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Financial Freedom Through Online Business

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Building Multiple Websites for SEO Success *Leverage Your Earning Potential with a Large Internet Presence!*

By
James L. Paris

Could you be persuaded that you have a better chance, overall, of making more money if you could have, say, *twenty* websites, as opposed to have just one or two? Sure, you could. One of the problems associated with having multiple websites, however, is the economics of it; every website you set up has associated, ongoing costs. Even if you get a really good deal on hosting, for example...say \$7 or \$8 per month...multiply that out by 20, and now you're paying \$150 to \$200 per month just for the privilege of having all of your sites hosted. For some, that can become cost-prohibitive, to be sure.

That said, I want to spend some time here discussing the concept of *unlimited hosting*, and, by association, the ability you can have of realizing search engine optimization dominance by maintaining multiple websites. As the term implies, the idea behind unlimited hosting is that you can have hosted as many websites as you want for one low price each month. With unlimited hosting options, the cost prohibitions of maintaining a large number of websites essentially disappears, and, in turn, the feasibility of maintaining a large number of websites is preserved.

It's worth noting that a quality, unlimited hosting option is something that's made directly available by us to our students in the Jim Paris all-access Internet Coaching pro-

gram (www.makemoneywithawebsite.us). You can get to the page that features the unlimited hosting options by going to www.unlimited.christianmoney.com. What we're offering here, for \$49 monthly, is the unlimited hosting of domains; unlimited bandwidth, unlimited pages, unlimited space. This means you could have 50 websites going, 100 websites going...for just \$49 per month. If you would prefer to pay annually for this by making just a single payment, we have it set up so that you can save a *lot* of money by going that way. Note that the prices of these plans are not suitable to pay if you are not resolved to putting a substantial number of your own sites into service, but if you *are*, then a quick look at the "math" will demonstrate how much sense plans like these can make; at the \$49 per month mark, hosting for 20 websites would cost less than \$2.50 a piece, and at the *annual* rate of \$499, that figure jumps down to barely \$2 a piece. Of course, you don't need to wait until you have 20 websites ready to go before a program like this begins making financial sense. Just run the numbers of what hosting per site is costing you presently, and you will see that an unlimited option like this can begin adding to your bottom line pretty quickly.

I've already spent a great deal of time so far discussing the matter of unlimited hosting, but that is really just a sub-component of the

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topic at hand; the topic at hand is the matter of realizing enhanced profits as an Internet marketer by putting into service a large number of websites. The benefit driving this is not simply a matter of deciding that if one website is good, then 10 is great, and 20 is even greater, although certainly having a higher sum total of websites, on its face, can provide a superior yield to you on that basis alone. However, in order for this to really work, you have to look at the matter of assembling multiple websites more strategically than just deciding that more is good and less is bad.

Let's illustrate this point by using the example of a lawyer that's based in Daytona Beach, Florida. Let's say that this lawyer has a large firm, and he has four major areas of practice: divorce, bankruptcy, real estate, and estate planning. Let's also say that you are brought into this lawyer's office as a consultant in Internet marketing. You sit down with him and the first thing you want to do is come up with a good domain name. You might think first of daytonalawyer.com, but that's perhaps a little bit general, so you suggest daytonadivorcelawyer.com. At that idea, the attorney says, "That's great, but what about the bankruptcy side of my business? I don't want to lose out on *that*." Your response might be to remind the attorney that when people find him under daytonadivorcelawyer.com, they will certainly see his other practice areas that are indicated at the website, and so all will be well. Still, you might suggest that he picks the one practice area of his four that he wants to have serve as

the basis for his domain. What he might well say to you then is that, OK, if I have to absolutely pick just one, then I guess I would pick divorce, but why do I have to pick only one? Can we not come up with a way to market all four practice areas with basically the same level of emphasis on each, without sacrificing one for another?

You might then think, well, I don't know that there's a way to do that in the way that this lawyer is thinking about it...that is, in a fashion not where you're simply marketing the attorney, but where you're marketing these four separate practice areas all at the same time. Well, there *is* a way, and it's through the use of multiple websites.

Again, going back to the discussion we had at the outset of this article, the personal economics of going down this avenue can be constraining if you don't have a good way of dealing with the hosting costs. However, if you are able to put yourself in front of a mechanism that allows for hosting of unlimited websites for one flat fee, this concept can much more easily become a practical reality.

Let's go back to the example of our Daytona Beach lawyer and see how the decision to utilize multiple websites on his behalf can be of service to him. First, we may indeed decide to establish a "main" website about him as a lawyer and his law practice, one that discusses each of his practice areas, and we might call it daytonalawyer.com. However, we won't stop there. After we have set up

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that main site, we decide that each of his four practice areas will serve as the bases for their own, stand-alone websites. So, once the “main” site is in place, we can move on to [daytonadivorcelawyer.com](#), [daytonabankruptcylawyer.com](#), [daytonarealestatelawyer.com](#), and [daytonaestateplanninglawyer.com](#). Now we come to the really cool part of this—again, remember that we now have the main site, and then four *microsites*. The benefit we are realizing is that if someone performs a search under “Daytona bankruptcy lawyer,” the [daytonabankruptcylawyer.com](#) website could be number one in the Google search rankings for a search using that keyword phrase. Alternatively, if someone does a search for “Daytona divorce lawyer,” then the [daytonadivorcelawyer.com](#) website can come back as number one. The overriding point is that if you have a topic, and can then break that down into smaller topics, you can have every one of those subtopics reach an extremely high rank in Google search results by virtue of having its own website. How great is that?

Now, here’s what’s really powerful about this—you can link all of these websites together. So, on the main website, [daytonalawyer.com](#), we can have links from there to all of the associated microsites. That’s going to help us, because we can create an anchor text link using the words “Daytona divorce lawyer” that becomes the actually link on which a visitor can click to go directly to [daytonadivorcelawyer.com](#). We can have another link that says “Daytona bankruptcy lawyer,” and clicking on that one can take us directly to *that* site. From there, each of the microsites can have links directly to the others, as well as to the main site. What you have, in essence, is a “hub and

spoke” sort of relationship between the main site and the microsites, but something even better, because the spokes are interconnected, as well.

This brings us to the issue of whether the search engines will decide to discount all of these inbound links because they’re all coming from the same website owner. Fortunately, the search engines will not know that, so doing this will not hurt you (or the actual business owner). This, then, give you, as an Internet marketing expert, a real opportunity.

Multiple Websites and Niche Marketing

Let’s illustrate this further. As you may know, we talk a lot about niche marketing, and I’m still a big believer that niche marketing is best. Accordingly, I would still tell you that if you want to do something on the topic of golf, you’d be better served to focus on something more specific within that general area, than to try to be all things to all golf enthusiasts. For example, we have a student who indeed has a golf-related Internet business, but he has chosen to focus on the topic of golfing for left-handed people. That’s a great way to go, as it represents a great niche within the general topic area of golf. Note that this multiple website approach does *not* violate the principle that niche marketing is superior. In fact, what it does is allow you to make *better use* of niche marketing and to more fully exploit the opportunities that niche marketing provides by giving you the platform from which to create a variety of different websites that can focus on individual aspects of the main subject area. For example, the above-referenced person could have a main website on golf in general, thereby, in essence, making a microsite out of his site on left-handed golfing,

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and then go on to create some additional microsites on the topic of golf that work in the same way that the microsites would function in our illustration of the Daytona Beach lawyer. For example, in addition to the microsite (or what would now *be* a microsite) on left-handed golfing, one could devise other companion microsites; perhaps there could be one on golf shoes, and maybe another on putting techniques. This could go on and on, given how many true, stand-alone niches there are to be found under the general topic of golf. It's not difficult to imagine someone having perhaps 20 or more microsites under a solid, general topic, and what's so exciting is the multiplied power of those sites that's available through their statuses as both stand-alone sites that can generate income individually, but also the income that's derived from the symbiosis created between all of them working together.

Multiple Websites vs. Subdomains

As a regular reader of this newsletter, you are no doubt familiar with last month's issue, wherein we discussed the whole matter of saving money by utilizing subdomains to your root domain. To review briefly, subdomains are a cost-effective way to beat the accumulated costs of maintaining a variety of different domains. Normally, when you purchase a domain, you are provided with the opportunity to register a large number of subdomains that can act as stand-alone domains, if you treat them as such. For example, with a GoDaddy or James L. Paris Internet account, you can have up to 90 subdomains for free with your root domain. As a reminder, a subdomain basically appears as a prefix extension to the root; `collection-calls.christianmoney.com` would be a subdo-

main to `christianmoney.com`.

When it comes to this topic, however, I would opt for the use of separate, stand-alone domains, when you can afford to do so. This is not to say that using subdomains is at all a bad idea, because it is not, but in the aforementioned cases of the lawyer and the golf enthusiast, where each is looking to highlight a separate business, I would suggest going with multiple domains if possible. Here's why: First, a primary domain will retain more authority with the search engines than a subdomain. This does not mean that subdomains have no authority...not at all...but the principal degree of authority with the search engines will rest with the primary domain. For example, if you plug in the words "Christian money" into Google, `christianmoney.com` will always come up before any subdomain of `christianmoney.com`. Additionally, the authority with which your site is looked at by *visitors* will be greater, as well, when using separate domains. Let's look at the lawyer example we used as an illustration. The visitor to `daytonadivorce-lawyer.com` will regard that site with more innate respect and will assume more expertise than if the site came as a subdomain like `divorce.daytonalawyer.com`. Now, that lawyer might actually use that subdomain for a *section* on his `daytonalawyer.com` site that discusses divorce, which would be smart, but he would still be better off utilizing stand-alone sites for more enhanced marketing.

While making the jump to multiple domains can be a greater commitment in terms of ongoing responsibility, the benefits of doing so, particularly with the use of unlimited hosting options, are greater than ever in an age where the Internet has become the principal mechanism by which to reach the public at large.

Become a “Guru” in Your Field (Part 1)

Position Yourself as an Expert to Attain Greater Levels of Success!

By
James L. Paris

There is no question that the most overriding concern that people who enter the world of Internet marketing have is how they can make more money. I field that question from every corner, whether it's as an email from a student in our online training, or face-to-face when I'm at a meet-and-greet or in-person training function. To be clear, I'm not talking about people who are thinking about getting into Internet marketing and are pondering this issue from the general standpoint of wanting to make more money; I'm talking about people who have been at this for some period of time and who, while perhaps satisfied with how their earnings progression has been going so far, are anxious to learn about what they can do to ramp things up more dramatically.

I've determined that what many of these people are *really* asking me when they make these kinds of inquiries is how can they become more like me. I don't mean that in the sense that they think I'm so wonderful that they want to personally emulate me as much as possible, but rather, in the sense of how they can have the success I'm having in this whole realm, in the way that I'm having it.

The short answer is that the reason I may be seeing more success from all of this than many others is because I have been able to position myself...fairly, I think...as an expert, as an authority, in some key areas that are helpful to me in Internet marketing. We have not, historically, spent much time talking about this; we've always spent our time primarily discussing the “nuts and bolts” of Internet marketing—how to set up a website, how to get traffic to a website, those sorts of

things. What we want to do here is investigate the matter of positioning yourself as an expert in your field, which can be so important in driving traffic to your website or blog. The more that others care about you and what you have to say, the more they will be inclined to visit your site.

It should be noted that in addition to basing this article on my own experiences and ideas, I'm going to discuss the contents of a great book called *Become a Recognized Authority in Your Field in 60 Days or Less* by a gentleman named Robert W. Bly.

My Own Beginning

I want to take a few minutes to discuss my own professional beginnings in this regard. It started with my association with a man named Charles J. Givens. Some of you may instantly remember the name, but for those who do not, Givens would most certainly be considered the sort of professional “guru” to which people flock en masse in hopes of learning enough of his dispensed wisdom to become highly successful in their own lives. Charles Givens authored some very successful books on personal finance that were written with a tone of passionate consumer advocacy. He had a very charming, even magnetic, personality, and was a guest on all of the biggest talk shows during the late 1980s and early 1990s. He was head of something called the Charles J. Givens Organization, which was a large, membership-driven educational company that provided the members with a great deal of information, mechanisms, and resources through which to take charge of their own financial lives. The bot-

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tom line is that Charles Givens was a very dynamic, super-successful “guru” during this time period, and it was through him that I began the journey on which I’m still traveling today.

I was 22 years old when I was introduced to Charles Givens, and I rose up very quickly in what was the financial planning division of his company, becoming the vice president of that division just a year later, at age 23. Later on, I became the substitute host for his radio show, and, as it ultimately worked out, I ended up hosting his radio show more than *he* hosted it. Now, before I began working with Givens, I was a stockbroker; I was about 20 years old when I began, and started working with a small company that you wouldn’t know, and then I went on to work for a larger company that is no longer around but still big enough that it might still have some name recognition with some of you—Paine Webber. Back when I started as a stockbroker, we were taught to gain clients by making *cold calls*. We would make calls to small business owners, company executives, and other, prominent professionals and, working off of a sales script, ask these folks if we could send them information on our preferred stock picks. Most of the time, they would say, “No,” but the idea behind that marketing method was that if you made 400 to 500 calls in a day, you might end up with five to ten people who would actually agree to receive the information. Those people...the five to ten...would then become *prospects* for future business the moment they agreed to be receptive to the information we had available on stock selections.

From there, over the course of days, weeks, and months, your list of prospects would continue to grow, and some of those ulti-

mately became bona fide clients, and those clients would represent what is referred to as your “book” of business.

Well, that was the *hard* way of doing things. When I went to work for Charles Givens, my frame of reference with respect to sales and marketing was absolutely jarred..in a good way...because with the Givens companies, we did not have to call strangers in search of business; these strangers (strangers to me, at least) were calling *us*. Did they ever; our offices there were not officially open for business until 8:30 am, but the phones would start ringing as early as 7:00 am with people seeking information as to how they could become clients. Now, as you can imagine, this was a totally foreign concept to me. I was a guy who was used to making hundreds of outbound calls each day, and, all of a sudden, I’m in a position where a high volume of calls were coming in from interested, prospective clients. Talk about surreal! When I arrived there, it was just as his company was hitting what might be called its primary growth spurt, and so between my good timing and dedication to my labors, I was able to move up the ladder very, very quickly. Eventually, I had 70 financial advisors under my supervision at the company. Again...surreal.

Simply put, I was blown away by what Charles Givens had going. I came from the Wall Street world, where standard practice was to make hundreds and hundreds of dials of the phone each day in order to find just one person who was open to the idea of me contacting him in the future about an opportunity, to this pot of gold. What’s more, every person I hired to work for me as an advisor, almost all of whom were seasoned financial professionals, were just as, if not

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more, incredulous at the operation we had going on at the Givens companies. The environment was completely different from what any, experienced financial professional had known up to that point. However, the big difference between this company and the ones with which most financial professionals were familiar is that Charles Givens was a *guru*; this is precisely the difference-maker that Robert Bly discusses in his book.

As a young person who eventually moved on from working for the Givens companies to setting up my own financial companies in the early-to-mid 1990s, I, as we all do moving through life, took what I learned and applied it to my own professional endeavors going forward. I started writing my own books and newsletters; I started making my own appearances on TV and radio; in short, I started to employ the mechanisms that are generally used to establish oneself as a guru (although, in this case, my chosen marketplace was the Christian consumer, which is a bit more atypical). Interestingly, though, I can tell you that many, many people I knew in that business never made the transition from making 500 phone cold calls per day, to becoming a guru wherein people would seek them out in an effort to become clients.

Does a Guru Have to Be the Smartest?

One of the great misconceptions about pursuing guru status is the idea that in order to be one, you have to be the best and the brightest in your field. It’s just not true. Yes, you clearly have to have some good, credible

knowledge of your subject area, and the more you know, the more credible you look (and *are*), but the truth is that attaining guru status is as much or more about marketing as it is about having a tremendous grasp of the material that makes up your topic.

This, then, beckons the question: What is a guru, *really*? I’m not talking about the dictionary definition, but instead, the definition in terms of a successful, well-marketed, prosperous entrepreneur. According to Bly’s book, gurus are not gurus merely because they are great at what they do, but because they are great at marketing and selling themselves, *in addition* to being great at what they do. As an example, Bly cites the demand for noted attorney Alan Dershowitz, whose track record as a legal success pales in comparison to many others; however, relates Bly, when the media is looking for a legal expert to interview regarding a high-profile case, it is often Dershowitz’s phone that rings first. Why is that? Separately, Bly goes on to tell us, we all know the world is filled with family counselors, psychotherapists, etc., but when you ask people to name a noted sex therapist, it is Dr. Ruth Westheimer who remains one of the first mentioned. Again, why? The answer is because they have gone out of their respective ways to market themselves, in addition to maintaining and enhancing their professional credentials. They are recognized authorities in their fields, with the emphasis, in this case, on *recognized*.

When you read through information like this and really take the time to process it, it

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shows itself to be very powerful stuff. I was driving my teenage daughter to school the other day, and listening to an “oldies” radio station (which I’m sure she loved). During the drive, the station played a song by Elvis Presley. As I was listening to the song (forgive me, I don’t know the name of it), it struck me how underwhelmed I was by the song, and by Presley’s rendition of it. Carrying that thought further, I pondered Elvis’s status as a mega-icon, versus his actual talent as a singer and musician. Nowhere have I seen Elvis Presley’s name on a list of the greatest singers or musicians of all time...and yet, he remains, long after his death, one of the most popular singers and musicians in the world, and was so while he was alive, as well. How can that be? Now we know.

So, as we think about this as Internet marketers, this is the sort of thing on which we would all be wise to focus more. That is, what can you do to become more like a Charles Givens-type of personality in your field, to the point where people...from radio and TV interviewers, to customers, and everyone in between...are pursuing *you*? What’s particularly interesting is just what a subtle “real” difference there is between the guru and the non-guru. Think about someone like TV’s Dr. Phil McGraw; he has a PhD in psychology, he’s making millions upon millions of dollars each year, has the books, the TV show, all of it...but how is he really any different, in organic substance, from a local psychologist in your community who might make \$90,000 per year and has to constantly market himself in order to keep his practice at a level that he may continue to earn that income, which, compared to what Dr. Phil makes, is nothing? Does Dr. Phil possess so much more wisdom in the field of psychology and family counseling that the rest of the

world magically beats a path to his door? Not at all; the answer is, again, marketing...self-promotion.

Now, a lot of people take a more jaundiced view of this sort of self-promotion, but there’s nothing wrong with it—it’s a natural part of marketing yourself. Where it gets troublesome is when the person doing the marketing is *lying* about what his product or service does, or otherwise engages in promotion at the expense of providing a good, quality product or service, but promotion in and of itself simply goes hand-in-hand with sales.

In the next issue, we’re going to continue this discussion and get into the specifics of what you have to do to achieve guru status. We’ll discuss these at length at that time, but I want to pass them along now so that you have them to consider between now and then.

Top 10 Activities for Gurus

In no particular order of importance, they are the following: *write articles; write books; produce and sell information; publish a newsletter; make speeches; present seminars; conduct PR campaigns; establish a website or blog; achieve critical mass; maintain your guru status.* You will find that all highly-successful gurus do not just do *most* of these, but *all* of them.

Again, we will be tearing into these in greater depth next month, but what I want you take away from our discussion here are two things: Guru status makes an enormous difference in the quality of your day-to-day working life as well as in the size of your bank account, and, anyone who is willing to do the necessary legwork can become a guru. I’ll “see” you next month!