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A Theme-Based Website, Part 4– How To Build The Site

By Julie Georg

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In the first three parts of this series, I've shown why I want a theme-based site and how I've prepared (and you can, too!) to make one. I chose a theme and found lots of related keywords. I have ideas for content and found merchants that I want to represent as an affiliate, whose products fit with my content. Now, I'm ready to build my site. It's going to be pretty easy since I have my content and merchants organized by keyword. And I'm keeping these two things in mind: 1) I want each page to be focused on only one keyword. Remember, I'm doing this to please the search engines, but it also keeps things clear for my visitors. 2) From experience and research, I know it's best to keep things clean and simple. I want a straight forward site that's easy to navigate and with minimal distractions.

I'm going to start with my homepage, which should only tell my visitors what my site is about and how it will benefit THEM. Links to my merchants should NOT appear on the homepage – too soon. My homepage should link to 5–10 "keyword focused" content pages. These pages should offer valuable content and links to my best merchants for my most profitable keywords. Each of these pages can then link to 2–10 other pages. Every page should have a link back to the homepage, but not necessarily to every other page on the site. I need to think about where I want my visitors to go and what I want them to do, which is click through to my merchants, of course!

Ready for construction. Each page will have

- 1) a TITLE tag,
- 2) a META keyword tag,
- 3) a META description tag,
- 4) header tags(headlines),
- 5) and the body copy.

My TITLE appears as the link in search engine listings, so it needs to be honest and attractive. I'm going to use the specific keyword for each page in it's title, as well as a general keyword and perhaps synonyms if possible. For my Italian cooking site, for the keyword "lowfat Italian

cooking", the page title could be "Lowfat Italian Cooking–Healthful Italian Traditional Cooking, Naturally Lowfat".

My META KEYWORD tag is going to start with my keyword for that page, in this example "lowfat Italian cooking". I'll also add a general keyword or two, like "cooking" and "lowfat". And perhaps a synonym like "healthful". I don't want to dilute the META tag with too many words.

The META DESCRIPTION tag will be the rest of what the search engines will display along with my title. This will also be honest and attractive. I'll state the benefit my page offers, using the specific keyword once or even twice, if possible, and also general keywords and synonyms.

The headlines are more important than my regular body copy, both for the engines and my visitors. And some engines don't use the META description tag to form the second part of their listings. Instead they will usually use my H1 tag (first headline), and the first words in the body copy after that. So, I'll be sure that my headline contains my specific keyword for that page at least once. What I can do here is take my META description tag and chop it into two pieces... part for the headline and part for the opening paragraph of my body copy.

Next, of course, comes my valuable, OVER-delivering, "keyword-focused" body copy. I provide great content that meets the needs of my visitors who have searched for this page's specific keyword. I also work keywords into the copy to please the engines. And I seamlessly work in my recommendations, complete with in-text links to my

merchants.

Repeating this process for each page, I build a great site, filled with valuable content to please my visitors and deliver them to my merchants in a ready-to-buy frame of mind. Each page is focused on a specific keyword which is closely related to my overall theme, creating a site that the search engines will love. And that will bring me lots of targeted traffic. Well, just as soon as I submit to the engines. I'll cover this, and other ways to promote my site in the 5th and final part of "A Theme-Based Website".

Julie Georg is a consultant to individuals and small businesses interested in establishing a web presence. She offers assistance at.. <mailto:yourhelpline@mail.com> Step-by-step directions for building a theme-based site can be found in the excellent, free Affiliate Masters course. Blank email <mailto:tamsassist3@sitesell.net>

A Theme-Based Website, Part 1– What Is It?

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What is a theme-based website? The wave of the future. The best way to please increasingly savvy visitors AND search engines. A theme-based website is a site that is based on one specific theme or concept. Every page of the site focuses on a single topic that is related to that theme. For example, if my theme is Italian cooking, topical pages could include Italian chefs, Italian ingredients, Italian cooking methods, Italian cookware, etc. Such a site could easily grow to a hundred pages, each of which focuses on a different topic, all of which are related to my theme.

Why would I want a theme-based site?

A theme-based content site is a great vehicle for earning income as an affiliate. How?

Traffic:

Each topical page is a "keyword focused" content page. In other words, I build the content of each page based on one of hundreds of keywords that someone might use to search for information related to my theme. Taken all together, my tightly focused, themed site scores well at the engines for hundreds of related terms. And we all know what that

means – lots and lots of highly targeted traffic!

Presell:

Each topical page is full of valuable content. This content is used to PRESELL (we all know the importance of preselling, right?!). My visitors are not searching for sales copy.

They are searching for information. I need to deliver.

Using my Italian cooking example, my page based on the keyword "Italian chefs" could offer brief biographies of the top Italian chefs. I could then recommend books by or about these chefs, providing an in-text link to a book seller.

What else? I could write (or find) articles about olive oil, Italian ceramic cooking pots, the Chianti region, etc. And as a good affiliate, I provide in-text links to merchants selling Italian cookware, imported foods and wines, cooking lessons in Tuscany(!), etc, etc. Think of the potential.

Consider the advantages the theme-based website has over mini-sites, which some affiliates use to try to promote

an affiliate program. They may seem easy and cheap, but mini-sites are not built to do well at the search engines and rarely get a directory listing – the two places my visitors are most likely to look for me! Where they WILL find my theme-based site. Also, mini-sites are typically made up of just sales copy. I know my visitors do not want to be sold. My theme-based site GIVES my visitors valuable content while preselling. Lastly, a mini-site is pitching one product. If a visitor doesn't want that particular product they're gone. My site, however, offers multiple products or services, any one of which my visitor may be interested in.

Affiliates will also often use gateway or doorway pages. These are essentially "trick sites" which may score with the engines but don't deliver good content and so rarely result in getting the click through, the sale, or the repeat visit. Also, tricking the engines is becoming less effective as the engines become more and more sophisticated. My theme-based site plays fair with the engines and the engines love it.

Using a theme-based website I create a WIN-WIN-WIN-WIN situation. My visitors win because they've found the high-value information they were looking for. Search engines

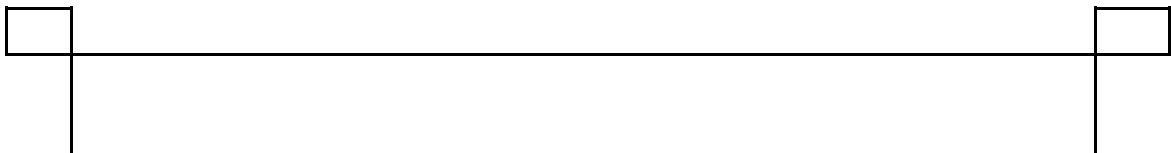
win because I've given them a site that will add quality to their search results. The merchants that I represent as an affiliate win because I've presold my visitors and they arrive at the merchants' sites ready to buy. And, last but not least, I win with growing commissions. Can you say "super-affiliate"?

Think a theme-based website is for you? Brainstorm ideas to find your site concept. Everyone has experience, knowledge, interests or hobbies that could be turned into a theme-based website. You can start building YOUR web BUSINESS. Don't have a theme? Check out Part 2 of this series. Or send me an email. <mailto:yourhelpline@mail.com>

Julie Georg is a consultant to individuals and small businesses interested in establishing a web presence. Step-by-step directions for building a theme-based site can be found in the excellent, free Affiliate Masters course. Blank email <mailto:tamsassist3@sitesell.net>



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