

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

Hey guys, it's Marcus here, and today we are going to do a full out online marketing overview so that you understand exactly what's going on, how things work, and where everything fits in so that you don't have to deal with info overload anymore. That's going to be a thing of the past. So what we're going to do is we're going to go through and give you a lay of the land of how internet marketing works, how you can profit online, affiliate marketing, search engines, traffic, content, and the whole nine yards.

So first off, what we want to do is talk about what online marketing is. I know you hear a lot of buzzwords of e-commerce, online marketing, internet marketing, affiliate marketing, and all these different things, and I don't want you to get too confused because marketing is just reaching people with a message. So all we're doing is using the internet as a means to convey a message to get people to buy a product or interested in a topic or even build a following or a group of people. That is the basics of what online marketing is and how it works.

And what we're going to do is we're going to look at that in terms of chunking things down. So when we go out there and we look at online marketing, what we need to do is we need to put things in the boxes that they belong in. This is called a distinction. Now, when we have a distinction online, we need to remember that marketing as a whole is basically just a message. So you have marketing here like this, and let's see if we can make this a little thicker here, you might also have different things like, okay, over here we might have search engine marketing. Over here, we might have influencer or social media. Over here, we might have email marketing, we might have banner ads, video marketing, and the whole nine yards.

Now, all of these are under the same umbrella of marketing. All these are doing is getting a message in front of people. Now, a message could be something as simple as one line of text. It could be a Twitter text or it could be anything really. It doesn't really matter. What we are using. What matters is that we're using the medium to our best potential. Now, when we look at this, you're going to have several different mediums.

So search engine marketing, you have Google, you have Yahoo, you have MSN, Bing, you have all these search engines that fall under that umbrella. When we're dealing with influencer, you're going to have Instagram, YouTube, TikTok, Twitter, and everything that falls under those umbrellas. Video marketing, you're going to have different video platforms and even self-hosted videos. Email marketing, that's more or less the way we're going to use it is building a mailing list. And of course, banner advertising, which is simply putting a banner on a website. So all of these are parts of marketing and all of these will have a play in what we're doing.

Okay, very simple, very easy. We want to just kind of see that everything is about a message. If I'm sending an email, it's a message. We're getting people to a website. It's basically traffic. And what we're going to look at also is the fact that there are really only two things that we're looking at when it comes to online marketing. One side of the coin is traffic. What are we doing to get

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

traffic? The other side of the coin is conversion. This is the money. Now, when you're doing online marketing, you are always working on one or the other. You might say, "Well, Marcus, I've been working on my website. I'm designing my website." Okay, well, that is going to fall under conversion, but kind of in a different way because if you're spending too much time designing your website, design is not what's going to sell. It's the message.

Now, when you're doing something, you might say, "Well, I'm making YouTube videos." That is all about traffic. So what we have is we have YouTube videos, we have SEO, banner ads, email, all these things, TikTok, Twitter, all of this stuff is designed to get traffic. Now for conversion, this is where you're going to have design, affiliate marketing, put AFM, if can spell it. It says affiliate marketing back there. We also have maybe video sales letter. Now, again, this is different from video to get traffic. This is a sales letter. We might also have a sales page, click bank, membership sites, e-commerce, drop shipping. All of this falls under conversion.

Now, you can't have one without the other. If you do all conversion, but you have no audience, you're not going to make any sales. If you do all traffic and you have nothing to sell them, then you're not going to make any money. And not all traffic is created equal. If I have a big following on TikTok, and those people like watching funny things, but they don't necessarily want to buy things, that may or may not be good. If I have a following on TikTok that is interested in credit and finance, that's something that I can actually convert really well.

Most of the conversion we are going to be talking about is going to be on our websites and blogs, right? There's no need to get something outside of this unless otherwise noted. I'm a big believer that when we go through the simple sites course, boot camps, and things like that, that we only do things as needed. When we have a problem, then it's the time to get something going. If I say, oh, hey, I have a lot of people who want some content, maybe I'll start a membership site. That's when I'll go and do the membership site, not before. The key here is that most of us need to be focusing on getting traffic. If you don't have traffic, this is where most of our focus is going to be.

Now, let's go ahead and dive into the different types of traffic we are going to talk about and the different tools that we're going to use to find that traffic. When we look at this, number one, we need to understand search engines. What is a search engine? How does it work? Why do people search? And where do we go from there? If we're going to go over to google.com, the world's most popular search engine by like 90%, you're going to see that you could literally type anything in. Now, this Google search engine is utilized about, I think last I checked, it was like six million times a minute. Yes, six million queries are done every minute on Google, if I'm correct. I mean, we could ask ChatGPT to make sure.

But we could say something like how many searches done on Google every 60 seconds? I believe it's like four to six million or something like that, depending on when we look at it. So 3.4 billion or 3.5 billion per day. And it's going to analyze and take a look at it. But I think it's

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

very important to look at the fact that we are looking at about two and a half million searches a minute. So every minute, 2.5 million searches are done here.

Now what are those searches? Well, we can go to a tool like Ahrefs and I'll show you a little hack here, but I do apologize. This hack does show not safe for work content. Actually, it depends on where you work. But here where I work, it's not safe for work. This hack is to go to the keyword explorer like this, enter nothing, and hit search. What this'll do is it'll show us all the terms that are indexed by Ahrefs that also are seen on Google. These are the most popular words looked up on Google.

So right now, the most popular search term on Google, according to Ahrefs, is the word YouTube. Interesting. So they're going to Google to find YouTube when, I mean, why don't you just go to YouTube? Again, that is the intent. This is something we are going to really, really hit home in this course is intent. What is the intent of someone searching? Why are they searching? Why are they on YouTube? Why are they checking their email? Why are they on Facebook? Why, why, why, why, why? You answer the why, you will get the money. If you can answer this why, you will always be able to find the money, and then you can go buy traffic. You can generate your own traffic free. Super, super easy.

So now when we look at the intent, we are going to look at the things that people search for on Google. So let's take something that's not necessarily related to a website. Most of the top searches are in fact websites. But if we were to go out there and say, well, let's isolate this for something maybe to include ways. What kind of ways do people do? And we're going to get into this in a little bit, which is talking about the trigger word method of finding niches. We're going to talk about several ways to find niches. One is going to be the trigger word method. Another is going to be the domain method.

So when we go in here and we type something in like ways, we are going to see that people are looking for ways to make money online, ways to do all kinds of things, ways to cook eggs, ways to lower your blood pressure. Now, when we look at a keyword like this, we want to take an overview and say why would someone search for ways to lower blood pressure? Also, what is being seen for this niche, and is it something viable that we can use? I already saw right on Ahrefs that the competition for this one is pretty much out of reach. This is something that I wouldn't advise going into, one, because of the health issue. Two, because it's very competitive. Now, we can go through and find other things there and see how it works.

When we look at this competition number, what this is coming from is the amount of sites that are indexed on Google for this keyword. So if I was to go here and do this in quotes, you are going to see that the amount of sites that show up is literally astronomical. I mean, it just keeps going and going and going and going, and there's going to be a bazillion different websites. Now, if I was to do quotes and say ways to lower blood pressure in Mississippi, that's going to be a lot less. Especially since I spelled it wrong, it's nothing. But let's see if we could spell it. Let's do Arizona. This kind of thing is going to show a lot less as well, and you're going to see no results

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

found for ways to lower blood pressure in Arizona. Which might look good. Like, hey, I could rank for that. But again, nobody searches for that, so it's going to be a completely useless keyword.

Now, if you are worried about getting an expensive keyword tool, don't worry. We will have links below that will show you some cheap tools, and also you can utilize something like the Ahrefs free keyword tool like this. And you can also utilize the HOTH, the HOTH keyword tool. These are both very, very good tools that you can utilize. Some of them will pick up, like this one will pick up a domain and it'll show you a lot of rankings for a domain, which is fantastic. And I think if you download the results, you get more than what they just show online. So very good stuff. And then of course, the Ahrefs free keyword tool will also allow you to see the differences and things that rank as well.

Now, when utilizing this, we see that here are the key keywords, we isolate them. Great, wonderful, grand. When it comes to online marketing and search engine marketing, we need to understand that this is our Bible and it shows us everything that people are searching, which means we can get in front of them. Now, when other people look at something like this, and they're like, "Oh, well, those are just things people search for in Google, what's that going to do for me?" Well, what that's going to do for you is this is what we call Google inventory. All right? Google is a pretty big company. I think they make a little bit of money.

And if we were to ask ChatGPT, which of course this course is designed to be around AI, so you are in for a treat, but if we were to ask ChatGPT, how much did Google make in 2022? I think just to get the updated version there. And then ChatGPT is a little bit... Yeah, April 2023. So as of 2021, 2022, they made \$282 billion, which is pretty insane. Now, why? Why does Google make all that money? Very important. Google inventory. This is something that very few people talk about. But Google's inventory in 2022 was worth \$282 billion.

Now, when you think of a grocery store and you think of things stocked on shelves, you look at it and you're like, okay, there's 15 different butters, a million different cereals, a bunch of different soups. Some of them have Marcus' last name on them, and there's all kinds of things there. So when we look at that, that is a grocery store's inventory. They have all these cans of things, all this stuff. They got some tomatoes, some apples, bananas, and all this other stuff. That is their inventory. Without the inventory, they do not make money.

Without Google inventory, Google does not make money. So what is their inventory? Well, their inventory is keywords. Keywords equal inventory, equal money. That's why this stuff is so important. Because when we look at this, we're going to say easy ways to make money or ways to lower blood pressure. We are seeing 15,000 searches a month. So that is a inventory of 15,000 searches a month. Now what does that mean? That means on ways to lower blood pressure, 15,000 people search for it. It has a cost per click of about nine cents. Meaning if I was to go on Google and do ways to lower blood pressure, it is saying to put an ad right here, it would be nine cents per click. This is called pay per click marketing.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

SEO is free marketing. So if we were to go and type for mortgage rates, or mortgage Florida, you are going to see ads at the top. Or let's see if we can find one that has ads at the top. Maybe we'll do something like best, or we'll do credit cards. If we were to do this, we can see, I don't know why we're not seeing ads, probably because I'm logged in. Let's try it on a different one because I want to make sure that you guys get the whole lay of the land here.

We'll do this on Bing. You'll get the idea. See here how these are ads related to credit cards. Here's an ad, here's an ad. And then down here, you have your free results. If we were to do Google, same kind of thing. Credit cards, ads, see sponsored, sponsored, sponsored. Then this is free. This is free. This is free. Same kind of thing if we were looking at ways to lower blood pressure, like this. You are going to see that there's usually some ads here, but sometimes not. We'll get into this in a little bit, what this means, why this is important.

But what we're seeing, there's some ads down here, prescription treatment, Gaples and Church Health and Chapter. So what they're saying is that these people are willing to pay nine cents a click or more to be on this keyword. That's inventory. So behind the scenes what's happening is Google is here, and everyone looks at Google and they're like, yay, Google is so cool. It's free, it's unbiased. Excellent, right? It's got the little button, go or search or whatever. Now, behind the scenes, what's happening is 2.5 million people a minute are searching. And advertisers are paying huge money to show up on those search results. This tells us the commercial intent of a keyword. Usually if there's ads, advertisers are willing to pay. That means it makes money.

Now, all of this is a fancy way to say searches equal inventory equal money. This multi-hundred billion dollar machine is running on searches. So wouldn't it be safe to say that if you could rank for natural ways to lower blood pressure and show up here for free, then that would kind of be being able to print free money. Think about that for a minute. I think it's very, very important. When we look at that, we're like, okay, basically I'm getting the keys to the kingdom of the ability to print free money.

Now, there's two sides to the coin. Because one side is we know people search. That's a given. We know people search. The other side, that's traffic, pay attention, the other side is advertisers pay money. That's part two. Now, in addition to the hack of being able to say, technically, I can kind of print free money by getting rankings and then selling those rankings in the form of ads, affiliate offers, building a mailing list, or whatever it is, this can work really, really well.

Now, in this middle area, you have a gap that is bridged. Here's our bridge. That's our bridge. Very fancy bridge. Our bridge gap is two things. One, we can bridge the gap of the ads, and two, we can bridge the gap of the traffic because sometimes these cross over. If I know there's money in a market, I can bypass search if it's too competitive. I can generate traffic on platforms, YouTube, TikTok, whatever, and drive them straight to the money. Interesting. Very cool. Or I can hijack the search park and get traffic in a different way. Or I can send people directly to ads, or I can do the affiliate stuff where I'd be bridging the gap between the advertiser and the marketer. Very, very, very important.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

So we're looking up all this stuff and we're like, okay, I get where search engines come into play. It makes sense. Now, let's go through and talk about SEM. SEM is marketing on those search engines. We'll get into how rankings and everything work in just a minute, but SEM is basically marketing. So SEO is ranking on Google. Like this guy down here, this is SEO. Or if we were to take a look at a website, like a lot of you guys when you go through my courses, you get the high ticket niches and you get done for you sites and things like that. A lot of those will come with rankings.

So we had, I think Matt had Podcast Pontifications, if I can spell it right. And Matt's site ranks for all kinds of different things, so it's starting to get picked up again. And this ranked for how to sell a podcast. Now, this site here, we are doing SEO, which is trying to rank for free on Google. And you can see here we are ranking right here, number four. All we have to do to get the ranking is pick the right keyword, have the right domain or backlinks, which we'll get into as well, and then boom, we can rank right here like he did on a post that is less than two weeks old, and he's ranking number four on Google.

Now, you might say, well, Marcus, that only has 40 searches a month, but we're also looking at subcategory words. You will notice that some of your site's posts will rank for multiple keywords. This one, brand new, ranks for three different keywords. So that's not just 40 searches. That's others. And we're getting data as well. More about this in just a little bit.

So when understanding SEM and SEO, there's two sides to the coin, which is pay per click and SEO pay per click is where you buy traffic. SEO is where you get free traffic. Now, when talking about different methods, you can also have pay traffic on other websites, which would be called contextual advertising. This is things like AdSense, Tabula, all these other places, Ezoic, things like that. And again, there are two sides to every coin. When you're looking at AdSense over here, AdSense, this is where, if we spell it correctly, we get paid for ads on our site. Well, where does that money come from? Is Google just, woo hoo, here's some free money. No, that comes from AdWords, which is people paying for traffic to their website. So there's two sides to every coin. Very simple, very basic. And I think if we narrow this down, you're going to start to see, oh, I get it. I get how this works.

Now, where does affiliate marketing come into play? Affiliate marketing, that says affiliate, affiliate marketing is where the affiliate is bridging the gap. So instead of going to AdWords, they're coming to us for traffic. Make sense? Very simple. All right. So now we're looking at this and we're like, okay, I get the lay of the land. Search engines are good. It's not the only way we're going to get traffic. We're going to look at that grid and we're going to find traffic in many ways. When we look at it's like, okay, I can get traffic in lots and lots of different ways from video marketing, SEM, SEO, pay per click banner, whatever. Traffic is traffic is traffic. We want traffic that is interested in a topic. The more you know about your traffic, the more money you are going to make.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

For example, how to sell a podcast with 40 visitors a month is more valuable than just the word podcast in terms of per click money. Why? They want to sell a podcast. They're looking to sell something. Much like house prices in my area versus how much should I price my house to sell it? Different intents, different types of things people are looking at, different ideas behind it. If you ever get stuck, since this is the AI course, remember you can always ask ChatGPT and it will do a good job, or Bard or whatever you want. You can say what is the intent of someone searching for how to sell a podcast. And using ChatGPT, you can really do this with everything. Notice how I put the keyword and it said exactly what we can do.

Now I can go a step further and say now please tell me some things to offer them where I can make money and help them. Very simple. We'll wait until this is done. And we can see it's doing a good job. And we can help them with this. You can also go through and look at both sides of the coin. Because if I have how to sell a podcast, I can do something like sites to sell, where to sell a podcast, or sell a podcast. Like this. And we could see all kinds of different things like that where it's like, okay, yes, selling a podcast, depending on what it earns, it could be like a big business type thing. And that's what we want to do is we want to start thinking about each and every keyword as its own business, as its own entity, as a place where we can make money. This is super, super important. Very good. Okay.

Now, when looking at this, here you've got counseling services, consulting services, all different things like that. So looking at that, that's kind of how we're going to do the domain. Now depending on the domain, you may or may not have a bunch of rankings. It just depends on where it's at and what we do. Nine times out of 10, what we're going to do is look at lower competition keywords and different things like that to lower the competition, usually easier to rank for. Okay, very cool.

Now, again, this is going to have to do with the domains that you pick. We'll get into domain buying and things like that where we use SpamZilla and we can see what is being searched. We can see what gets traffic, what's being searched. Pretty much everything. This is where I buy my domains. Very simple. So we'll go over all of this. And remember that your domain is very important. That is where your traffic links. That's like your storefront. If I have a restaurant down the street and I can still cook, and I still got hamburgers and I still got ovens and things like that, but I don't have a storefront, I have nothing.

If you do all this stuff or you buy a domain and you don't have your domain anymore, then you have nothing. Domains are money. The domain industry is selling somewhere close to 300 to \$500,000 a day in auction and expired domains. It's a huge industry. What we're talking about here is not chump change. This is bridging the gap in multiple, multiple hundreds of billions, dare I say, trillions of dollars worth of business. That's what you're learning here. And I want you guys to really get that because this is something where I've made more money than I ever thought possible. And we start to look at this and say, okay, I'm getting it. I'm seeing how this works. This is a search, this is this, this is that. And then when we get into the research part, it's

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

going to blow your mind because you're going to understand, oh, we're taking our niches to a different level, which is super important.

So we've gone over search engines, SEM, crawling, indexing, ranking. That's more or less if you have WordPress and you have a domain, Google will pick it up. Backlinks will help that. We'll get into that as well. Then we talked about the difference of SEM and importance, pay per click advertising, things like that. Now, a lot of what we are going to talk about here in this course, which is going to be how you are making money, is going to be content marketing. Content marketing is super, super important. When we talk about content marketing, we are going to go through and we are going to look at all the ways-

Speaker 1:

We can do content marketing. Super, super important. Now, when we're talking about content marketing, we are talking about the art of, let's see here, over here, content marketing. The idea of content marketing is to use content to drive people to something. So what is content marketing about? I want you to ask yourselves this. Now, is content marketing traffic or is it conversion? Remember, there's only the two things. Is it traffic or is it conversion? Well, content marketing is always, always, always about traffic. Always about traffic. 100% do not pass go. Do not get your 200 bucks until you learn that it's about traffic. What you're doing is you are taking your market and you are fighting all the things people want to know about a certain topic. All right? Let's say we're out there and these people are looking for ways to lower blood pressure, okay?

Ways to lower blood pressure. What you're going to do is you are going to look at, okay, what do people want? What do they want in the beginning, middle, and end? Or let's say we take a different niche. I'm going to make something that's kind of a real niche for me so you guys understand. A lot of you guys know I'm 10 years sober. I was an alcoholic. One of the videos I did years ago was about, could you have predicted my being an alcoholic based on my search history? Thought this was an interesting question because it was like, "Wait a minute. If you could predict that, you basically would've gotten a free admit to rehab," right? Because rehab costs a lot of money, and if you could have signed me up for rehab, you would've made a lot of money. So if you could have predicted that I would've been an alcoholic based on search history alone, well then that would mean you can go further back in the process and get people who don't know what they want and make money on it.

Okay? Makes sense. What that would look like is, well, maybe am I an alcoholic or alcohol and anxiety, or am I drinking too much? Or something like maybe let's say how to stop drinking. Or why do people keep saying I'm an alcoholic? Or why is my thought process different when I drink? Why can't I stop drinking? All of these things. So what we're looking at is people asking questions, getting answers. Sometimes they're questions, sometimes they're things like a chart or a table, and we are looking at that. Now, content marketing is the art of making content for each of these. That is what content marketing is all about. And when we understand that, we're like,

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

"Okay, this makes a ton of sense because now we are looking at this in a different way." Okay, so let's go back over here. Hopefully that makes sense to everyone.

That is what content marketing is. Now, there's another side of the coin, which is that content marketing has lots of places we can go. Okay, so here we have the content itself, then we have the places we can put it. We can put the content on SEO or Google where the traffic makes sense, where the competition works. We can do Facebook, maybe have a Facebook group about these things. Some of these can overlap. You might see a YouTube video that ranks in Google. You might see a Facebook group that ranks in Google. You might see this or that. Okay? You could have YouTube, which also just ranks on YouTube. You can make this content for YouTube. YouTube is the second-biggest search engine in the world, so it makes sense that our content marketing strategy needs to somehow some way or shape or form have YouTube in it somewhere.

We want to utilize these in a simple way. You can also use Pinterest. What we're going to do is we're going to take our content, use the same content, but put it in multiple places based on data. We don't want to just be, "Oh, hey, well, I heard Pinterest is good, so I'm going to put it up there." We don't want to waste any effort or time. I want to say, "I got this content for SEO, I see that people are using on Pinterest, therefore I'm going to use it on Pinterest or YouTube or Facebook or whatever it is, we're going to utilize it." Now, another thing we are going to talk about is the ability to hijack a ranking. When you hijack a ranking, what we're talking about is using a booster or go over these boosters, press releases, back links, links on other people's sites, banner ads, different things like that.

When we look at this, it's super, super important because all we care about is being able to get the traffic we want and point them at the stuff that we want to point them to superfast, and it's actually very easy. And utilizing AI makes this stuff way easier than before, where you can turn a video into, or you could turn an article into a video at the drop of a hat. You can make a PDF at the drop of a hat. You can get your content marketing running superfast more than ever before because AI is now helping it go along. And I'll show you how that works in a little bit as well. So when we're looking at this, we are seeing exactly what is going on. Content marketing is a basic overview of how everything works. Very simple.

So now we're going to go through, is our camera working? I think camera followed me. Good. So now we're going to go through and we're going to look at different things like that. Now, 9 times out of 10, we're going to be starting with a blog post. When we look at something like podcast pontifications, right? We started this guy off with some blog posts that we created with AI. Most of you guys will start with a simple page like this, which is an opt-in page designed for email list building. Very simple. Then we have our blog post here. Now, the reason we put our blog post here as a widget on our site is so that it will get picked up by Google, right? Google will see your-

Speaker 1:

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

... it will get picked up by Google. Google will see your homepage first, nine times out of 10, it'll crawl down into these others. So what's happening, Google was aptly called a crawler.

Why was it called a crawler? Well, they had these things that were spiders, and I think spiders have like eight eyes. If spiders have eight eyes, Google probably has eight bazillion eyes. So there's our spider there. And what happens is he would crawl the web. How did a web work? Well, a web would have this layer here, this layer here, this layer here. And overall they make this big beautiful web. And apparently according to Charlotte's Web, they talk to pigs. I don't know, it may or may not be true. It could be a rumor.

But at any rate, what's going to happen is the deeper they get in the web, the harder it is to get to the different things. So the spider is going to go here and he's going to crawl level one first, this would be like your domain name. And then he's going to be like, "Well, what else is on the domain?" And if he sees these links down here, he says, "Oh, hey, I see this other link here," and that's what's going to make him get to the other stuff.

If there is a link that doesn't link to anything, Google will not find it. You need to tell Google what you want them to find in way of a site map, link structure, backlink, booster, press release, whatever it is; very simple. So we're going to go through and we are going to look at that as well. Now what we're going to do is we're going to talk about the significance of domains in online marketing. Now, I am a domain maniac, a domainiac, and a domainiac is someone who knows the value of a domain, whether it is by word or whether it is by backlink.

There are two things, if you were to look at a backlink kind of thing, Podcast Pontifications does a good job. You have your backlinks here, which means links point to your site. So it would be much like if you had the spider here, and instead of number one being your site, number one is a website that Google loves, like CNN, and if you're linked on CNN, the next thing they crawl is your site and you are now going to get some power from CNN. That's the power of a backlink.

So when we look at a site like this where you look at your backlinks, okay, good, it's got some backlinks. They are about podcasting, which is looking pretty good. Now this is an expensive domain. This one cost me a pretty penny, but it's got some good stuff. Now, some of your domains might be new domains, they might be expired domains, they might not be as powerful as this, but we can work with it.

What does the power do? The power allows us to go for keywords faster and more competitive. See how here Spotify podcast rankings, and 36 competition, if I had a brand new site, probably couldn't touch that with a 10-foot pole. Because this site's been around a while, boom, it got it instantly, as you guys saw it happened in less than two weeks. Very simple. That is the power of them.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

Now, that's not to say that you can't go out there and get a domain and rank for easy keywords. That is definitely part of our strategy. We are going to do that hook, line, sinker, get on the boat, get the fish. We are going to do that. That is very important.

Now, a different domain... Like Podcast Pontifications is kind weird, I don't even know how to spell it and I bought it. But when we're doing other stuff, let's say you're doing YouTube, so if that's the key, on YouTube I would want another domain and I'd probably call it Podcast Pro or The Podcast King or something like that. Okay? Very simple. That's what we're going to look at. So speed and power is in the domain.

If you were to look at these here on Spanzilla, speed and power is what is going to make the big guys rank. So if we did by positions, this four celebrities probably has a lot of backlinks. This one probably has a lot of backlinks, and again, not everything's created equal. I want the traffic that I want. I will pay more for a podcast, or mortgage, or WordPress domain than I will for something like this, which is types of beagles and frog rock painting ideas. More or less this traffic I probably wouldn't be too interested in. Now when I go for something like wpcity.com, this was a domain I paid \$3,000 for because it is all about WordPress stuff and you can see it had lots of rankings for WordPress stuff, which leads to hosting.

There is a trade-off between lots of traffic and low money, and a little traffic and high money, very important. We're going to look at that. We're going to understand that as well. And when we're looking at that, we need to understand how the domains work. Domain is kind of like the big kahuna. It will make or break you in some of the marketing, but again, sometimes based on budget and niche, we will go for something less. I've seen domains that I bought for \$9 that the backlink structure wasn't that great, they've done really well in some specific niches.

Now when we go about niche marketing, it is very imperative that you stick to one thing and do it well. You could branch out later, but we're going to stick to one thing. WordPress City is going to be all about WordPress. I'm not going to talk about how to buy a bike. I'm going to stick to WordPress.

If I do a store, I'm going to stick to a small group or set of products. We don't want to spread ourselves too thin. We want to be very, very specific in the group of products that we use. I would rather see everyone following this course to do one product and do it well, than do 100 products half-ass. We want to really, really focus and do this well.

Now, when we go through this, we are also going to look at the benefits of domains. Now when buying domains, obviously watch out for trademark stuff. We have lots of videos on that. Obviously make sure they are good. They don't have any bad marks against them, some of them do. It's really rare and you can see that in the Spanzilla score. Usually it'll have a different color telling you that it is bad.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

And sometimes it's not, like this one is, hey, it had a lot of content put on it, and that's not necessarily a penalty. It just means they put a lot of content. It doesn't really mean much. What I'm doing is I'm more or less looking at what does it rank for now. So if I was going to be serious about buying this For Celebrities one or this one here wpcity, I'm going to look and I'm going to say, "Okay, does it rank today? Is Themify worth it? It should be on the front page of Google if it's ranking today." And let's see here... There we are, it is ranking today. That is a good signal. That means it's ranking today and it's been ranking since I put that content up in November 28th. That is a good sign. Now, if I go through and it's not ranking, I want to know why. I want to know what's going on.

Like this one here, a lot of things it writes for. We'll drop down to USA, and we can see Sammy James Harvey, whatever, that's a long name. We'll go here and say, "Okay, so what's this guy? Does he show up?" And it says it... For Celebrities, so it does show up. So that is good. It showed up for almost... Actually, yeah, two years now. Okay, is that a keyword I want? Maybe, maybe not important. We're going to look at this. We're going to go through all this, don't worry.

So very simple, that's what we're looking for. When I look at domains, if it's not ranking, if the first one doesn't rank, I'll go through a couple. Make sure, "Okay, are there some that are ranking?" Now the domain is going to help us with the spidering and the search engine. The powerful domain is signaling to the spider that we are good.

When we build a domain it is imperative, because of the way the spider works, that you use the same link. If this is what ranked this link needs to work. If it doesn't work, the spider is going to go there and he is going to be like, "Hey, what's up man? This link don't work. There was a landmine here and I can't get to the link." He's going to say, "Well, that don't exist anymore."

And you say, "Well, Marcus, I put the content up," but it's not on the same link. It has to be the same link. That's why this stuff is so important, and we will go over this in great detail as we move along.

Next up, measuring and analyzing results. Now, a lot of people talk about Google Analytics, they talk about different trackers and all these fancy things. I am a big fan of the looking at what ranks. So we're going to look at Ahrefs, and then we're going to look at traffic and clicks on our affiliate offers. That is super important. The way we're going to do that is we're going to use a link tracker. There's Click Voodoo, which you get as part of this course and some others as well.

One of my favorite things to do is to use a tool like Provide Support, like this, which is about \$100 a year, I think it is, something like that, or nine bucks a month. You can even do the free trial for 10 days and then go from there. So when using this, \$156 a year for the big one, which is not bad at all. So for this, what it'll do, and the free one will be fine too, 10 days once you have your traffic, that should be plenty.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

What this is going to do is it's going to tell us all the people that are on our site in real time, which is important. Because it'll show the page, it'll show how long they're on the site, it'll show where they came from, everything. That is super important. So when marketing, measuring and tracking and analyzing results is super, super important.

So today what we've gone over more or less is how content marketing works in the context of search marketing. So when we look at this, content marketing in the context of search marketing, domain names, content, ranking, different things like that, we want to understand the intent. The intent will be different for someone looking up a keyword on YouTube versus Google, looking up a keyword on Facebook versus YouTube, or Facebook versus Google. There are different ways and reasons people will look up different things and is important and up to us to figure out what those are.

We can use ChatGPT, you can ask me, you can bring them to the calls, and you can see how everything works. I want you guys to get in the habit of understanding that we are not one trick ponies. We are not guessing, we are not hoping. We are looking at a market, we are zero targeting in, getting rid of all waste and saying, "This is the piece of content I want. This is who I want to share it with. I'm going to put it everywhere that it makes sense to put," and then we're going to go from there.

For example, if you have a recipe niche, yeah, Facebook's probably a great place for that. There are some that maybe it's a video niche or a niche that Pinterest wouldn't really work with. We're going to look at that and we're going to understand it Now.

Again, hijacking it and looking at what's going on, we can see that there is a huge, huge overlap. When we look at the overlap here, we are going to see that something like Pinterest, if we go Pinterest like this, you are going to see that there is a giant overlap wherein pinterest.com ranks for ninety-seven million keywords in Google. So this would naturally be a place we could say, "Well, does my niche fit? Are people ranking on Pinterest for this?"

So you could do a multiplication chart, this is where we're going to get into the crossover and understanding things. So multiplication chart Pinterest is ranking number two. If I was trying to sell multiplication charts on Etsy, which I guarantee probably also ranks, I can use Pinterest to drive people to my Etsy, boost that up, bada bing, bada boom, now I'm going to have both. Now I'm going to win and we're going to see how all this works in a real straight-up way, and we're also going to see that in addition to keyword inventory, you're going to see site comparison inventory.

Dadworksheets.com caught my eye. You can go through and say, "Okay, well what does he rank for?" It's going to be a big rabbit trail, but again, stay focused. If you fight yourself getting confused, stay focused on one thing. Ideas are a dime a dozen, ideas don't make people any money. They might sound good, they might make money when implemented, but an idea

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

without a strategy is nothing. We are talking strategy. This is strategy that works like crazy if you do it.

And we can see here this guy's strategy, your comparative report is gold because this tells me what they rank for. Printable play money, worksheets, handwriting paper, lined paper, this guy has a site that is making money and you can see kind of the overview of what they're estimating the traffic value at and different things like that. And then you could even go in and look at other competitors, and then that's going to give us the lay of the land of what we can do and what else is out there in the niche, which is super, super, super important, and we're going to do this with different... Like if you do Podcast Pontifications, you're going to see same kind of thing.

Comparative reports are going to be key. How to sell a podcast. What else is out there? Go through it. We can see Printiful. Okay, that's not what we want... Castos.

When doing comp research, we're looking for another podcast site, the podcast host, boom, that's what I want. This is a perfect comp for Podcast Pontifications. Boom. There's twenty-eight thousand keywords I can take a look at. Now, a lot of them are pretty non-competitive. These would be really easy to rank for. Again, using AI, what's going to happen is it allows us to get content out quicker, see where it ranks, and then build and grow later.

I might see, "Oh, hey, I did a piece of content for Podcast Microphones, it ranked number 80." Okay, good, that's great. Number 80 sucks, but now I know I got 80 and I can move it up by focusing more.

And you're going to see, "Okay, here's all the non-competitive stuff that we can go through and start making content about." So it's kind of like a big wheel. It's kind of an overview of where do we want to go with our niche? How do we want to make the content? How can we make each piece of content multiple uses? That's really what we're looking at.

And I think that's super important to look at the internet in a different way. When you look at the internet, think about, "Oh, hey, what is that guy doing? I watch this guy talk about health stuff on YouTube. Great, what's he doing? How is he making money? Here's this guy on TikTok talking about budgeting spreadsheets. Great, what's he doing?"

Nine times out of 10, we can reverse engineer what they're doing. We can do it in our own way using AI or whatever you want to use, and start to build this stuff up.

And it's not too difficult. It's just a matter of following the process and being very deliberate, and being able to act when we need to act. When something hits, we monetize it, we build our list, we get things going from it. And sometimes you will see one blog post could build an entire business around it; using the right keyword that can happen.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

And utilizing that, you're going to see, "Okay, well Podcast Microphones, this is one where if this guy has the number one ranking, he's probably got a bunch of different microphones ranking on this one, and you might see that this one here has a value."

So 2,700 keywords with one post. Not only that, but if we do overview on just this page, 3,800 keywords, 10,000 traffic, that one blog post at the heyday was worth about \$5,000 a month to this guy. That's what this is about. Distinctions. There is a distinction.

So if I say, "I want to make \$5,000 in the podcast niche," instead of, "Oh, hey, let's try to go for everything this guy gets who's making 40 grand a month," instead, what if I just zeroed in on Podcast Microphones? Bada boom, bada bang, I'm going to do that with my content strategy-

Speaker 1:

... bada boom bada bang, I'm going to do that with my content strategy. Now I got a \$5,000-a-month business. Grow, build, nurture that, rather than trying to be, I'm just going to get a bunch of stuff. Does that make sense to everyone? Let me know if that makes sense in the comments and if you guys are following along, because I want you to really get, this is a business. We're not messing around. I've been doing this for a long time. It has never been easier than it is today. Was it easier to get SEO rankings back in 2001? Hell yeah. Did we know what to do with them and was it harder to get content? Yeah, it was. The stuff that was available then is completely different now, and now we are able to create good stuff and put it in front of people.

We didn't have Pinterest back then. We didn't have YouTube back then. We didn't have all these places where you could have multiple chances. And now we're looking at this and we're like, wait a minute, now we can make this work. And again, you're going to see this. You're going to see my thought process when you look at the domains and the things that I buy because you're like, oh hey, wait a minute, here's this one about this, or here's this one about this. Or even if we were to go into, I think I had my GoDaddy open, you're going to see, oh hey, this is what he's buying. GoDaddy Auctions.

Let's see if it's still logged in. That looks like we are. So you're going to see why I buy what I buy, and it is always the same thing. I would like to think that I'm this genius that does all these crazy things, but in fact I'm not. I'm pretty much a one-trick pony and I do the same thing over and over and over again. Okay, so we're going to go like this and you're going to see colleges in Southern California. Very specific to what we're going to stick to. Candle making. Animal mash was a little bit off the beaten path, but there is a strategy. Cleaner water, meat smoking, green roof, business hacks, very specific things that we are going to use over and over and over again, and stick to the main idea. Don't waver. Stick to your niche. Ceramic tile sealer. Is this something I can turn into a business? Well, I go out there. Let's look on Amazon. Tile sealer. Okay, we can look for tile sealers, different things like that. I'm sure there's probably an as seen on TV or something we can use.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

Start with Amazon. See if you get sales. Branch out to other stuff. Always start lean. A lot of people, they get into businesses and they start with, "Oh, I need, I need, I need. Got to get click funnels, got to get this, got to get that." No, no, no. What you got to do is you got to get traffic and you got to build it, because if you start getting a bunch of expenses and a bunch of tools and fancy crazy stuff, now you need to make a bunch more money and the longer you don't make that money, the quicker you are to going out of business and giving up.

So what I'm going to do is I'm going to say, "Well, let's get this going. Let's build a giveaway, teach them about grout tile, and let's put them to the things that'll make money." And you can see, okay, grout colors. That's a good ranking for this keyword right here. Grout colors, number one, and it's got 4,900 searches a month. There you go. So we can do tile, grout, different things like that. Again, stick to the one plan, and this is an example of a lot of domains that you guys will get. Premium ones would be more like podcast and WP City and things like that. But this is an example of a domain that you can get and build. And again, you can do these on your own. I bought this one for \$40. It wasn't some crazy domain. It's the strategy and knowing what to do, because a lot of people don't understand the value of traffic.

This one here, bladesonline.net, I got for \$40. Right here, it's all for kitchen knives. Think I can sell some kitchen knives with this? Hell yeah, I can sell some kitchen knives with this. Not even a question. Pass go, get 200 bucks. Let's make this thing work. And again, I'm thinking, okay, I could go Amazon, but on this, I know that OfferVault has some kitchen knives, and I know I can make \$70 a sale here on a product that probably costs a lot less.

So in order to make \$70 on Amazon, this would need to be a \$7,000 knife or something like that. Again, we need to be very deliberate and very structured with what we're doing. Don't waiver. Focus. Focus, focus, focus. Focus is key. Using AI is fun, it's cute, it's great. But using AI to make content for literally everything is a complete and utter waste of time. I'm going to go in and I'm going to say, "I'm going to make content for these knives." Cut coat knives, pampered chef knives, things like that. Very specific, very direct, no waste. We don't want to waste. We want to make sure that we get this up in a timely fashion, make sure we get our links correct, make sure that our content marketing strategy is 1000% on point, and that is the overview of how everything works. When we go through, we will be using ChatGPT and different AI to look at that.

Now, one of the things that I like to do, we'll get into this in the contents part, is to say, "What is the intent of someone searching for..." insert keyword here. Boom. Something like this will work really, really well. Okay? It'll show you the product, it'll show you everything that they're interested in. Then using that, create your content. Because if you start with the intent, it's always going to be content that they want rather than content they don't want. And then think. Using AI, we want to think, okay, what are the best types of knives for vegetarians? What are the best types of knives for doing your own butchering? What are the best things for this? Okay, great. Now tell me about Pampered Chef sharpening knives. Okay. And it'll go into it and it'll get you a good piece of content.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

And again, when all else fails, look at what's ranking because Google tells you what they like. Pampered Chef self-sharpening knife. Pampered Chef obviously is number one because that is them. And then you can see we also have products, so they're saying someone searching for this wants to buy it. That's what they're saying. Also, reviews comes up. Interesting. So we're seeing reviews, more products, chef success. Question from them, so this is a forum. Interesting. Now, again, remember how we talked about different ads? So here you're seeing AdSense on a site. That's what that little arrow means. Ad choices, that's AdSense, which means if I want this traffic... My goal is to make you think like me. I want to make it to where I replace myself with you. I want you to think like me. Now, I know that's not self-serving because the minute you do that, you'll be like, well, I don't really need Marcus anymore, which is the goal. We want you to make money. You can give me some of it if you like. I won't object. But thinking like me is, okay, here's an ad on Google AdSense.

I could bid on Google AdWords and I could show up on this site and I could sell knives today, instantly. I could get that traffic right now right here. These are ads, and my ad will do better, guaranteed. And then you could say, "Well, let's reverse engineer it." You go through and you say, "Well, what does this site rank for?" You can go through and hijack where the traffic's coming from. It is so simple, yet people don't really think about it in that manner. With this, could I do that? I could. At \$70 a sale, I could probably run an ad profitably on that site, which means I can run the ad and I can make the content for myself as well. Or I can go through and I could say, "Well, let's isolate just the word related to knife." Again, remember how we're talking about getting rid of waste? This'll get rid of the waste. What is a boning knife used for? Pampered Chef cheese.

There it is. There is the key. And to say to someone, can you make a living just doing knives? You can't. Three sales a day, you're making 70K a year. Is that 70K a year? What would that be? 210 a day? Something like that. 210 times 365. 3 sales a day you're making... I was pretty good at math. I don't know. I pat myself on the back there. \$76,000 a year is 210 a day. Three knives. What's stopping you from getting those three knives? Not understanding content marketing is what's stopping you. That is what is stopping you. And when you understand, okay, not getting this is what's stopping me. Because if I understand how to do this content marketing and I focus it around knives and I have a domain around knives and I'm getting SEO traffic and I'm getting YouTube traffic and I put it on TikTok, I will get there.

Now, again, results are not typical, implied, or guaranteed. The average person trying to make money online makes nothing. But if you understand this is a system, it's not a hack, it's not a tip, it's not a trick. It is a system and it works if you do the system, you just have to put each piece in, and you can do it as easy or as difficult as you want. You can say, "Hey, I just want to double down on domain stuff. Talk about knives. Okay, we'll do a good job." If you have the means, buy the knives and test them out. Why not? People will spend \$5,000 on an internet marketing course. What if you spent \$5,000 on tester products? At least at the end, you can sell them on eBay and get some of your money back. A lot of these guru courses are full of not good stuff.

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

And you start to look at that and say, "Well, I'm going to think like a business person. I'm going to think like a money maker and I'm going to put this together and build it. If I'm in the podcast, the knives, the cooking, the whatever niche I'm in, I need to think not just like a marketer, but I need to think the person with the content." Again, remember, when I did the alcohol thing, could you have predicted that I would be an alcoholic based on search? If the answer is yes, then ladies and gentlemen, we can get insanely rich by predicting what people want based on how they search. Why doesn't the knife cut the tomato? Because it's not sharp enough. Click here to get a sharpener. Why does my steak come out dry? Because you don't know how to cook. Because you don't have the right pan. Why does this happen? Why does that happen? Prediction. Prediction. Understanding, hey, there is a process.

TikTok. Why are people watching certain videos? After a certain amount of time, they're going to buy stuff. They'll see some boba tea stuffed animal, boba tea stuffed tea, something, and then they go buy it. Keychains or whatever. I saw one recently. A guy was making over \$500,000 a year importing stickers that are LED, custom little LED stickers, and it's like, get off my back and drive slower, drive safe, whatever. And it's basically stuff you just get on Alibaba, but he was promoting it with a process on TikTok. Usually, if someone goes viral, it's because they're putting a lot of content out and it's inevitable. We want to make virality inevitable. And we don't want to just shoot for going viral because if that's your goal, you're going to be chasing the lottery. We want to go out there and make a system where we make money and the viral stuff is icing on the cake, puts more money in the pocket, makes everything skyrocket.

And I will tell you, having done this business for 25 years now, I am old, I realize that one video, one blog post, one press release, one piece of content can build a business. Will it be your first one? Probably not. I can almost guarantee it won't be. But will that first one make you something? Maybe, if you use the data right. We're about getting the stuff out there, getting the data, seeing what happens, building, growing, seeing what they click on. Being lucid. We don't want to be rigid. We want to be lucid and then follow the plan every step of the way. So hopefully you enjoyed my intro to affiliate marketing, internet marketing, and the internet as a whole, and hopefully you're starting to understand exactly how this business works in a very, very simple way. And when you realize that, we have all the tools at our fingertips that are telling us everything we need to do.

Awesome. Hopefully you guys dig this. Throughout the rest of the Simple Sites course and all the stuff that you're going through, we will talk a lot more about these different tools and where they fit. But I wanted to give you this overview first because, again, this is designed for no waste. This is not a course where I want you to go traffic section, TikTok, YouTube, SEO. No, no, no. I want you to pick your niche first. That's going to be our first lesson. Then, once you pick your niche, you say, "Oh, I'm going to watch the TikTok video."

Why? Because I need it. That's why. Not because, oh yeah, I need to learn it. No, no, we're not sitting in college to learn everything. That's for doctors. And I'm sure as hell glad my doctor sat through everything, because I don't want him to be like, "Well, sorry, I didn't know your foot

AFFILIATE MARKETING DUDE

Copyright 2024 PCmoneymaking.com llc

was going to fall off." I'm glad he knows everything. For this, we only need what we need. Like doctor stuff, the brain surgeon is the expert in the brain stuff. He ain't going to see something anywhere else. That's how you want to be with your niche. Very laser-focused. So with that said, check out the rest of the Simple Sites course, and I think you guys are really going to dig it.



[HIGH TICKET NICHE](#)

With the purchase of a High Ticket Niche, Marcus hand selects a ranking domain based on non-competitive keywords and super profitable offers within your desired niche and builds the site with you!

[LEARN MORE](#)



[SIMPLE SITES BIG PROFITS](#)

If you're new to affiliate marketing, this is where you should start! Our Simple Sites Big Profits course provides in-depth coaching along with all the tools you need to fast track your career in affiliate marketing.

[LEARN MORE](#)



[BLOG PROFIT NETWORK](#)

Blog Profit Network is our blog support forum where you are able to access updated custom WordPress plugins (\$700 value), marketing tools, weekly coaching calls with Marcus via zoom, and video trainings on how to get started with affiliate marketing.

[LEARN MORE](#)