

# Niche Success Blueprint

## “Start to Profit” Training Course

### Module 7: Call-To-Action & Building Your Readership

Welcome to Module Seven! By now you should have your niche site up and running with at least a few great pieces of unique content published and plenty of content ideas.

Reminder: these Training Modules are meant to be *applied*, not just studied. If you're behind on implementing the steps taught in Modules 1-6, now would be a good time to get caught up. Then come back to Module Seven when you're ready to move forward.

In [Module Six](#) I taught you some “tricks” to make writing and blogging MUCH easier, so I hope you've been **practicing** those tips by getting into “response” mode instead of “writing mode” while creating your content...

It makes a big difference, doesn't it? :-)

**This week we'll focus on traffic and monetization.** While it's important to continue building out your niche site with interesting unique content, now is a good time to start building your readership and monetizing your content - - from the start...



# It's A Process. (Not Magic)

Building a successful business is a process. Regardless of what you may have read on the interwebs, there is no such thing as overnight success. I don't know of a single option where you can "push a button then sit back and watch the cash roll in." And I've been working online more than 17 years. Trust me, if that "easy button" did exist, I would definitely know about it! The great thing though, is that the process is *FUN*. :)

**"The most difficult thing is the decision to act, the rest is merely tenacity."** -Amelia Earhart

I love that quote. You've already done the hard part of making a decision and putting that idea into motion! From this point forward, it's simply a matter of taking the steps to consistently build on what you've started.

Quotes are a great source for content ideas, or content *angles*, by the way. After I read that quote, I looked up the word "tenacity" and found a great piece I wanted to share with you. It's quite appropriate at this point in our process:

**"Most people will tell you that tenacity is a great quality to have, especially if you're trying something challenging that takes a while to complete."**

Odds are, the people you admire have shown real tenacity in achieving their goals. Anything worth doing takes persistence, perseverance, and **stubborn determination**. Being a great baseball player requires real gifts, no doubt, but even the most gifted player won't make it to the big leagues without the tenacity required to make the long, hard journey up from the minors.

**Tenacity is the quality displayed by someone who just won't quit — who keeps trying until they reach their goal."** -source: *Vocabulary.com*

I mentioned Quotes are a great source. You can use them in your content, and you can also use them to promote your content (via social media, for example). You'll find Quotes on any topic just by Googling a single word plus quote (*ex: diet quote*).

Other sources I use frequently when writing content include: Dictionary.com, Wikipedia, Thesaurus.com, Vocabulary.com, and of course Google. < Note these. They're handy!

## About Lynn Terry

Best known for ClickNewz, Lynn works online full-time as a Professional Blogger and Super Affiliate. She has 17 years experience in a variety of online business models, and a passion for helping others achieve the same success & lifestyle.

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# Why You Should Monetize... From The Start

While you're just getting your site set up, customized, and starting to publish great content across each of your categories, it's important to go ahead and start "monetizing" - and there are two good reasons why:

1. You should get your readers used to seeing ads and recommendations on your site. If you wait until you have a large readership, adding advertisements out of the blue (making a big obvious change) could potentially backfire on you with "fan resistance."
2. Using an ad network such as Google AdSense will give you an easy way to monetize your content in the beginning, and it's also a good source of "merchant leads" for you to watch and make notes about - which I'll explain in a minute.



## **Caution: Don't Over-Monetize! Here's Why...**

When you're just starting out your biggest goal is to get traffic to your site, and then to consistently increase that traffic. ***You want to make a good first impression!*** You'll want your new visitors to subscribe to your site and become regular readers. You'll also want to network with other bloggers who may share your content with their readers, link to your site, or even allow you to guest post on their site. Having too many ads on your site will be a turn-off to new readers. It's also a turn-off to other bloggers who might have otherwise linked to or recommended your site.

***Keep your advertising and recommendations tactful.  
A tacky site won't get links or subscribers!***

Focus on quality content first, as well as site aesthetics, but do go ahead and monetize your site from the start. You want to become known as someone that makes quality recommendations. Not "just to make money"... but to "serve your market."

You don't always have to include ads or product links. It could be as simple as having a strong call to action, such as asking readers to subscribe to your list or join you on your social channels. You want to **get readers used to a "taking action"** from the start, and you also want to get in the habit of including a "call to action" on each page of your site. Every piece of content you write should **offer the reader a "next best click."**

# In-Content vs Site-Wide Ad Placement

Whether you're inviting readers to subscribe to your list or recommending a specific product to them, you'll see the best conversions by talking directly to your readers within the actual content area vs placing "advertisements" all over your site.

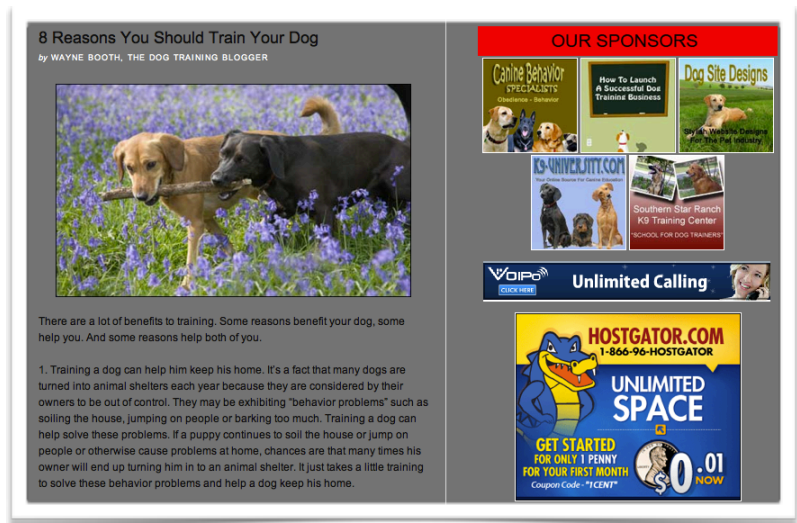
Consider the way you read web pages yourself. You probably focus in on the content area right away. Most people ignore (intentionally or not) the static areas of a web page such as the sidebar, header, footer, etc. This is referred to as [Ad Blindness](#) and it's the reason you should make recommendations in your actual content.

Here's a web page where the sidebar is almost as wide as the content area:

The article is about "8 Reasons You Should Train Your Dog" and ends with ZERO call to action. It just... ends.

It gives you reasons why you should do something, but it doesn't tell you HOW, or lead you to a solution that will teach you how even.

What should you do after you read this article? Since the author doesn't give you a "next best click"... the next best click would be the back button. Right? *-Right.*



**Don't do that to YOUR readers. It's rude!**

If you're going to educate or inform your readers about why they should do something, at least let them know where they can go next to learn how. ;-)

Sure, there are ads in the sidebar, but are you *really* going to scroll back up and scan over *all seven ads* closely enough to see if there is one specifically for dog training? If you're like most people, *probably not*. And neither will your readers.

Be kind and always give your readers the next best click, which means include a "call to action" at the end of each piece of content. Done right, it will be greatly appreciated!

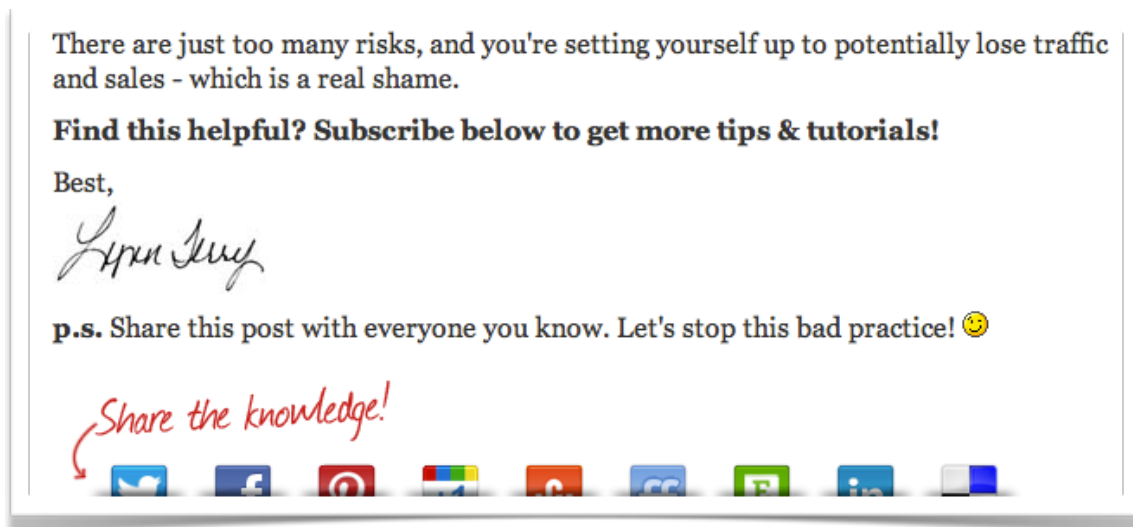
# The Art of Conversational Selling

Considering that last example, you can see how it's rude NOT to give your readers a recommendation, or somewhere to go next - besides *back* to their Google search. They're looking for a solution, and if you don't give it to them... someone else will.

Many people struggle with selling though, or even feel "spammy" about it. I invite you to read [Do You Hate Selling?](#) That will change your perspective. :) It's your job to educate your market about various options, help them make buying decisions, and let them know how & where they can learn more about (or buy) things you're discussing.

That's why they're reading YOUR blog and why they turned to YOU for advice!

I don't like to be "spammy" either, by the way. No one does. I use a more conversational style for my recommendations than a "hard sell" and I find this works very well. To give you a live example, in one of my recent blog posts on [NOT Using URL Shorteners](#) I gave my readers both the *why* and the *how*, then ended with this call to action:



You don't need to use a salesman style tone, or talk out of character, but rather inform and educate your readers - and always let them know what you would like them to do next after they've read your content.

Another live example of "conversational style" is [my post about low carb soup recipes](#) at my food blog. I give my readers exactly what they're searching for (soup recipes) but I also recommend they download Kyndra's soups & stews cookbook on Amazon. It's brand new so it was *NICE* of me to let them know! And it's an ideal match for their search.

# Using Google AdSense For Revenue & “Leads”

I mentioned earlier that Google AdSense is an easy way to monetize your content, especially in the beginning. But it's also a good source of “merchant leads” if you watch the relevant advertisements that Google displays with your content.

You can sign up for AdSense here: <http://www.google.com/adsense/>

You can learn how it works at: <http://en.wikipedia.org/wiki/AdSense>

Google will display relevant ads on your website wherever you place the AdSense code. As mentioned, the best place to display ads is in your actual content area. You earn money when your visitors click on the ads. *Warning: Never click on your own ads! This will get you banned from AdSense.* How much you earn per click depends on a variety of factors, including how well your page is optimized, and how competitive your niche is.

AdSense is only ONE way to monetize your site, and in most cases it's not the *best* way, but it is a good start. Especially in the beginning when your site is too new to get approved for most affiliate networks or affiliate programs - or other means of revenue.

Google AdSense is also a great way to monetize informational content where you aren't making a specific product recommendation to your readers.

**Tip:** You can place up to three AdSense ad units on each page. The highest paying ads are displayed first on the page, so it pays (literally) to [track your ad units](#) to see which placements perform best. If the bottom unit performs better, you'll earn more by removing the top unit (which will then make the bottom unit the higher paying ad).

Watching AdSense is a great way to find out which merchants are advertising in your niche, and to **discover relevant products and offers** for your market. I like to watch the ads and make note of advertisers, brands, merchants, products, offers, etc.

While you can easily seek out products and merchants on your own by searching Google, watching the ads that display via AdSense *clearly shows you those that have an ad budget and are **actively targeting** your market with advertising dollars.*

In many cases your site needs to be 90 days old (with consistent content) to get approved for an affiliate program, or to get approved by an affiliate network. We'll work with those later as your site ages a bit. For now you can use Google AdSense, and also focus on building your mailing list and social media reach with your call-to-action.

Make it a point to keep an eye on the AdSense ads on your pages, and make note of any products or advertisers that interest you. Later, when you have more content and traffic, you'll want to apply for their affiliate programs or contact them directly for opportunities.



# Increase Your Reach & Build A Readership

We'll be digging in to some fun brainstorming exercises soon for more ways to monetize your site and to find new revenue sources. For now it's smart to continue creating quality content, and also to focus on building up your traffic and readership.

Having a quality site with good stats and engaged readers will work to your advantage when you approach merchants, apply at networks, or sign up for affiliate programs.

The more traffic you have, the bigger your mailing list, the more social media reach you have, and the more engaged your readers are... the more you'll earn from your site. That's a no brainer, right? So it goes without saying that building your list is a great way to "monetize your site" even if it's more of a long-term asset than a "quick buck".

As you continue writing content, make it a point to invite your readers to subscribe for updates and/or to join you on your social networks. This makes for a great call to action, especially in the beginning - or if you're looking to increase your traffic.

Speaking of, [Aweber](#) has a great feature called a Blog Broadcast that will automatically email your new content (blog posts) to your subscribers. You won't have to worry about what to send them, just write awesome content and let them sign up to get it by email.

## It's Not *Just* About Traffic Anymore!

A few years ago a successful site was all about direct traffic and unique visitors. These days you have more options for reaching your market, and (*brace yourself!*) not all of your interactions or sales will happen ON your site.

Traffic is still a good thing mind you, but it's no longer the *be all end all* of success in a niche. Your goal will be to reach your market everywhere that they are. It starts with people who are searching on Google, which you target by optimizing your content. But it doesn't end there. In fact, merchants and brands will want to see much more than "search traffic" when they consider working with you.

Your **reach** is the total number of people (in your niche) you can reach with any given message. This will include search traffic, but also includes your mailing list and social media channels. Numbers are good. You want to increase your numbers across the board (search, email, social) consistently. But **engagement** is the real key. Even with a newer site and lower numbers... a high response rate is will gain serious respect. ;-)

# Increasing Traffic & Improving Response Rates

Before you can *engage* readers and get them to respond/convert, you have to get visitors to your site. The best way to get traffic in the beginning is by optimizing your content for “long tail keyword phrases” and via social media. Let’s start with search...

I’ve been teaching you how to combine multiple keyword phrases in your blog post titles, and also about examining the intent of the search. When you optimize your content for a very specific search, your call-to-action needs to be a strong match to their intentions. For example, if someone is searching for soup recipes they are looking for information. They *might* be inclined to buy that information (like in the example of the Kindle book I recommended), but it would be a stretch to try to sell them... *soup*.

Getting a good response from your readers is all about inviting them to do something that is highly relevant to their current state of mind (their want or need).

**This is why search traffic is so powerful: you are presenting them with *exactly* what they want, at the *exact time* they are looking for it.**

It’s easier to rank for longer, more specific keyword phrases. They are less competitive, and they often convert much better because the searcher knows exactly what they want. That makes two good reasons to target “long tail” searches!

As your blog and your content ages, and your site gains more authority in your niche, you’ll find that same content will also rank for the shorter phrases that have higher search volume as well. But to start you want to target super specific searches, and focus on turning those searchers into readers and fans and/or focus on direct conversions.

If the search is for “vintage peep-toe red heels” you’ll be hard pressed to sell that person a set of golf clubs. That’s an extreme example of course, but my point is to always consider the intent of the search, and present a *relevant* call to action.

In the beginning you want to focus on building your readership, so you may work on creating core content and then invite visitors to comment by closing out with a question. Or if you provide detailed tutorials or helpful information, invite them to subscribe so they don’t miss out on more great information as it’s published. The more you can connect with a reader, the more likely they are to visit your site again. Invite them to join your list or join your social channels. Repeat visitors become regular readers become fans... and you’ll get a higher conversion and/or response rate from FANS. :)

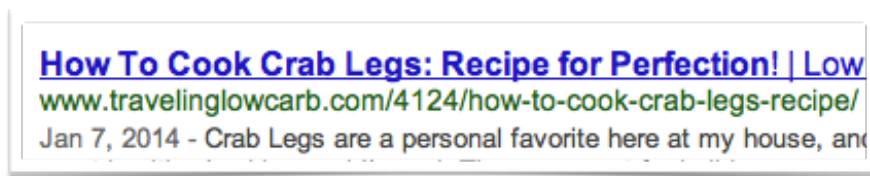


# Content Optimization Checklist

We've already covered how to research content ideas, and combine keyword phrases for great blog post titles. This checklist will help you make sure your content is properly optimized so that it can rank well in the major search engines...

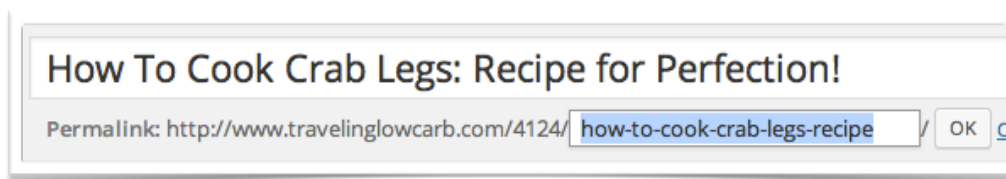
- **Compelling Blog Post Title with Keyword Phrase**

Use the longest version of combined keyword phrases in your Post Title, but also make the title compelling or intriguing. The title will become the clickable link in the search results, so this is your chance to interest searchers enough to click through!



- **Customized Permalink**

In the example above, you can see that the Post Title is longer than the Permalink. By default, your Permalink (URL) will include the entire Post Title. You can edit this to shorten it, making sure to include your keyword phrase of course.



- **Use Sub-Headings Throughout Content**

Sub-headings are a great way to break up content to make it easier to read (or scan), and they're also a good place to use each of your keyword phrases and/or synonyms. Like Post Titles, your sub-headings need to be engaging and descriptive.

- **Use Keywords and Synonyms Throughout Content**

There is no exact science to how many times you should use your main keyword phrase(s) within your content. Simply write a great response to the search query, and be sure to include that phrase within your content - along with appropriate synonyms. Your main goal is to sound natural (talk, don't write!) and to "speak in your market's language" - meaning, use their own words (keyword phrases).

- **Create a Descriptive Post Excerpt**

Fill out the Excerpt field below your post composition window. [Read This Tutorial](#). This excerpt becomes your Meta Description Tag, which may or may not be used in the search results. It's also used in excerpts on your archive pages.

# Networking & Social Media For Traffic


Now that you have well-optimized quality content in each of your categories, your social media channels set up, a mailing list ready for new subscribers, and a compelling call-to-action in place on every piece of content... you're ready to start inviting visitors to your site!

The search engines will find your pages and index them on their own. They work much like human surfers in that they find new content by following links around the web.

As a first step, make sure the link to your new site is in the profile or bio area of all your social media accounts. Next, do a search on Google to find forums in your niche, and join a few of the more active forums. These forums may or may not allow a Signature, or a link in your Signature, but most of them will allow you to put your link in your Profile. Include as much information as you can in your profile to make it interesting, and include your base keywords in the description.



► The Official Livin' La Vida Low-Carb Forum



**lowcarbtraveler**  
(Newbie Low-Carber)  
★

About Me   Contact Info   Stats   **Signature**

Lynn Terry, @lowcarbtraveler on Twitter  
<http://www.TravelingLowCarb.com>

Active forums tend to get "crawled" by the search engines frequently because they have so much new content being added on a frequent basis.

Choose a few very active forums in your niche and get involved. Even without a link in your Signature, each thread you post or reply to will link back to your Profile - which is the page with your link. This gives your Profile page more weight, and more chances of getting seen and indexed - meaning the search engines will then crawl and index YOUR site.

DO NOT SPAM FORUMS.

Sorry for shouting. :) The people you meet on these active discussion forums are **even more important** than the links you place there.

Forums are a great place to get to know your market better, find great content ideas, meet other bloggers and market leaders, and basically to "*know and be known.*"

Become a regular contributor and a regular part of a few select communities. In addition to forums, look for Facebook Groups and Google+ Groups in your niche to join.

As I mentioned in the last Module, you want to share your new content on your social media channels as you publish it. **“If it’s not there, it’s not there to be shared!”**

Make sure you have a plugin that lets your visitors like and share your content too. I use [Tweet Like and Plus One](#) at the top of my posts, and [Sharaholic](#) at the end of posts.

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We’ve covered a lot of ground today...

I encourage you to go back over the content you’ve already published and double check it for a strong call-to-action.

You can always edit your blog posts and add or change the call-to-action if you feel it can be improved.

## Your Homework:

- Clean up your sidebar if it’s full of ads. :)
- Set up your Blog Broadcast in [Aweber](#) so subscribers will receive your new content as it’s published.
- Sign up for AdSense if you haven’t already, and set up Channels to track your individual Ad Units.
- Add the AdSense code within your content area and/or include a relevant call-to-action. Make sure each post and page includes a “next best click” for your readers.
- Go over the Content Optimization Checklist and make sure all of your content is properly optimized.
- Make sure your Social Media Profiles have a fun, compelling description and also include your keyword phrases and link to your site.
- Join 2 or 3 active forums in your niche, set up a complete Profile, and get involved
- Search for and join active niche groups on Facebook and Google+.
- Continue writing targeted content for each of your Categories...

**Have fun with your tasks this week! If you have any questions or run into technical issues while you’re working on your niche site, you can reach me on [Facebook](#) or at my [Forum](#). I’ll see you in the next module. *\*cheers\****

## Have Questions?

If you have questions, join us on the ClickNewz Forum:

[Join the ClickNewz Forum](#)

You can also post questions for Lynn Terry on one of the following social networks:

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[Follow Lynn on Twitter](#)

[Circle Lynn on Google+](#)

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