitips.sitesell.com/index.html#MON>.
- <http://www.associateprograms.com/>.

## Successful Monetization Tips

- Consider each one carefully.
- Tailor choice to your time and priorities.
- Consider your **Site Concept** growth.
- Look for diversification. **It's key.**
- Use your PREsold traffic.
- Monetize every visitor.



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## Class Exercise

**Refine your site blueprint.  
Continue building content.**

## 15 Minute Break...

**Hurry back to celebrate!**

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## Celebrate Your Achievements - 1

- <http://www.home-and-building-inspection-guide.com/>
- <http://www.back-to-common-sense.com/>
- <http://www.robots-in-our-future.com/>
- <http://www.complete-putting-greens.com/>
- <http://www.cleansing-weight-loss-diets.com/>
- <http://www.about-chinese-medicine.com/>
- <http://www.biz-reality.com/>

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## Celebrate Your Achievements - 2

- <http://www.all-natural-clothing.com/>
- <http://www.collecting-first-edition-books.com/>
- <http://www.kid-telligenz.com/>
- <http://www.finesse-chocolate.com/>
- <http://www.car-buying-guide-and-advice.com/>
- <http://www.learn-drums.com/>
- <http://www.disruptive-metrics.com/>

## The 30-Page Milestone

- Before 30 pages you neither need, nor will you be able to use, Monetize It!
- Monetize It! points out missed content-building opportunities and shows you how to sell advertising and/or how to build Pay-Per-Click campaigns.

## Brainstorm It! Vs Monetize It!

- **Brainstorm It!** builds and controls your MKL. You use Brainstormer to add new words for analysis in the MKL.
- **Monetize It!** uses information already in the MKL. It does not alter what is there. It combines MKL and other data to give you monetization-relevant suggestions.

## Two New Brainstormers

- **The Ultimate Inside Lateralizer** - looks "inside" your site and traffic stats and brings back all keywords that have "found" your site.
- **The Ultimate Verticalizer** - uses the "collective wisdom" of the Web and SBI!. Every keyword in the world containing your Site Concept Keyword is discovered and returned.

## What Does Monetize It! Do?

- Helps you build more content and uncover valuable ("high-Keyword") keywords to create more content, as well as how/where to get more out of your existing content.
- Helps you sell advertising by showing you where to place ads. It even shows whether a Google or Yahoo! ad is better for each high-profit Keyword-Focused Content Page.

## Monetize It! And PPC Buying

- Monetize It!'s PPC-Buying module finds cheap, targeted keywords for PPC campaigns at Google AdWords and/or Yahoo! Search Marketing.
- PPC ad words drive more targeted traffic to your high-ROI (Return on Investment) goods and services.

## What's The Secret To Success?

- There is none. There is no short cut around the hard work needed to build a real business, one with enduring, growing value.
- The SBI! tools do not remove the need for hard work. But they do allow you to put 100% of your time into building a business, not fighting technology or "mastering Search engines."

## Hard Work Pays Off Big Time

- Even if you have time for only one hour per week, it will just take longer. That's all. "Hard work" is about consistency and just doing it.
- Determination works. Commit now to succeed. Decide now to accept nothing less. Keep moving forward even if it's just a step a week.
- Bring your BAM to succeed and reap the riches and independence the Web offers.

## The #1 E-Commerce Reality

- Nothing happens by accident in the world of Computers, the net, and customer response.
- There is always a reason for what happens, good or bad, and that reason is...

**YOU**

## Questions???

- Master Keyword List
- Site Content Blueprint
- VPP - Valuable Preselling Proposition
- Selecting/Changing Look and Feel
- Building/Editing Home Page
- Building Tier 2/3 Pages
- Libraries - Links, Graphics, Forms
- Blog Page, Autoresponder, Ezine

## Congratulations Alumni!!!

- Keep Checking in at the student lounge for great resources.
- Look for the Alumni Bulletin in your Inbox.
- Watch for the 30 page club coming soon.
- Drop us a line and let us know how you're doing.

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## Homework – See You At 30 Pages!

- Follow the Guide.
- Don't lose your BAM.
- Make CTPM your mantra.
- Continue building KFCEPs.
- Enjoy much success!!!

**Questions? Contact Us!**  
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