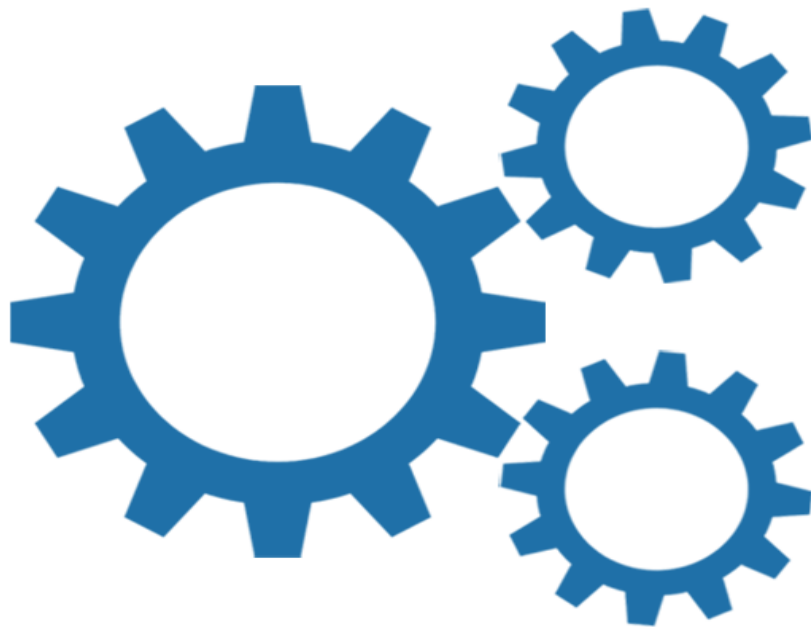


ONLINE BUSINESS BLUEPRINT



CHECKLIST

Learn about IM

- ☐ Find resources online
 - Look for lists of legit IM tips
 - Free
 - Easy to understand
- ☐ Follow a successful IM blog
 - Check their success rate
 - Ask questions in the comments
- ☐ Take a free online immersion course
 - Treat it like a college course

Become an SEO expert

- ☐ Continue learning
 - Find an advanced SEO blog
 - Subscribe to get notified on new posts
- ☐ Stay updated on Google algorithms
 - Be aware of Google's schedule
 - Test out your SEO continually

Get a website

- ☐ Choose a domain name
 - Get expert advice on the perfect one
- ☐ Get web hosting
 - Choose a plan with unlimited domains
 - Choose unmetered bandwidth
 - Pay monthly to test them
- ☐ Get a CMS
 - Wordpress
 - Drupal
 - Joomla
 - SilverStripe
 - CMS Made Simple
 - SiteBuidler

Get traffic to your website

- ☐ Advertise
 - Banner Ads
 - PPC Ads
- ☐ Use social media
 - Instagram
 - Twitter
 - Facebook
 - Pinterest
- ☐ Write amazing headlines
 - Catchy
 - Concise
 - Completely unique
 - Irresistible
- ☐ Write useful content
 - Optimize for SEO
 - Target long-tail keywords
 - Do keyword research
- ☐ Check your grammar
 - Grammarly
 - Editor
 - Create a Solution
 - Answer the question
 - Use images
 - Relevant
 - Royalty free
 - Unique
- ☐ Hire a freelancer

Start a new website

- ☐ Start the process all over again
- ☐ Make each website an improvement over the last
- ☐ Set goals for each website
 - Try to achieve them as fast as possible
 - Move onto your next site once you do
- ☐ Try to learn something with every site you build

Monetize your website

- ☐ Sell affiliate products
 - Clickbank
 - Amazon
 - Hostgator
 - Other affiliate programs
- ☐ Run banner ads
 - CPM= Cost per 1000 impressions
 - Must have a popular site first
- ☐ Use Google adsense
 - Text ads and images
 - Get paid for each click
- ☐ Sell your own content
 - EBooks
 - Choose any topic you want
 - Get a freelancer to write it for you
- ☐ Video presentations
 - Use your phone camera
 - Use good lighting
 - Use a professional background
 - Learn how to make good videos
- ☐ Audio presentations/podcasts
 - Must have a good microphone
 - Need compelling content
 - Find people to interview
- ☐ Actual physical products
- ☐ Graphics
- ☐ Anything you can create
- ☐ Charge membership fees
 - Must have valuable information on site

Promote your website

- ☐ Use forum signatures
 - Become active on forums
 - Update signature regularly
 - Reflects on all posts

- ☐ Add an email signature
 - Everyone you email becomes a potential customer
- ☐ Use online directories
 - Provides relevant backlinks
 - Builds your expertise level
- ☐ Use social media
 - Add website URL to description
 - Marketing posts rare but regular
- ☐ Create a hub site
 - Your main website
 - Use internal linking strategies
- ☐ Build microsites
 - Create a network of hub elements
 - All interconnected

Optimize your website

- ☐ Optimize every post
 - Header tags
 - Title tags
 - HTML description
 - Long-tail keywords
 - Images
 - Alt tags
- ☐ Compelling content
- ☐ Build a backlink network
 - Build relevant microsites
 - Trade links with similar sites
- ☐ Create sitemaps
 - Submit site maps to search engines
 - Google
 - Bing

Build your website's authority

- ☐ Fact check yourself
 - Check every post for accuracy
 - Don't make basic grammar mistakes
 - Ensure every post is edited
- ☐ Post on related forums
 - Answer questions and build expertise
 - Use forum signatures
- ☐ Use question-and-answer sites
 - Quora
 - Tons of questions that need answering
 - Allows you to add your expertise with each answer
- ☐ Rank for as many keywords as possible
 - Be number one for relevant longtails
 - Work on ranking for 1 challenging search term
- ☐ Become innovative
 - Think of things before anyone else does
- ☐ Get quality backlinks
 - Backlinks from very high PR sites
- ☐ Encourage sharing
 - Social media retweets/reposts
 - Blog post sharing
 - Favorite product sharing
 - Customer photos

Continually add content

- ☐ Constantly be on the lookout for ideas
 - Ask readers what they want
 - Check out your competitor's blogs
 - Check out what is trending
- ☐ Be part of Twitter & Facebook hashtags
 - #ThrowbackThursday
 - Create your own
 - Unique
 - Things customers will want to use
- ☐ Add 2-3 new posts every week
 - Publish on a regular schedule

Find new and better ways

- ☐ Never be satisfied with where you are
 - Keep learning
 - Keep improving
- ☐ Use unlikely sources for inspiration
 - Competitors
 - Unrelated websites
 - New stories
 - Books
- ☐ Think outside the box
 - Find ways to expand your mind
 - Make a list of crazy ideas
 - Don't be afraid to dream big
 - Don't limit yourself
- ☐ Stay up-to-date on search engine news
 - Algorithm changes
- ☐ Be aware of emerging technologies
 - Know where the future of the internet is going
 - Be aware of what experts think
 - Projections about the future of SEO