

# Set It and Forget It

## Part 1



Create A Passive Stream Of Income From  
A Simple Niche Website.

By Susanne Myers

[www.DailyAffiliateTasks.com](http://www.DailyAffiliateTasks.com)

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## About The Author



Susanne Myers has been an affiliate and information marketer since 2004 and runs quite a few different niche websites.

In this short report she shares her simple 7 step strategy for setting up and marketing a new affiliate niche website.

### **Other Short Reports By Susanne:**

[How To Create Small Info Products For Affiliate Sales](#)

[Affiliate Shortcut - Traffic](#)

[How To Find A Hot And Profitable Niche](#)

Susanne is also the author and creator of [www.AffiliateNichePacks.com](http://www.AffiliateNichePacks.com) and [www.EasyLinkLove.com](http://www.EasyLinkLove.com)

Susanne also blogs about all things affiliate marketing at [www.AffiliateTreasureChest.com](http://www.AffiliateTreasureChest.com)

## Introduction

Could you use a little extra income each month? How about an extra \$50 to help with the phone bill, or something you can set aside for a vacation next summer. What if you spend a little time setting up and promoting a niche website that will then continue to bring in cash month after month without too much work?

I do just that by setting up niche websites that are monetized with affiliate products and Google AdSense. On their own, these little sites may not seem like much, but over time, as you build more and more of them those \$30, \$50 or even \$100 per month start to add up.

In this short report I'll show you how I go about choosing topics and building these niche websites.

If you find this information helpful, you're welcome to share this report with others.

### Share The Report

You MAY sell it, AND give it away.

However, this report may NOT be altered in any way!

What CAN You Do With This Awesome Report?

- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

Most of all though, I hope you will take a few hours this week to implement what I've shared. You could have a new website and a new stream of income up and running in less than a week.

Warmly,

Susanne Myers

[www.DailyAffiliateTasks.com](http://www.DailyAffiliateTasks.com)

## Finding a Niche That's Perfect for Passive Income

One of my favorite ways to grow my online income is to build a new niche site. They are pretty simple and quick to set up and if you do things right, these small sites will continue to be profitable for years to come.

### What's A Niche?

Niche is a term for a small recess in a wall. A niche in Internet Marketing is a subset of the larger market place. For example, potty training is a niche in the larger parenting market. I like focusing on relatively small niche sites for passive income because they are not as competitive as some of the larger markets.

### It Should Be Evergreen

When you're setting up a new passive stream of income, you want to choose a niche that is evergreen. This means that it will be just as relevant six months and three years from now as it is today. Stay away from seasonal items (think Christmas decorations for example) and fads that will quickly come and go (the latest exercise craze, the new hot toy). You can include some "hot" or seasonal items as part of your niche site, but you don't want to make it the focus of the site. The reason behind this is that you want it to bring in money month in and month out.

### It's Got To Be Profitable

Speaking of which, the whole point of this exercise is to create extra income so we need to make sure that the niche we are choosing is profitable. Do people spend money on the topic you're talking about? For example, golf accessories are a great profitable niche, while a site on listening to online radio will be a lot harder to monetize.

### Tips For Coming Up With Niche Ideas

Last but not least, let me give you a few ideas on how to come up with niche ideas...

*Start With What You Know* – Make a list of things that you know something about. These could be hobbies, life experiences and even work related stuff. Sit down and brainstorm a list of all sorts of different skills and interests that you have. Sort through them and weed out anything that's not profitable or evergreen.

*Browse Through Books and Magazines* – If you need a little extra inspiration, browse through books and magazines. If there are several books and a magazine on a particular topic, it's probably a good niche to get into. You can do your research at your local bookstore or visit Amazon and browse through categories there.

*Look at PLR Sites* – Here's a secret tip. PLR site owners spend a lot of time researching and finding hot and profitable niche topics and then create article packs, reports, ebooks and the likes around those topics. Find a few reputable PLR sites and browse through their PLR offers to come up with niche ideas.

Here are a few of my favorite PLR Sites:

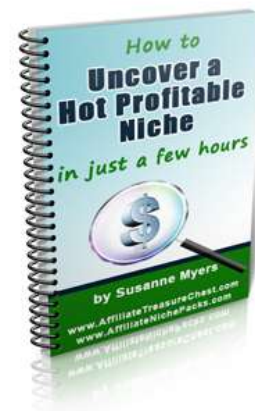
- [Easy PLR](#) - The best PLR out there... Quality articles, limited quantities and always in the hottest niches.
- [Coaching PLR Content](#) - Take one of these content packages and turn it into a complete paid product or course.
- [PLR.me](#) - Another great source of quality content with awesome graphics. This site mostly focuses on the self help niche.
- [DIY PLR](#) - Great how to guides and checklists complete with graphics. These make awesome blog posts or short reports.
- [All PLR Content](#) - Another favorite source of PLR content that I use on a regular basis. They offer articles, reports and even autoresponder messages in a big variety of different niches. Don't miss the exclusive memberships.

Grab A Niche Pack from [www.AffiliateNichePacks.com](http://www.AffiliateNichePacks.com) – If you don't want to do all that research yourself, just pick one of my affiliate niche packs. I go out and find niches for you and give you all the research you need to get started right away including keywords, content ideas and affiliate products to promote.

### [How To Find A Hot and Profitable Niche](#)

If you'd like me to go into a lot more detail about finding hot affiliate niches, grab this \$7 report I've written for you:

<http://www.affiliatetreasurechest.com/hotniche/>



## Next Step – Using Keyword Research To Determine Site Structure

Now that we have a niche picked out, we're almost ready to start building our site. But first, we've got to do a bit of keyword research. Let's start with a definition to make sure we're all on the same page.

### *Definition – Keywords and Keyphrases*

A keyword is a term someone types into a search engine to find information. Keyphrases are a string of words someone searches for. A keyword may be "candle", a keyphrase would be "buy a vanilla scented candle online".

There are quite a few tools we can use to do our research. First I'll share two free tools with you, then the paid one I use on a daily basis.

### Free Keyword Research Tools

You are going to need:

- Google's Keyword Tool which can be found free at:  
<https://adwords.google.com/select/KeywordToolExternal>
- Wordtracker's Free Keyword Tool which can be found at:  
<http://freekeywords.wordtracker.com/>

Here's a blog post I wrote a while back that shows you exactly how you can use the Google keyword tool to find keywords in your niche and then how to get a pretty good idea of how hard it will be to rank for each of those keywords.

<http://www.affiliatetreasurechest.com/371/google-adwords-keyword-tool-review/>

## Paid Keyword Research Tool

While there are a few different paid keyword research tools out there, the one I recommend is [Wordtracker](#).

What I like best about this particular tool is the fact that it does the analysis for me and presents me with a list of keywords that I can sort by how hard it will be to rank for them. More on that in a second.

By the way you can check out and try [wordtracker here](#). They offer a free 7 day trial that I highly recommend you take them up on. Set some time aside during those 7 days to run some keyword reports for your niche. You can export them and save them to use them later.

## Generating Keyword Ideas

There are few different ways to generate keyword ideas. The first is to simply sit down and start to think about the various words someone may want to search for in your niche. You can then find actual long-tail keywords and optimize your pages and links around those (remember we'll talk more about on page optimization next week).

The second approach I like to take with this is to come up with an article or blog post idea and then do the keyword research. This process will work well once your site is set up and you're ready to add a new article or blog post. For now though, let's focus on generating a bunch of keywords and then map them to different areas of our site.

## Keyword Mapping

I like to think of keywords in three different categories. I'll introduce you to each below and show you where on my site I use them.

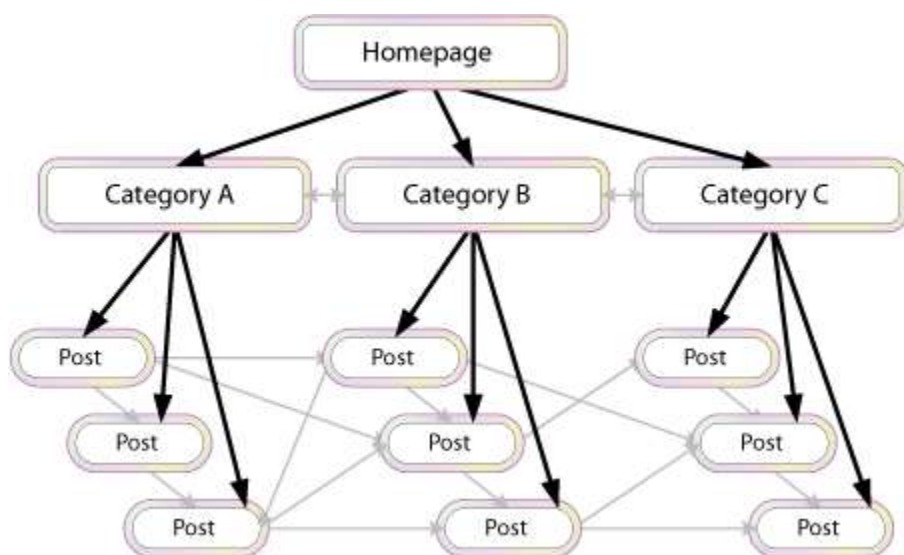
**Short Tail Or Main Keywords:** These are the big terms for your niche. These keywords get a lot of traffic but they are also very hard to rank for. "Potty Training" is an example of a main keyword. When you build your site you want to optimize your home page for this keyword. It will take a while to get it to rank in the search engines, but once it does, it'll be well worth the time and effort.

**Other Main Keywords That Are A Little Less Competitive:** These are related broad terms that still get a lot of traffic. It'll take some time to rank for these as well, but it won't be quite as hard as the main keyword. Examples here would be "potty training tips", "potty training articles" etc. You are looking for terms that are broad enough to work well as categories for your site.

**Long Tail Keywords:** This is where most of your focus will be and honestly, where most of your search engine traffic will come from. You're looking for phrases that have three or more words in them that are relatively easy to rank for. These are the keywords you will use to optimize your individual blog posts or articles.

Once you have your list of keywords, sort them into these three categories. You want only one or two terms for your main keywords, seven to ten for the second category and the rest will fall into the third category. Having 20 to 30 keywords to work with there is a great start.

Once you have your keywords ready and mapped out, it's time to start building your site, which is what we'll discuss in the next chapter.



## Getting Your Niche Site Up And Running Using Wordpress

Once you've picked a niche and came up with a list of keyword you want to optimize your new site for, it's time to get it set up. Register a domain name and get some hosting. I recommend you look for hosting with Cpanel. I have quite a few of my niche sites hosted with Hostgator.

Once that's done, it's time to install Wordpress on your server. Don't freak out though... it's a lot easier than you may think.

### Why Wordpress

But first, why do I recommend you use Wordpress? After all, we building affiliate niche sites here, not setting up a blog. While it's true that Wordpress was originally developed as a blogging platform it has become so much more. You can make it look and feel like just about any type of website. It's very robust yet flexible at the same time and there are thousands of themes and plugins available to make it do just about anything.

Wordpress sites also tend to do very well in the search engines and it will be very easy to maintain your site and add fresh content to it on a regular basis.

### Installing Wordpress

To install the free Wordpress software, log into your websites Cpanel account. If you're not sure how to do this, ask your hosting provider. Within the Cpanel interface you want to look for an application called "fantastico". It has a blue smiley face icon making it easy to find.

Click on the smiley face. Select "Wordpress" from the option and then "New Installation". Leave the "install directory" option blank and enter the rest of the information. You'll be choosing a username and password, specify an email address etc.

Click "Install", review the information, then click on "Finish". That's it – you've just installed your first Wordpress blog.

### Making It Pretty and Functional

At this point the site doesn't look at that pretty and it doesn't have a lot of bells and whistles – yet. Start by finding a theme you like (more on that in a second) and install it. I also recommend you have someone create a custom header for your site.

While you're waiting on those graphics to get back, start setting up the categories for your site based on the keyword research. Next start writing some blog posts using long tail keywords. Be sure to include your keyword in the title and early on in the content. Publish a few blog posts and get comfortable with the process.

## **Utilize Wordpress.org and Youtube.com**

To find all sorts of free templates and plugins for your new site visit Wordpress.org. You'll also find tutorials for installing and customizing your site.

If you get stuck on something and aren't quite sure how to tweak a template or install a plugin, head over to Youtube.com. You'll find helpful video tutorials for just about anything on there. Just watch, learn and then go work on your site.

If you'd like some more step-by-step, illustrated instructions on setting up and customizing your new site I recommend you grab this 40 page guide I put together. It's called "Wordpress Installation Made Easy".

<http://www.affiliatenichepacks.com/wordpress/>

Once you have your site looking the way you want it and have added some initial content (10 to 20 blog posts are a good start), it's time to start promoting it ...

## **Promoting Your Brand New Niche Site For Fast Traffic and Search Engine Rankings**

Now that your site is up and running, it's time to get some readers. It's easy to think that once you hit publish on that blog post your work is done. Unfortunately, it isn't... the majority of your work is still to be done and that's promoting your website and any new blog post or article you add. Let's start with some basics ...

### **Social Media**

Social media sites like Facebook and Twitter are becoming an increasingly important part of the web. Start by setting up an account with those two sites and any other social media sites that fit your niche. For example, if you are in the home organization niche, you may also want to sign up for a Pinterest account so you can share pictures of organized rooms with your audience.

Once your account is set up, spend some time filling out all the profile information. Add a link back to your website so people can find it. Include your picture as well. This will build trust. Last but not least, spend some time making friends and being a part of the conversation that's happening on these sites as it relates to your niche.

As time goes by, start sharing blog posts with your readers along with other useful tips and comments.

### **Social Bookmarking**

Sign up for popular social bookmarking sites like stumbeupon.com, reddit.com, dig.com, and delicious.com. Start bookmarking pages on your own site along with other interesting articles as you come across them.

Install a plugin on your Wordpress site like "Sociable" that allows your readers to bookmark your pages as well. It'll help spread the word about your site and help you rise in the search engines at the same time.

### **Blog Commenting and Forums**

Find about 10 popular blogs and two or three active forums in your niche. Start actively participating on both. On the forums, set up a profile that includes a link back to your site. If allowed, set up a forum signature file that also links back to your site. Change those links frequently to your most popular blog posts.

On the blogs, use a link to either your home page or an individual blog post. If I'm going to comment on 10 blogs per week, I will use my homepage link on 5 and a different individual blog post on the remaining 5.

## **Article Marketing**

Writing and submitting articles is a great way to get more traffic, help your search engine rankings and establish yourself as an expert in your niche ... all at the same time.

Write informative, helpful articles and submit them to article directories including:

- Ezinearticles.com
- GoArticles.com
- LadyPens.com
- ArticleBase.com
- IdeaMarketers.com
- Buzzle.com

You can also use a service like "[Submit Your Article](#)" to help streamline this process and get more exposure for your blog. I've been using it for the past few months with good results.

## **Guest Blogging**

Last but not least, let's talk about my favorite way to spread the word about my blogs – Guest Blogging. This is very similar to article marketing, but here you are sharing your content on other blogs in the market place. In exchange for providing these bloggers with fresh content, you will get one or two links back to your site. More importantly though, you get to step in front of their audience and share what you and your blog are all about.

Speaking of Guest Blogging, my friend Nicole Dean has a great guide on the topic. Here's a review of her guide:

<http://www.affiliatetreasurechest.com/305/nicole-deans-blog-tour-guide-a-review/>

This is the first part of a two part report. Visit [www.AffiliateTreasureChest.com](http://www.AffiliateTreasureChest.com) for Part Two.

## Recommended Resources

Last but not least, let's look at a few resources that may come in handy. I've mentioned most of these throughout the content of the report but there here again for easy reference.

### [How To Find A Hot Niche](#)

Don't waste your time on a niche that won't be profitable. Follow this step by step system to discovering a hot and profitable niche. <http://www.affiliatetreasurechest.com/hotniche>

### [Affiliate Niche Packs](#)

All the research and hard work done for you. Each niche pack includes affiliate products you can promote, domain name suggestions, article and blog post ideas and of course all the keywords you'll need to build a niche affiliate site. [www.AffiliateNichePacks.com](http://www.AffiliateNichePacks.com)

### [Wordpress Setup Made Easy](#)

A short illustrated guide that will walk you through each step of setting up your own wordpress site, customize it and get started adding content. <http://www.affiliatenichepacks.com/wordpress/>

### [Easy PLR](#)

The best PLR out there... Quality articles, limited quantities – Get Yours Today  
<http://www.affiliatenichepacks.com/easyplr>

### [Easy Link Love](#)

Link building made easy with this 13 week course. <http://www.easylinklove.com>

### [Affiliate Shortcut – Traffic](#)

Find out how you can set up a new affiliate website that gets SEO traffic IMMEDIATELY.  
<http://www.easylinklove.com>