

# The 200 Page WebSite Challenge

**Here's how to build a 200 page site, in just 30 minutes per day or less. You don't have to work weekends or holidays. Just five days per week, 30 minutes per day.**

**Can't spare 30 minutes a day? How about turning off the TV? And instead of "spending" time, you "invest" that same time back into your future, for yourself, your friends and your family.**

Let's get started...

Go to Yahoo and look at their top level categories. You'll find things like autos, tech, travel, games, personals and shopping. Click on the shopping link and look at the categories. Pick one that you are passionate about, or at least have some interest in.

Drilling down I chose "Sports and Outdoors." Going further into the subcategories I selected "Exercise and Fitness." Now I can see what my web site should be about... yoga, pilates, treadmills, heart rate monitors, home gyms and other gear.

Next I need content. Sure I'll write some of it myself. But if I'm only going to devote 30 minutes a day, I'll need to jumpstart the content. The best source for this is the Article Underground.

[Get 400 Articles per Month](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

The articles from the Underground are PLR content, which means private label rights. You can do anything you want to these articles except resell them. You can change them, slice them, dice them into whatever concoction your heart desires.

Having been a member for over a year, there's more than 5,000 articles sitting on my hard drive. A search for "treadmill" revealed 26 articles with the word treadmill in them.

There were two drool-worthy ones, Buying a Treadmill for the Home and The Benefits of a Treadmill. A quick copy & paste got them into my web page editor. I use SeaMonkey, which you can download for free from the Mozilla Project at: <http://www.mozilla.org/projects/>.

The next step is to swap out synonymous words, replacing words like gym with fitness club, exercise with sweat, lose weight with melt fat. I try to use better verbs and action words whenever possible. Feel free to change whatever you like and make the article your own.

Now comes an introduction to the article. I'll often go to Amazon to pull quotes from leading authorities. Yes, copying a quote or a brief passage is permitted under copyright law. Just don't overdo it.

I might glean something like, According to fitness authority Dr. Bob Smith, "Treadmills are no longer the big, loud and clunky beasts they once were. Now they are smooth and easy to run on."

And then interject my own comments like, "Ask any personal trainer, and they'll tell you that a treadmill will have you in the best shape of your life, in as little as nine weeks."

Better yet, read three information sources. Include things like comments and safety concerns from popular magazines and independent testing labs. That's called research. Now put what they said into your own words. Pretend you're doing a book report, just like you did back in grade six.

Limit this entire process of modifying the article to 20 minutes. Set a timer if you have to. You'll be surprised at how fast you'll get at this. Especially if you've made a web page template page for the content.

Now it's time for photos. You could snag a quick image from the manufacturer's site, if it's the make and model that you're trying to sell. But chances are, it's just a static product shot, of a cold, hard, lifeless machine. Yea... like that'll make 'em wanna buy one. ;-)

I click over to iStockPhoto.com and search for treadmill. Now I've got 64 high quality photos to choose from. Action shots of people sweating and smiling about it. Now that's the mental image I WANT to project.

Remember, the most missing element on any web page is the human element. So if you want people to feel comfortable and buy a lot of products, you need pictures of happy people.

Not just people using a product, but showing the end result that you want them to achieve. A thinner, more attractive, healthier looking body.

In fact, that would make an excellent headline. In H1 tags at the top of the page put "Fitness Equipment: Treadmills" then in H2 right underneath that, "Have a thinner more attractive looking body with a treadmill."

Now drop a photo reinforcing that headline at the top left hand corner of the page, right underneath the headline. Drop another photo half way down the article and flush it to the right.

The end of the article is a good place to conclude with the "most popular" or "highest rated" treadmills. These are your affiliate links that lead to the sale of the products.

(Everything you need to know about linking to - and earning revenue from - affiliate programs is in Clickin' it Rich. You can get it and other [free downloadable internet marketing ebooks](#) below.

Click ==> <http://www.internetmarketingsecrets.com/downloads/>

Ok... now it's time to silence the skeptics. I followed this exact same formula and have a site that's netting over 15,000 dollars per year in front end sales. But that's not enough. We need to ramp the business up.

If you've heard it said that the affiliate revenue model is not scalable... Don't pay any attention to them. They didn't think it through.

You must try and capture the visitor's contact information before they leave your site. If your sites are related, one newsletter can cover all of your sites.

If you stick to health and fitness related sites, then everything from pure bottled water to the latest running shoe, becomes potential news and revenue for you. Send a little something, a short note or newsletter, at least once every two weeks.

The revenue from these back end sales, can be 400% more than the initial front end sale. As you communicate with your readers, you build trust and friendship. Respect the relationship and they'll continue to buy through your links for years to come.

Keep adding related sites and keep building the readership. This will scale your affiliate revenue model. You are building a real business with web properties and a readership. You still don't need employees, or to handle any physical products.

Take it... the 200 page challenge. Commit 30 minutes per day, to adding one new page to your authority site. At the end of a year, you'll have that 200 page site. Chances are... if you were to make a handful of these sites, they would generate more than your day job.

And when you take away the commute time, gas, maintenance, car insurance, bag lunches, office clothes, and the time it takes to shop for these things, you'll probably have an extra \$20,000 per year, in your pocket, on top of the affiliate revenue.

Can you spare 30 minutes a day? How about turning off the TV? And instead of "spending" time, you "invest" that same time back into your future, for yourself, your friends and your family.

That's it for this report my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

***Michael Campbell***

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