



Action Plan – Module 12

1. This action plan is to capitalize on your “money” keywords by reaching out to other sources of traffic so you can generate more profits for those keywords. (You will use these keywords as your anchor text).
2. Create three Squidoo lenses related to the topic of the offer and link back to your money site from these Squidoo lenses using the profitable keywords as the anchor text.
3. Create three Slideshare projects related to the topic of the offer and link back to your money site from those Slideshare projects using the profitable keywords as the anchor text.
4. Create three blogs related to the topic of the offer and link back to your money site from these blogs using the profitable keywords as the anchor text.
5. Create videos and place them on video sharing networks with links pointing back your money site.
6. Build a matrix of links by linking your Squidoo lenses to your Slideshare projects, Blogs and Videos. And vice versa. This will help increase your organic rankings on Google, Yahoo and MSN for natural SEO.
7. Make sure you have banners for your offer placed on your money site to take advantage of all the free organic traffic.
8. Find out if the domain names for your money keywords are available.
9. If the domains are available, then register them and forward the domain to the same profitable offer. Make sure you code the affiliate URL to indicate that the traffic is coming from the domain name.
10. Search for expired domains that are already getting existing traffic that are related to the offer that you are promoting.
11. Register these domains and forward them to the offer.