

7 Steps to Website Profits

“This guide will show you what it takes to build a website that you can expect to convert into big online profits” - Kyle & Carson



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Site Rubix - 7 Steps to Website Profits

Congratulations! You now have the 7-Step Guide to website profits at your fingertips. For many people building a website is a very difficult task...and is the single biggest reason they fail to make money online.

A website allows marketers to communicate with buyers or potential buyers. They allow us as marketers, merchants, and business owners to deliver information to help people make educated purchasing decisions. With this being said, there are many aspects of a website that will make an incremental impact on whether or not you make money.

In this guide we are going to teach you how you can not only create a website, but create one that is optimized for success. We are going to show you the best tools to build sites and how to create your own system for creating sites that will really turn it into something that you enjoy doing (we are not kidding).

Action is key to any success. Many people read the info but do not take action. Learning is only half of the job, if you want to make money online you need to implement what you learn. If you are ready to learn some cool stuff, read on...

1 - Why Are Websites Important?

There are many different reasons for creating websites. Some people use websites simply to have a piece of the Internet, but the majority of people have a greater reason for creating a website... money. People create sites to expand their businesses, brand their company, sell things online, promote affiliate products/services, create SEO sites, and build AdSense sites. The common goal is to earn profits from these sites.

The problem is, many people do not succeed in achieving their goal of making money through their website. There are several reasons for this and we are going to be covering many of them within this guide. Lack of success is usually the result of misunderstanding, lack of technical skills and not knowing how to build a site around a plan.

Leveraging Ideas and Opinions

People that make purchases online are always looking for opinions on products/services before they buy them. A website is a great tool to leverage your own opinions (as well as other peoples) to speed up the sales cycle of someone buying. This could be in the form of product reviews, a personal testimonial, a blog, or a forum. Potential buyers love to hear what other people think before they whip out their credit card and make a purchase.

Research is a funny thing and everyone does it differently. There are always two things that happen in the sales process. First someone learns about a product somewhere, whether that may be online, or offline. Secondly, they nearly always buy the product from somewhere else. Ideally you want to be the last stop when someone makes a purchase and this can be done by delivering your own ideas and opinions to the people that visit your page. If you can save the consumer time by helping them make an educated purchasing decision then your website is going to be a successful one.

Collect Leads Anyone?

A Website is also a great platform for collecting leads which can be in the form of an email address & name. A lead allows us as website owners to save this information and promote to these people forever. Although someone may not buy something from your site right away (or perform another desired action), they may in the future... especially if you create a relationship with these leads.

Branding

Having a quality website with your company information can act as a great medium for branding. The consumer audience is very technical in this day and age and if you do not have a website to get your product/service out there, then you are simply missing the boat.

A website can be used to efficiently brand your companies' product offerings and update your potential clientele with timely and important information. A professional website can be created with little work if the right tool is used.

Remember, if you are not branding yourself online, someone else may be doing it for you (in a way that could adversely affect your company).

Did We Mention Making Money?

Whether you are absolutely new to the Internet or have been around for some time and are making good money as an Internet marketer, making money is probably the main reason you have or would want to have a well created website.

In the following pages, we are not only going to show you how to create a quality looking site, but what resources are available, how Site Rubix will fit into the mix, and what content you should have on your site to increase conversions.

2 - Creating a “Good Looking” Site That Converts...

What is a good looking site?

A good looking site is one that is visually appealing. This means that there is good text formatting, the layout of the pages is effective, navigation is clear, images are high quality, and your pages are pleasant to look at.

We see many, many wild web pages every day that do not follow any standard at all and you can tell they were created by an amateur. This means different sizes of text everywhere, backgrounds, different colors, the content is hard to read, and the picture/banner is very low quality. Not to mention little to no layout formatting of any kind!

Potential buyers see sites that are not good looking and instantly make a judgment on the quality of what is being offered and the authenticity of the site without even reading a word. First impressions are huge when it comes to profiting from a website! If you do not make a good one, you are going to be wasting traffic and ultimately, losing money!

The “Optimized Site” Checklist

When you create a website of your own, you NEED to follow this checklist, otherwise your site will be one of the millions of sites out there that have absolutely NO chance of making you any money online.

- Quality Banner (high resolution)
- Images (high resolution)
- Color Scheme (uniform)
- Text Colors (uniform)
- Text Font (use the SAME font throughout page)
- Text Size (keep content text 10-12pt)
- Text (readability)
- Flow of Layouts (cleanliness of transitions)
- Backgrounds (do not take away from content)
- White Space (not huge spaces, but enough to allow readability)
- Navigation (exists)
- Navigation (in obvious position and is readable)

Google and Navigation

Google's Quality Score algorithm gives advertisers a better score if they have multi-page websites. You should have some form of navigation on your page, whether it be links down the side of your page (with relevant linking text) or links at the bottom of your page. If you have links to pages with relevant content you will be rewarded by Google, so try to avoid the creation of a site with NO internal links.

Content

Content is very important on all web pages. It will allow you to pre-sell to your visitors and convey messages to the visitor that will allow them to make a smarter purchasing decision. You should never copy and paste content from other websites as search engines frown upon this, and you also leave yourself open to **plagiarism**. If you truly want to have a web page that converts into sales and gets picked up by search engine spiders you will want to spend some time creating unique content.

\$\$\$ Financial Impact of a Quality Site

If you focus on building quality web sites from the initial starting point of your campaigns, you will definitely see much more money go into your pocket and a lot less advertising money leak away.

Too many people build for quantity when quality is the component that a successful campaign stems from. If you follow the techniques outlined within this guide and focus on building high quality, relevant sites, your chances of success will be much greater.

Remember, first impressions play a huge role in your websites success. Make sure your navigation and content is "good looking" and follow the checklist we have created for you when you build your sites. If you follow this routine you will consistently create websites that convert traffic into sales.

3 - Optimizing Your Website

An optimized webpage is comprised of four key components: Headline, Layout, Navigation, and Content. We are going to clearly define what these are for you, and give you some suggestions for the best techniques and practices that you should implement when you are creating these different sections.

Headlines

The headline is the first thing that you use to attract a visitor's attention when they visit your page. The key to attracting their attention is relevancy. If you have not heard us preach about relevancy before, you are going to hear it over and over again. If you drive traffic to your webpage, and your offer does not pertain to what they are looking for, you are wasting your money.

By having a relevant headline you will instantly captivate the visitor's attention, and increase the length of stay. Ideally, you would like the person to read the content on your web page, as all sales will be derived by people reading your page and clicking through to the affiliate sites (or if you are a merchant, following through with the order).

Here is an example of a good headline and a not so good headline that is used for the following group of keywords:

- Internet marketing school
- Internet marketing school reviews
- School of internet marketing
- Internet marketing schools
- Best Internet Marketing School
- Learn Internet Marketing at School

Not So Good: "Learn How to Become an Internet Marketer".

Good: "Get Top-Notch Training at the ONLY Internet Marketing School That I Would Ever Recommend! Earning \$1000/day Marketing Online is Possible at _____..."

The headline should not only include the keywords from the ad group, it should be interesting. People have all the power in the world to close your page whenever they want, and they WILL if your headline and information is not interesting. A headline is your first impression, so make it a good one!

Layout

The layout of your website plays a big role in how effective it will be in earning you profits online. The key information on your page needs to be delivered in a way that your visitors will instantly be drawn to, and the physical layout of where your content is on the page is very important.

A good website layout will allow for you to easily integrate images, graphics, video, or other media with the text that you write.

There is an infinite number of configurations that can work for your page, but the KEY is to have a strong layout that allows you to present your offer clearly to your visitors.

For example, a page layout where you have lots of white space restricts the natural flow of the eyes when people view your page. A good page layout will display all of the important information clearly and in a way that is natural to look at. Images, color, media and other components of the page will easily flow when the layout is optimized.

Navigation

Navigating a website not only plays an important role in allowing visitors to find information quickly and efficiently. It also plays a big role in Search Engine Optimization, and achieving high Quality Score with PPC networks like Google.

When creating navigation for your website you want to make sure that all links on your page are relevant to the content on your page. Also the links should be able to be found with ease. Having the links at the bottom of your page where your visitors need to scroll to find them is not optimized as you want people to browse your site from page to page. You want to promote the browsing of your site, so keep the navigation easy to find.

Content

The content that you add to your webpage can be literally anything and we could write an entire 100 page book on how to optimize your content. You can optimize for your content for your visitors (sales), and for search engines.

The common factor to keep in mind when writing optimized content is to make sure it is HIGHLY relevant to what you are selling. Keep your content on topic and keyword rich so that the search engines and PPC networks feel that your site is "high quality". For your visitors, keep on track and focused on the main theme of your site.

Captivating and Relevant Header

As we discussed in the prior section, the first thing that catches a visitor's attention is usually what determines whether they will spend time on your website or not. If a visitor comes to your page, sees nothing but a sea of text, no images, no highlighted text, chances are they are going to leave your page. Make sure to keep them interested with a highly relevant header that contains the keywords they used to get to your site. This will instantly draw their attention and will increase your chances of a click through to the merchant page, thus increasing your chances of a sale.

Sufficient Exit Points

Allow for a lot of different types of exit points for the visitor to go from your page to the merchant page. Often times new marketers will only allow a single exit point on their page to their #1 product. Include 2-3 exit points for each product that you review (title, buy now, and image linking). The more traffic you can get to click on your links, the more conversions you will get. An effective way to provide an exit point is to create links, or buttons that read "Buy Now" or "Learn More". These kind of exit points can greatly improve the rate at which people are exiting your page through your affiliate links.

It is very important that you make any reviews that you have on your page visible without the need to scroll. As soon as a visitor comes to your page they should see that there are product reviews available to them. Do not overwhelm your visitors with text that is too long, and never bury your reviews below the first visible fold of your website!

Good Looking, Fully Optimized Sites Made Easy

Does creating an optimized site seem like a tough task? For most people it does, but, there is an easier way....SITE RUBIX! There are some very important components to a successful website and if you can focus your attention on these aspects rather than on the actual construction of the page framework, your chances of success are much greater.

Site Rubix will allow you to do all of this and more. You can quickly whip together full websites in a fraction of the time that it would have traditionally taken you to build a website...and it is impossible to create an UGLY website with Site Rubix. We created a system that allows anyone (newbie to pro) to put together sites that are professional looking in a matter of minutes using drag and drop technology combined with an intuitive interface, image management, and navigation system.

Want a good looking website without having to touch a speck of HTML or edit a single image in Photoshop? Look no further than Site Rubix as your website builder of choice.

In the following sections we are going to provide you with information as to how you can put together websites with the least amount of work and resources.

4 - The Website Development Process

There are many ways that you can build a website without having the technical expertise that you would need to build it from scratch. In saying this, to build a website without the use of a tool like Site Rubix you will need to have advanced knowledge of the HTML programming language, graphic editing skills, and have a good feel for what a high converting site layout looks like.

In order to create a highly optimized website that would look similar to that of a Site Rubix website, your development would look like this:

Traditional Web Development:

Purchase a Website Template (or create one from scratch) + HTML & Image Development + Website Editing + FTP + Knowledge of what a High Converting Site looks like + Hours of your time

All of the above = Completed Website (that may not even be optimized)

****With Site Rubix the development of a high converting website looks a little different!****

Site Rubix Web Development:

Site Rubix + A few Minutes = Completed, Professional Looking Site

Here is a list of software that you have to download and in many cases pay for in order to create your own website manually from scratch:

- An HTML / Code Development Program
- FTP (File Transfer Protocol) program to send your files to your web host
- A Website Template or framework
- An Image Development suite (such as Photoshop, or Paint Shop)
- A screenshot program such as SnagIt

Once you download or pay for these programs you then need to learn how to use them, and anyone that is familiar with the traditional web development process knows how difficult this can be.

5 - Making it Happen

No More Downloading / Purchasing Software

There is no need for any of these programs, or any need to install anything if you use Site Rubix for your website development.

All HTML coding is done in the background so that you don't have to see any code. FTP file transfer is built in and you can send your files to any web host with the click of a button. There are many professionally designed website templates provided within the system and this alone saves you having to find your own templates, install them and learn how to edit them (let alone pay for them).

All image manipulation, resizing, file size optimization, banner management and scaling is handled by the system. So, if you've got your own banner that you want to upload to the system, not problem, it doesn't have to fit EXACTLY! We'll render your banner to the correct size (not just control the width) by dynamically rebuilding your image to fit. Screenshots of any website online can be taken in literally seconds and then reused, resized, and scaled to fit your site!

Here's the "Kicker", all of this is delivered online and you can access it from anywhere. Mac, or PC, the system. Site Rubix keeps track of all your sites, files, images and more, it's truly an amazing system to use.

Traditionally, if you want to learn how to create a website you need to know the HTML programming language. HTML is the most common language that web browsers understand, and is what most websites are written in.

If you are interested in learning all about HTML coding, you can use the vast amount of resources available online. Here are just a few that will help you.

- W3Schools.com
- [HTML Goodies](#)
- [HTML Code Tutorial](#)

You can literally learn anything you need to know from these resources, and you can get full snippets of code for your websites. If you are learning HTML and can't figure out how to do something, we suggest that you search these resources.

Why Are You Wasting Your Time?

There are aspects of building a website and making it "Live" on the web that we did not include in this section (FTP) just because we could write an entire novel about this stuff. It really can be quite convoluted and difficult to connect all of the dots and this is the exact reason why we created Site Rubix.

Even for a "seasoned" web developer, website development is a headache. We (Kyle & Carson) have been doing this for a combined ten years and we can tell you that we will never build an affiliate site again without using Site Rubix. Yes, we are advanced web developers, but it is 10 times quicker for us to build a site using Site Rubix, and believe it or not, they look just as good if not better than if we spent hours working on the framework from scratch!

6 - Quality Score & Promoting Your Site

Using PPC

PPC is the obvious choice for people that are looking to make money with websites. The reason for this is that you can hyper-target your audiences with exact keywords and you can create campaigns that are successful for the long term and do not rely on the search engine algorithms.

Back in the day, your website played absolutely no role in the PPC world as it did not matter if your web pages were relevant to the keywords you were promoting and your ad positioning was purely based off of how much you were willing to pay per click.

In this day and age your website has never played a more important role in the effectiveness of your PPC campaigns. Things like multi-page sites, relevant landing pages and unique content play a big role in your PPC campaigns and can make the difference between a successful campaign and one that fails.

We mention that good looking pages with quality content will always convert well. However, websites with relevant landing pages (to the keywords you are promoting) and that contain multiple pages that are related to the subject matter, will take your campaigns to the next level.

Google and Yahoo now give your websites a better 'quality' ranking if you follow these guidelines. Basically the more relevant your pages are to the search, the better off you will be. This is a good thing because it is forcing us as marketers to be more relevant and limits our competition. Why? Because most people are too lazy to be relevant, it takes work to create pages that are relevant to your keywords.

But...just wait! Site Rubix allows even the lazy people to create quality campaigns that look great in the search engines eyes. We have created a system that builds optimized site that the search engines will love and will rank much higher than if you did not use Site Rubix. We have added components to pages within Site Rubix that will allow you to easily achieve high Quality Score with minimal work. It really is web development on steroids!

FREE \$50 Yahoo Voucher

Here is a free advertising credit that can help get you going within Yahoo. If you deposit \$30 into a new account you will get an additional \$50 with this \$50 voucher. This money could go a long way if you follow the techniques within this guide!

[Click Here for your Free \\$50 Yahoo Search Marketing Voucher](#)

Websites & SEO (Search Engine Optimization)

When you create web pages, you should always create them with SEO (Search Engine Optimization) in mind, regardless of whether or not this is the purpose of your site. Even if you are creating a PPC based site, if you build around SEO techniques you will find yourself not only creating more relevant sites, but sites that also appear much better to the paid search engines like Google and Yahoo.

There are a couple of ways you can enhance your websites SEO capabilities:

- creating relevant tags/titles
- using relevant content (and unique)
- keyword density (from 3-5% of the words you are trying to optimize)
- link to your site (from relevant forums, articles, and high PR Sites)
- one way links (do not use link exchanges...they are becoming ineffective)

SEO could be a whole 100 page guide in itself, so we are going to brief here. We just wanted to mention that you should always take SEO into consideration when developing your page. There is nothing better than free traffic that is also targeted.

The Wealthy Affiliate University

There are many ways in which you can promote your site and squeeze as much money out of it as possible, and we cover these techniques within our Internet marketing University, Wealthy Affiliate. At WA we teach people how to become successful online through our tools, resources, services and full support. If you would like to learn more, please visit the following link:

Visit Wealthy Affiliate Here ==> <http://www.WealthyAffiliate.com>

Site Rubix & Wealthy Affiliate together give you the “Full” package. Site Rubix provides a new industry standard in online website development and design while The Wealthy Affiliate university gives you all the resources and support to turn your site into huge profits.

With Site Rubix, making money online is a “Level Paying Field” where beginner Internet marketers can compete with the experts! Even experts will want to use Site Rubix to simplify their development as it will give them more time to build their businesses.

7 - Site Builders - The Next Generation

The next generation of site builders is now here with Site Rubix. We have spent over a year secretly developing a system that will create websites like never before. Website development has never been this easy and you no longer need to know HTML or any other web development aspect in order to build websites. Site Rubix will really do everything for you (except for write your content for you).

Ugly pages are truly a thing of the past. There is no reason that you should ever create another ugly page in your life. Site Rubix creates professional looking pages with the click of a few buttons and the drag and drop technology implemented with Site Rubix will allow you to easily re-arrange your pages.

Next generation website builders are for everyone. Whether you are an beginner or an advanced marketer, Site Rubix will allow you to save time and money by creating professional looking sites. If you are new to the Internet or looking to get a company website up and running, you can be doing this in a matter of minutes with Site Rubix.

Media and website management is also integrated into Site Rubix. There will not be any more issues with having your site files spread across your entire computer or residing in different web editors, you will have a central place to locate and manage all of your websites. Same goes for media as Site Rubix provides an interface for you to manage all of your videos, screenshots, and images.

Get ready for the revolution of Site Builders...Site Rubix!

Sincerely,

Kyle & Carson

The Wealthy Affiliates

www.wealthyaffiliate.com

www.siterubix.com

PS. Keep your eye on the Site Rubix page as it will be evolving...

<http://www.SiteRubix.com>