

Niche Success Blueprint

“Start to Profit” Training Course

Module Four: Creating Categories & Content

Welcome to Module Four! I encourage you to complete each training module *in order*. By completing the tasks and doing the steps in order, you'll see profits much quicker!

In the first three modules you chose the ideal niche for your business and:

- [Registered](#) a great Domain Name
- Set up your [Hosting Account](#)
- [Installed](#) WordPress
- Selected & Installed a [WordPress Theme](#)
- Updated your [Permalink Structure](#)
- Wrote & published your About Page
- Set up your [Social Media](#) accounts

If you haven't completed all of those steps, please go back to the first three training modules and do each of the steps before moving forward.

In this training module, you'll learn how to set up your WordPress Categories (*properly*), how to come up with **great** blog post topics, and how to outline the perfect blog post...



A Quick Primer On WordPress Categories

The proper use of WordPress Categories and WordPress Tags tends to confuse a lot of bloggers. This is a common question & issue we discuss (and fix) a lot during live site reviews in my [Private Brainstorming Group](#). It's definitely something you want to set up correctly from the start, as it's much easier than going back and fixing it all later.

Follow along to learn how to set up your WordPress Categories correctly, or how to fix/improve your Categories on an existing site or blog...

Understanding WordPress Categories & Tags

Categories are the most general topics you will cover on your blog or website. These will be your primary navigation.

Tags are for micro-topics, and are used to connect related content within various categories.

So Categories are general topics. Blog Posts within those Categories are the relevant sub-topics. Tags are used for micro-topics that connect related sub-topics (blog posts).

Don't worry, I'll give you visual examples of how they work together and it will all make perfect sense...

About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 18 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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Categories, Tags & "SEO" (No Keyword Stuffing Here, Please!)

Contrary to popular belief (and inaccurate teaching), WordPress Tags are not meant to be used for "keyword stuffing" your blog posts. While you want to use relevant keyword phrases in your content and navigation, there is a right way and a wrong way to do it.

You'll find out real quick that I rarely use the term "SEO" (Search Engine Optimization) anymore at all. I call my method "Keyword Targeting" instead, and I will teach you the proper way to target keywords and reach your market through well-optimized content.

Much of the SEO info on the web is totally outdated. Even current teachings may do more harm than good in the long run. You don't want to go down "the SEO rabbit hole", obsessing over Google Updates. I've been marketing online since before Google even existed - and I have *never* been affected by an update with my evergreen methods...

Categories and Pages = Site Navigation

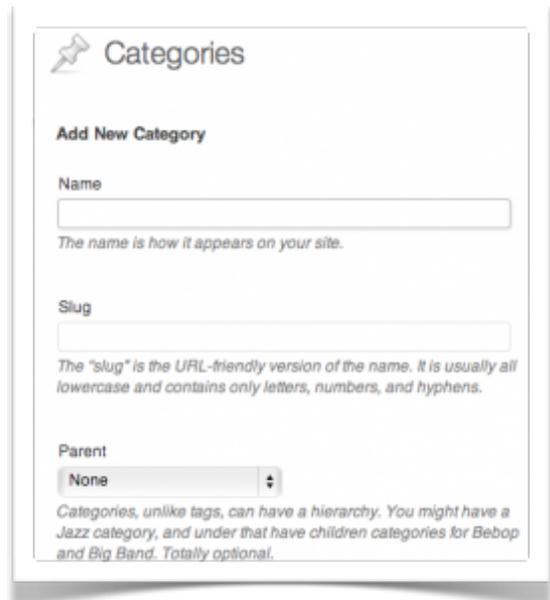
Your Categories, along with the Pages you create on your WordPress site, are your primary navigation.

This makes your Categories extremely important to your overall site usability - as well as site theming.

Using Categories correctly will help both visitors and search engines understand what your site is about.

Good navigation will also encourage visitors to click deeper into your site and stay on your site longer, which improves the potential to turn a visitor into a subscriber - and a loyal, engaged reader.

The more pages people view on their visit, and the longer they stay on your site or blog, the more the search engines view it as a valuable and relevant resource. This also means a lower "bounce rate" - all of which is good for better rankings. As I mentioned, you don't need to know "everything SEO". Simply follow the steps in this training series as I teach you how to set up a blog or website for great "usability" - which is also ideal for SEO.



Pages vs Categories

In addition to your Categories, the Pages you create in WordPress also become part of your main site navigation. Pages are best used for static content like About, Contact, Advertising (or Media Kit), etc. But Pages can also be used for evergreen content that is particularly useful for first time visitors, or people newer to your topic.

Tip: Set up a Page for "Getting Started" (on your topic). It's very helpful for a first time visitor that is researching your topic! Pages can also be used to feature FAQ, to feature Products, or to cover the most popular topics for your market. Example:



Each WordPress Theme is different in how they display Pages and Categories, but on my low carb blog you can see the Navigation across the top (above) displays my Pages.

Choosing Great WordPress Categories

As mentioned, your Categories will be the basic list of topics you plan to cover on your niche blog. You may already have an idea of the general topics you want to cover. Jot those down, then set that list aside. In addition to what you think you should cover, it's smart to look at keyword data to see what your market is most interested in finding.

Consider the topic of your site. This is the most general concept of your entire site. For example on my TravelingLowCarb.com blog, my topic is "low carb." This is the "base key word" for your site. Simply type your word/phrase in at [WordTracker](#). This tool gives you a list of the most popular topics (keyword phrases) searched for on your subject:

Now that you know your market's main search queries, you can easily come up with a list of Categories (or topics) to cover on your niche site that will interest your readers most!

In this example we can see that people who are interested in "low carb" would like to see: recipes, information on the low carb diet, desserts, snacks, meals, smoothies, food lists, etc.

Go to [WordTracker](#) and type in your own "base key word" (or most general topic) and look over the list of results. This will give you some great ideas for topics to cover and which Categories to set up.

Go back to your own list of topics you want to cover on your site too, and use WordTracker to determine interest and/or the best way to name those Categories.

low carb recipes (search)	4,019
low carb (search)	3,352
low carb diet (search)	3,311
low carb diet plan (search)	1,814
low carb desserts (search)	1,462
low carb meals (search)	1,424
low carb lunch ideas (search)	1,326
low carb foods (search)	1,285
low carb diet foods list (search)	1,060
low carb food list (search)	1,042
low carb snacks (search)	873
low carb diets (search)	853
low carbs (search)	659
low carb smoothies (search)	651
low carb smoothie recipes (search)	609
low carb dinner recipes (search)	607
low carb dessert recipes (search)	559
carb low (search)	559
low carb dinners (search)	522
low carb diet food list (search)	447

Note: By default, WordPress has a Category titled Uncategorized. You'll want to delete this Category, as all of the content on your blog should be... *categorized*. :-)

Setting Up Your WordPress Categories

Categories that don't have posts assigned to them will not show up on your blog. So if you have created Categories and they are not showing up in the list when you view your blog, it's simply because there are no posts in those Categories yet.

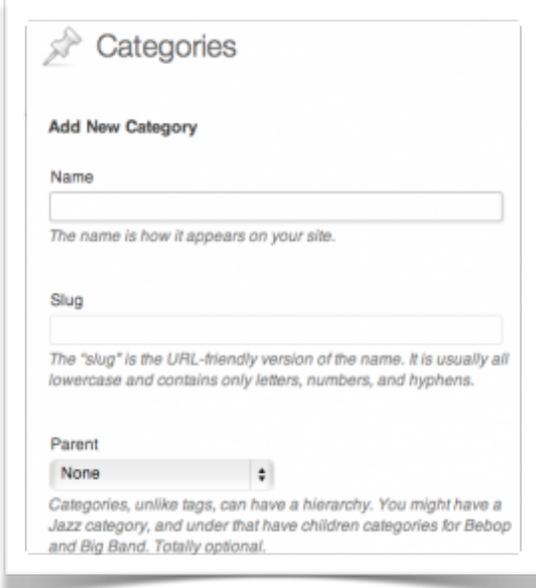
There are two main fields for each Category you set up in WordPress: the Category Name and the Slug.

What you put in the Name field is how the Category will appear on your site. The Slug is part of the link to that Category and you want it to be descriptive.

For example, if I set up a category named Low Carb Desserts, I would put low-carb-desserts in the Slug field so that it makes a nice clean URL like this:

travelinglowcarb.com/category/low-carb-desserts/

That way people know exactly what to expect if they click on that link, just by looking at it.



The screenshot shows the 'Add New Category' form in WordPress. It has a title 'Categories' with a plus icon. Below the title is the heading 'Add New Category'. There are three main input fields: 'Name', 'Slug', and 'Parent'. The 'Name' field is a text input with a placeholder and a note: 'The name is how it appears on your site.' The 'Slug' field is a text input with a placeholder and a note: 'The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.' The 'Parent' field is a dropdown menu with 'None' selected and a plus-minus icon. Below the dropdown is a note: 'Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.'

This is an important factor with all of the pages or links you create (and share across the web). A nice descriptive URL will improve your CTR, which means "Click Through Rate".

Consider how you surf the web yourself. You probably look at where a link leads before you click on it. If it intrigues you, or seems highly relevant to your interests, you'll be more likely to click on that link.

This is the reason I never use URL shortening services such as Bitly or TinyURL. I don't know about you, but I like to know what I'm clicking on! Shortened URL's make me wary, and I'm less likely to click on those.

On that note, I highly recommend you read the discussions at both of these links regarding URL shorteners, in case you're using them now or ever consider using them:

<https://plus.google.com/u/0/+LynnTerry40/posts/WPukxxh6oxK>

https://www.facebook.com/permalink.php?id=169919403020204&story_fbid=684254534920019

A Note About Changing Published Categories

If you have already set up your WordPress Categories, you may decide to change them after reading this tutorial and/or doing basic keyword research. It's common to set up way too many Categories, or to set up Categories that are too specific, which can really clutter up your navigation. It's also redundant if posts fall into multiple Categories (not ideal). And of course it can be overwhelming and confusing for your visitors.

Caution: Do not edit your current categories! Changing the Slug (URL) will create a lot of broken links across your blog. This will be an even bigger problem if you have the Category Name as part of your Permalink Structure - meaning it shows up in the URL of individual blog posts. For example:

travelinglowcarb.com/low-carb-foods/low-carb-biscuit-recipe/

Fortunately, I do not show the Category Name in my URL's (links) and use the Post ID instead, so my individual blog posts look like this instead:

travelinglowcarb.com/4275/low-carb-biscuit-recipe/

See: [Permalink Structure](#) (discussed in the set-up in Module Three).

If you do want to change your Categories, here are the best steps:

Create a new Category with the Name and Slug you want to use. Go back and edit all of the blog posts that you want to put in the new Category, select the new Category, and click Update. As I mentioned, Categories with no blog posts won't show up in your navigation or on your blog, so once you have moved all of the posts out of "Old Category" and into "New Category" that old Category won't show publicly anymore.

The search engines will index your new Categories, and if you delete your old (unused) Categories, then those links will ultimately drop out of the search engines. This is a very minimal change considering it only affects your Category Pages - again, assuming you don't have the Category Name as part of your URL structure.

If changing your Categories will change the links to your individual blog posts, you'll want to use this Redirect Plugin to make sure all of the original links are redirected to the new links:

<http://wordpress.org/plugins/redirection/>

You may want to use this plugin anyway, to create a permanent redirect from deleted Categories to the new Categories you create.

*If your Categories are too specific, or you have too many, or keyword research indicates changing them would be smart... **now** is the time to go ahead and do that!*

How To Come Up With Great Blog Post Topics!

Now that you have your WordPress Categories created, you're ready to brainstorm great blog post topics for each of them. Fortunately, just like the general topics you found in [WordTracker](#) earlier when creating those Categories, **your market will tell you** every single topic they want to read about on your site. :-)

I said already that I rarely use the term "SEO" but instead refer to my method as Keyword Targeting. This simply means you are targeting specific keyword phrases that people are searching for online by creating content that is optimized for those phrases.

The goal is to make it easy for your target market (your ideal visitor) to find exactly what they're looking for online - and to find it on YOUR site. Using keyword data also makes it easy for you, as it **gives you endless content ideas** for great blog posts!

It's not just "data" by the way, but actual phrases your market physically typed into the major search engines. I **view keyword phrases as "questions"** and your job is to create content that answers those questions. *It's really that simple.*

In addition to optimizing your content by using these keyword phrases so that your posts and pages can be easily found by searchers, you are also "*using your market's language*" in your content. It helps you get to know your market better, and allows you to address their specific questions and concerns *in their own words*.

"Strive not to be a success, but rather to be of value." -Albert Einstein

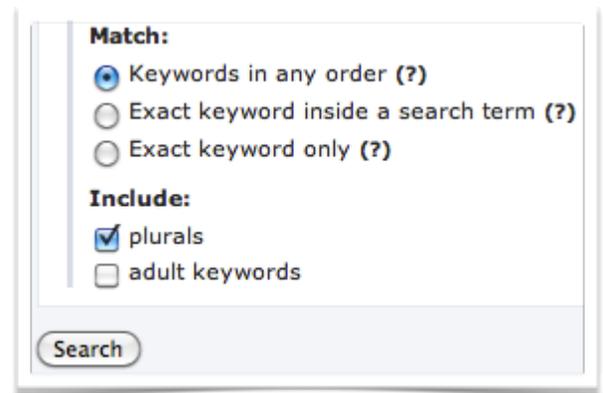
Serving your market is the key to having a successful online business! :-)

Going back to [WordTracker](#), this time you will type in the general phrases you chose for your Categories. This is often referred to as "*digging deeper*" and allows you to drill down to the specifics on any given topic.

With my low carb niche for example, one of the top results for "low carb" in WordTracker was "low carb recipes" so I searched that next.

I actually searched "low carb recipe" and checked the box to also search for plural versions.

In the results listed, I noticed searches for "low carb casserole recipes" so now I know my market wants to find content on low carb casseroles! I get more specific by changing my search to "low carb casserole" for more specific results...



The image shows a screenshot of the WordTracker search interface. It features a 'Match:' section with three radio button options: 'Keywords in any order (?)' (selected), 'Exact keyword inside a search term (?)', and 'Exact keyword only (?)'. Below this is an 'Include:' section with two checkboxes: 'plurals' (checked) and 'adult keywords' (unchecked). A 'Search' button is located at the bottom of the form.

The [WordTracker](#) Keyword Tool is very simple to use. You can perform as many searches as you please... and come up with endless content ideas!

I changed my search from "low carb casserole recipes" to "low carb casserole" to easily find ALL of the specific searches about low carb casseroles, whether they also typed in "recipe" or not. Once you get a general idea what your market is interested in, you can play around with your research queries to get the most results possible.

Looking over the list to the right,
I see a few variations for chicken casseroles in the list:

low carb chicken casserole
low carb chicken casseroles recipes
low carb chicken casserole recipes easy
low carb chicken casserole recipes
low carb chicken casseroles

Being my own target market, I would guess that these people have chicken and they are looking for easy one-dish recipes to choose from. That's a pretty easy conclusion, yes? :-)

You can target multiple keyword phrases in one blog post by combining them in the title. Using this example I might create a blog post titled:

"Low Carb Chicken Casserole Recipes: Easy & Delicious!"

The colon (:) that separates the words "recipes" and "easy" does not dilute that keyword phrase. You can get creative with punctuation to target keyword phrases with great titles.

It would be smart to first publish the "Low Carb Chicken Enchilada Casserole Recipe" post, targeting that keyword phrase, so that I can include a link to that post on my blog in the new post titled "Low Carb Chicken Casserole Recipes: Easy & Delicious!"

Then I could simply find other great recipes around the web to link to in my post as well, unless I have more on my own blog to link to as a "round up post", giving my readers a variety of chicken casserole recipes to choose from. Which is exactly what they want.

That's just one quick example. But now you see how **easy** it is to find content ideas!

<input type="checkbox"/> low carb casserole recipes (search)	118
<input type="checkbox"/> low carb breakfast casserole (search)	73
<input type="checkbox"/> low carb chicken casserole (search)	51
<input type="checkbox"/> low carb casserole (search)	38
<input type="checkbox"/> low carb vegetable casserole (search)	28
<input type="checkbox"/> low carb casseroles (search)	26
<input type="checkbox"/> low carb sausage casserole (search)	16
<input type="checkbox"/> low carb reuben casserole (search)	14
<input type="checkbox"/> low carb chicken casseroles recipes (search)	10
<input type="checkbox"/> low carb breakfast casserole c (search)	9
<input type="checkbox"/> low carb egg casserole (search)	9
<input type="checkbox"/> low carb chili relleno casserole (search)	8
<input type="checkbox"/> low carb friendship country casserole (search)	8
<input type="checkbox"/> low carb zucchini casserole (search)	7
<input type="checkbox"/> low carb chicken casserole recipes easy (search)	7
<input type="checkbox"/> carb low country friendship casserole (search)	7
<input type="checkbox"/> carb low friendship country casserole (search)	7
<input type="checkbox"/> low carb chicken casserole recipes (search)	7
<input type="checkbox"/> low carb chicken casseroles (search)	7
<input type="checkbox"/> low carb chicken enchilada casserole (search)	7
<input type="checkbox"/> easy low carb recipes casseroles (search)	6
<input type="checkbox"/> low carb sausage casserole cro (search)	6

“Wait. Isn’t that search volume too low??”

That is the most common question I get! The answer is no. Another question I hear a lot is: “What is a good number of searches when looking at keyword data?”

If your market is searching for it, you should be addressing it - period.

In the example of the casserole topic you would combine the numbers from all of the relevant searches as I used more than one “keyword phrase” in the title. Also, Google is good at determining relevance, whether you use singular or plural, and even synonyms.

I am in my 11th year of blogging, and have been working online for 18 years now, so I have a lot of personal experience to back up my methods. :)

Google is not going to be your only source of traffic. You’ll reach a lot of people in your market via Social Media, groups/forums, and through the email list that you build.

While not everyone on the low carb diet may have physically typed in a search for low carb casseroles, it’s easy to assume that anyone on that diet would be interested in the casserole recipes. So *now that you know what your market is interested in*, you can easily serve your market across the web - in Google and in all the other places!

Here’s another thing to consider too:

In my blog post title example, combining the keyword phrases we see about 68 searches for those phrases in the last 30 days. And that’s only including the exact phrases in order. You could add 118 more searches by including “low carb casserole recipes”. While the phrase is diluted in my title: “*Low Carb Chicken Casserole Recipes: Easy & Delicious!*” - it IS in there. And like I said, Google is good at returning relevant results.

Google is even better at returning results for people you are connected with on their own Google+ Network. Being active on Google+, and connecting with people in your niche specifically, will get your posts ranking extremely well (and fast) in their personalized search results. See: [What The Plus!](#) for more on that topic.

If I find a really great topic (or keyword phrase) in my research, and the search volume is low (say 10-15 searches per month) **should I even bother** targeting it? Absolutely! First, longer more specific (long tail) keyword phrases are easier to rank well for in the search engines. They are also easier to write about *because they are* specific.

I once created a single web page targeting multiple keyword phrases with low search volume. It had a top three ranking for three different phrases for over five years. It was for an affiliate product with low commission, too. BUT, it only took me 30 minutes to create the page, and it consistently earned around \$100/quarter. For more than five years. On the low end, that’s **\$2,000 earned for 30 minutes of work**. Worth it? YES.

Obviously you multiply that by the number of posts/pages you have out on the web. :)

There is much more to share with you on this topic, including more examples. You'll be learning it all as we go through this Niche Success Blueprint training course, so stay tuned! As you can see, my methods are super easy - but they also work *extremely* well.

For now, I want you to focus on getting to know your market, and specifically what they most want to learn about or find online... so you can create great content for them.

Make Blogging Easy With WordPress Drafts!

Make note of the specific topics (keyword phrases) your market is searching related to each of your Categories.

Start by taking each of the Categories you created, and "dig deeper" by searching those keyword phrases in [WordTracker](#) as illustrated in this training module.

The easiest thing to do is to create a Draft for each topic as you find it, putting the keyword Phrase in the Post Title, selecting the relevant category, and clicking Save Draft.

Do this for each Category and you'll have a lot of great posts lined up for your blog! That makes it easy when you sit down to write, with topics lined up for every Category. :)

This makes more sense than writing them down on paper, or saving them in a spreadsheet or other program. If you already have them in WordPress, you are eliminating a step. Plus, you can access your WordPress dashboard from any computer or device anytime you feel like blogging!

Your Homework:

- Create your WordPress Categories
- Research Topic Ideas for each of your Categories
- Create Post Drafts in WordPress for Keyword Phrases
- Read: [The 7 Elements of a GREAT Blog Post](#)

In next week's Training Module (#5) we'll discuss the use of WordPress Tags when creating content, and I'll teach you how to write *really great blog posts & post titles*. Plus... simple but necessary site elements you need to edit/add in WordPress.

It's time to get busy in [WordTracker](#). Have fun researching your market and all the great topics they want from you! I'll see you in the next module. *cheers*

Have Questions?

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If you would like hands-on help brainstorming your business or setting up your website, contact Lynn at: AskLynnTerry@gmail.com to discuss low cost private or group coaching options.