

USM Action Plan #1: Set up a Niche or Authority Blog for Big Traffic



A step-by-step guide to get things accomplished in your marketing.

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Setting up Your Blog for Marketing

In establishing your online empire, you'll need many components and one of them is a website or blog. You'll also need a corresponding account on each of several social platforms like Facebook, Twitter etc. which I'll cover in a different action plan. In this one we'll talk about how to set up your blog or website.

1. Select Your Niche

Probably the most important part of this action plan is the beginning step of selecting your "niche" or topic for the website. If you already have one, great -- if not, you'll want to pick one.

Choose wisely. Choose with integrity. I just read an article about how Google has a new SEO category that they are trying to BLOCK and they call it YMYL sites or "Your Money or Your Life" type of websites - the type that marketers are oh so used to creating, the ones that do the hard sell of a product.

Obviously that refers to the ones which have heavy sales pages -- but also I think it will reflect on the niche itself and not just particular sites.

So be wise about what you're trying to accomplish online because you don't want to waste time doing something that's not going to pay off in some way.

And here's some advice I just gave to a valued member - don't mix politics with business :) it don't work! haha especially now.

I will say this - in this day and age, anything that has a "soul" or a "heart" that really offers something real, can gather a following. And over time it can create a very large following. That translates to money in the bank.

On the other hand, sites that push and push and push for a sale or an opt-in may not be rewarded in the search results, unless people are seeking that out and are spending some time on your page and getting some benefit.

So instead of the typical "What plugin can I install that will cause me to make money" approach, now you need to be thinking "What amazing content can I offer that will make real people want to visit my page and stay on it?"

You can outsource the content creation if you like. But you do need a content strategy, and one that is aligned with your keywords, your domain name and your ability to deliver on the concept. Then you should spend some time planning a monetization strategy to implement later, after you already have some decent traffic coming from your content.

2. Purchase a Domain.

Do a little research first to see if someone is heavily SEO-ing for the name you want to get. If there are minimal search results or just wikipedia and then some more unrelated results, chances are you can dominate the niche you've chosen pretty easily.

try to get an exact match if you can, otherwise get your brand. Try to stick with .com or .net.

3. Get Hosting.

I will provide some recommendations on hosting - personally I host all my own websites. I can give you links to awesome companies that do self hosting.

Cloud South <https://cloudsouth.com>

Digital Ocean <https://digitalocean.com>

I don't really have any recommendations for big companies because I've found them all to have one problem or another. I much prefer to run my own servers (self-hosted). You might want to do the same.

If you set up hosting on a self-hosted platform then you'll need to know how to install Wordpress and other functions to manage your server. Actually it's not that bad of a learning curve if you're ready to take on the challenge.

The harder part may come in ensuring that your domain name propagates correctly via DNS. It's not that hard but some people seem to have difficulty with it. It helps that I received a certification in network engineering :) So I kinda know what I'm doing with it.

Otherwise - if you'd like to have self hosting but don't have the desire to deal with all the details, I can set it up for you for a fee of \$97 - I'd be happy to set up your Digital Ocean account for you, create a server, set up a web-based website management portal called Virtualmin where you control all aspects of your server and I'll also set up your website and install Wordpress on it and show you how you can add more domains whenever you want all for \$97 plus whatever you incur with the hosting company.

Believe or not you get all the hosting you need from Digital Ocean for \$5 a month! If you get more traffic you can pay \$10 a month instead of 5 for more bandwidth. Crazy great value if you can maintain your server.

I'd love to do it for free but I'd probably go bankrupt doing everybody's work :) If you want to learn, I have created some training about how to set up your hosting panel on a self-hosted Linux server, the training is called Digital Ocean Commander and is available [here](#).

The CloudSouth servers start at \$49 per month but the server is extremely way more powerful than what you get for the same money at Digital Ocean. Probably more power than you need until you grow out a bit. But that option is there for you as well. And for either you'd have to learn to know your way around your server or have someone that can do it for you.

To be honest, self-hosting is the cheapest, most versatile and scalable way to serve websites. In my opinion, shared solutions like Hostgator suffer from overload, throttled resources and malware being perpetuated throughout the system. You need to take some precautions on your own hosting as well but it's part of the game.

4. Install the CMS of Your Choice (recommended: Wordpress)

Once you have access to your web server hosted under your domain, you'll want to set up your CMS or Content Management System - which just means Wordpress or some other system you can install for free. I recommend Wordpress at this point. If you have hosting on some mainstream company they probably have a button to click for installing

Wordpress. If you have your own self-hosted website then the procedure is as follows:

- Download Wordpress <http://wordpress.org/latest.zip>
- download that to the root directory of your website and unzip it. this will place all the files inside a folder called 'wordpress'.
- Move them all back up to the root directory and delete the 'wordpress' directory.
- Find the file called wp-config-sample.php and rename it to wp-config.php.
- Edit wp-config.php with the credentials of the database. (Database is created on your hosting company or in Virtualmin when the website is created).

Once you have that part set up then you can navigate to your website and see the initialization page which lets you set the Admin email address and password.

5. Set Up the Blog

- Set the General Settings - Title and subtitle.
- Set the timezone in General settings.
- Turn off comments in the Settings->Discussion section.
- Go to Settings->Permalinks and choose %postname% and save the settings.

Choose a theme this may take some time or you may try several over the course of a few days and especially after adding some content.

6. Install Plugins

I recommend the following plugins for Wordpress:

- Yoast SEO
- Auto Post Thumbnail
- Video Thumbnails
- Sucuri Security
- Contact Form by BestWebSoft
- Easy WP SMTP (to be integrated with an external SMTP server like Sendgrid which allows you to send through free)
- Piwiktracking (for your Piwik stats console to be discussed later)
- Header and Footer Scripts (for a variety of reasons)
- Link Juice Keeper (makes sure Google never gets a 404 from your site)

7. Basic Silo - Menus and Categories

You'll want to take some time to map out the main subtopics that you'll have under your main domain name, if any - and then you'll create a Main Menu that reflects that hierarchy of topics and subtopics. This helps Google index your content links under your topics and sub-topics correctly.

An example of your basic Main Menu might look like this for a hypothetical website of germanshepherds.com

Home	https://germanshepherds.com/	/
Photos		/photos/
Stories		/stories/
News		/category/news/
Contact		/contact-us/

In this case, each sub-topic is actually a main topic of the main menu, which is fine. However, you may have a more complex subject that has sub-subtopics, especially if you're creating an Authority Blog which covers more topics.

Here's an example for a hypothetical website called music.com:

Home	https://music.com/	/
Musical Genres		/genre/
Classical		/genre/classical/
Rock		/genre/rock/
Soul		/genre/soul/
Country		/genre/country/
Latin		/genre/latin/
Reggae		/genre/reggae/
Music Schools		/schools/
Julliard		/schools/julliard/
Berkley		/schools/berkley/
FullSail		/schools/fullsail/
News		/category/news/
Contact		/contact-us/
About		/about-us/

That's a shortened example but it could go on for some time. You create the menus in the Appearance->Menus section of the Wordpress admin section.

You can also create specific categories for posts in the Posts->Categories menu area of the wp-admin section. Then you can use those categories as sub-sections where specific posts will appear, by assigning those posts to those categories. For example, the news category I mentioned in the above examples.

8. Legal Pages and Menu

You need a few pages to be on your website. They can be pretty generic, for the most part. You need the following:

- Privacy Policy
- Terms and Condition
- Website Disclaimer
- Contact (how to contact the website owner)

[Here's a link to download some standard pages](#) - you'll definitely want to rewrite some part of them to match your company information.

9. Install Stats Tracking

There are several kinds of stats tracking - obviously the most popular kind is Google Analytics. If you don't have Google Analytics, you can get an account for free here.

Log into your Google Analytics account and create a new property for your website and obtain the tracking code. Copy and paste that tracking code into the global header block of Header and footer scripts settings:

Settings->Header and Footer Scripts

(if you installed the plugin I recommended earlier it will be there) or otherwise if your theme has an area where you can paste in tracking code, paste it in there and save it. For H&F Scripts, paste it into the global header block and save settings.

Once you have that code saved on your website, Google can track every visitor to your site with a remarkable amount of information. I

personally use Google but I also install my own parallel tracking system from an open source project called Piwik which I will cover in a different action plan.

10. Install Marketing Pixels * IMPORTANT!

You're going to want to have an email opt-in, but perhaps even more important these days is your "cookie pool" of remarketing pixels. This is a way to invisibly tag everyone who visits your website with a cookie that can be used later to show them a specific ad. This is called remarketing or retargeting and is highly recommended that you install it now even if you have no intention of using it until sometime later - that way you'll always have all your website visitors "subscribed" to you even if they don't know it!

Pixels you should install:

- Facebook Pixel
- Twitter Pixel
- Google Remarketing Code

In order to obtain these pixels you must have an advertising account set up with each platform. You don't have to spend any money at all but they may require a credit card to be on file in order to activate your account.

To obtain marketing pixels, create accounts on the following platforms:

<https://ads.google.com>

<https://ads.facebook.com>

<https://ads.twitter.com>

There are companies that specialize in tracking pixels such as Adroll, but unless you are going to move a huge amount of traffic through them then I think you're better off just getting the individual pixels and then at some point you can experiment with remarketing on a low level just to get your feet wet.

11. Create or Get Content

Probably content is the most important thing about your website at the end of the day. Everything I've discussed up until now is quite technical, about how to actually create and set up your website. The content is the crucial "bait" that is going to get the search engines interested, and hence the visitors that will hopefully become return visitors, opt-ins, and perhaps eventually become customers.

How to create great content is something that's beyond the scope of this action plan, however I will provide the following guidelines.

Assuming you want to get a lot of traffic and create a viable economic property, here's what you'll need:

15-30 "Cornerstone" articles - Min 3,000 words each, providing genuinely thorough and helpful content about your topic(s)

In today's "RankBrain" mentality, it's best that you don't belabor too much the idea of keywords in your content - the better approach is to genuinely write content that delivers information that people really will want to be looking for. When you write that way, the keywords tend to write themselves, rather than you writing content just to feature particular keywords as was done in the past. This is really the only way you are going to end up with real people reading, liking, sharing and coming back to your content.

So let me repeat that: You need 15 - 30 3,000 word minimum articles that satisfyingly deliver informative content about some aspect of your topic or niche.

If you take the time to either have someone write for you (pay them), or write yourself 30 articles about your topic -- thorough treatments of the subject matter, with reference links out to other authority sites that help people, with videos, images (yes with keyword alt tags), the whole nine yards - then you will see traffic pick up and you will be making money off that site within 6 months to a year. Have Faith.

Do not write your articles one at a time inside wordpress. Write them in text files or Word documents or some other media, then copy and paste into Wordpress and add your images and videos and links. I personally use my favorite text editor Editplus which I've used since 1998 :)

12: Publish your content

Here's the procedure once you have your 15-30 articles in text files or whatever:

Log into Wordpress

Posts->Add New

- Paste in the title
- paste in the body
- Get a few great images (use ICC Express for that if you wish - covered in other action plan)
- Get a video - also with ICC Express or your own video perhaps
- Add some links appropriately in the content

- Add some tags
- Choose the category for the post (just one)
- You may want to check Yoast settings for SEO and make changes
- Publish.
- Rinse & Repeat for the rest of your 15-30 articles.
- Tweak to your liking
- Now wait for big traffic! I promise

13. Monetize the Site

Of course we all want to get paid after all this work, so now you can implement that strategy you planned out before you got this whole thing cooked up. This will entail some more technical work - here's the action:

- Install your **email opt-in** with your **lead magnet, after-funnel and email sequence** in place (all things detailed in our other action plans).
- Install any **ads for related products** not only on your sidebar, but sprinkled throughout the bodies of your content posts as well, in case of mobile phone traffic
- If you wish, install [Google AdSense](#) code (will cover in another action plan)
- Any products from [Amazon](#), [Clickbank](#) or any other affiliate programs

I put the monetization last, because if you don't do steps 1-12 right, and especially steps #11-12 -- you won't be making any money anyway. So do the monetization last - after you have everything else working for you. You won't be disappointed if you do it this way.

I have seen so many online marketers fail because they do the monetization first and they say they're going to get around to creating more content, but really the only thing they care about is the money so the site suffers -- and your visitors know that (if you can even get any.)

So do steps 1-12 before you even worry about trying to get money. I promise it will work for you if you do it this way.

14. Extras

You may want to set up your blog to be hosted for DNS and CDN with a company like Cloudflare <https://cloudflare.com> - I will cover that in a later action plan

15. Support

If you have any questions, don't hesitate to reach out support@instantcontentcurator.com or <https://www.web-dimensions.net/contact-us/>

Or chat with me at <https://m.me/webdimensionsinc>