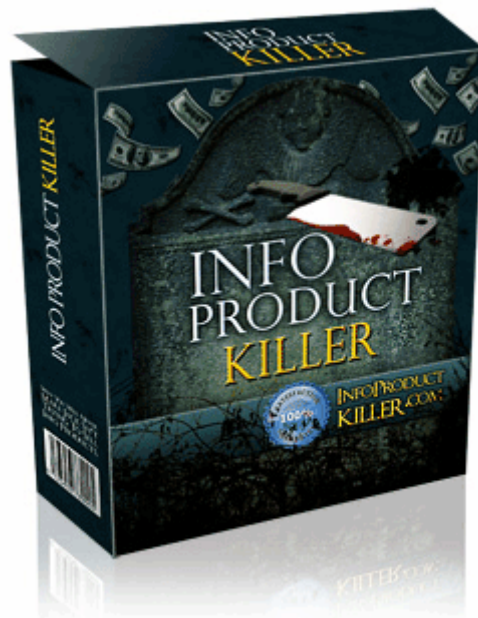




INFO PRODUCT KILLER

Sneak Preview

YEAR ROUND PROFITS STRATEGY



HIGHLY TARGETED SEARCH TRAFFIC
FROM MODEL NUMBER & KEYWORD DOMAINS
TRAFFIC THAT IS READY TO BUY AND
DUMP COMMISSION IN YOUR BANK ACCOUNT

IMPORTANT!!!

The key elements of this Strategy have remained untapped (outside the IPK circle) in The USA for much of 2009 & 2010. In fact you will see as you work through the materials and research Google, IPK member's websites are dominating both the traffic and the profits!



Foreword to Friends of Tiffany Dow .

This is a *special report* for friends, subscribers and customers of Tiffany Dow.



From: Craig Kaye

Location: Sheffield, United Kingdom

A handwritten signature in black ink that reads 'Craig Kaye'.



Recently Tiffany has been familiarizing herself with [Network Blazer](#) to assess it as a marketing tool both for herself and for her friends and subscribers. By now you will already have heard back from Tiff. For now, I will tell you a little more about the software.

[Network Blazer](#) is basically an online resource for creating, managing and developing a portfolio of profitable live websites.

It can be used to create websites of any size and in almost any online niche. Moreover, Network Blazer is “**Newbie Friendly**”.

There is no need to download any software, you simply create an online account that you can access from any PC anywhere in the World.





For example, to create your first site you would simply click a button that looks exactly like this:



You then complete the following fields:

A screenshot of a web interface for 'Network Blazer'. The header has a logo with three blue arrows in a circle and the text 'Network Blazer'. Below the header is a section titled 'Control Panel - Add A Site'. It contains three input fields: 'SITE NAME' with the text 'My First Site', 'TARGET COUNTRY' with a dropdown menu showing 'United States', and 'SERVER' with a dropdown menu showing a list of server options. At the bottom is a 'CREATE SITE' button with a mouse cursor clicking it.

Network Blazer

Control Panel - Add A Site

SITE NAME:

TARGET COUNTRY:

SERVER:

- NBS002 (US - Texas 74.55.11.242)
- NBS003 (UK - Nottingham 79.170.43.152)
- NBS004 (US - California 209.200.236.38)
- NBS005 (UK - Leeds 94.136.52.175)
- NBS006 (PA - Panama 200.35.150.10)
- NBS007 (UK - Gloucester 77.68.104.105)
- NBS008 (US - St. Louis 69.64.58.50)
- NBS009 (UK - London 77.92.92.170)

The software really *is* that simple.



Further components can be added with equal “one-click” ease.

Components such as:

- Text Blocks
- Image Blocks
- Navigation Links
- Google AdSense
- Amazon Banners
- YouTube Videos
- Price Comparison Sections
- E-mail Subscriber Capture

100% Newbie Friendly

For more on the software please feel free to [watch this](#) or visit the link to the videos here: <http://www.networkblazer.com/tiffanydow/>

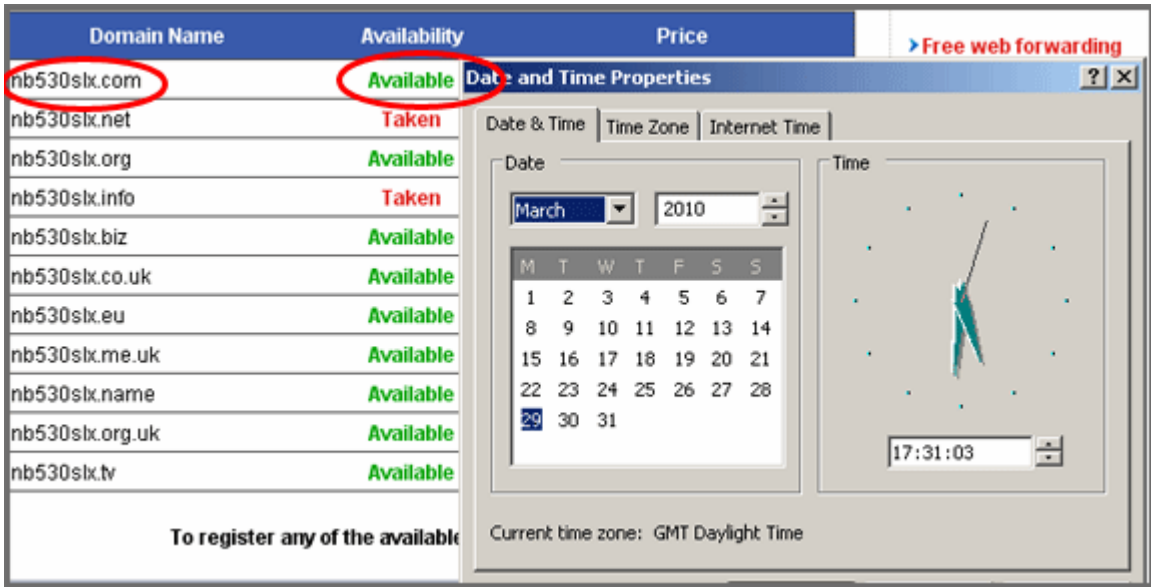
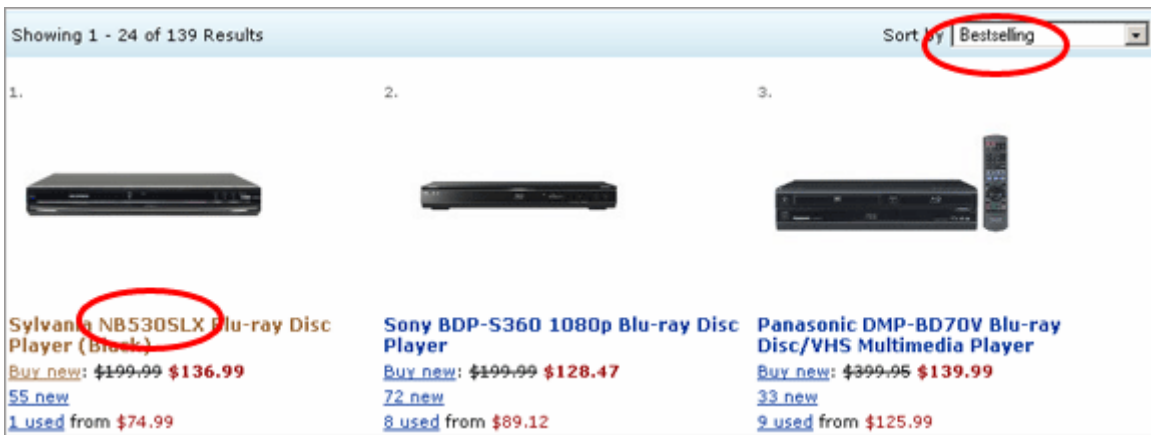
This report that you are reading has been made available to you in order to outline the key elements of the IPK “real product” marketing strategies that work in conjunction with Network Blazer. I’m sure you will enjoy it.

If you like what you see: Full access to the IPK members area, including numerous acclaimed videos, bullet point checklists, year round, Xmas profit reports and much more can be obtained in the IPK Members Area by signing up [here](#).



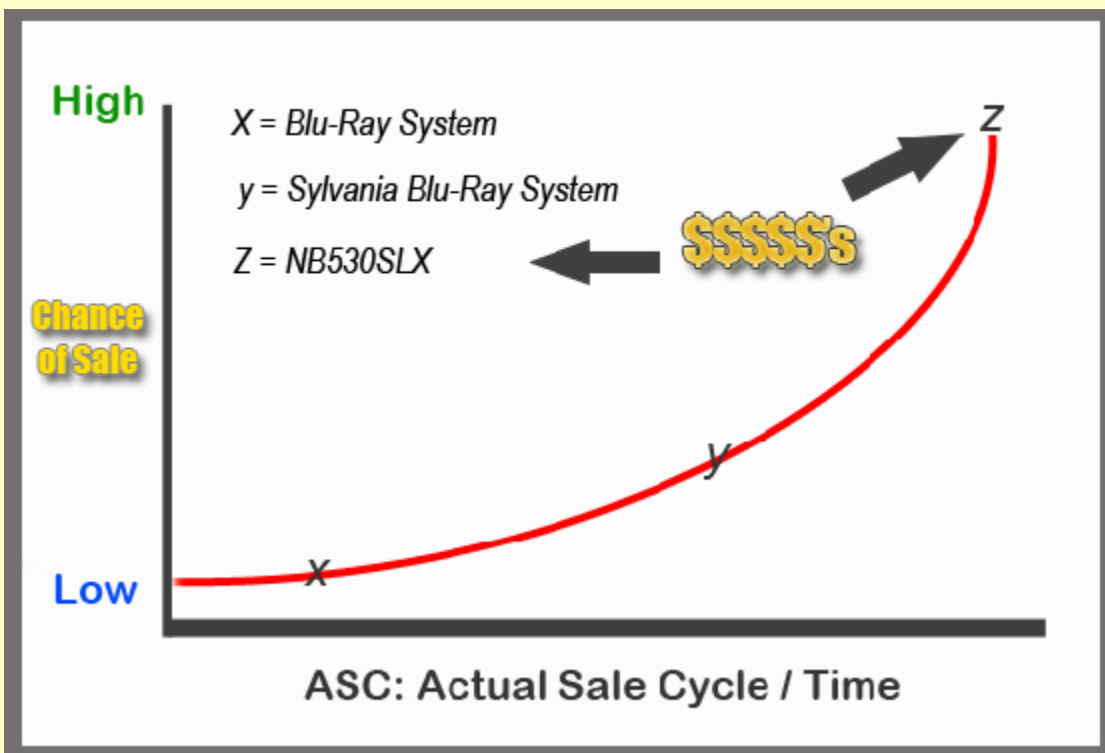


Before I show you the power of this free traffic strategy I'd just ask that you consider this. At the time of writing (29th March 2010) USA: The bestselling Home Blu-Ray System on Amazon.com is the *Sylvania NB530SLX Blu-Ray Disc Player (Black)*.





When people search for high value (high commission!) goods they refine their search by using the specific product model number. This IPK “*fast profit system*” advocates that you use [Network Blazer](#) to spend no more than 3 hours creating a dedicated webpage about products like the Sylvania NB530SLX Blu-Ray Disc Player. You then register “NB530SLX” as a dotcom (etc) domain name.



In the diagram above the ASC (Actual Sale Cycle) can be defined as follows:



X = Person decides they want a Blu Ray system. Searches start with "Blu Ray". Low chance of conversion.

Y = Person (now becoming your prospect) does further research and decides to go with Sylvania. Medium/low chance of conversion.

Z = Prospect is now ready to buy they "Google" the product model number. Very high chance of conversion.

You optimize your "model number" website for on-page SEO (OPSEO) and have strong calls to action sending this traffic to Amazon through your affiliate links.

This strategy requires almost zero back-linking because the "keyword" – the model number - is very easy to dominate on Google. On top of that, the traffic you will dominate is ready to buy!

Enjoy....



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[Sign Up For Full Access](#)



Welcome To IPK Sneak Preview

Welcome to this sneak preview of the IPK program. [Sign up](#) today to get full access to the [IPK Members Area](#): brief, concise money spinning manuals, videos and checklists.

You are about to see some of the most closely guarded secrets of “real product” affiliate marketing: Previously untapped and highly effective methods of making money from real product sales. I’m pretty sure NB530SLX.com isn’t available anymore but as you will see there are tens of thousands of profitable keyword opportunities with this.

Don’t you ever think “I wish I thought to register “travel.com” or “television.com” back in 1996, or “I wish I thought to register money.co.uk” (recently sold for 7 figures)...

Well a year from now some affiliates will look back at today and think exactly the same of what you are about to discover: IPK’s 007 Model Number Strategy.

So what exactly is so special about this element of the “IPK” program? What is it that can put you on the path to significant earnings within a few months?



007 is actually the codename for what is essentially a small group of strategies and techniques. These strategies have been developed by a number of top behind-the scenes affiliates. One of whom regularly earns £20K (\$36k) a week in the UK.

[What Products, Where Do You Begin?](#)

You have more than enough information in this intro guide to get you started. You will see exactly where there are hundreds of thousands of products waiting to be promoted at almost zero cost. You can sign up to the full IPK program anytime here: [IPK Members Area](#)

The 007 Strategy was discovered and developed by one of the UK's top affiliates. All of these methods are now available to you both in the PDF guides but more importantly in the Exclusive Video club you are free to join today [here](#).

The techniques covered in this report are expanded upon in greater detail in a number of videos. You can have full access to all these videos and will be kept informed of new additions should you decide to sign up to the full program.



Be Sure To Pay Attention To The Detail

It is important you pay attention to detail. Attention to these simple details is the difference between your success and someone else's failure.

The Product Model Number System – 007

The first strategy covered here is code named 007. You will find videos on this strategy within the Info Product Killer members area.

This is a technique that uses highly targeted keywords as domain names and, like Bond 007; goes in, makes a killing and is out and on the next assignment in the blink of an eye.

This example is going to use a cluster of TVs to demonstrate the principles. TVs serve very well for a demo of this strategy, but do not blind yourself to the thousands upon thousands of possibilities. Think about it, think outside the box. Highly targeted keywords as domain names represent cash in your bank account. Simple as that.

007: Untapped in The United States and Europe

Just before this is covered in the next paragraph your attention should be drawn to how massive and untapped this opportunity is. In the United States this system is presently virtually non-existent. In



European countries it is non-existent. In the UK it represents a massive opportunity and is only just starting to spread. Why?

Because a number of shrewd players have started *noticing* the websites and those of IPK students all over Google page 1 and Google position 1 (top spot). This system works like no other and it is a massive opportunity waiting for you to grasp. Some “super affiliates” won’t like this...

Please Be Aware! Most of these examples are using UK domains and Google.co.uk because until very recently this was virtually non-existent in the USA. This is what makes it a killer opportunity for you.

The SEO principles are the same from Country to Country. This system is so powerful many .co.uk domains are page #1 Google in the USA!



The 007 System Broken Down

I'll start with a "tv" example. Go to google.co.uk now and type in "kdl40v3000" and hit Search.

A screenshot of a Google search results page for the query 'kdl40v3000'. The search bar is at the top, with the query 'kdl40v3000' entered and circled in red. Below the search bar, there are radio buttons for 'the web' (selected) and 'pages from the UK'. The search results are displayed below, with the first result being 'KDL40V3000 Sony Bravia LCD TV - KDL 40V3000 Compare UK Prices'. The URL for this result is 'www.kdl40v3000.co.uk/' and is also circled in red. To the right of the search results, there are 'Sponsored Links' for 'Kdl40v3000 at Amazon', 'Kdl40v3000', and 'Kdl40v3000'.

#1 Since March 2008

You will see that the domain name kdl40v3000.co.uk is at, or around, the #1 position ahead of bigger named sites. As you will see this strategy quite often this method can put you straight in at the number one spot faster than Elvis with a new release.



That's number 1 for a highly targeted keyword. In other words your site will, in most cases, only be receiving traffic looking for exactly what you are featuring through your affiliate links!

Amongst the other strategies covered in IPK you should be able to make a significant income from using the simple product-model-number system alone.

[Model Numbers - Think Outside The Box](#)

This report uses TV's as a prime example, but first a word of caution. You need to think outside the box with this strategy. Spend a day having a good think about other products where you can apply this method.

The potential truly is almost unlimited. Think about it. TVs, DVD players, Digital cameras, laptop computers, washing machines, fridge freezers, cool boxes, notebooks, watches, golf clubs; the list is almost endless.

[The Model Number System & Copyright?](#)

Does using the product model numbers constitute infringement? The short answer is no it does not. Not unless the model number has a trade mark, which in 99.9% of cases they don't.



This system is almost a “throw away” domain strategy so even if you were asked to stop you could do so and move on. To date in over a 18 months of testing not one incident has been reported. From a Google point of view, so long as you create a content rich (mini) site, images and info on where to buy. It doesn't get any better than this.

Earnings Potential

Over here at HQ this system has been tested since early 2007 and the results show it is possible to start seeing strong commissions within 14 days or so. Our results equated to over £140k for just one student who only worked 10 - 15 hours per week on the strategy.

You should be sure to read this entire document very carefully and pay attention to the detail. Do not rush this. Follow the instructions very closely and you will start to make regular commissions.

007 – The Product Model Number Strategy

Here's a quick summary of how easy this method is:

- Pick a popular product that is identifiable by a model number
- Register the product model number as a domain name
- Spend, maximum, 3 hours creating a 3 – 7 page website for the product



- Apply the handful of need to know IPK techniques
- Load the websites with your affiliate links
- These website start to see free highly targeted traffic
- The traffic converts to sales better (because it is highly targeted)
- The sales convert to affiliate commission

Here is a real example from one of the first sites that used this model number method:



Example 007 Site

This site was created in just over 1 hour! It filters traffic to a mother site. The site used the UK model number of a Sony LCD TV. The model number is UE55B7020W. This was registered as UE55B7020W.co.uk This domain/website has been at position number #1 on google.co.uk since it went live and consistently on page 1 on Google.com. Here are some figures:

<p>Google #1 Domain Name: ue55b7020w.co.uk Domain Registered: 22 April 2009 Website Created: 24 April 2009 Time to create: 1hour 50 mins Indexed by Google: 27th April 2009 #1 Google: 27th April 2009 First Sale: 29th April 2009 First Affiliate Commission: £73.04 (\$116.00) Total Commission (to date): £782 (\$1200)</p>	 <p>SAMSUNG LED TV www.ue55b7020w.co.uk</p>
--	---

* Please note that this example is of a demo test project and there may be contextual errors in the content of the site. It is used to convey the principle. You will see plenty of current projects as you proceed through the IPK Program.

That is £780 (\$1200) total profit to-date and from 1 hour and 50 minutes work and the website continues to make money even though the product is virtually discontinued. The site still gets traffic and also



results in sales of newer models or of other brands. There is nothing to stop you from having numerous websites doing exactly the same.

1. The success of this boils down to good research in order to get good strong product model numbers that tick these boxes.
2. They get searched for enough for it to be worth a days work on the site (or at least 2 hours)
3. The product is available at a handful affiliate merchants, at least 4 or 5.
4. The product is available at BIG named suppliers

Note: You could spend a day creating a site for a given model number and if Google is in a bad mood (this cannot be explained logically any other way) you may never even get close to page 3 let alone page 1 for searches for only the model number, e.g. "UE55B7020W". But, read on, this gets interesting...



Ranking For Long Tail Keywords

However, and this is a very important however, you will find that your site will rank on page 1 Google, including number 1, for search phrases (longer tail keywords) that include the model number.

For example, you may be number 1 on page 1 if someone searched on “UE55B7020 flat screen prices”. You will also still get traffic from the odd drifter who winds up on page 4.

Model numbers In The USA

During testing these model number websites have been/are #1 on Google.com in the States* even though they were .co.uk domains. Because the website content and URL is so specific the potential to hit number 1 is vastly increased.

* This means IN THE STATES, not just on .com in the UK. In other words if you are physically searching in the U.S., say in New York, these test sites can even be number 1 with .co.uk domains.

These product model number website's, and the ones you will soon be making, tick all the Google boxes. On top of that they provide site visitors with exactly what they are looking for meaning sales!

Model Number Search Volumes

How often do people use model numbers in searches? The short answer to this is in there are millions every month in both the UK and



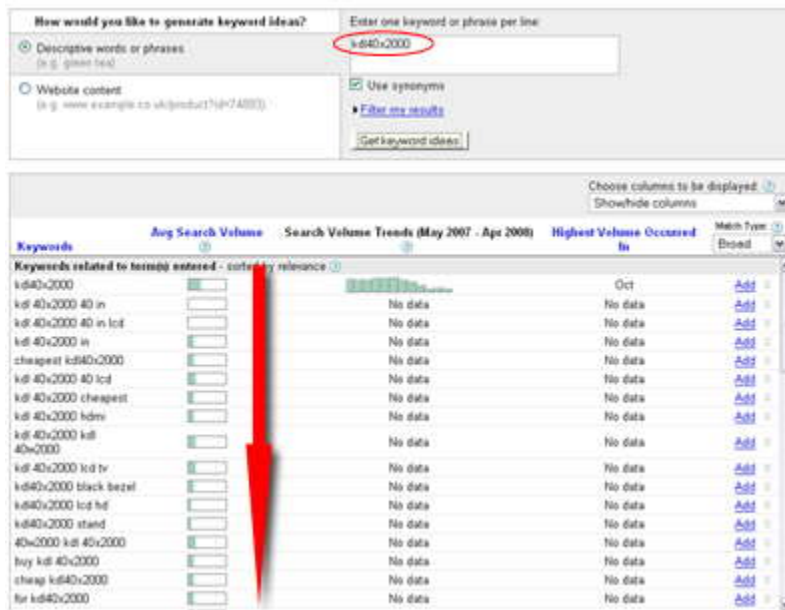
the US. In fact as more and more people use the internet day-in-day-out they are increasingly becoming more confident and refining the way they search.

Think about it. Look at the big US electrical suppliers like Circuit City, Tiger Direct, Accessory Warehouse, Electronic Express, Radio Shack or whatever (many available on the [Link Share](#) affiliate network).

You'll see they encourage users to search via model numbers so in the process of looking for a TV the user will start *Google-ing* model numbers once they are getting a clearer picture of what they want. £140k (\$220,000) in 14 months by our main student is testimony to this.

Although the searches are relatively much smaller than for generic search terms such as "Plasma TV", there are infinitely smaller results displayed on the search engines and it's much easier to rank at page 1 or even number 1.

You can go a step further and by featuring price comparison sections at all top US suppliers it's a very easy strategy to convert visits (highly targeted) to sales.



This is another older model but the data serves better to show a point. That point that combinations represent an indication that the product will be profitable.

Using GKWT To Identify Search Volumes

The above screenshot is from the Google keyword tool. It shows that there a significant number of searches for combinations of the model number “kdl40x2000”. It is the word “combinations” that is important.

The fact that combinations are showing rather than just 1 result matching “kdl40x2000” shows that you have a very good chance of converting to commissions because you will be receiving highly targeted free traffic from these longer tailed keywords, as well as from the exact model match.



During tests that model number has made over £5,200 (\$7,600) in 18 months (from a few hours work on the website).

The campaign below was run to collect data on impressions (number of searches) for just one TV model number.

7 May 2008 to 5 Jul 2008 [Change range](#)

Today

7 Jun 2008 - 5 Jul 2008 [Go](#)

Include deleted items

+ Add keywords: [Quick add](#) | [Keyword tool](#) [Edit keywords](#) | [Search this list](#) [Cu](#)

[Pause](#) [Unpause](#) [Delete](#) [Edit Keyword Settings](#)

<input type="checkbox"/> Keyword	Status ?	Clicks	Impr. ▼	CTR
<input type="checkbox"/> [KDL40W3000]	Active	509	12,180	4.17%

In less than a month the model number had 12,180 impressions, or searches, includes the content network, there is no need to run PPC if you are in the top 3!

Low Search Volumes Can = Money

Do Not think that NO DATA means NO GO. This can be explained by this example.



Sony are soon to release some new models in the UK. New models are new to market so therefore there will be very little search data. For now go to Google.co.uk and search for “KDL40E4000”.



You'll see that one of the IPK student sites is at number 2; kdl40E4000.com. This is a great example of getting the model number domains as soon as you hear of them. That site, kdl40E4000.com gets around 40 UV's a day.

The Sony launch is overdue but the IPK student has over 500 email addresses of people who signed up to be informed of availability. If he gets a 10% return on a mail out to that list he will earn around £2000 (\$3,100) in commissions just from that list. The reality is as the launch gets nearer and the sign ups on the list are “hotter” he may get 3 or 4 times that.



Plus the site is gaining in link juice as more forums and review sites link to it.

You may notice that some of these model number domains link to a “mother” using the cluster strategy.

Note: some of the pages used in this example are older sites and as such the price sections may not be accurate.

Another important thing to understand here is that internet users, your potential affiliate commission source, constantly refine their searches by using the Product Model Number.

[Model Numbers Equal Commissions](#)

You will now see how you can use the product-model-number domain method to optimize websites to capture these searches and convert them to affiliate commissions from free traffic at either US or UK merchants. Even if you just use this strategy to send the highly targeted traffic to Amazon you can make a very good return from a few hours ground work.

[Choosing Your Products](#)

One easy way to identify products is look at the big named merchants. For example in the USA you may wish to look at Amazon,



Vanns, Shop.com, Accessory Warehouse, Mogiz and so on (see [Link Share](#) for more info). In the UK you may wish to take a look at Amazon, Comet, Dixons, John Lewis, Kelkoo and so on. Get a feel for what products are popular then do a domain name check and register your chosen product model number as you domain name. You're now ready to create the website.

[Ensure Products Are Available To Promote As An Affiliate](#)

Once you have identified the product you wish to promote ensure that it is available with at least some of the top named national merchants and that you can create affiliate links direct to the product using your affiliate I.D. This is often referred to as “deep linking”.

Always check that the product is available on Amazon as a rule-of-thumb. If it's available on Amazon it is most likely a popular product and also likely to be available at other merchants who are affiliated with Networks such as Commission Junction, [Link Share](#), [Affiliate Window](#) , [Trade Doubler](#), etc.

[Earnings Potential Revisited](#)

Registering a model number as a domain e.g. kdl40e4000.com is not enough on its own. If you just rely on an index page and a small bit of info about the product in all likelihood your results will not excel.

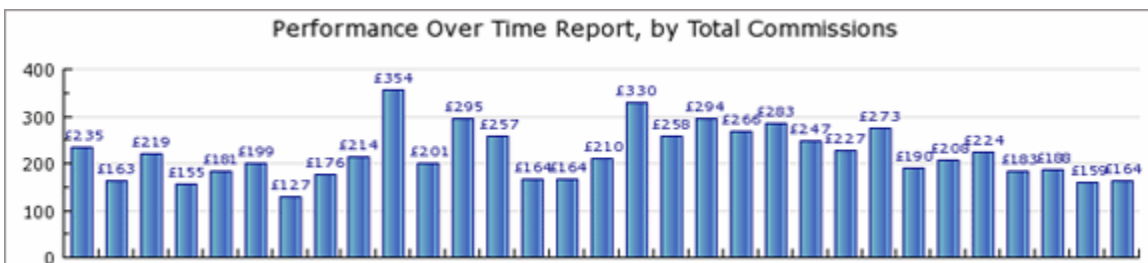


You may on the other hand take a lot of care over creating the content and the killing zone (where visitors click your links to buy), you may take care in generating quality back links to your model number site and still you may not maximise your potential.

The secret is to know exactly what to do from the very start, when you create the blank index page, right through to the finish when you unleash the site.

If you apply the steps exactly as explained in the 007 Program you will start to make money with this strategy very, very quickly. How much can you make? Well that all depends on what products you pick, how successful they turn out to be in terms of Google position, traffic volumes and how well you set the page up to convert to sales (the “Call to Action”).

Take a look at this for a one month period (just one account but you’ll get the picture):



To convert these figures to US\$ double the daily totals © [Affiliate Window](#)



And this from recently, 2 days earnings, after just 7 months of the 007 model number strategy:

Earnings Report Totals Glossary			
October 6, 2009 to October 6, 2009			
	Items Dispatched	Revenue	Earnings
Total Amazon.co.uk Items Dispatched	60	GBP 15,990.18	GBP 639.66
Total Third Party Items Dispatched	52	GBP 4,636.80	GBP 185.49
Total Items Dispatched	112	GBP 20,626.98	GBP 825.15
Total Items Returned	-4	-GBP 3,009.29	-GBP 120.37
Total Refunds	0	GBP 0.00	(\$1130.72)
TOTAL REFERRAL FEES	108	GBP 17,617.69	GBP 704.78

The point is that if you; work hard at this, think carefully about which products, and then do exactly what IPK explains in terms of the SEO (see the videos) it's very possible that you can get up towards £250 (\$500) per day or above.

From experience, no matter how often the importance of being meticulous with the OPSEO is emphasized; time and time again students have gone at this like a bull in a China shop, quite often doing the work but without covering the basics. So that is a very clear earnings disclaimer: Take care with product selection and the site OPSEO and who knows what you could start to earn. Don't be too cavalier but do be meticulous.



Quickly Sourcing Content

The following tool is very helpful for generating content ideas, it does not generate unique content but it does provide you with a lot of content that can very easily be re-written:

sitecontentideas.com

There is also a tutorial PDF explaining how to install the script which only takes about 2 minutes.

Often with these type of 007 mini sites I find the best way to add content fast is to use tools like sitecontentideas.com but also to use "manufacturers Description".

Manufacturer's description: This is often found on supplier websites such as Amazon and is normally provided by the Manufacturer, such as Nintendo, for promotional purposes. What I would say is rewrite this quickly, changing a few words and maybe the order of the content.



If you think about it; were you to research a product that was new to you in order to write new content about it you still have to read other peoples content in order to gain the basic information. I just cut out the "middle man" - copy, paste and rewrite :-) and use sitecontentideas.com



The Affiliate IPK Program

This PDF is written to give you a feel for the explosive potential of what the IPK program offers you.

You will be directed to the online resources including the exclusive videos. To really make the most of this fresh opportunity you should by now have already created your IPK account.



Importantly you will have access to download a stream of pdf guides that cover all of the elements of successful affiliate strategies in very close detail (again available in the IPK members area)  

You can read more about this at the end of this report.

Before that here is a quick reminder of the key areas of focus.



I am now going to cover the principles of on-page SEO requirements.

On-Page SEO (OPSEO)


Assuming you have picked a good viable product in terms of search volumes and availability with affiliated merchants on-page SEO is critical. For a full list of the essentials refer to the OPSEO pdf's and videos in the IPK members area.  



The “on-page” SEO is probably the most important element of how successful you will be in terms of your Google position for the model number keyword and combinations of the model number in search phrases.

The steps are very simple and the rules are pretty much as covered by the checklist below. You should also watch the videos in your IPK account.  

On-Page SEO Checklist

 Note: for the complete OPSEO checklist and videos sign up to the [IPK Members Area](#).

- Register a model number that is getting significant search volumes as a domain name.
- Put as much text on this site as you can on either as many or as few pages as you want. 3- 5 pages will do.
- Ensure the content is about at least the top 4 keywords/phrases you wish to "promote" including, obviously the model number.
- Ensure the header section of each page contains the model number and is at least slightly different to any other page in



terms of (a) page title, (b) meta description and (c) meta keywords. This is critical – think carefully about this (covered more shortly)

- Ensure your page names include your keyword/phrases and the model number. E.g. you may wish to create a page called `sony_kdl40x9000.php`
- Use the model number in one H1 tag on each page
- Use the model number in H2 tags on each page
- Use each of your top 4 secondary keywords/phrases in at least 1 page's header section (page title, meta description, meta tags).
- You MUST include the model number as a text link to other pages on your site. This serves little customer benefit purpose but it is very important for the SEO of the model number and thus potential to draw traffic.
- Include your model number on sub pages as a text link back to the index page.



- Use each of your top 4 secondary keywords/in the text as text a handful of times linking both from and back to the index page and other pages on the site.
- Use each of your top 4 keywords and model number within your site content as bold text a handful of times.
- Use each of your top 4 keywords as a text link a handful of times, to another page on your site that includes the keyword in bold and as text.
- Use each of your top 4 keywords/in the text as a text link a handful of times, to another SITE that includes the keyword in bold and/OR as text (preferably in the page name of the destination site too). If you link in this way to external sites, use respected news sites such the BBC, Google News etc.

It is imperative that you refer to the OPSEO videos and pdf articles in your account.

Off-Page SEO (Linking Strategy)

When you have your model number site ready in terms of on-page SEO only then do you submit them to Google. Never submit one of



these model number sites to Google until it is finished. Once you are happy it is ready you can submit it to Google here:

UK: <http://www.google.co.uk/addurl/?hl=en&continue=/addurl>

USA: <http://www.google.com/addurl/?hl=en&continue=/addurl>

But, just before you submit, give the sites as many links as you can from as many sites as you can (even totally irrelevant ones if you have no relevant ones).

If you have covered the on-page SEO carefully (See the OPSEO videos and PDF checklists in your account) back links are less

important. Often 3 or 4, even irrelevant links will be sufficient unless you are competing with 1,000,000 results

plus. Create your links from existing sites that you or friends may have using this format:

[KDL40E4000 Sony Bravia 40 inch LCD HD Ready TV. KDL40D4000 Reviews, prices and information.](#)

The new Sony Bravia KDL40E4000 flat screen TV with 40 inch screen. Sony D series BRAVIA KDL4043000 LCD TVs

www.kdl40e4000.com

*Blue = keyword text link ~ Black = Text ~ Green = Text Link or **Green = Bold**

Text Link



*The colours are merely to represent each section more clearly in this example. You will also notice that this type of linking is almost identical to how Google list results, which are, in effect; links.

The most important things:

1. You must have a basic webpage template to be able to work fast.
2. You will get better conversions with this strategy if you use a price call to action and create urgency.
3. Research the product model number first. Look at search volumes using tools such as the Google Keyword tool:

UK: <https://adwords.google.co.uk/select/KeywordToolExternal?defaultView=2>

USA: <https://adwords.google.com/select/KeywordToolExternal?defaultView=2>

4. Consider the number of results already appearing on Google. If there are only 10,000 or less you will have a very good chance of hitting the top 4 on Google with very few (even only one) back link.
5. Then for each additional 10,000 results aim to get at least 1 back link as a rule of thumb. If you are doing this from your own sites use the **blue**, black, and **green** linking method covered above. Obviously



the more links you can get/create the better. If you are flooding the site with irrelevant links be sure to use the [blue](#), black, and [green](#) linking method.

6. Another very important factor often overlooked is the level of retail/website competition there is for the keyword (model number) that is not affiliated with any network, i.e. you cannot send traffic to the majority of the retailers that your customers may be aware of.

If a model number has, say, 50% of Google results with independent retailers who do not have affiliate schemes you may find you will struggle to convert visits to sales if they are more competitive on price than the affiliated merchants you may wish to promote! This is often the case with electrical goods so be sure to consider this when researching your product.

7. Once you have identified your product and are sure its good-to-go you then need to start adding content as quickly as you can to your new site. The most important thing at this stage is to think about a strong call to action – killing zone – i.e. good clear links and reason why your site visitors should click them and hopefully why they should buy from the merchants you recommend. This could be because your recommended merchant is the cheapest, offers a 5 year warranty or whatever.





8. The other most important thing to realize here is that your site must be rich with content about the product and as unique as possible.

Often people overlook the simple fact that Google loves text especially relevant text.

9. Finally with regards to the on-page SEO it is critical that you do not cut corners with this. The steps required are not difficult or time consuming but if you don't get it right you could be under-optimizing your site with serious ramifications for revenue.

10. Once the on-page SEO boxes have all been ticked you need to do a very little bit of work on off-page SEO. Quality relevant back links are obviously better but they are not essential to succeed with this strategy. If you have created 5 mini sites about microwaves using the model numbers, you already have the potential for 5 quality links for your 6th microwave site!

[Further Information](#)

You can gain exclusive access to the IPK members area and to further PDF's and videos which will take you progressively through the program.



These will cover each stage in short guides that are totally focussed on each step of the process.

Each PDF is supported by a video(s) to ensure you are approaching the program in the most effective way and maximising your affiliate earnings potential.

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Good Luck...

The IPK Team

[Craig Kaye](#)

Update: Those who know me and my work to help beginners start to make money in affiliate marketing know I am the real deal. The point is I'm here to help and if you start to apply these strategies you are well on the road to *ongoing* income and freedom.

You have just got your hands on one of the biggest kept secrets in AM over the past 17 months and there's much more on the way.



These strategies are about to go ballistic in North America (I know because of the JV's that are in place) but you have the edge because you have had a preview of the "INSIDE". You can grab access to the full facts and the critical factors that make these strategies work.

I have much more to share with you but for now you have enough to keep you busy. I think from the perspective of our newbie friends. It is important I don't blitz you with information overload. We will drip you the info, pdf's and videos in a very timely fashion to make sure you are crossing the "t's" and dotting the "i's". Everything is planned with nuclear precision. In the mean time, if you haven't already, [sign up](#) to IPK:

- Read The PDF's
- Watch The Videos

There's much more on the way, and you've got ongoing access

All the best...

[Craig Kaye](#)



PS. Remember to really get moving fast with this opportunity sign up to the website building software here: [Network Blazer](#)

If you have not yet got your hands on full access to the IPK members area including the precision “how to” video library you can do so here: [Info Product Killer](#)

And the support is second to none!

Thank you to Tiffany Dow and all her friends and customers.

A handwritten signature in black ink, appearing to read 'Craig'.

