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How to Get 100,000 Visitors or More from Yahoo

By Johannes Garrido

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How would you like to reap the benefits of getting listed in the largest and most popular searchable directory on the net?

At last count, Yahoo receives over 180 million visitors a month.

Can you imagine the kind of traffic you'll receive by getting just a small percentage of Yahoo's traffic?

For many, getting listed in Yahoo is like winning the lottery: millions enter, but only a few are accepted.

However, by following the 7 simple steps listed below you'll be able to :

- o jump past the millions of websites vying for a listing
- o get your site listed
- o receive more targeted visitors
- o and ultimately earn more money.

Here's how to get your site listed in Yahoo:

1. Focus on a GOOD Keyword

Understanding which keywords people are actively searching can mean the difference between your site getting 50 visitors a day or 1000 visitors a day. So, you'll need to target keywords that people are actively

searching for to get any meaningful source of traffic.

Here are 3 ways to Discover Popular Keywords:

- o Wordspot – <http://www.wordspot.com>
- o Goto Search Term Suggestion Tool
http://inventory.go2.com/inventory/Search_Suggestion.jhtml
- o Good Keywords – <http://www.goodkeywords.com>

2. Set Up an New Domain

It's a good idea to create an entirely new domain using

the Keyword you came up with in Step 1.

Sure, it may involve an upfront cost:

- o \$15 / year for a domain name + year worth of hosting
(Find this Amazing price at <http://www.doteasy.com>)
- o \$199 for an Express Submission.
- o Total Cost = \$214 dollars

However, just imagine how many visitors you can bring with a Yahoo listing. For instance, let's say you can bring 500 visitors a day (a conservative estimate). This comes out to about 182,500 visitors in a year.

A total cost of \$214.40 for 182,500 adds up to less than 1/10 a penny a visitor. Plus, if you submit this new site to the various search engines, you will gain even more visitors. You won't find a better bargain out there.

Setting up a new domain is not enough for getting into Yahoo. To get into Yahoo, you'll need to present unique content for the Yahoo editors. Remember, each site that's submitted to Yahoo is reviewed by live humans.

So how do you create unique content for the Yahoo reviewers?

One way to do this is to find gaps in Yahoo's listings, and provide the information to fill in those gaps.

Simply search Yahoo's category listing in the subject area you plan on submitting to and finding an area that is lacking content. Then, your job is to simply create the content to fill in the gaps for them.

Don't worry, you don't have to create a massive 500 pg. website. 7–10 pages of unique content (including links to other sources) should be more than adequate to get you listed.

4. Title of Your Site Should Be On Your Actual Website.

In most cases, the yahoo reviewers will use your company name as the title of your listing. So if you have the ability to do so, you might want to consider

this in choosing your business name. When deciding on your business name, be sure to include your most important keyword (Step 1 above) in it.

If you already have a business name, you might want to fill out another "Doing Business As" form with your local courthouse and create another assumed name for your business.

5. Create a Very Brief Description

Try and keep your description text to 12 words or less of advertising and hype free text. However, be sure to include your important keyword (Step 1) into the description.

6. Choose a Specific Category and Secondary Category

Yahoo distinguishes sites as either commercial or non-commercial sites. If your site is selling anything at all then your site belongs in the Business and Economy section of Yahoo.

Try and be as specific as possible when trying to submit your site into Yahoo's first and secondary categories. This will help target your visitors and limit the amount of competition your site will have.

7. Implement a Back Up Strategy

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Even though you did everything right, you still may not be included into Yahoo's directory. Don't worry, follow this back up strategy:

If you used the Business Express service to submit your site and didn't get in with your first try, you'll be sent an email within 7 days stating why you weren't listed. Here's your second chance to get in. Simply fix the problem that they've indicated and then recontact your reviewer to inform them of the changes you've made in what's known as the "appeal" email by Yahoo.

If you did not use the Business Express service, you may want to contact Yahoo about your submission. When contacting Yahoo, I suggest you include the date of your submission as well as the title and URL of your web site.

Yahoo is swamped with emails, so sending them an email to them may be ineffective. What I suggest is that you either call or write to them about your site's listing (writing is the preferred method). Here's Yahoo's contact information:

Yahoo!, Inc.
3420 Central Expressway, 2nd Floor
Santa Clara, CA 95051
Main Corporate Telephone: (408) 731-3300
Fax: (408) 731-3301
User Support Telephone: (408) 731-3333 – LISTING NUMBER
Extension #1: For information on submitting a new URL
Extension #2: For information on making changes to an existing listing in Yahoo!
Extension #3: Information about Yahoo! search results

When contacting Yahoo, it's a good idea to get to the point quickly. Simply ask if they have had a chance to review your web site and reiterate how your site adds value by providing unique content to their directory.

So now you have the information needed to get your site listed in the biggest directory on the net. **WHY STOP HERE?** Why not use the information presented above to

get more sites listed?

Johannes Garrido is creator of the 'Killer Classified Ads Magic System'

http://www.roibot.com/w.cgi?R351_Article2 "STOP Wasting Your Precious Time and Money – Discover How to Increase Your Sales by 1700% with a Killer Ad Campaign. 100% Guaranteed." http://www.roibot.com/w.cgi?R351_Article2

Affiliate Commissions: The \$15 Minimum Sale

By David McKenzie

Affiliate Commissions: The \$15 Minimum Sale by David McKenzie

How can you boost your affiliate commissions?

Scenario: You participate in one or many affiliate programs. You get plenty of hits. Your sales ratio is about 2% (which is good) and yet you're only making \$42.80 per month. It's okay, but nothing to shout about.

Consider this: If you put just as much time and effort into marketing each affiliate program, then receiving affiliate commissions of \$15 per order is much better than receiving affiliate commissions of \$1 per order. It costs you just as much in your own time yet you make 15 times as much.

Why join affiliate programs that sell products or services with such low affiliate commissions? For a reasonable return you will need extremely high volume. How about earning \$65 per sale? Or perhaps even \$100 per sale?

I hear you say that it is difficult to get many sales of this size - but even if you only got 5 sales per month from a \$100 affiliate commission that would be \$6,000 per year from just one program. Compare that to our \$1 per affiliate commission program. You would have to sell 500 items per month and 6,000 per year. On a sales ratio of 2% this would mean you would have to get 300,000 visitors per annum or 25,000 visitors per month. That is very hard!

With our \$100 product we need only 3,000 visitors per annum or 250 visitors per month.

Maybe we might not get 60 sales out of 3,000 visitors. Lets say we still get 60 sales but out of 30,000 visitors. We still have

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1/10th of the number of visitors for the same amount of affiliate commissions per annum of \$6,000. And we all know how difficult it can be to get traffic.

Sell products or services with higher value affiliate commissions and you need less traffic. Now I like it when someone tells me I need LESS traffic!

David McKenzie of <http://www.brisney.com> For great ideas on promoting your web site or marketing your affiliate programs subscribe to our Free twice monthly newsletter by sending a blank email to <mailto:brisney@brisney.com>



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