

MONEY ONLINE BLUEPRINT

Module 3 Summary

The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging

BY CHRIS CANTELL

Introduction

I hope you have got a lot out of this module and that you know the direction you are going regarding setting up your Niche Site / Blog Money Machine.

I am now going to summarize this module so that you have a quick reference overview to refer to as you create and set up your site.

Your Domain

You will need to get a domain for your site. You can choose to have a brand new domain or you can go for an aged domain that is in your niche and that also has a good level of authority, and build your site on that domain.

New Domain

The obvious idea is to go for the brand new domain, because you can choose any name you want (so long as it is available).

However, a brand new domain has a huge handicap, and that is, Google doesn't trust it, and they prevent you from ranking for a number of months until you build up a level of authority and trustworthy performance from the few visitors they send you.

Google won't want to send you many visitors initially, because they don't know how their customers will respond whilst on your site. For this reason, they will hold you back until they receive trust worthy signals that actually, your site is a really good one and visitors love it.

Backlinks, social signals and on site metrics such as bounce rate and click through rate tell Google a lot. If all these factors look good, then Google will move you up the rankings, so you get more and more traffic. This will all take months though, so if you choose a brand new domain, you will need to expect a slow start

Aged Authority Domain

If you purchase an aged domain that has authority, then you skip a few months of waiting and effort & SEO effort of building up your authority, because the aged domain with authority will have ready build authority and a number of decent powerful backlinks.

To enjoy the power of the domain though, you will have to select one that is in a similar niche as yours. It only needs to be similar though, so if your niche is a dog training niche, a domain about pets will be fine. However, a domain that is about electronic components is not going to be any good for you because there is no relevance.

The downside with an aged authority domain is that you have no choice over the domain name, and you can only have what is available.

Domain Selection Summary

Here is a list for you to help you decide on whether to get a brand new domain or an aged domain: -

- If you are building a brand, then you will probably have to go for a brand new domain.
- If you are building a mainstream blog, you may find it difficult to rank on Google, even with an aged authority domain. Your traffic strategy will initially be Pinterest and your traffic magnets. An aged domain will still be helpful and get you more Google traffic, but a brand new domain will be fine if Google isn't your main traffic strategy
- If you can find an aged domain with authority in your niche, you should purchase it and use that domain if you are building a Targeted or Broader Niche site where you want to rank on Google and get free organic Google traffic

Here is my recommended link for you to find and purchase an aged domain with authority: -

[Spamzilla – Powerful Aged Domain Finder](#)

Hosting Your Domain

When you have purchased your domain, you will need to get hosting in place. A host is a server that your site sits on. It is where your site lives and is how it gets on the internet.

There are tons of hosts you could choose from and most I would recommend that you steer well clear of. They either offer awful technical hosting, or the customer service is really poor, or both.

You Must Avoid Shared Hosting

Pretty much all hosting companies offer shared hosting. It is really important that you don't go for shared hosting. It is cheap and nasty, and it could destroy your business. Shared hosting is low cost, and that is because you are sharing the server with a ton of other people. Your own sites performance and security is greatly at risk if you go down the shared hosting route.

You should absolutely go for a VPS package. It is a little bit more costly, but you get a huge better service. The server will be faster and far more secure. Also, at some stage in the future as your site starts getting decent amounts of traffic, the VPS will be able to handle it where the shared hosting might not.

Here is my recommended link for what I consider to be the best value high quality VPS hosting package: -

[DreamHost – High Quality VPS Hosting](#)

Pointing Your Domain Nameservers To Your Host

When you have subscribed to your hosting package, you will be given the servers nameservers. You will need to go to your domain registrar and change the nameserver details to the nameserver addresses that your host gave you.

To see exactly how to do that, watch the following video: -

3.3 - Hosting Your Domain & Blog

Designing Your Site & Layout

Once you have your domain and hosting in place and you have pointed your nameservers to your host, you will need to start creating your site.

You can create your own site your own way if you are knowledgeable and want to go that way. For the majority of Money Online Blueprint members, you will be selecting one of the “Ready Built” sites that have been set up on the powerful WP Optimal WordPress theme.

You will need to watch Video 3.4 - Designing Your Site & Layout for more information on these sites.

Basically, the entire design and framework has been created for you. This has cost me thousands of dollars for my web developer to design and build. Also, WP Optimal is not cheap for me to give you, so you will be getting huge value here.

The site designs have been based around the layout of 3 different site. You can see the 3 sites below: -

Package #1

Based on ChrisCantell.com

Chris Cantell
Product Creator & Online Marketing Specialist

About Chris | Make Money Online | Blogging | SEO | Podcast | Products | Magazine

FREE VIDEO TRAINING SERIES

Learn How to Make \$1,000+ Per Day in Your Spare Time Doing Something You Love

- ✔ No Experience Required
- ✔ Proven Evergreen System
- ✔ Works For Everyone

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Make Money Online Posts

Training, Resources & Powerful Guidance on How You Can Become Financially Independent by Running Your Own Simple But Powerful Online Business.

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Blogging Posts

Here, You'll Discover My Powerful Tips & Strategies That Will Equip & Enable You to Become Financially Independent in Least Time and With Least Effort.

[Click To Read](#)



SEO Posts

Powerful Cutting Edge SEO Tips & Technique to Enable You to Rank Your Site On Google & Gain High Search Engine Visibility With Least Effort.

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Full Training on How to Make in Excess of \$1,000 Per Day with Your Own Simple Online Business. This is Ground Breaking 'Yet Simple Life Changing Training'!

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POWERFUL ONLINE MARKETING TRAINING PACKAGES

Training Packages

Access my Powerful / Effective Online Training. These Packages Are Cutting Edge and are Designed To lead & Guide You To Achieve Financial Freedom. See The Testimonials to Discover The Success My Students Have Had With My Training.

[Click To Read](#)

Make Money Online Articles



24 Ways to Make Money Blogging & How To Monetize Your Blog in 2020

Making money from blogging seems like the dream job – you get to work from home, be completely in control ...

[Read More](#)



My 6 Step Strategy How To Make \$1,000 Per Day By Blogging

To be honest, I hesitated to use a post title like this one. I didn't want to look spammy or ...

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20 Popular Ways For You To Make Passive Income Online

Passive income – also known as 'making money while you sleep' – sounds almost too good to be true, doesn't ...

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How I Started To Make Money Online – My Story

What you are about to read is my own story of how I started my own 7 Figure online business ...

[Read More](#)


Package #2

Based on ZacJohnson.com


The screenshot shows the homepage of Zac Johnson's website. At the top, there is a navigation bar with links for 'START HERE', 'ABOUT', 'BLOG', 'PODCAST', 'RESOURCES', and 'CONTACT', along with social media icons for Facebook, Twitter, and Instagram. The main header features a blue background with the text: 'Zac Johnson has been making money online with content and affiliate marketing for over 20 years.' Below this is a green button that says 'Start Making Money Here'. The content area is divided into several sections: 1. A featured article titled 'I've been making money online for over 20 years, and blogging since 2007.' with a photo of Zac Johnson sitting on a balcony. 2. A section titled 'The Complete Guide to Affiliate Marketing & Blogging' with a list of bullet points and a 'Find out more' button. 3. A section titled 'I've been blogging since 2007, here are some of my most read articles.' with five article thumbnails. 4. A section titled 'My Most Trusted Resources' featuring three resource cards: 'Landing Page Guys', 'The Complete Guide to Affiliate Marketing & Blogging', and 'WPengine'. 5. A footer section with a 'Subscribe now' button and social media icons. The website is designed with a clean, professional layout using a blue and green color palette.

Package #3

Based on BeardedDragonGuru.com



DIET HEALTH HABITAT ACCESSORIES KNOWLEDGE Q




The 6 Best Bearded Dragon Books

Knowledge

If you're new to bearded dragon care, the best thing to do is read a few books. There are lots of...

[KEEP READING](#)




4 Amazing Bearded Dragon Carrier Reviews

Accessories

A bearded dragon carrier is an essential accessory for taking your best friend with you on the road. If you're only...

[KEEP READING](#)




Is Head Bobbing Normal For A Bearded Dragon?

Knowledge

If you've ever seen a bearded dragon with its head bobbing, you may think it's strange, however, it's actually quite normal...

[KEEP READING](#)




How to Set Up a Bearded Dragon Habitat Correctly

Habitat

To set up a bearded dragon habitat successfully, you'll need to consider a few simple things to make their home as...

[KEEP READING](#)




15 'Must Have' Bearded Dragon Accessories

Accessories

You've probably fallen in love with your new bearded dragon pretty quickly and want to treat them, so, what are the...

[KEEP READING](#)




11 Best Toys for Bearded Dragons

Accessories

Buying toys for a bearded dragon is a great idea. Just like any other pet, they need the stimulation of activities...

[KEEP READING](#)




11 Best Bearded Dragon Leash And Harness Reviews

Accessories

Getting a leash for a bearded dragon is becoming increasingly popular. Beards are quickly becoming one of the most popular reptiles...

[KEEP READING](#)



9 Best Types of Worms for Bearded Dragons to Eat


Diet

Sourcing the best worms for bearded dragons online can sometimes be a little challenging. However, when you are able to find...

[KEEP READING](#)

1 2 3 4 ... 6 >

ABOUT MATTHEW CANTELL



I was just 15 years of age when I first met a bearded dragon. It was at my friend's house and I instantly grew an immediate attraction to, what has now become, my favourite animal on the planet! Making fantastic pets for both children and adults alike, they each have their own personality and are certainly full of character. There are, though, some important things that we should all know when it comes to caring for these amazing animals!

AFFILIATE DISCLOSURE

Bearded Dragon Guru is a participant in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to Amazon.com. Bearded Dragon Guru also participates in affiliate programs with Clickbank, ShareASale, and other sites. Bearded Dragon Guru is compensated for referring traffic and business to these companies.

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Please Note:

If you select to have one of the “Ready Built” sites, you must be subscribed to the low cost Money Online Blueprint monthly subscription payments. If you are not, you won’t be able to request one of the site packages.

Also, if you cancel your subscription, the optimization process that is built with in and is part of WP Optimal, will no longer work. Your site will still be optimized and won’t be affected in any way.

However, you won’t be able to update the theme if there are any updates, and you won’t be able to use the optimizing functionality for future posts on the site

Installing Your “Ready Built” Site On Your Server

When you select one of the “Ready Built” site packages, we will send you the details with information showing you how to add it to your server

The Content Structure Of Your Site

Before you start to create your content, you will need to determine what you are going to write about. You need to design content structure into your site. This means that you will need to set out categories or topics that your posts will fit in to. By creating topics / categories, you will be focused to write content that fits within those specific topics. This will help keep you from straying away in to post subjects that are possibly outside of your niche. Keeping your posts on topic is important from a rank in Google perspective.

Ideally, you should break your niche down in to 6 categories. You can have more or less, but 6 is a good number to allow for diversity within your specific niche.

Getting Your Blog to Perform on Google

Once your site is installed on your server, you will need to add content. It is impossible to rank your site on Google without content. Furthermore, your content needs to be set out correctly so that it is optimized. Optimized content outranks other non-optimized content (all things being equal). Video 3.6 and the supporting PDF (3.7) explain how you optimize your posts. If you want your content to rank on Google, this is a simple one off step to do each time you publish a post.

Optimizing your posts include writing content on ultra targeted subjects. Avoid writing posts on broad subjects. Posts such as: -

“How To Catch Fish”

is not going to rank and won't get you any traffic. A targeted post such as: -

“10 Best Smallmouth Fishing Lures”

will have good potential to rank in Google, so write about ultra-targeted topics. Don't worry if they only get 10 searches per month. There will be a ton of other phrases that specific post will rank for, so your potential will be far greater than 10 visits per month.

When setting out the content on your post, you will need to make proper use of tags. Tags are settings that you apply to text and images. For full training on this subject, please refer to video: -

“3.6 - Getting Your Blog to Perform on Google”

And also, the PDF: -

“3.7 - On Page Optimization Template”

Recommended Plugins

WordPress plugins can be very useful. However, they can also be very damaging to your site's performance. Sites that don't perform will lose you money. People will get impatient with your site and close your page due to poor performance and it will hinder your chances of ranking in Google. You should therefore select your plugins very carefully and only use plugins that are essential to aid performance, security and marketing. Also, you should keep the number of plugins installed on your site to a minimum.

If you have selected to have one of the Money Online Blueprint "Ready Built" sites, they will already have the essential plugins installed and configured. You shouldn't need to add many additional plugins, and I would recommend that you try to avoid adding more than 5 additional plugins. Especially those that are Java Script code heavy.

PDF "3.8 - Recommended Plugins" provides an outline of essential plugins and other useful plugins you can possibly have.

Branding Yourself And your Blog

Your niche site / blog should have a standout identity. Branding is important in business, and it is also important with the marketing of your site. You should give thought to your site's colours, name, fonts you use and logo.

Try to inject your persona / personality into the way you write. You could even reinvent your personality for your site. It could be real fun to do and will make a difference to the success of your site.

The Content You Deliver

This follows directly on from branding and is something you need to decide before you start creating content. Your site is going to be one of the following 3 styles of site. You need to determine which one you are going to create: -

Personal Blog

Professional Personal Blog

Expert Niche Site / Blog

I would recommend that you don't do the 1st type (Personal Blog). In video 3.10, I showed an example of a personal blog, and the opportunity to monetize is limited. My recommendation is that you go for "Professional Personal Blog" or "Expert Niche Site / Blog".

Pillar Posts – Your Ultimate Content

Pillar posts are your most stand out pieces of content. They also provide foundational reference to numerous other posts that you write. As a result, you will be linking, intentionally, to your pillar posts from other posts that you write around the topic. This will help promote your sites prominence and importance in Google and the other search engine.

Ideally, you should have at least 1 pillar post for each of your site categories. Earlier in this document and in the module, I said that you should try to set up 6 category topics. Ideally therefore, you will have at least 6 pillar posts, although of course, you can create many more pillar posts.

Video "3.12 - Pillar Posts - Your Ultimate Content" goes in to detail of how to come up with pillar post topics, so please refer back to that video.

Conclusion

Module 2 and Module 3 are key parts in the process of getting your self set up and positioned to succeed. These aspects are what cause most people to fail with niche sites / blogging. You have a distinct advantage over your competition with just these 2 modules alone.

I wish you all the success for you to set up your site ready to take your business to financial independence.

Kind Regards

Chris Cantell