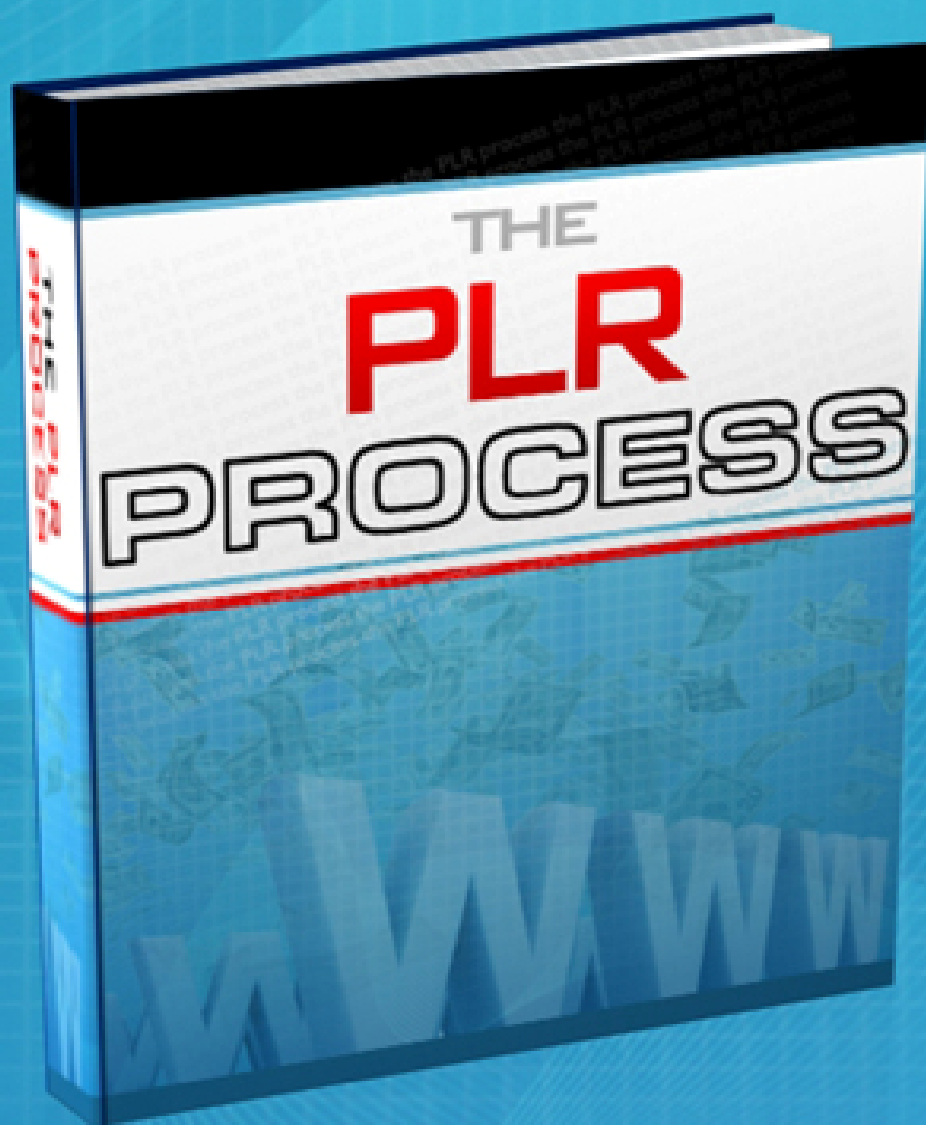




presents



Brought to you by
Daniel Turner & Marc Lindsay

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Why we put together the PLR Process

There is an abundance of 'information' online... what's lacking is the process, the steps, exactly what NEEDS to be done.

The PLR Process is actually part of the VRE Handbook (www.vrehandbook.com), a much larger book that combines not only the steps but the information you need to make it work.

This was put together to help give you some direction in using PLR content, and to help you get started... many people lack the first steps, this solves that.

Enjoy the read, and feel free to contact us at www.plrpro.com if you need anything.

Wealth and Abundance,

Daniel Turner Marc Lindsay

Daniel Turner & Marc Lindsay
Co-Founders

www.plrpro.com

www.vrehandbook.com

Introduction to Content

Content is the lifeblood of your site. Without, you have nothing.

When we talk about content, we talk about the actual substance on your site... articles, graphics, images, videos, audio, whatever it is that is the driving force for your site.

For the purpose of the book however, we'll stick to content as just articles (the written stuff of your site).

There are 6 levels of content:

- *Scrapped*
- *Auto Generated*
- *Private Label Rights (PLR) Content*
- *Unique Content*
- *High End PLR Content*
- *High End Unique Content*

These are the levels of bad to good content.

Scrapped and Auto Generated content really are just as bad as each other, one makes sense but is complete duplicates and provides no end value (scrapped), and the other makes absolutely no sense but is at least unique.

Let's get something straight:

DO NOT USE EITHER OF THESE TWO CONTENT METHODS

Why? Because they provide absolutely no value to the end user.

PLR Content is the place we recommend people start if they are just starting out, because it's the most cost effective method for getting content for your sites, and provided you use it properly (i.e. rewriting and focusing on long tail keywords) can be profitable for your sites. You'll usually pay between 7 cents and 25 cents per article but others will also have access to the articles as well.

Unique Content is content that has been written originally for you, and can range from hiring someone in a country that doesn't have English as its primary language for \$1 an article that produces crap content that looks like it's written by a 6 year old.

Our preference however, is to hire people that have English as their first language, you'll end up paying \$6-15 for a 400-600 word article (depending on how many articles you do, we get 3-4000 articles written a month so we get a nice discount when we find writers because we are their sole client).

High End PLR Content is PLR content that is around the 1000-1500 word mark per article, highly researched and well put together content... these are the articles you'll likely pay \$50 per article for if you were to get them written yourself (see the next level). Really only for people who are already making a decent amount online and would like to improve their sites with some really incredible content.

Finally we have just straight High End Unique Content... this is for authority sites, you're paying a lot for high level content, and the end user is going to be benefiting a LOT from what they read.

What you are doing here, is not just building content for search engine value with a little bit of the user thrown in, you are building it for a LOT of user benefit, with the search engine

benefit thrown in. Once you have a reader on your site, you'll likely keep them if they are interested in the topic.

When you are just starting out, PLR content is the way to go, especially if you are on a limited budget, if you've got a few thousand to invest a month, then unique content is the better road (unless you want to write it yourself).

The next sections are going to take you through PLR content a few of the ways you can use it, since it's where we believe you should start (yes we have a service for it, but when we were first starting out, writing 10 hours a day content for your sites isn't fun at all, and rewriting PLR content is MUCH easier... been there done that!).

PLR Content Vs Original Content

We get this question all the time... should I be using PLR content? Or should I get my own written?

And the answer is both.

Each has their uses, and each has their drawbacks and benefits.

The truth is, it really depends on which stage of the game you are at, let's say you're just starting out, you have \$200 a month spare to put into your business, which are you going to go for? 20 articles in 1 niche at \$10 (if you're lucky), or 440 articles in 11 niches for \$97 a month at www.plrpro.com; which ends up working out to less than 25 cents an article.

The answer should be obvious.

With that said if you're already doing quite well, you shouldn't discount PLR content altogether. If you have some sort of system behind the design, building, and implementation of niche sites, then integrating PLR content is probably a cost effective method of doing so (what that means is if you have a custom CMS solution).

Now, say you are pulling in \$30k a month and you want to add in some original articles into the mix (for article submissions), and you want 400 articles for that process, then \$4000 isn't going to set you back too far and might be a good investment for you.

So it's situational... if you're just starting out, then I highly suggest that going the PLR content road is far better because it

allows you to expand your sites faster, with less hassle, and less cost.

Currently, article submissions have a huge weight, and can get you a lot of back links when you are using a service like www.articlemarketer.com or www.isnare.com or if you're using software like www.articleannouncer.com. Article directories won't accept articles that are the same as other articles on their site word for word. For this reason, when you are submitting articles (and we go into this later in this guide) you need to make sure you're either rewriting the PLR articles by at least 75% and/or getting original articles written for this purpose (either written by you or outsourced).

This is where original content really comes into its own, and outsourcing this process frees up your time, meaning you don't have to write it yourself and this is where the power in original content is.

We'll discuss the ways to get original content written, and where you can get it from later in this guide.

The PLR Site Creation Process Map

A process map is a method for explaining a system of operation, step by step.

It allows you to see at a glance exactly what is involved in a task, how it is done, by whom, and by timeline (if required).

This is one of the best ways you can systematize your online business, and is the beginning for all aspects of outsourcing and/or hiring people to do the tasks that you no longer want to do.

Unfortunately most people view their online business not as a business, but a hobby. They don't think long term, they don't want to hire staff, they don't want to outsource, and they think that "to get it done RIGHT, I have to do it myself!"

Nothing could be further from the truth. Somewhere in the world, there is someone better than you at every single activity you do. Sorry if you thought otherwise, but that is just a fact.

You need to start looking at your online activities as a BUSINESS, not as just something you do on the side. And this is why we do process maps, this is why we build, have, and improve upon our systems.

The software that we use to do our entire process mapping is www.smartdraw.com. It is \$197 (at the time of this writing) but is in our opinion well worth the \$200 or so bucks it costs to purchase it.

THE PLR PROCESS

The screenshot shows a Mozilla Firefox browser window displaying the SmartDraw.com website. The browser's address bar shows the URL <http://www.smartdraw.com/exp/ste/home/>. The website header includes the SmartDraw logo and a navigation menu with links for Home, Buy, Download, Products & Solutions, Examples, Tutorials, Support, About Us, and Log-In. The main content area features a large banner for SmartDraw 7, described as "the Internet's #1 Drawing Tool". The banner includes a "Try it FREE!" button and a list of product features: Product Info, Examples, Tutorials, Success Stories, and Buy It. Below the banner, there is a section titled "Click Here to Download SmartDraw Free!" and a list of examples that can be created with SmartDraw, including Calendars, Floor Plans, Flowcharts, Forms, Network Diagrams, Org Charts, Project Charts, Software Designs, Teaching Materials, and And More!. The website also has sections for "MORE INFO", "TESTIMONIALS", and "INDUSTRY SOLUTIONS". The browser's search bar contains the word "review", and the status bar at the bottom shows "Done" and "PageRank Alexa".

The other option www.savvion.com/bpm-products/modeler.php is as an alternative to SmartDraw, but the good news is that you can download both for a free trial.

Savvion Process Modeler

BusinessManager™ 6.8 is the easiest way for people to collaborate on business improvements.

People use Process Modeler to "articulate the way they think." Whether you are a VP of Customer Service, explaining to your team how you want escalations handled, or a business analyst designing, simulating and documenting business processes prior to deployment, Process Modeler provides tools for you to quickly and easily accomplish your objectives. Best of all, Process Modeler 6.8 is fast to learn – you can be collaborating with your team on process improvements in less than 20 minutes!

Overview
Collaboration in BusinessManager™ 6.8 starts with the Process Modeler – a high-quality business process designer presented in a drag and drop, code-free fashion. It takes only a few minutes to mock up a business problem with Process Modeler because it is designed for the business person. There is no complex configuration. No code. No place to get lost in the weeds. Best of all, Process Modeler is free.

Process Modeler is a free, downloadable application which means people can easily put it on their office desktops, a laptop for travel, or their home PCs. Why do we give it away? Because we believe you have to articulate your processes before you can improve them. And if you don't have your processes clearly mapped out in a way all players can relate to, then your process management project will be doomed to fail. So Savvion makes it easy for you to jot down some thoughts on a process, share them with people, and simulate processes before going live into production.

Simple Sharing
Sharing improvement ideas is fast with BusinessManager™ 6.8. The Process Modeler is fully integrated with the Process Asset Manager,

BPM Best Practices Webcast with Gartner.

This single tool allows you to process map everything you do in a very easy, and simple to use manner.

So, on with the process map...

I have actually split the process map up into three separate sections. It is usually viewed as a single image, but you can see quite clearly where each aspect flows on from each other.

We are going to show you the process maps first, with a brief description on each one, and then take you through the specific steps you need to take and explain each step individually.

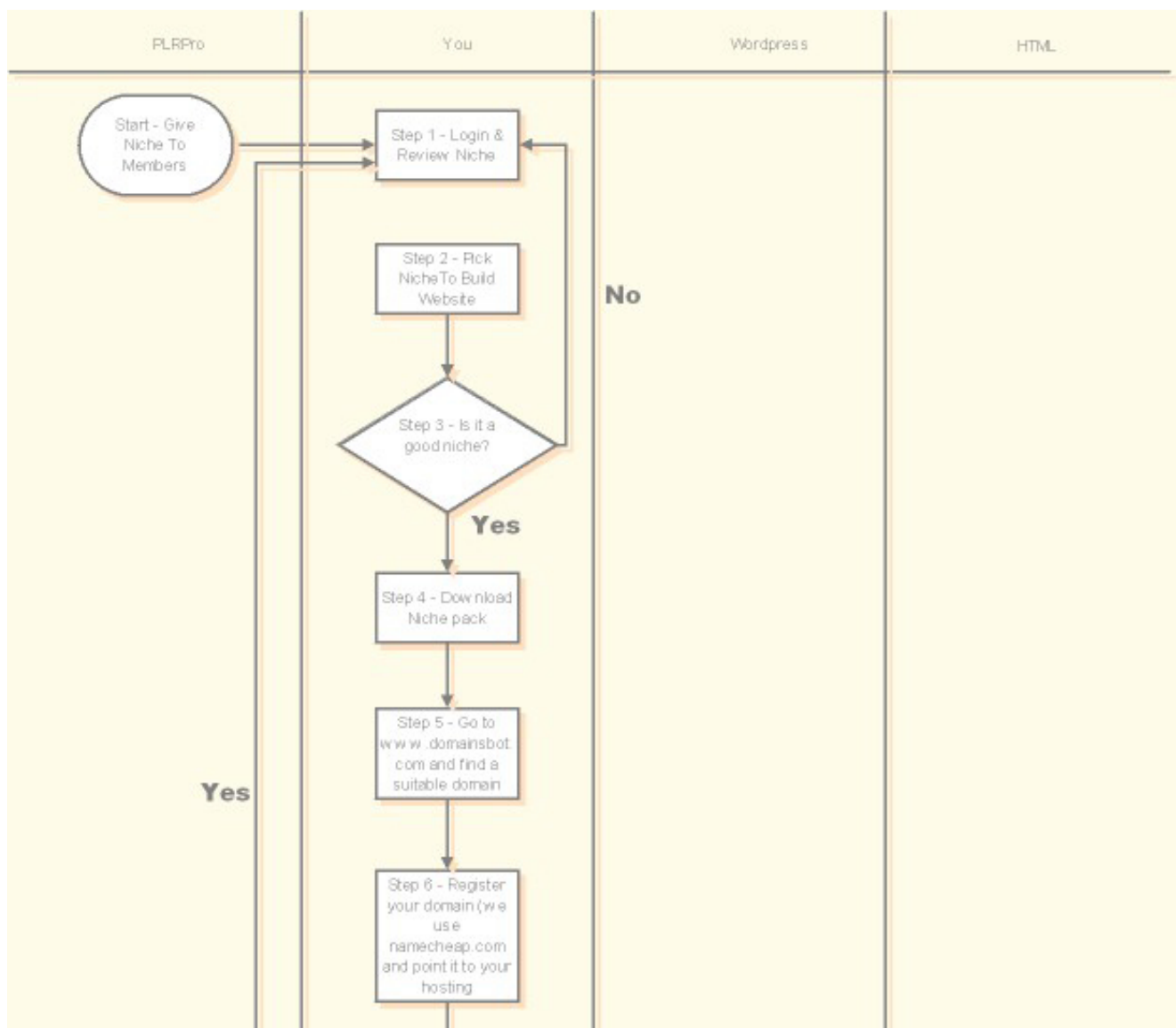
Process Map - Section 1

I have used www.plrpro.com as the example here of where you are going to get your PLR content from.

Across the top you will see:

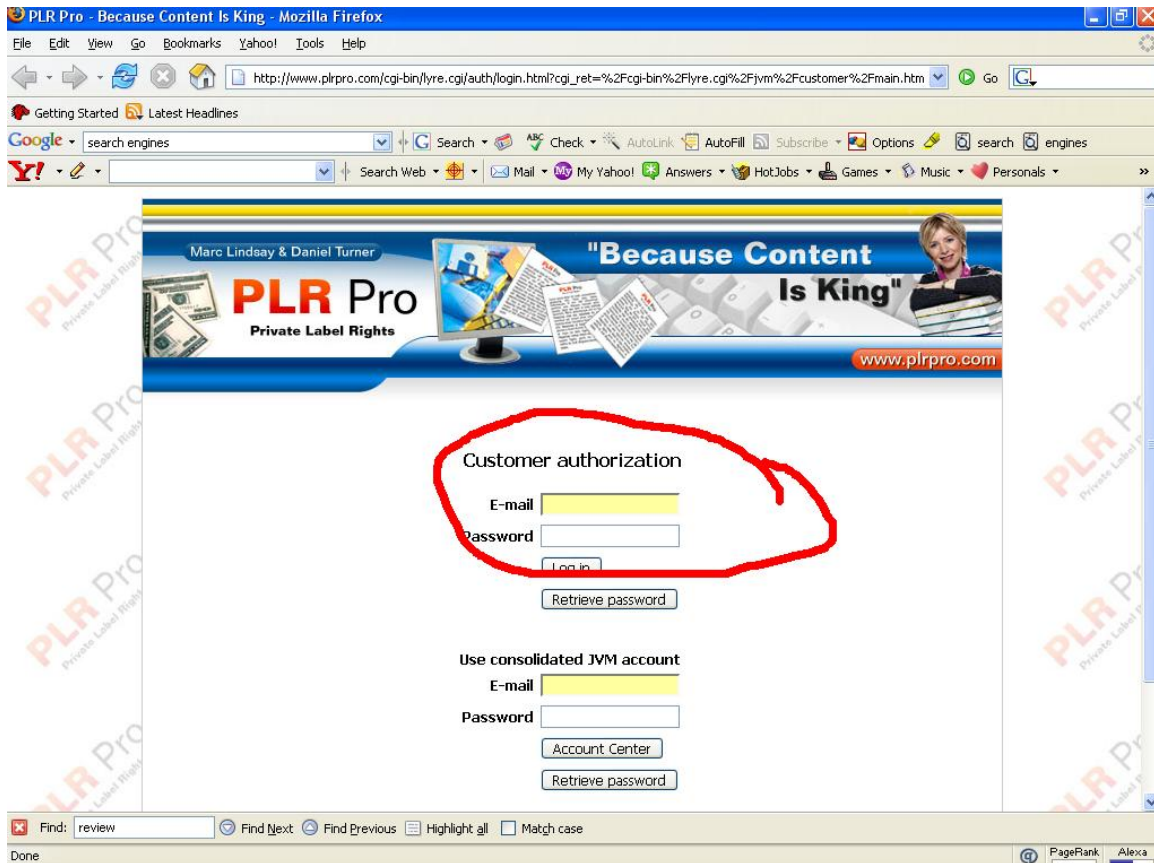
PLRPro | You | Wordpress | HTML

These are the different steps involved in the process map. What I will do is explain each step thoroughly (the steps follow the images).



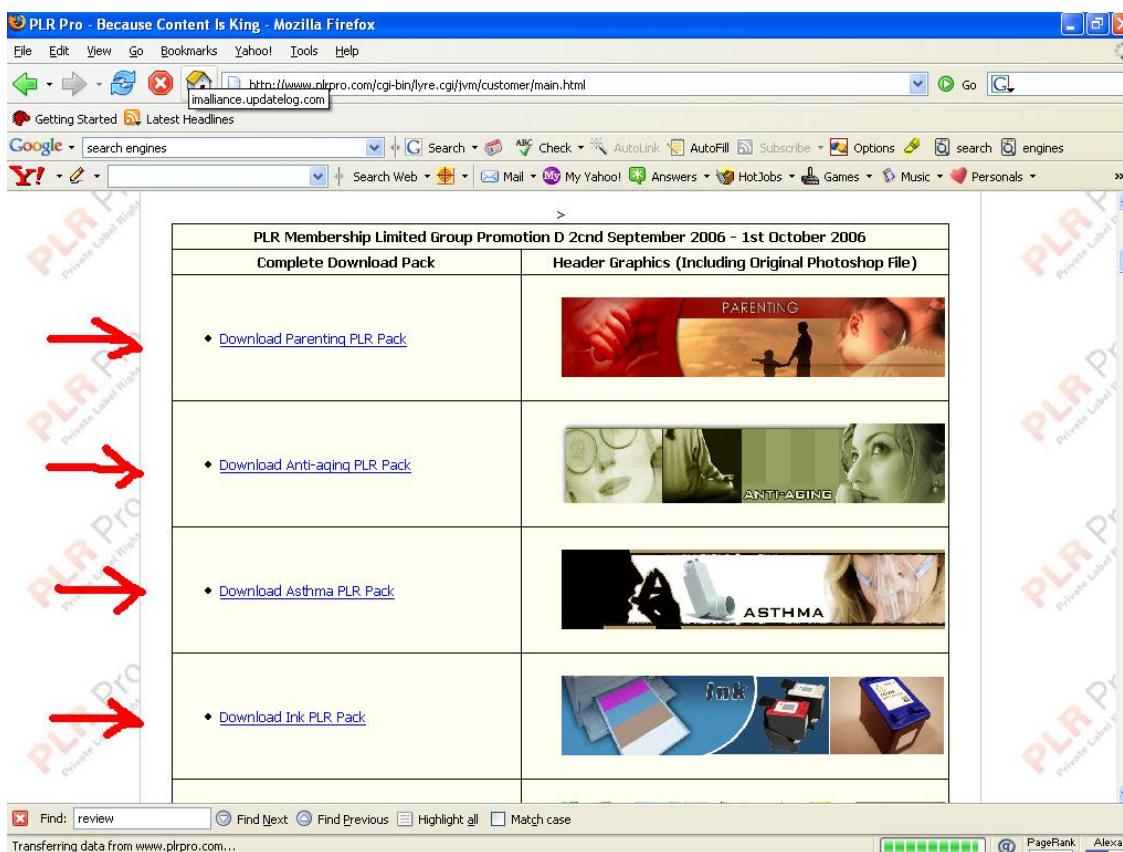
Step 1 – Login and Review Niche

This is very simple, login to www.plrpro.com and review the niches that are currently available.



Step 2 – Pick Niche to Build Website

Your next step is to pick the niche that you would like to build your website around. A good PLR service should provide you with a set number of niches per month... by doing this, you will be able to select 'niches' rather than 'articles' that you can build your content around.



The difference in having niches available to you is the fact that you can build an entire website around it with drip fed content over time.

You can pick the niches based on:

- what you'd like to do (often the best way to do it)

- the number of competition based on the keyword analysis(found in www.plrpro.com packs)
- the number of searches based on the keyword analysis(found in www.plrpro.com packs)
- the KEI ratio, or other important criteria, based on the keyword analysis(found in www.plrpro.com packs)
- existing sites that you already have that you'd like to do a sub niche of, or are directly related

If you do have existing sites, you really should try to pick a topic which is 'related' to one of your previous websites. It doesn't matter if they are content, affiliate, product or service oriented – the key is that when you're going after a niche, you want to conquer it from as many different angles as possible. It will help both websites (in search engines and in branding)

While we cover the evolution process a little later, keep in mind that you are building a business, not just a website. Think of the bigger picture when you pick a topic – how can you further expand in this niche? Do you have other websites that you can use these articles in? What goals do you have for this site (there's a difference of scope and effort in \$1000/month sites and in \$200/month sites, and between affiliate and AdSense sites)?

Keep in mind that whatever topic you select, you have to answer this question first: "How will you differentiate your site in this niche?" If you want to build a website which *attracts* links and is naturally easy to market, you have to first figure out what the market lacks / needs, and then deliver that with quality.

If all else fails, and doing these extras seems a little too daunting for you, then use the niches we (or wherever you have gotten them from) have given you 'straight out of the box', we've picked the best niches for you. Build a site based around them (or use the software we have had made for you or others that we recommend later in this book, to build it for you).

Your planning is actually the most important part of the setting up process (everything else, apart from selecting a domain name, is fairly repetitive for each site).

Once you've selected what you'd like to do for the site, you can move onto Step 3.

Step 3 – Is It a Good Niche?

This is a decision that you have to make, and only you can make it. Everyone has their own criteria that they like to select their sites based upon, and we are no different. The niches that we select at www.plrpro.com are designed in such a way that they are going to perform at the most optimal rate. We sift through 150-200 niches (sometimes more) to find out top 11 in each group that we do.

If you have absolutely no clue where to start, here are some things you want to check, and questions you want to ask:

- 1) Is there a healthy number of searches? A total search value of 70,000 a month or more is what we look for (meaning the sum total of all searches for all keywords)
- 2) Is it a fad niche? Will it be here today and gone next year?
- 3) Is there a high level of competition? The simplest way to do this is to go to www.google.com and type in the niche... on the top right hand side you'll see "search results of about X" where X is the number of competition (the proper way to do this, is to actually type in "intitle:*insert keyword*" this will give you an exact reading how many people actually SEO their sites for that particular keyword.
- 4) Are there products out there to promote and are they making money? Simple way to check this is, are there more than 8 Adwords ads for your market?... again type in your niche and see how many Adwords come up on the right hand side (if you are outside the US make sure you use the string on the end of the search query of "&gl=US" this will show you the search results as if you were in the US.
- 5) Is there a good number of keywords for the niche? We won't touch anything that has less than a total of 200 keywords, preferably 300 or more (use your favorite

keyword tool to find this out, just make sure you have the preferences set to 1000 keywords not 100)

Back to the process map...

If your decision is a yes (meaning it is a good niche) then you can move onto the next step, if it is a no, then you need to move back to Step 2.

Step 4 – Download Niche Pack

When you download your niche pack, make sure that it has:

- Header graphics (for your site)
- Keyword analysis
- The articles (obviously, but preferably in multiple formats e.g. .txt, .doc etc.)
- Affiliate programs for you to use
- Anything else that is related to your service you use (basically just make sure everything is there)

These are some of the things we put into the www.plrpro.com niche packs, but wherever you get your content from, (if it's PLR) make sure you are getting at least keyword analysis data as a minimum, with preferably affiliate programs as well.

Now that you have your pack downloaded, it's time to get cranking!

Step 5 – Go to www.domainsbot.com and Find a Suitable Domain

I love www.domainsbot.com. I think it is one of the best free services on the net and I use it on an almost daily basis (yep, I'm a self confessed domain junky!).

Basically what it does, is it will allow you to 'on the fly' find domains that are to your liking.

Say your niche is in the 'dog training' niche.

You can go into www.domainsbot.com and type in say "dogtrainingreview" and it will come up with whether or not that is available (the .com, the .net, the .org etc.)

The screenshot shows a Mozilla Firefox browser window displaying the DomainsBot website. The page title is "DomainsBot - Available domain suggestions, name spinner, expired and expiring domain name search". The search bar contains "dogtrainingreview" and a dropdown menu shows the following results:

Domain	Status	Action
dogtrainingreview.com	Not available	Backorder Now!
dogtrainingreview.net	Available	Buy Now!
dogtrainingreview.org	Not available	Backorder Now!
dogtrainingreview.info	Not available	Backorder Now!
dogtrainingreview.biz	Available	Buy Now!
dogtrainingreview.us	Available	Buy Now!

The search results are circled in red. The website also displays "150,537,124 domains served." and navigation links like "Member Sign In", "Sign Up", "FAQ", and "Contact".

This is probably the fastest method I have found for finding an on topic domain name.

When you are picking a domain name, remember that it should be easy to type in. Short and memorable is important as well but these days with domain 'squatters' it's pretty hard to find the domain you want. If you find something short and memorable and totally related to your topic, excellent. Otherwise, go for 'easy to type in', or 'easy to remember'.

The only time I wouldn't have an 'on topic' domain name, is if I were building a brand name of sorts. When you are building a brand name you don't necessarily need an on topic domain name, it can just be the name of your site. As you build your brand, your name becomes synonymous with what you are promoting/teaching (Look at McDonalds... who would have thought that McDonalds would be a good brand name... now every kid in the world knows what it is!).

A couple of other points to think of:

- DON'T use numbers – the exception to this is if it is related to your brand, or it relates to your business (www.888.com for example)
- DON'T use hyphens – the reasoning behind this is not for any search engine optimization point of view, but from a business point of view. If you are looking at two identical sites, one is www.island-travel.com and the other is www.islandtravel.com which one has more appeal? www.islandtravel.com why? Because it looks as if it was first in the game, the guys over at www.island-travel.com have a cheaper looking domain and therefore 'can't' be as good. This is all perception in the mind of the customer, but if you are looking at building an asset to sell in the future don't use hyphens!

- ONLY register .com domains – no .info, no .biz, NO! It is the same principle as the hyphens, just don't do it. Again, the only exception is if it fits into your branding (del.icio.us). Again, would you prefer to buy a domain that is a www.domain.biz or a www.domain.com. Consumers recognize and know .com to be the main domain, so why try to fight their perceptions? The other exception if you are going for a country specific domain, e.g. www.domain.co.uk if that is the case, and you want to specialize in that country, then definitely use that domain, but don't expect any 'outsiders' to be visiting.

A couple of other resources you can use are:

Check Domain

Simple site for checking the whois data for a domain.

Stuck Domains

Use this website to find out which domains (that match your target keywords) are nearing the end of their registration period. Once you've found a domain that you like, you can use "[Check Domain](#)" to see if that domain is available (as most domains will be if they are not renewed). It's surprising how many good domain names you can find this way.

More Domain Name Tools

A comprehensive list of online domain name resources.

At the end of the day, don't spend too much time trying to find the perfect domain. Like we said earlier, this is a business; find something that is *good enough* – something that works – and then move on to the next step. Your time should be spent on

what is important – planning and building traffic. The rest is just grunt work.

Step 6 - Register your Domain Name and Point it to Your Hosting

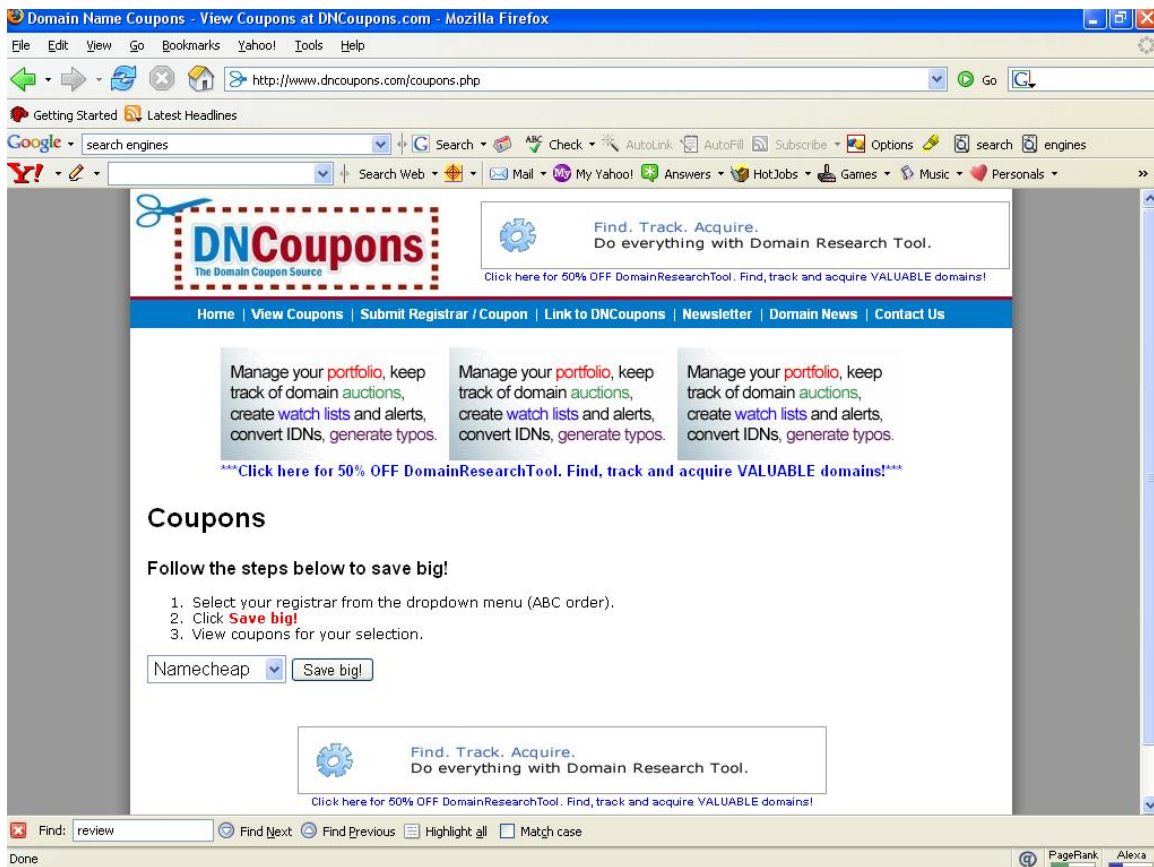
Now, this step assumes that you already have signed up with a domain name registrar, and also have web hosting.

If you haven't already done this, a few of the places you can register your domains are at:

- www.namecheap.com
- www.bulkregister.com
- www.registryfly.com
- www.sparknames.com
- www.godaddy.com (last resort)

I'm not going to go into why we would use godaddy.com as a last resort, needless to say, www.namecheap.com is our preferred registrar, however as we discuss in the latter parts of this book, you want to spread your domains across multiple registrars.

Also, you should always check www.dncoupons.com/coupons.php for the latest coupons that are available to get your domains cheaper, this one little hint will pay for this book over time.



If you haven't already gotten your own hosting account setup, we recommend that you start off using www.hostgator.com. They have one of the best services around (both customer service level and quality of product) and are also VERY nicely priced.

If you are just starting out, we recommend the \$24.95 or the \$34.95 reseller accounts www.hostgator.com/resellers.shtml as going for the full on dedicated servers isn't really necessary just yet.

The screenshot shows a Mozilla Firefox browser window with the URL <http://www.hostgator.com/resellers.shtml>. The page title is "Reseller Hosting Plans - Web Hosting Packages with cPanel and WHM". The browser's search bar contains "search engines". The page content is a table of hosting packages. The 'Copper' package is circled in red.

Plans	Aluminum	Copper	Silver	Gold	Diamond
Disk Space	5,000mb 5gb	7,000mb 7gb	10,000mb 10gb	15,000mb 15gb	20,000mb 20gb
Bandwidth	50,000mb 50gb	75,000mb 75gb	100,000mb 100gb	150,000mb 150gb	200,000mb 200gb
Monthly Price	\$24.95	\$34.95	\$49.95	\$74.95	\$99.95
Proceed to Checkout	Order Now	Order Now	Order Now	Order Now	Order Now
Private Name Servers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Billing system	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Templates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
24x7 Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instant Backups	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
No Contract!	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Site Builder*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The major reasons why reseller hosting is great to start out on, is you can pay for it very quickly by whenever someone asks you who they can host through (friends, businesses you know etc.) you can charge them 5 or 10 a month to host their site for them. It only takes 3-4 people at \$10 a month to cover your costs...

However, as soon as you're financially able to, we suggest that you get your own dedicated server, to allow for additional traffic, and to give you more control.

So, first you want to log into your registrar, and then purchase your domain that you selected from www.domainsbot.com. Most registrars will allow you to pay by either Credit Card, or Paypal, we prefer to use Paypal so we always take this option.

When you are registering your domain, make sure that you point it to your new hosting account, if you did go with the www.hostgator.com service, it will look something like ns177.websitewelcome.com, and ns178.websitewelcome.com.

You will need to put these into the section that says "DNS Settings".

If you don't point them to the right DNS settings first while you are registering it, it can take up to 48 hours to point them to the correct ones, if you do it then and there, depending on the registrar you're using, it should be done instantly.

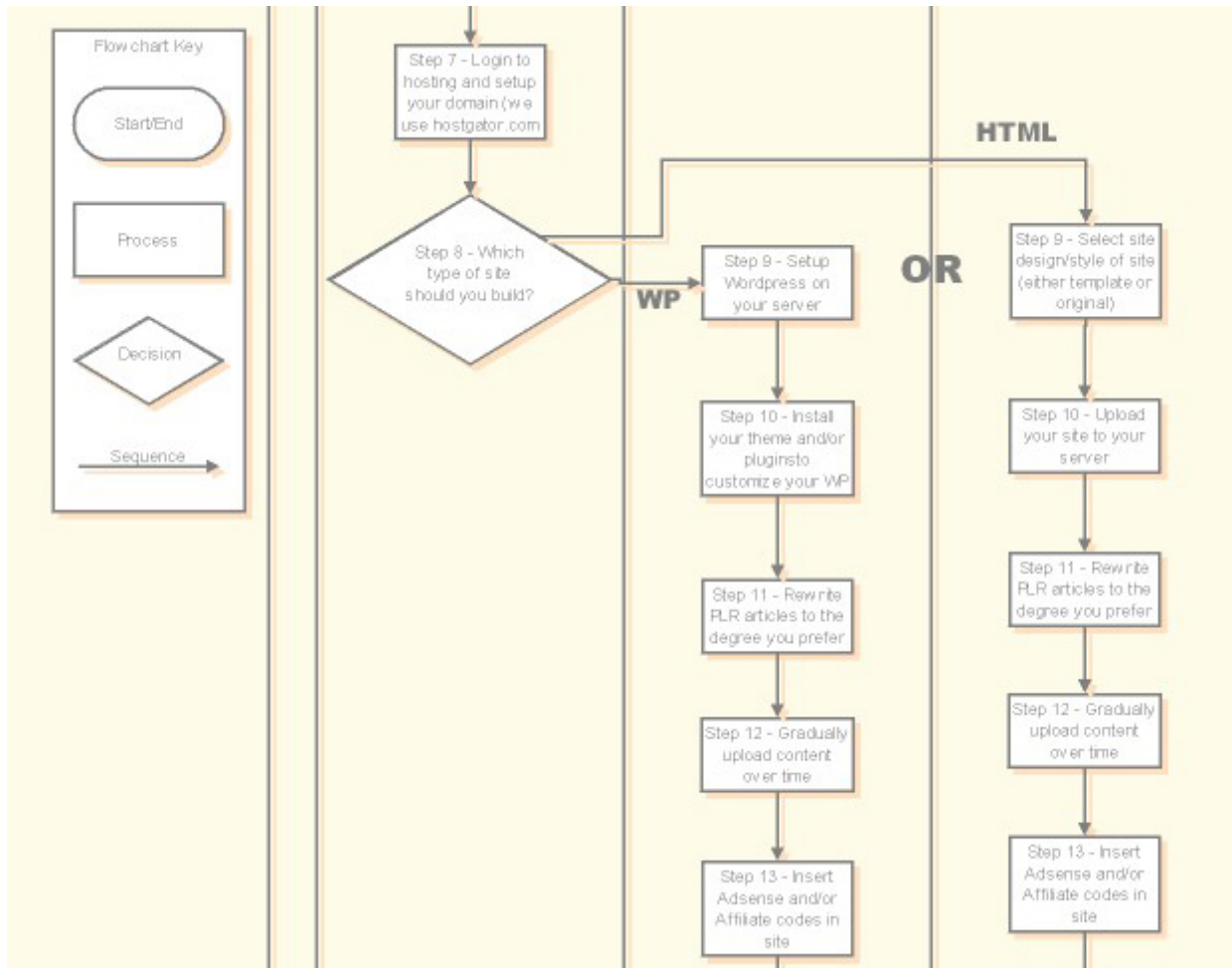
Now, if you don't want to go with www.hostgator.com then make sure that you follow these guidelines when looking for one (later on we recommend you get multiple hosts anyway):

- Good bandwidth allocation
- Fantastico scripts installation (so you can auto-install WordPress as well as tons of other stuff)
- PHP/MySQL hosting
- Quality customer support (including phone support).
- High bandwidth (this will be your major cost if you're setting up multiple VRE sites).
- No hidden charges (some web hosts ask you to pay extra if you want to host more than one domain on the same account).
- Scalability – so you can smoothly move from one service level to the next.

Now we are onto the Second part of the process map...

Process Map – Section 2

This section will take you from logging into your hosting account and setting up your site, through to deciding whether to build a WP site or a straight HTML site and how to go about building those sites.



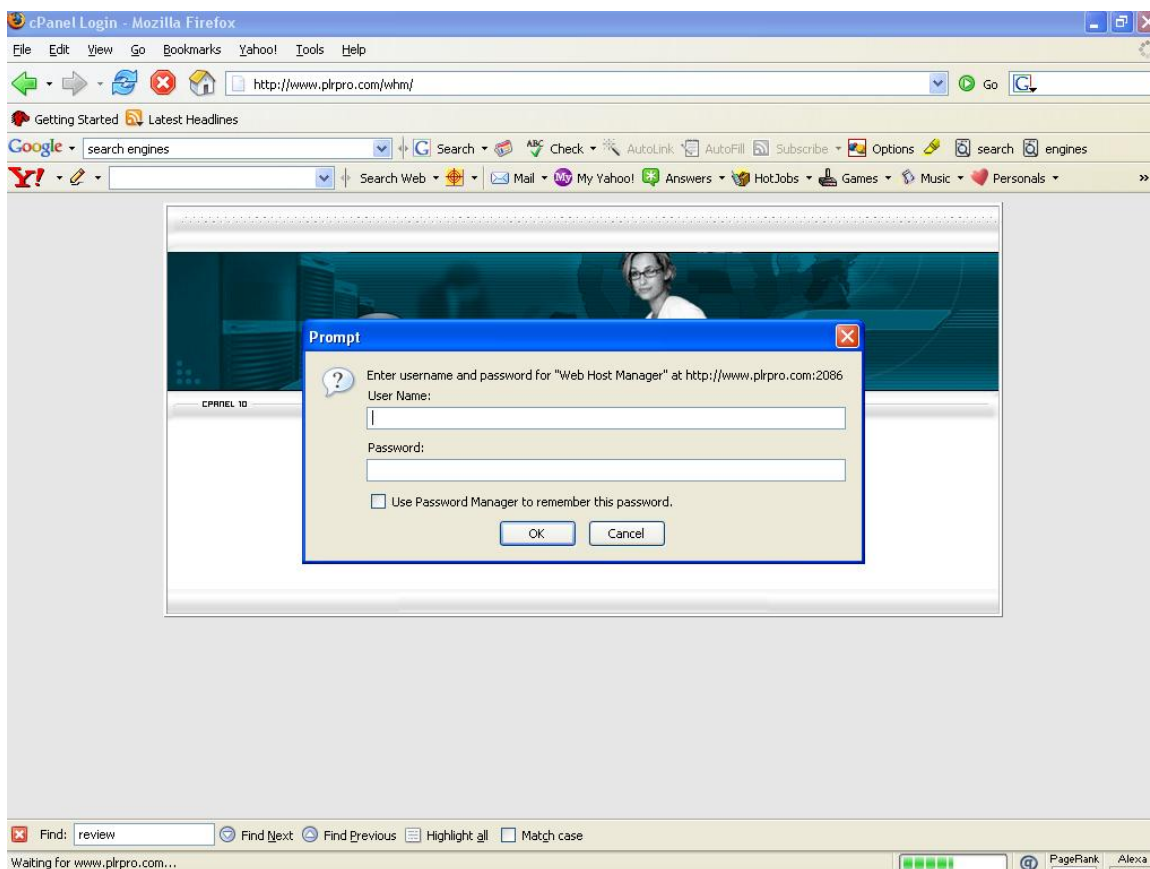
Step 7 – Login to Hosting and Setup Your Domains (we are using www.hostgator.com)

Ok, as we said before, we are using www.hostgator.com as our preferred host, simply because they do such a brilliant job at what they do!

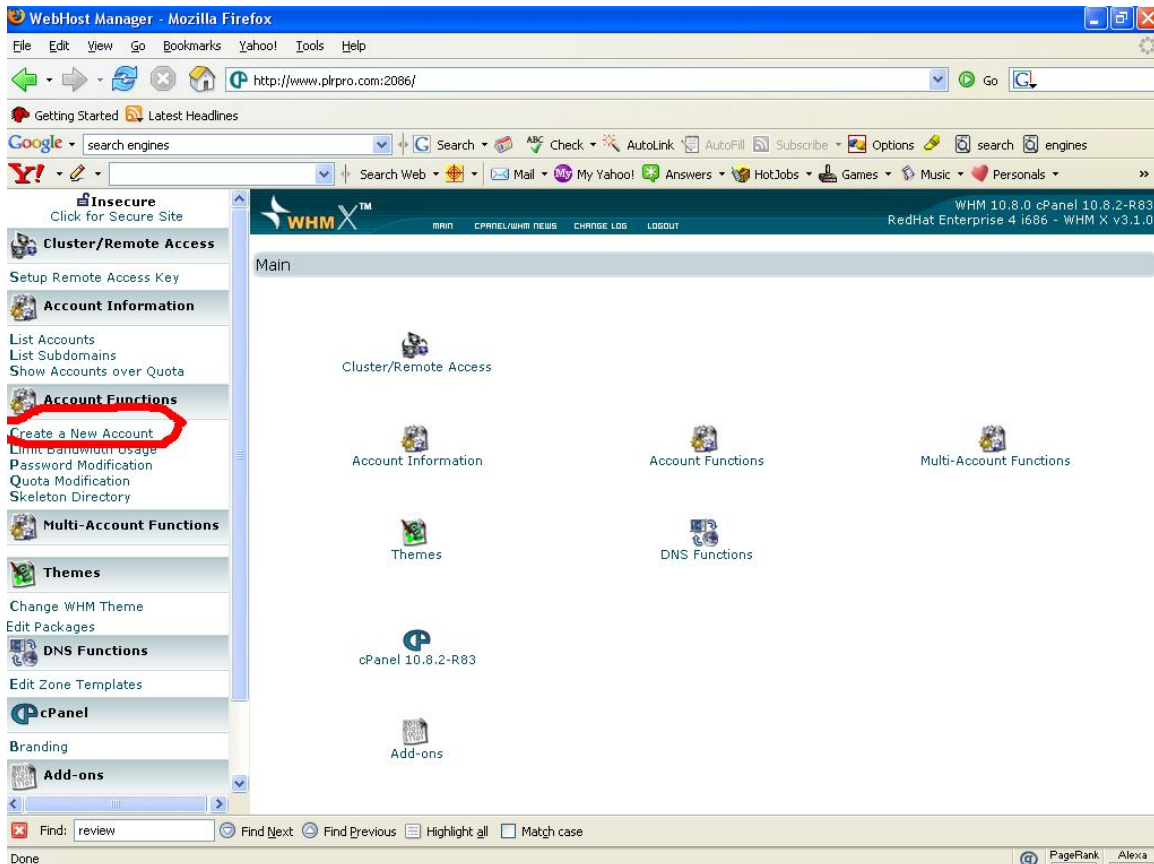
But what you want to do is login to your account, at the domain that you set your hosting account up with.

It should look something like www.mydomain.com/whm/ (presuming you are using a reseller account)

You then enter in your username and password to login to the backend section of your site.



You want to click on the panel that says under Account Functions "Create a New Account".

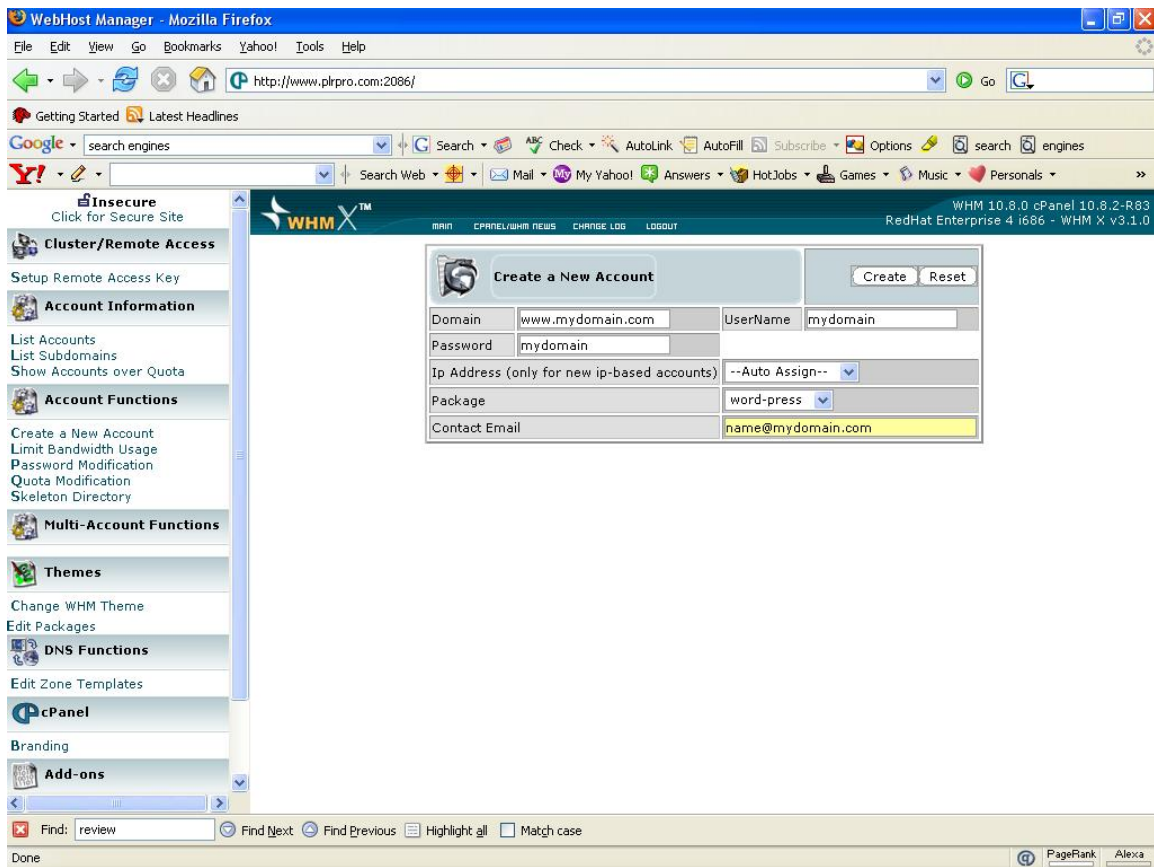


Remember, that we are doing this based off of the backend of www.hostgator.com so if you are with a different host, it might be a different backend.

After you've clicked on "Create a New Account" you enter in you're:

- Domain (what your domain is that you registered)
- Username (whatever you'll remember)
- Password (whatever you'll remember)

- IP Address (leave this to auto assign for now)
- Package (you can create packages with however many megabytes of space you want)
- Contact Email (set this as a third party email address just in case anything goes wrong)



Click "Create" and www.hostgator.com will do its thing, and once it's completed, you should literally be able to go to your new domain and you'll see the barebones folder structure!

Step 8 – Which Type of Site do you Want to Build?

Which site do you want to build?

This really is a matter of preference. Some people prefer to use WordPress, and others like to use HTML.

We like to do a mixture of both.

Heaven forbid that Google ever plays down on WordPress blogs, we still have our HTML sites, and vice versa. The trick is to not keep all your eggs in one basket.

WordPress (www.wordpress.org) is great, because it is so simple to use, very easy to modify, and has a plethora of plugins and themes that are free to the public.

The reason for this is that it is open source, which basically means that anyone can work on it and improve it.

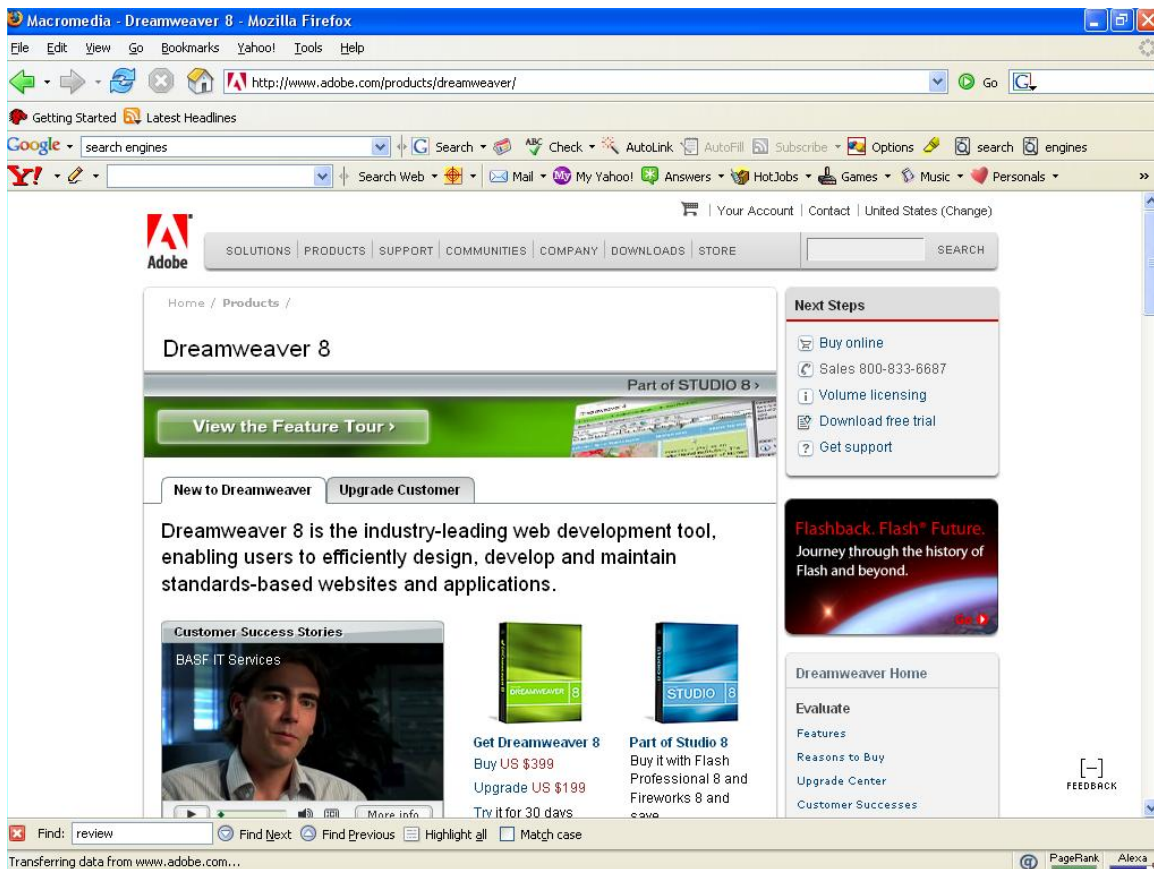
We've actually developed a piece of software that massively improves the effectiveness of installing pre-configured and optimized WordPress blogs, and helps you to manage them all centrally called WordPress Master (www.wpmaster.com).

It probably isn't necessary if you only have a few domains, but once you start getting higher than 5 or 10 domains, through WordPress you want some way to manage them effectively.

HTML on the other hand is just straight website code. The oldschoolers used to build their websites using .txt or for people who don't know what that extension means, they used to build them in notepad, and some people still do!

Personally, I am virtually illiterate when it comes to building websites, so I now outsource most of the creation of them, and/or use tools that help the process along.

The obvious one that most people use is Dreamweaver (www.dreamweaver.com) which Adobe bought out a while back for A LOT of money. This is what we use predominantly, however it is still a little more technical in its use.



The other two programs that we can recommend, is Frontpage (by Microsoft www.microsoft.com/frontpage) and XSitePro (www.xsitepro.com). XSitePro has formed almost a cult like following and is probably the easiest out of all three to use and to get up and running extremely quickly.

Most of it is drag and drop with very little actual hand coding (much like editing a Word document). So if you are just starting out, and want to build websites, then www.xsitepro.com is probably the place to start (it's around the \$197 which for a HTML editor is very cheap).



The other aspect you will want to look at, especially if you are just starting out and have no design skills, and don't have the extra money to outsource any of its creation, is to look into some of the Website Builders.

At www.plrpro.com we offer a very basic HTML website builder that is driven by templates.

However, if you want a semi automated HTML website builder, David Watson has put together a brilliant program called

Website Article Wizard (www.websitearticlewizard.com) that is also template driven, and utilizes articles that you either write yourself, have inserted in from www.plrpro.com or any other PLR source.



There are very few products that we would recommend, but David does a brilliant job in everything he does, and goes above and beyond the call of duty when it comes to customer service.

The other product that I can recommend as a HTML builder is www.hypervre.com... It came out with a big bang when it was launched because a great viral aspect that it had to it, but the power isn't in the ability to make money with it, but rather the ability to great HTML websites.

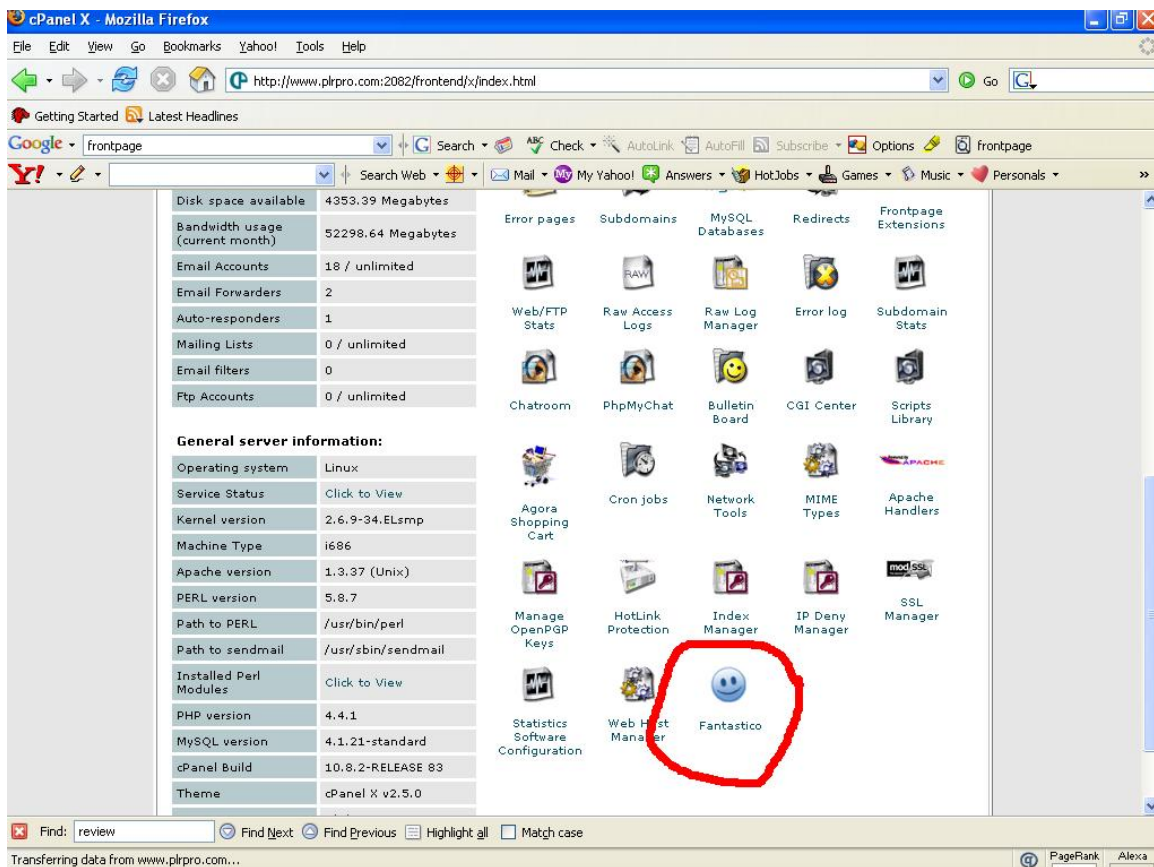
It's also got a free trial, so if you're strapped for cash, it's probably a great place to get started.

*If you aren't interested in WordPress and just want to move onto HTML, then scroll down to where it says "Step 9 (HTML)" and begin from there...

Step 9 (Word Press) – Setup WordPress on Your Server

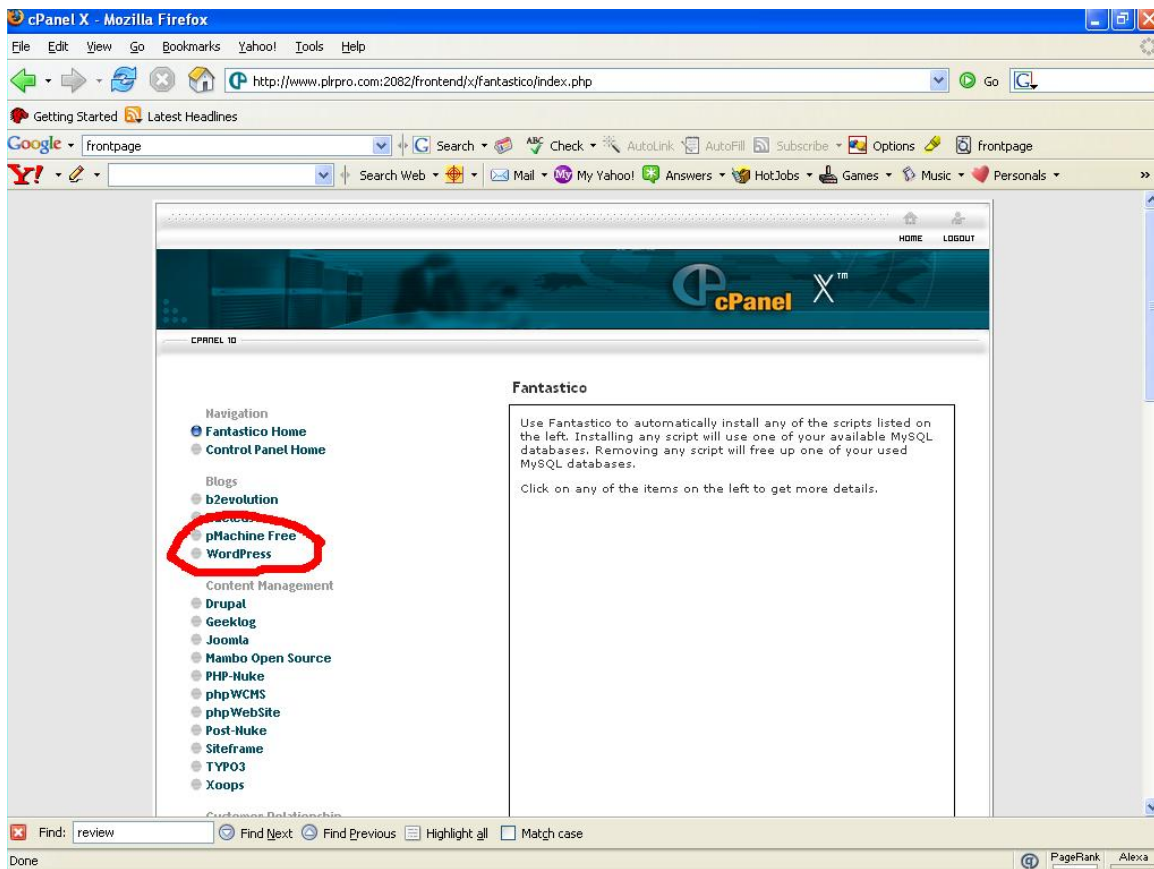
One of the main reasons why we like WordPress so much is simply because it is so easy to use.

Log into your backend of your domain (should look like www.mydomain.com/cpanel) and look for the Fantastico icon (it should be down the bottom), and click on it.

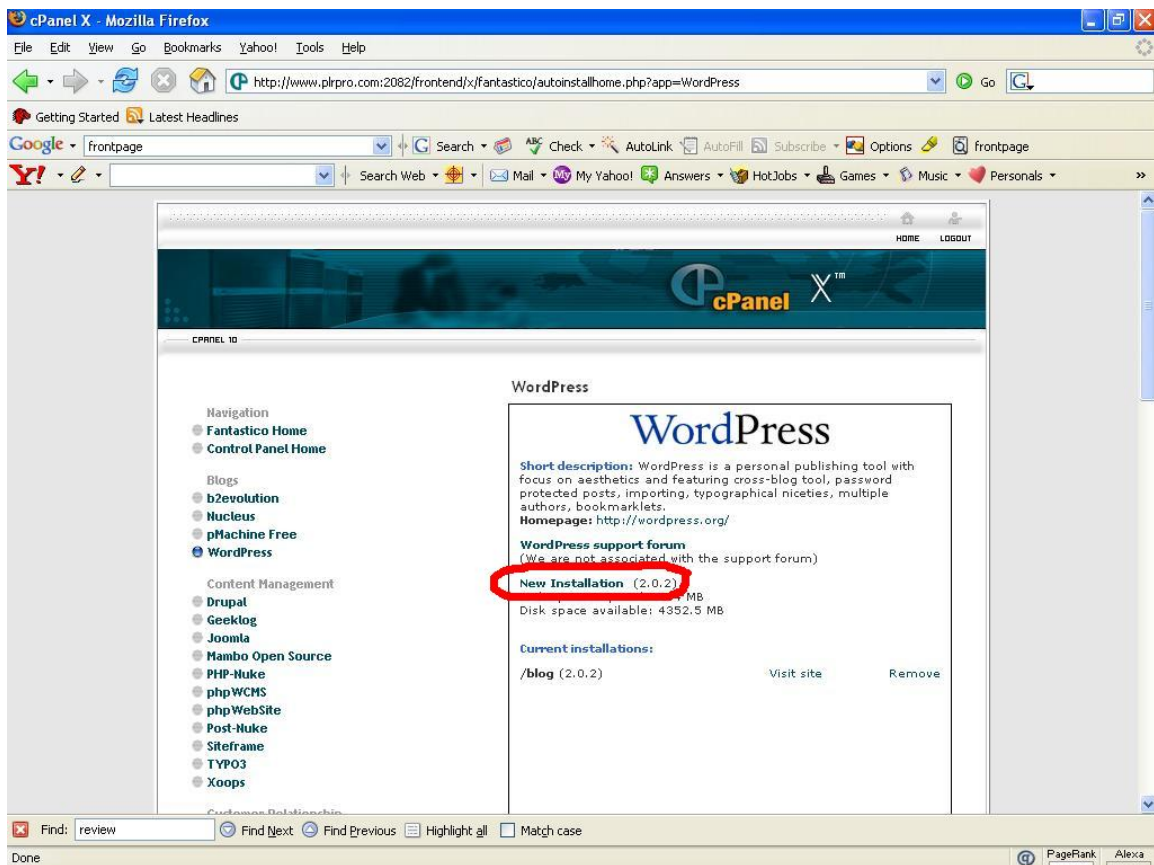


On the left hand side of the next page you'll see a list of services offered as installs for Fantastico... you can do a CTRL-F to find WordPress but it should be about the 5th one down.

THE PLR PROCESS

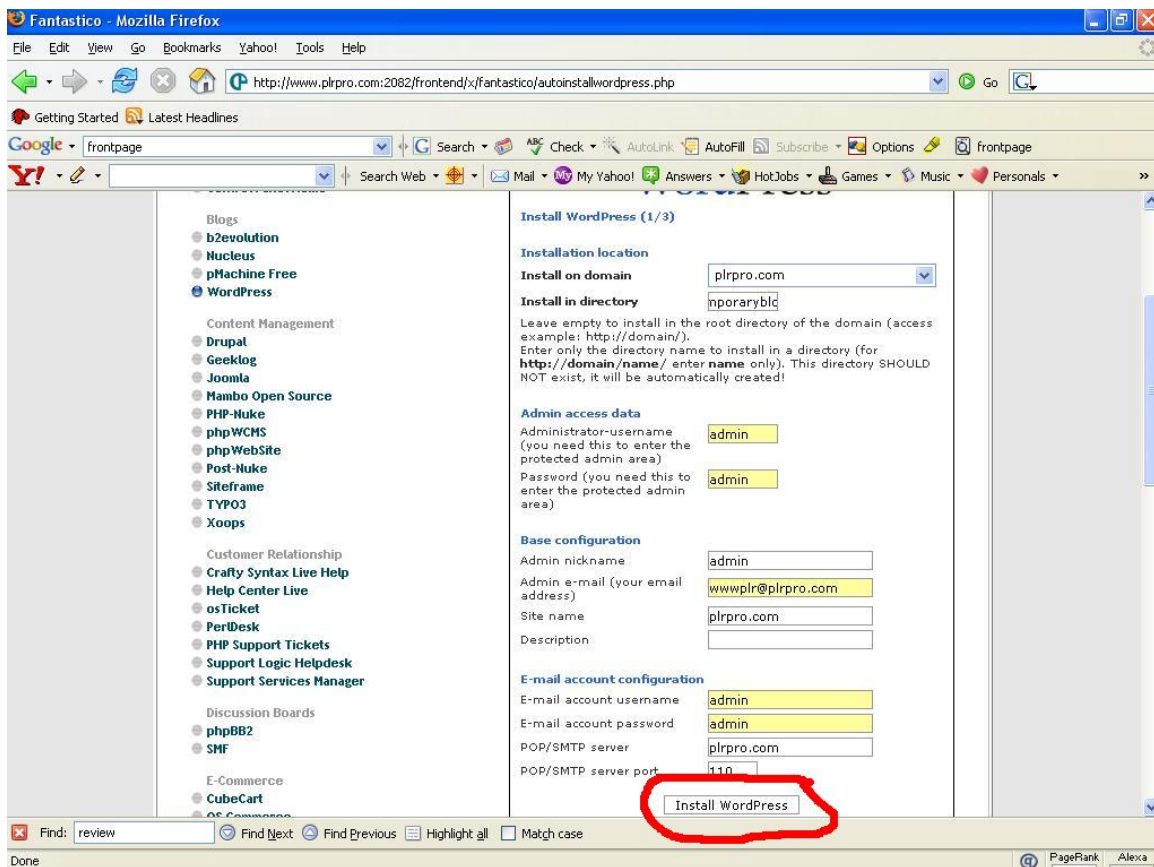


Click on the WordPress link, and it will open up a section in the same page on the right hand side...

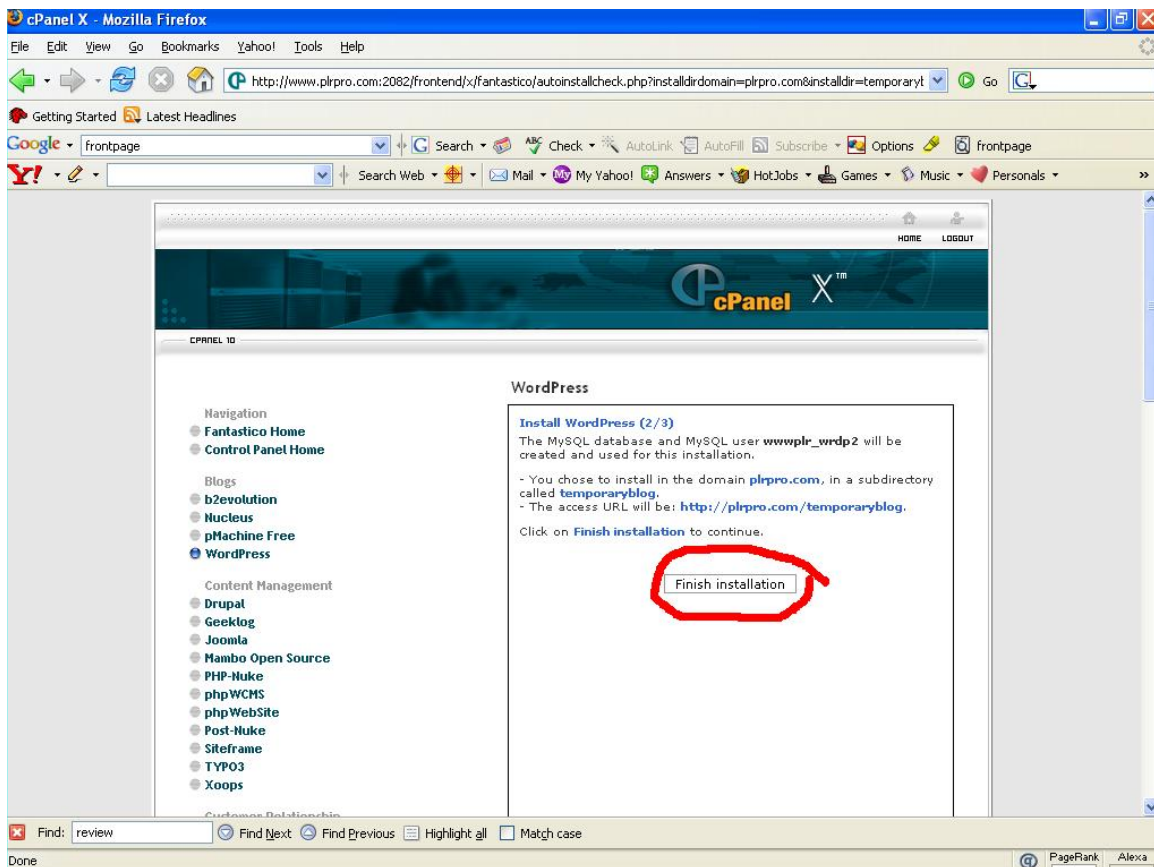


The steps to finish the WordPress install are:

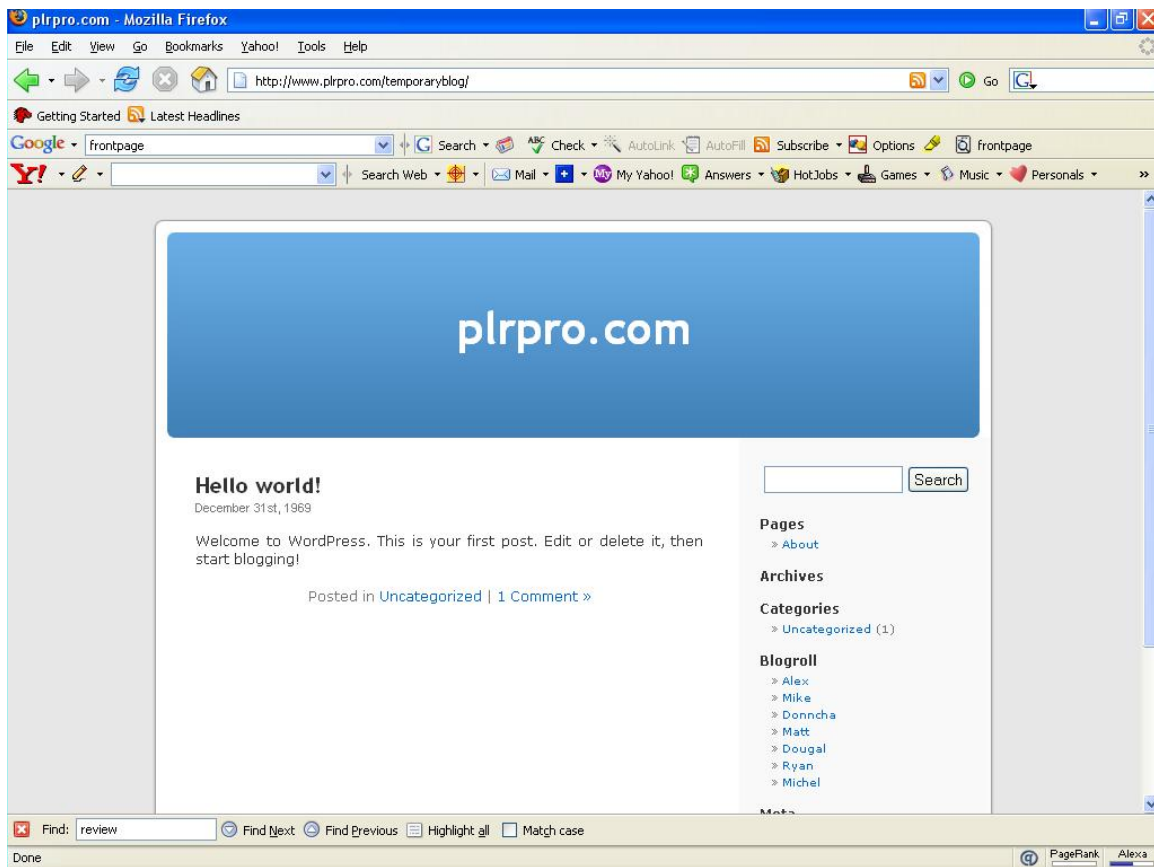
1. Click on "New Installation"
2. Select where you want it installed (if you leave this blank it will install over the domain, usually you put in something like "blog")
3. Put in your admin username and password
4. Put in your admin nickname and site description
5. Put in your email account username and password



6. Click on "Install WordPress" (it will take you to the next screen)



7. Click on "Finish Installation" (just check the details to make sure they are correct)
8. Your WordPress Blog is now ready to go!



Step 10 (WordPress) – Install Your Themes And/Or Plugins Into WordPress

With most of these kinds of things, you can always just go to www.google.com and type in whatever it is you're looking for, e.g. "WordPress Themes" or "WordPress Plugins"...or you can visit <http://wordpress.org/extend/themes/>

However, for those that just want to go straight to some places, for Themes you can checkout themes.wordpress.net, and then for Plugins you can check out www.wp-plugins.net (we've listed some other sources below for you though).

Download whichever themes and plugins that are suited to your blog and to your own personal style, and away you go.

Once you have downloaded them, you need to login to the backend section of your WordPress Blog (usually it is something like www.mydomain.com/blog/wp-admin/). Select either the Themes or the Plugins section, which is where you can upload and install the themes and plugins you've downloaded.

Plugins

plrpro.com > Manage Plugins — WordPress - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://plrpro.com/temporaryblog/wp-admin/plugins.php

Getting Started Latest Headlines

Google Jill Brennan Search ABC Check AutoLink AutoFill Subscribe Options Jill Brennan

Search Web Mail My Yahoo! Answers HotJobs Games Music Personals Sign In

plrpro.com (View site >) Howdy, admin. [Sign Out, My Account]

Dashboard Write Manage Links Presentation **Plugins** Users Options Import

Plugins Plugin Editor

Plugin Management

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

Plugin	Version	Description	Action
Akismet	1.14	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use this service. You can review the spam it catches under "Manage" and it automatically deletes old spam after 15 days. Hat tip: Michael Hampton and Chris J. Davis for help with the plugin. <i>By Matt Mullenweg.</i>	Activate
Hello Dolly	1.5	This is not just a plugin, it symbolizes the hope and enthusiasm of an entire generation summed up in two words sung most famously by Louis Armstrong: Hello, Dolly. When activated you will randomly see a lyric from Hello, Dolly in the upper right of your admin screen on every page. <i>By Matt Mullenweg.</i>	Activate
WordPress Database Backup	1.7	On-demand backup of your WordPress database. <i>By Scott Merrill.</i>	Activate

If something goes wrong with a plugin and you can't use WordPress, delete or rename that file in the `wp-content/plugins` directory and it will be automatically deactivated.

Get More Plugins

Find: revl Find Next Find Previous Highlight all Match case

Done PageRank Alexa

To make use of these plugins, upload them into the `wp-content/plugins` folder on your website (where your blog is) using an FTP program such as [CuteFTP](#) or [SmartFTP](#). Once they are uploaded, simply navigate to the 'Plugins' section of your blog admin panel and activate these plugins.

I've listed just a few here – there are many more that can help you, such as the [contact form](#) plugin (which allows you to place a simple contact form on your website) – but these are essential if you want to get started with VRE sites on WordPress.

AdSense Deluxe

Allows you to save your AdSense code in your WordPress admin panel and then have your ads display wherever you choose to by including a one-line statement.

Permalink Redirect

By default your WordPress posts look something like `http://blogname.com/?p=1`. With the Permalink Redirect plugin, you can automatically convert all posts to have search engine friendly urls (e.g. `http://blogname.com/first-post.html`).

Google Sitemaps

This plugin generates a Google Sitemaps compliant sitemap of your WordPress blog. While sitemaps won't directly help you improve your rankings, the Google sitemap can help you get indexed quickly and if you monitor your site from the Google Sitemap interface you'll be able to see what search terms are bringing traffic to your website and where you are ranking for them as well.

Related Posts

Use this plugin to display 'related entries' for each post – one place to put this would be at the end of a blog post before the comments section. Since this plugin works on a keyword analysis basis, it's a good automated way to create internal links within your blog, plus you have a way to keep visitors on your site by offering them more to read (always good for affiliate sites).

Simple Tags

SimpleTags is a WordPress plugin that will allow you to easily generate Technorati tags at the bottom of your blog entries.

At the end of your post, just write your main keywords in a comma separated and enclose the list with [tags] [/tags].

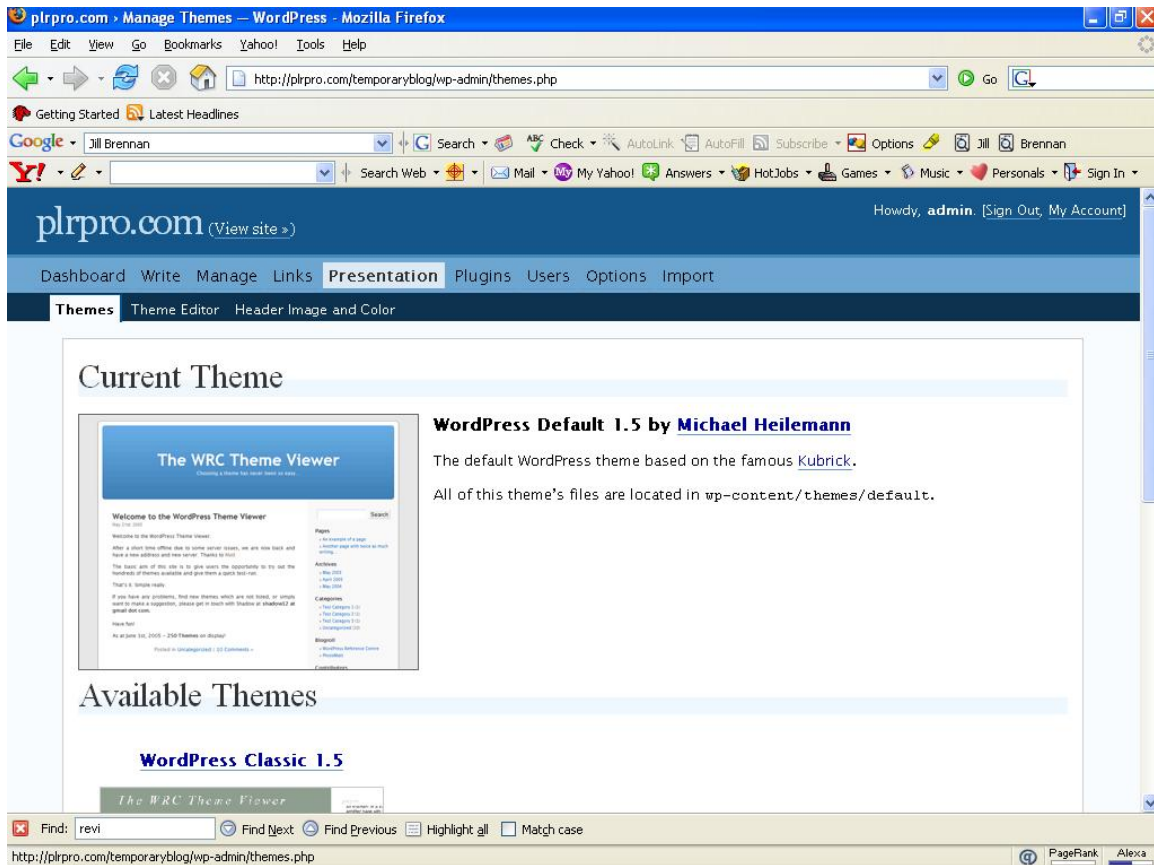
Example:

[tags]WordPress, Technorati[/tags]

SH-Autolink

SH-Autolink allows you to convert keywords into links automatically through your WordPress admin area. You simply select the keywords you want converted and enter the corresponding link (ideal for creating affiliate links in your posts) and the plugin will convert all instances of that keyword into links.

Themes



The program that we first built for ourselves at www.wpmaster.com comes with plugins (the ones that we felt were necessary for the optimization of our blogs) and themes as part of the package (this is not what you pay for we have just compiled them for you), so if you have already purchased www.wpmaster.com then you don't need to really worry about following this step.

With that said, there are a lot of themes freely available for WordPress. Here's a list of hundreds of WordPress themes for you to choose from.

With most themes you wouldn't have much to do in order to start using them – as long as you can customize the title tag

(as I've shown below) and add basic elements such as a graphic header and a simple menu that links to your most important pages, you're good to go.

Remember – keeping customized themes in hand will save you a lot of time when it comes to setting up VRE sites. And if you're not comfortable with getting your hands dirty in CSS and PHP, consider outsourcing the work to a designer. You can pay for it through your VRE sites, no?

Some Optimization Ideas For Wordpress

There are several things you'll want to do with your WordPress site if you want to rank well in the search engines. Here are a few tips:

1. Using the Permalink Plugin (part of Wordpress)

The Permalink plugin is used to convert your "<http://mysite.com/?p=1>" urls to something meaningful, such as "<http://mysite.com/spyware-removal-tips>". An effective strategy is to put your post title in the URL (and combined with the next tip, this will help your blog seo in several ways).

To do this, go to Options (in your WP dashboard / admin panel), then from the sub-menu select 'Permalinks' (make sure you've activated this plugin first). On this page, you have the options to create a customized permalink structure – we've used one that just puts the post title as the URL and attaches an .html to the end. To get this to work, all you have to do is select the 'Custom, specify below' option and copy/paste this into the text box:

```
/%postname%.html
```


That's it. Click on 'Update Permalink Structure' and you're good to go.

One thing to note – the .htaccess file your server must be writable. If the Permalink Plugin gives you an error / asks you to update the .htaccess file yourself then you can do one of the following things:

- 1) CHMOD your .htaccess file to 666 (usually this amounts to locating the file in your root web directory (using your FTP program), right-clicking on the file, selecting CHMOD and setting the value in the textbox to 666).
- 2) If you can't find the .htaccess file, create one yourself using [this tutorial](#) (just create the file, don't have to follow other steps in the tutorial) and then copy the code given on the Permalink page into the .htaccess file (open it using Notepad or any other text editor). Once the file is updated, you can upload it back to your web server.

2. Optimizing Your Title Tag

In addition, you would probably want to optimize your title tags so that your post title appears in the title tag. For this, you'll have to muck about in the header.php file – the simple way to do this is to navigate to the current theme folder on your web server (in the wp-content/themes/ area) and copy the header.php file on to your PC. There, make a backup of the file (in case you need to restore it later on), open it in a text editor or an html editor and locate the following tags:

```
<title>  
</title>
```

Once you find that block of code, delete it and replace it with this code:

```
<title>
  <?php
    if(is_home()) {
      bloginfo('title');
    } else{
      wp_title("");
      echo ' » ';
      bloginfo('name');
    }
  ?>
</title>
```

If the visitor is on the main page, they will see your blog name in the title tag. On the other hand, if they are on an inner page, they will see the post title in the title tag followed by the blog name.

Wordpress is such a versatile blogging platform that even what we have just gone over here will not do it justice. You can do so many things with it so don't take everything here as the only way to do things. You can tweak and tune to your heart's desire with Wordpress.

Simple, isn't it? Once you've updated the header.php file just upload it back to your site and check your posts to make sure the changes have taken place.

As mentioned earlier, with preparation – i.e. customized themes and plugins ready in a folder – you can cut down your setup time to about 5 minutes. When you consider that you get 440 articles each month (around 11 new sites to build), you'd want to save time wherever possible.

Next up, let's talk about how you will go about putting the articles on to your site.

Step 11 (WordPress) – Rewrite PLR Articles to the Degree You Prefer

Some people prefer to rewrite their articles entirely and some just like to just upload the articles exactly as they are.

We don't just recommend that you rewrite your articles if you're using PLR content, we advocate it! We've included a rewriting guide to make the process a little easier and less tedious.

For the average user of PLR articles, a 40-50% rewrite for content being uploaded to your site is sufficient.

Some people like to go as far as rewriting the entire article, which is what we did originally when we first found out about PLR content, and since it only takes a fraction of the time, this is our personal preference, and is quite a good way to go.

Step 12 (WordPress) – Gradually Upload Content Over Time

It is a smart move to upload your content overtime rather than all at once.

The reason for this is the search engines will look at your site as naturally growing and evolving, with new content and new updated information rather than static, stagnant information.

The engines love growth, they love evolving sites that are on topic and relevant to their niche/market that they are in.

For this reason, you want to start with 5-10 or so articles uploaded to your site, these should be around the main keyword.

Then, every 2-3 days you want to upload another article or content page to your site, this means that if you do every 3 days, you've got another 3 months worth of growing content if you were using the www.plrpro.com network of PLR content.

Once this 3 month period is up, the site should be producing enough income to self sustain itself (provided you've done the right things by optimizing it for the search engines) and grow virally through you getting your own articles outsourced and written (plus using follow up articles that are provided).

Step 13 (WordPress) – Insert AdSense and/or Affiliate Codes into Site

We are not going to go in depth here as to how you should be monetizing your sites, because we are going to go into it in more depth later on in this book.

Essentially what you are doing here, is using the affiliate programs we've provided through www.plrpro.com or using your own that are on topic, and/or using AdSense code that you've gotten from Google AdSense (www.google.com/ads/) you are monetizing the site by people purchasing through your affiliate links, or by clicking on your AdSense ads.

*Now we are going to continue on with the HTML and start back at Step 9... many of the steps will be similar to that above, except the execution might be slightly different.

Step 9 (HTML) – Select Design/Style of Site (Either Template or Original)

For those of you who know how to use HTML (we're not going to go into how to use Website Article Wizard or Hyper VRE here as David and Matt have done a brilliant job in explaining it in their manual/videos) this is a basic rundown of where you can get free templates, or get them made for you.

For those that want to use free templates, head over to www.oswd.org it is probably the best open source website design template service that you will find on the net. There are a bunch of others, but I figure if I give you the top one, that will keep you busy and you're more likely to find it there than if you go sifting through the others.

For those that want to take a more original approach, there are 2 places you can get original website designs done for fairly cheap, the first is from someone who does web design as a service, and you can try out www.ecoverdesigns.com and speak to Thomas there, he is a great guy, or Ryan from www.designgururyan.com again, a great guy.

The second is to go to a place like www.rentacoder.com and make a bid on a project there.

www.rentacoder.com is probably the best out of the various services (www.elance.com etc.) but I have a word of warning for you.

When you are making your bid, make sure you are VERY precise in what you are looking for, leave no room for error, give color schemes, layout designs if possible, other websites to model off etc. You should be able to get a full site designed for \$70-250 depending on who you get to do it.

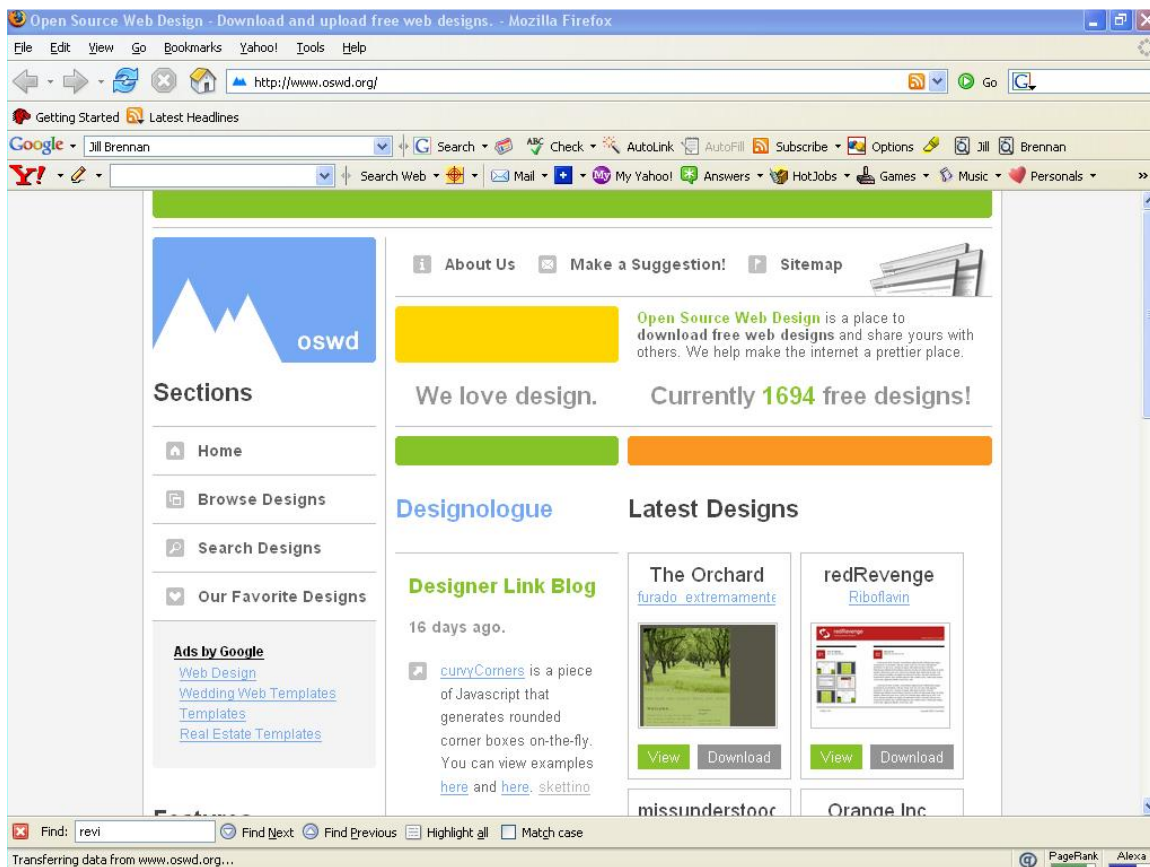
Once you have your template picked, it's time to move onto the next stage...

Step 10 (HTML) – Upload Your Site to Your Server

We have a tendency to use www.smartftp.com for this process, however programs like Dreamweaver have an built-in uploading feature that allows you to upload (after you've entered the correct settings) your site directly to your server where you site is hosted.

Once you have your site ready to go (you've gotten it from www.oswd.org and/or gotten it originally done) you need to login to your FTP (Which stands for File Transfer Protocol) and upload your site.

OSWD.org



If you are not sure how to do this, read the manual of whichever program you are using to upload your sites as it will (or should) explain it clearly and in a step by step fashion.

Step 11 (HTML) - Rewrite PLR Articles to the Degree You Prefer

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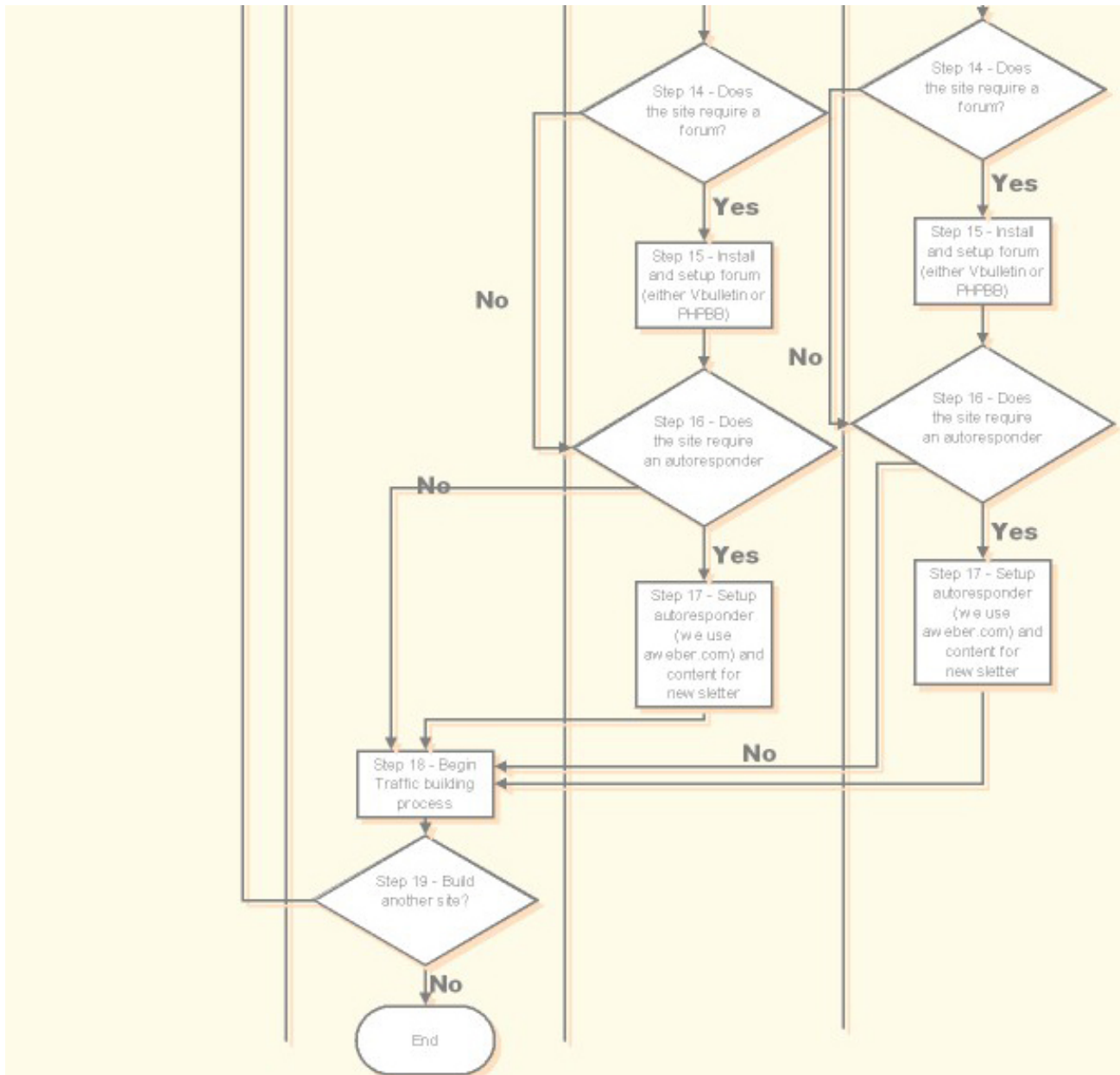
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*And that completes the second section of the process map, we are now about to move onto the third and final section of the process map, which will take you from the building phase through to the point of building new profit generating site.

Process Map – Section 3

Here we will be finalizing the site building process, and we will then finish off by deciding on the traffic system to follow, and whether or not we want to go back through and build another one.



Step 14 (WordPress) – Does the Site Require a Forum?

This is a VERY good question. Why?

Because having a forum on your site builds your sites content virally and without the need for your input, it is probably the best way to build a site hands free (or one of).

Remember though, forums require work, they require moderation, and they require quite a lot of input from you as the owner and or the moderators that are there helping you.

Quite often if you have a niche that has addicts (people who are fanatical about the niche) you'll be able to get moderators for free, and people will feel privileged just for being a part of your site.

So you need to make a decision based upon whether or not you want to have that extra work involved, and/or just leave it off.

If your plan is to build an authority site, or to build a site that is going to be around for a long time, then we recommend that you definitely add in a forum.

*If you decide not to use a forum, move onto Step 16

Step 15 (WordPress) – Install and Setup Forum, Either VBulletin or PHPBB

You have a choice here, either you can pay for your forum, or you can get a free one. The free one comes at a price though, and that is security issues, and a hell of a lot less features.

VBulletin is what we use at www.plrpro.com and our other authority sites. Using PHPBB (or other free option) on a site like this cheapens the site, and makes you look more like an amateur who doesn't care about the users.

However, if you are just starting out, and you haven't yet built up a large customer base, we'd recommend that you go for PHPBB until the site itself can afford to pay for your upgrade to VBulletin.

VBulletin for a single user license is around \$97, which isn't too bad, but that is just for a single site, so if you have multiple sites, it may not be financially viable unless the sites are paying for themselves.

You can get VBulletin from www.vbulletin.com and PHPBB from www.phpbb.com.

VBulletin Forum

vBulletin Community Forum - Powered by vBulletin - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.vbulletin.com/forum/

Getting Started Latest Headlines

Google Search ABC Check AutoLink AutoFill Subscribe Options

Y! Search Web Mail My Yahoo! Answers HotJobs Games Music Personals

vBulletin 3.6.1
www.vbulletin.com

vBulletin Community Forum

User Name Remember Me?
Password

Register FAQ Members List Calendar Today's Posts Search

Welcome to the vBulletin Community Forum.

If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Forum	Last Post	Threads	Posts
vBulletin Announcements and Discussions			
vBulletin Announcements (22 Viewing) Find out the latest news about vBulletin here Sub-Forums: Jelsoft vBulletins & Press Releases	vBulletin 3.6.1 Released by Kier Sep 13th 2006 11:00am	268	1,238
Announcements Discussions (4 Viewing) Discuss recent announcements here.	vBulletin 3.6.1 Release... by Colin F Yesterday 7:08pm	75	19,786
vBulletin Sales			
vBulletin Pre-sales Questions (29 Viewing) Do you have a question you are dying to ask an existing vBulletin user about vBulletin and what you can do with it? Want to know if a particular feature exists? This is the place!	Can I eliminate categories? by Steve Machol Today 1:03am	7,828	50,667

Done

PageRank Alexa

PHPBB

The time now is Thu Sep 21, 2006 5:23 am
 phpBB.com Forum Index View unanswered posts

Forum	Topics	Posts	Last Post
General			
Announcements Read me first before posting anywhere! Moderators Development Team , Moderator Team	179	265	Fri Sep 15, 2006 5:33 pm Erisar →
phpBB			
phpBB Support Get help with installation and running phpBB 2.0.x here. Please do not post bug reports, feature requests or MOD-related questions here. Moderators Development Team , Moderator Team , Support Team	240170	1181418	Thu Sep 21, 2006 5:15 am karlsemple →
Convertors Converting from other board software? Good decision! Need help? Have a question about a convertor? Wish to offer a convertor package? Post here. Please post language pack questions to the support forum Moderators Development Team , Moderator Team , Support Team	3503	20978	Thu Sep 21, 2006 2:07 am Ipeca →
phpBB Discussion Do not post support requests or bug reports or feature requests. Discuss phpBB here. Non-phpBB related discussion goes in General Discussion! Moderators Development Team , Moderator Team , Support Team	19095	93080	Thu Sep 21, 2006 4:20 am drathbun →
phpBB 3.0			

Transferring data from www.phpbb.com... PageRank Alexa

Step 16 (WordPress) – Does the Site Require an Autoresponder?

If you don't know what an autoresponder is, it is basically a way to build your list. It manages and facilitates the process, and if they are good will even give you the tools to build what is required (forms and what not) to capture the persons name and email.

We personally use www.aweber.com for all our list building processes. They allow you to start off at the low end with a list building operation of sub ten thousand people, and as you grow you can increase the amount of subscribers you have and the costs associated with it.

There are a number of autoresponder services available other than www.aweber.com and the only one I can really recommend because I have friends who have used it and love it is www.getresponse.com. If Aweber isn't up to your liking, then give these guys a try.

Now, your question you are asking of yourself, is does your site require the use of an autoresponder? Or put another way, do you want to build a list for your niche?

Most peoples' automatic response would be "HELL YES!"

But before you jump the gun, are you prepared to do what it takes to build a list? It means you have to provide them with valuable content (not just sell sell sell) and build an ongoing relationship with them.

If you first provide something of value, then people will actually listen to what you have to say, you have to build credibility with them.

So if you are going to be setting up an autoresponder, you need to first get the service (www.aweber.com or www.getresponse.com) and then setup a form on your site, or a popup that will capture the person's details.

Also, just make sure you give away something of value as well for the person signing up, don't just expect them to sign up of their own free will, you need to provide a clear benefit and value to signing up to be on your list.

Step 17 (WordPress) – Setup Autoresponder (We use www.aweber.com) and Content for Your Newsletter

This was kind of discussed in the previous step. When you are getting or building content for your newsletter, don't forget that you can include your PLR articles as part of your newsletter process as well.

Each article is effectively a piece of information that is relevant to the person who has signed up for your information, and all you need to do is add in a few extra bits and pieces on either end (e.g. Introduction, Industry News, Insert the Article, Conclusion, and if it is appropriate, tie in an affiliate program that is relevant to the information in that newsletter).

The alternative is that you can build your autoresponder virtually from scratch, which isn't that bad of an idea, however it comes back to how much you value your time, and how fast at writing you are!

* the next section is back through the HTML version, however there is no real variation in the processes for this section in either HTML or WordPress however we have split them up to continue with the way the process map is designed.

Step 14 (HTML) – Does the Site Require a Forum?

This is a VERY good question. Why?

Because having a forum on your site builds your sites content virally and without the need for your input, it is probably the best way to build a site hands free (or one of).

Remember though, forums require work, they require moderation, and they require quite a lot of input from you as the owner and or the moderators that are there helping you.

Quite often if you have a niche that has addicts (people who are fanatical about the niche) you'll be able to get moderators for free, and people will feel privileged just for being a part of your site.

So you need to make a decision based upon whether or not you want to have that extra work involved, and/or just leave it off.

If your plan is to build an authority site, or to build a site that is going to be around for a long time, then we recommend that you definitely add in a forum.

*If you decide not to use a forum, move onto Step 16

Step 15 (HTML) – Install and Setup Forum, Either VBulletin or PHPBB

You have a choice here, either you can pay for your forum, or you can get a free one. The free one comes at a price though, and that is security issues, and a hell of a lot less features.

VBulletin is what we use at www.plrpro.com and our other authority sites. Using PHPBB (or other free option) on a site like this cheapens the site, and makes you look more like an amateur who doesn't care about the users.

However, if you are just starting out, and you haven't yet built up a large customer base, we'd recommend that you go for PHPBB until the site itself can afford to pay for your upgrade to VBulletin.

VBulletin for a single user license is around \$97 odd which isn't too bad, but that is just for a single site, so if you have multiple sites, it may not be financially viable unless the sites are paying for themselves.

You can get VBulletin from www.vbulletin.com and PHPBB from www.phpbb.com.

VBulletin

vBulletin Community Forum - Powered by vBulletin - Mozilla Firefox

File Edit View Go Bookmarks Yahoo! Tools Help

http://www.vbulletin.com/forum/

Getting Started Latest Headlines

Google Search

Search Web Mail My Yahoo! Answers HotJobs Games Music Personals

vBulletin 3.6.1
www.vbulletin.com

vBulletin Community Forum

User Name Remember Me?
Password

Register FAQ Members List Calendar Today's Posts Search

Welcome to the vBulletin Community Forum.

If this is your first visit, be sure to check out the [FAQ](#) by clicking the link above. You may have to [register](#) before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Forum	Last Post	Threads	Posts
vBulletin Announcements and Discussions			
vBulletin Announcements (22 Viewing) Find out the latest news about vBulletin here Sub-Forums: 1elsoft eBulletins & Press Releases	vBulletin 3.6.1 Released by Kier Sep 13th 2006 11:00am	268	1,238
Announcements Discussions (4 Viewing) Discuss recent announcements here.	vBulletin 3.6.1 Release... by Colin F Yesterday 7:08pm	75	19,786
vBulletin Sales			
vBulletin Pre-sales Questions (29 Viewing) Do you have a question you are dying to ask an existing vBulletin user about vBulletin and what you can do with it? Want to know if a particular feature exists? This is the place!	Can I eliminate categories? by Steve Machol Today 1:03am	7,828	50,667

Done PageRank Alexa

PHPBB

The time now is Thu Sep 21, 2006 5:23 am
 phpBB.com Forum Index View unanswered posts

Forum	Topics	Posts	Last Post
General			
Announcements Read me first before posting anywhere! Moderators Development Team , Moderator Team	179	265	Fri Sep 15, 2006 5:33 pm Erisar →
phpBB			
phpBB Support Get help with installation and running phpBB 2.0.x here. Please do not post bug reports, feature requests or MOD-related questions here. Moderators Development Team , Moderator Team , Support Team	240170	1181418	Thu Sep 21, 2006 5:15 am karlsemple →
Convertors Converting from other board software? Good decision! Need help? Have a question about a convertor? Wish to offer a convertor package? Post here. Please post language pack questions to the support forum Moderators Development Team , Moderator Team , Support Team	3503	20978	Thu Sep 21, 2006 2:07 am Ipeca →
phpBB Discussion Do not post support requests or bug reports or feature requests. Discuss phpBB here. Non-phpBB related discussion goes in General Discussion! Moderators Development Team , Moderator Team , Support Team	19095	93080	Thu Sep 21, 2006 4:20 am drathbun →
phpBB 3.0			

Transferring data from www.phpbb.com...

Step 16 (HTML) – Does the Site Require an Autoresponder?

If you don't know what an autoresponder is, it is basically a way to build your list. It manages and facilitates the process. A good autoresponder service will even give you the tools to build what is required (forms and what not) to capture the persons name and email.

We personally use www.aweber.com for all our list building processes. They allow you to start off at the low end with a list building operation of sub ten thousand people, and as you grow you can increase the amount of subscribers you have and the costs associated with it.

There are a number of autoresponder services available other than www.aweber.com. The only one I can recommend, because I have friends who have used it and love it is www.getresponse.com. If Aweber isn't up to your liking, then give these guys a try.

Now, the question you are asking of yourself is, does your site require the use of an autoresponder? Or put another way, do you want to build a list for your niche?

Most people would automatically respond with a "YES!"

But before you jump the gun, are you prepared to do what it takes to build a list? It means you have to provide them with valuable content (not just sell sell sell) and build an ongoing relationship with them.

If you first provide something of value, then people will actually listen to what you have to say. You have to build credibility with them.

So if you are going to be setting up an autoresponder, you need to first get the service (www.aweber.com or www.getresponse.com) and then setup a form on your site, or a popup that will capture the person's details.

Also, just make sure you give away something of value as well for the person signing up, don't just expect them to sign up of their own free will, you need to provide a clear benefit and value to signing up to be on your list.

Step 17 (HTML) – Setup Autoresponder and Content for Your Newsletter

This was kind of discussed in the previous step. When you are getting or building content for your newsletter, don't forget that you can include your PLR articles as part of your newsletter process as well.

Each article is effectively a piece of information that is relevant to the person who has signed up for your information, and all you need to do is add in a few extra bits and pieces on either end (e.g. Introduction, Industry News, Insert the Article, Conclusion, and if it is appropriate, tie in an affiliate program that is relevant to the information in that newsletter).

The alternative is that you can build your autoresponder virtually from scratch, which isn't that bad of an idea, however it comes back to how much you value your time, and how fast at writing you are!

Step 18 – Begin Traffic Building Process

This was covered in the previous sections of the book, so there is no need to go back over, but the things you need to do:

- Onsite SEO
- Offsite SEO (Covers a lot)
- Article Marketing
- Viral Marketing
- Forum Marketing

Step 19 – Build Another Site?

You now have completed your first site and have started the process to driving traffic to it.

Don't be a "gotta have overnight success" kind of person. Anything that happens overnight leaves just as quickly.

These sites can start making money in a matter of weeks, but we usually focus on a 3 month turnaround time for our sites to begin returning any money to us.

Many people (and we did this) get so caught up in the building process that they forget about the search engine optimization and promotion process. Don't follow in our footsteps and make the same mistakes. When you have finished building your site, if you have time while you're still SEOing and promoting that first site, then spend some time and start to build the next one.

We have the ability to outsource most of our building processes now, however when we were first starting out, we would usually build a site, start SEOing it, and immediately build another one, this was fine until the search engine optimization process for 100 sites became way too much for us to do.

If we were to do it again, we'd probably focus our time in an 80/20 approach, 80% SEO, and 20% building.

And there you have it. That is your step by step guide to building your PLR/Content site, the rest of the book is dedicated to making this process happen a lot faster and with more success. Essentially it will show you where you need to go and what you need to do to take your business to the next level.

Last Words

The PLR Process is about as close to step by step as you can get. If you want any more step by step, then have a look at www.ninetydaychallenge.net it's a site we setup that even breaks things down into a day by day format. What to do each day and when, the challenge itself is only open to www.plrpro.com members, though you are welcome to sign up for the program and get access to the information for free.

If you want to learn more, around the Virtual Real Estate process, then have a look at www.vrehandbook.com it includes what you need to do for SEO, business systematization, and taking your business to the next levels.

As a final word of advice, don't get caught up totally in learning... learning only arms you with the knowledge, you have to pull the trigger, you have to DO something before you can move towards your dreams.

Wealth and Abundance,

Daniel Turner Marc Lindsay

Daniel Turner & Marc Lindsay
Cofounders
www.plrpro.com
www.vrehandbook.com