

MICRO AUTHORITY PROFITS

**“How to Easily Generate Your Own
Authority Site To Rake In Traffic and
Affiliate Commissions!”**

White paper by Andrew Maule

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Thank You for Downloading This Report!

Thank you very much for taking the time to purchase and download this report. You're about to see exactly how to start up your own "micro authority" site in very little time and with very little work (or no work at all).

The idea here is simple: make an authority site focused around a small niche you can absolutely dominate. How you monetize the site is completely up to you but virtually anything will work. CPA offers, Adsense, affiliate links—you name it.

As an overview what we're going to do here is create a large 100+ page authority site in a relatively small niche and completely dominate it—without spending a ton of money or time in the process.

Ready to get started? Let's go!

Chapter 1...Pick a Niche

Every method or product I've read starts off with this chapter it seems—we need to find a niche. Depending on your level of experience with marketing online you may have no trouble at all finding a niche or you may still be in the newbie phase and find this part extremely overwhelming.

Either way I want to keep it simple, so here are the criteria you're looking for when trying to find a niche to apply this micro authority site model to.

You want to find a niche with:

1. High CPC
2. High to medium traffic
3. Lots of long tail keyword “potential”
4. Lots of related or pseudo-related content on article sites

Let's break down each of the above just so it's perfectly clear.

#1 – High CPC. This just means you want to find a keyword that's paying well on Adsense. The higher the CPC usually means the higher you'll earn if someone clicks an ad on your site. Now you may choose to use another monetization method on your site (like banners to affiliate products for example) but either way looking for high CPC keywords/niches to focus on is a great idea for finding higher value niches, so it's worth keeping an eye out for even if you don't plan on using Adsense. I shoot for anything over \$1 but the higher the better, of course.

#2 – High to medium traffic. This is a very subjective number but I think it's always a good idea to shoot for 9,000 and upwards in exact match traffic. Do not look at broad traffic when trying to determine how well a keyword will generate traffic for you, this will not be accurate. Instead look at the traffic that is in quotes (this is the exact match traffic).


#3 – Lots of long tail keyword “potential”. What does this mean? All this means is that if you want to start a site focused around a keyword like “ceiling fans in paris france” you won't have many keywords that can branch off from that. Instead it'd be a better idea to start a site based around “ceiling fans” and have “ceilings fans in paris france” be an inner page later on. In other words you don't want to focus on highly specific keywords that don't have a lot of related keywords you could base your inner pages/content around.

#4 – Lots of related or pseudo-related content on article sites. I like looking at







Ezinearticles.com and Articlesbase.com to see if there is any available content based around my niche/keywords. Once you've pin pointed a general topic or niche just go to these article sites, search for your topic and see what comes up. You don't even really need a lot of content focused entirely around your exact topics, they just need to be generally related. So for example if I was starting a micro authority site about toaster ovens but an article search of the keyword "toaster ovens" at a popular ezine directory yielded no results, I'd still be fine just searching for "kitchen wares" or "microwaves"—just to get some generally related content.

Generating niche ideas doesn't have to be difficult. To get the ball rolling I recommend you go to <http://www.froogle.com> and look at the most recently purchased list. Take a look at what is getting purchased and it'll start getting the gears turning. I recommend just making a list of anything that catches your eye or seems interesting to you.







Google product search [Advanced Product Search](#)

 Get amazing offers at the best places to eat, shop, and play. Subscribe now to Google Offers!

Popular This Week

					
Linksys E1000 Wireless... ★★★★★ \$18	Samsung ML 2525 B/W Printer ★★★★★ \$36	Logitech Anywhere... ★★★★★ \$30	Fujitsu ScanSnap... ★★★★★ \$391	HP Color LaserJet Pro ★★★★★ \$184	Panasonic DY-WL10... ★★★★★ \$55

Summer Fun

					
Weber Genesis E320 Gas... ★★★★★ \$596	Mr. Bar-B-Q 18 Piece... ★★★★★ \$22	Rufus Teague Meat Rub \$5	Oval Beverage Tub \$22	Masterbuilt Electric... ★★★★★ \$257	Lodge L410 Hibachi ★★★★★ \$70

Recently Viewed [?](#)

Another good place to look for niche ideas is the [Amazon best sellers list](#). Just look around at what's doing well and take note.

amazon.com Hello, Andrew Maule. We have recommendations for you. (Not Andrew?)
 Andrew's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards


Shop All Departments Search All Departments

Bestsellers Top Rated Hot New Releases Movers & Shakers Most Gifted Most Wished For

Any Category
 Amazon Instant Video
 Appliances
 Appstore for Android
 Arts, Crafts & Sewing
 Automotive
 Baby
 Beauty
 Books
 Camera & Photo
 Cell Phones & Accessories
 Clothing
 Computer & Accessories
 Electronics
 Grocery & Gourmet Food
 Health & Personal Care
 Home & Garden
 Home Improvement
 Industrial & Scientific
 Jewelry
 Kindle Store
 Kitchen & Dining
 MP3 Downloads
 Magazines
 Movies & TV
 Music
 Musical Instruments
 Office Products
 Patio, Lawn & Garden
 Shoes
 Software
 Sports & Outdoors
 Toys & Games
 Video
 Video Games
 Watches

Bestsellers
 The most popular items on Amazon. (Learn more)


Electronics
 See more Bestsellers in Electronics


1. 64 days in the top 100

 Kindle 3G, Free 3G + Wi-Fi, 3G Works Globally, Graphite, 6" Display with New E Ink Pearl Technology - includes Special Offers & Sponsored Screensavers by Amazon
 ★★★★★ (28,326)
2. 107 days in the top 100

 Kindle, Wi-Fi, Graphite, 6" Display with New E Ink Pearl Technology - includes Special Offers & Sponsored Screensavers by Amazon
 ★★★★★ (28,326)
3. 367 days in the top 100

 Kindle, Wi-Fi, Graphite, 6" Display with New E Ink Pearl Technology by Amazon
 ★★★★★ (28,326)

Video Games
 See more Bestsellers in Video Games

1. 7 days in the top 100

 Star Wars: The Old Republic Collector's Bundle by Electronic Arts
 ★★★★★ (214)
2. 62 days in the top 100

 Brink by Bethesda
 ★★★★★ (76)
3. 23 days in the top 100

 Brink by Bethesda
 ★★★★★ (76)

To gather data like traffic potential and so forth you can always use the [Google keyword tool](#) or my personal favorite [Micro Niche Finder](#). The Google keyword tool will work fine but Micro Niche Finder takes a ton of work out of finding an actually valuable niche to target.

Chapter 2...Mine Your Data

Once you've picked out a great niche and main keyword to focus on, you'll want to start looking for content you can "harvest". The idea here is to simply visit article directories and start taking note of the available content.

Let's say for example you want to start a micro authority site about garage tools and your main keyword is "garage tools". You would simply visit a major article directory like Ezinearticles.com and follow the below steps.

Navigate to the search page and type in your main keyword phrase you're targeting.

The screenshot shows the EzineArticles.com website. At the top, it says "400,928 Expert Authors Sharing Their Best Articles". Below this is a call to action: "Submit your high-quality, original articles for more exposure, credibility and traffic back to your website." with a green button that says "Start Your FREE MEMBERSHIP".

On the right side, there is a search bar with the text "Google Custom Search" and a "Search" button. Below the search bar are social media icons for YouTube, Facebook, Twitter, and LinkedIn.

The main content area is divided into several sections:

- Article Categories:** A grid of 24 categories including Arts and Entertainment, Business, Computers and Technology, Gaming, Home Based Business, Internet and Businesses Online, Legal, Real Estate, Relationships, Travel and Leisure, Automotive, Cancer, Finance, Health and Fitness, Home Improvement, Investing, News and Society, Recreation and Sports, Self Improvement, Womens Interests, Book Reviews, Communications, Food and Drink, Home and Family, Insurance, Kids and Teens, Pets, Reference and Education, Shopping and Product Reviews, and Writing and Speaking.
- New Expert Authors:** A list of authors who have joined recently, including Leon from Louisville, United States (1 minute ago), Muhammad from Islamabad, Pakistan (3 minutes ago), Chris from Christchurch, New Zealand (3 minutes ago), Ervin from Aurora, United States (3 minutes ago), and Colleen from Bloomfield, United States (5 minutes ago).
- Search EzineArticles.com:** A search bar with the text "garage tools" and a "Search" button.
- Recent Articles:** A list of recent articles, including "How-To Clean a Car With Car Signs", "How-To Care for Vinyl Banners", and "How-To Solve Common Window Sign Problems".
- Author Spotlight:** A section featuring three authors: Carla McNeil (Diamond Author, 248 Articles), Christopher Knight (Diamond Author, 14 Articles), and H. Kim (Diamond Author, 178 Articles).

Then simply view to see if there are any results available on the site...

Search Results for: *garage tools*

Showing results 1 - 25 of 7,961 (0.241 seconds)

Modify This Search

Searching the title and body of all articles.

Two Easy Garage Tool Storage Solutions by *Jill Borash*

Learn two uncomplicated answers for your garage tool storage troubles. Never wonder where your tools are ever again.
<http://ezinearticles.com/?Two-Easy-Garage-Tool-Storage-Solutions&id=2503700> - Jun 20, 2009

Top Six Types of Garage Tools and Equipment by *Anna M. Barlow*

Below is a general list of must-have tools for your garage. Each one comes in various brands and models to meet different needs and budgets. Air Compressor A garage can't function without a good air compressor, even if your garage doesn't offer paint jobs, since the most common use of a compressor is to pump air into tires.
<http://ezinearticles.com/?Top-Six-Types-of-Garage-Tools-and-Equipment&id=3940370> - Mar 16, 2010

Getting the Appropriate Garage Tool Storage For You and Your Budget by *Jill Borash*

No one wishes for buying a good deal of materials which they do not need. If you wish to be sure that you obtain the right garage tool storage for your needs and do not overbuy, then you need to do a trifle of prep and planning firstly.
<http://ezinearticles.com/?Getting-the-Appropriate-Garage-Tool-Storage-For-You-and-Your-Budget&id=2692960> - Jul 31, 2009

How to Find Affordable Quality Garage Tool Storage by *Jill Borash*

Do you know how to find good garage tool storage that is within your budget? Find out what you can do to get the best storage and stay within your budget.
<http://ezinearticles.com/?How-to-Find-Affordable-Quality-Garage-Tool-Storage&id=5562485> - Dec 15, 2010

Garage Tool Storage - Make Your Garage Neater by *Jill Borash*

Your garage looks a lot like a jungle and is very messy because your tools are scattered all around the place. This can make organizing your garage more time consuming than ever. So you need a
<http://ezinearticles.com/?Garage-Tool-Storage---Make-Your-Garage-Neater&id=3731166> - Feb 09, 2010

Where to Find Good Garage Tool Storage by *Jill Borash*

Do you know where to look for garage tool storage for your garage? Do you know what will work for your space and your budget.
<http://ezinearticles.com/?Where-to-Find-Good-Garage-Tool-Storage&id=5004694> - Sep 08, 2010

Time To Buy A New Garage Tool Organizer? by *Ramsey Lynn*

As you can see this simple keyword phrase turned up almost 8,000 pieces of content that relate to the phrase “garage tools”. You don’t need to do much aside from this yet—but this is an important step to make sure you’ll be able to get free or EXTREMELY cheap content for your micro authority website.

If your search turns up no results it’s ok to try a slightly more general keyword phrase related to your main keyword but if you’re having trouble still, it might be time to look at a better keyword and niche to target.

Once you’ve found suitable content for your site I recommend making a list of the URLs to the content and putting in a text file or a Word file to save and send to your outsourced worker (if you choose to use one).

Alternatively you can just tell your outsourced worker to follow the steps to search for content to rewrite on the article directories him or herself (this will save you time but not every rewriter will do this for you, so check ahead).

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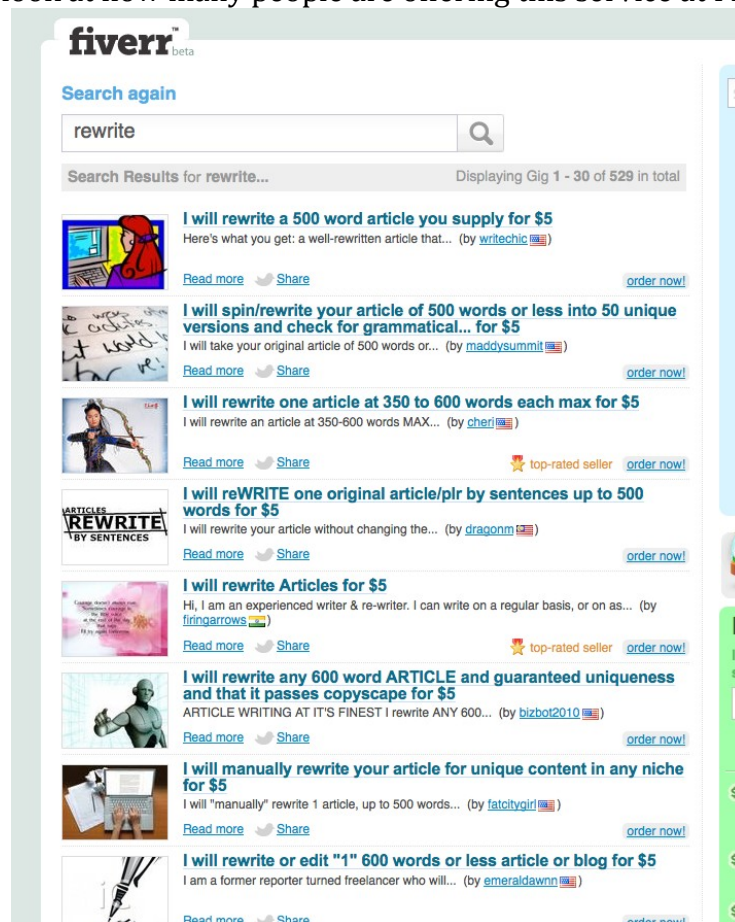
Chapter 3...Find a Rewriter

A big part of this method relies on churning old content into completely original and new content we can use on our sites. If you have some money to invest you can simply hire a rewriter who will usually do rewriting for MUCH cheaper than original content.

There are a few great places to find these people and you can expect to pay \$1 per 100 words or even half that if you look hard enough. Try the below places in order to find someone who can do rewrites.

- Places like the [Warrior Forum services section](#).
- [Fiverr.com](#)
- Freelance sites like [elance.com](#) and [odesk.com](#)

The real trick here is to find someone who can do quality work and do it for cheap. Believe it or not there are a lot of people out there who do this and have incredibly low rates. Just look at how many people are offering this service at Fiverr.com alone:



Once you have found someone to hire (if you choose to outsource this part, which is

highly recommended) you will want to send them all the content you want rewritten. I recommend either sending a list of URLs or copy/pasting the content into a large text or document file to send your worker.

Make sure the content you get back is unique, readable and has the same keyword density as the original content—this usually will not be a problem but it's a good idea to double check.

To wrap this up: You will want to find a rewriter, send them the content you want re-written (either as a list of URLs to the specified original content online or a full text file) and then simply wait for your fresh content to arrive for your micro authority site.

Chapter 4...Power Rewriting

Note: skip this if you're going to outsource your rewriting.

If you want to stay going with a 100% zero or very low start up cost with setting up your micro authority site, you can still do it—and it isn't that difficult. A great method is to copy and paste the content you want to rewrite into a text or document file and either rewrite the text sentence-by-sentence above or below the original content.

If you don't have a word processing program on your computer [I recommend grabbing Open Office](#)—it is 100% free to download and use but beware it's quite a large file so it can be a time consuming download on a slower connection.

At first you may be a bit slow processing the content and rewriting it but after time you'll get a great rhythm and be able to pump out tons of original content through simply rewriting. The best way to rewrite content quickly, at least for me personally, is to place the content at the top of a text document (like a text file, Word file, Open Office file, etc.) and then write each sentence out below in my own words.

If you're struggling at first to do this, that's ok—some people do. Just keep at it and I promise you'll kick into auto-pilot mode and it'll be dead simple to just keep rewriting every sentence. It can take a bit of practice though but overall it can be quite fast (depending on how quickly you type) and it'll be a cost effective way to get completely original content for your new authority site.

If you don't want to sit around and do rewriting manually you can try out a few spinner software programs which can speed up the process if you learn how they work and work out a system for churning out spun versions of your content—just make sure it's unique before using it.

The best spinning software programs are:

[Article Marketing Robot](#) (allows you to spin easily and submit to thousands of directories too)

[The Best Spinner](#) – World famous for being literally, “the best spinner”—check it out

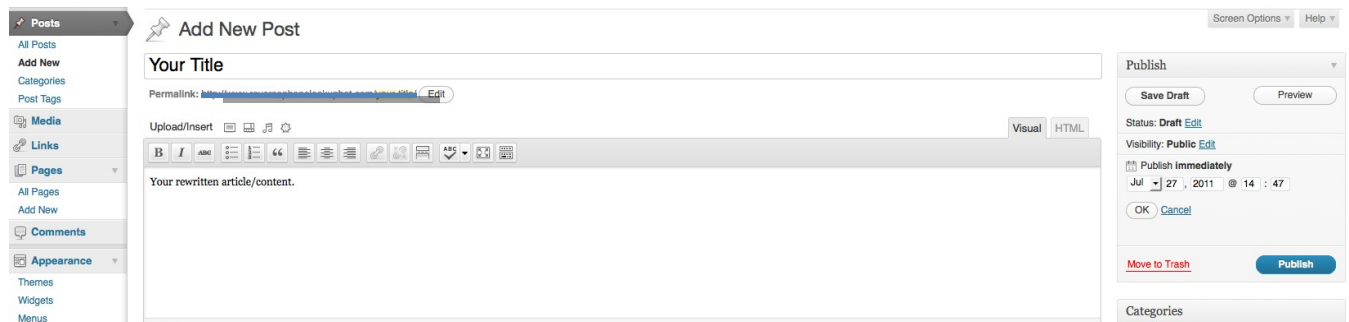
[SpinProfit](#) (haven't used, but looks promising)

Chapter 5...Uploading/Scheduling Content

The best way to manage your micro authority website is of course through a run of the mill Word Press installation. The best idea is to grab a shared hosting account at [Host Gator](#), a domain name at GoDaddy and use Fantastico to install a Word Press installation. Once you're up and running you'll want to post your content and start scheduling it.

Once you have rewritten your content (at least 100 articles or more) or gotten the fresh content back from your rewriter you'll want to start scheduling the content to go live on your new micro authority site.

In Word Press this couldn't be easier. Just enter in the new rewritten title and copy in the new rewritten content as your post and on the right hand column under "Publish" and simply set the date for when it should go live. View the below screenshot:



My preferred posting schedule is the following:

1st day: 5 posts per day
2nd day: 5 posts per day
3rd day: 5 posts per day
4th day: 5 posts per day
5th day: 5 posts per day
6th day: 5 posts per day
7th day: 5 posts per day
8th day and onward: 1 post per day

This schedule helps Google find the site, see that you're serious about maintaining the website and keeping it regularly updated with new content—meaning better rankings and more organic traffic for you.

Chapter 6....Launching Your Site

The fastest and easiest way to launch a new micro authority site is to get it indexed and let Google start to crawl all your fresh, new content daily—so you can start building credibility and authority in the SERPs (search engine results pages).

Step 1.) Use an indexer tool (100% free). [Click here to try the one](#) I personally use. I would aim for only using a maximum of 1000 sites to be safe, I've had the best results with this and not going over it. Set up the form like below:

Check out our new backlink building tool:

IMT Supercharged Bookmarks - Link Building Done the Right Way!
800 Backlinks and 39.600 Pings for \$10 --> \$0.01 per backlink!

Enter your website/blog url, optionally main keyword and number of pages to create, then hit "Submit".

<input type="text" value="http://www.yournewsite.com"/>	- Website/Blog Url (http://www.YourDomain.com)
<input type="text" value="your new site's main keyword"/>	- Keyword (optional)
<input type="text" value="1000"/>	- Limit the number of created pages (optional)
<input type="button" value="Submit"/>	

Step 2.) (Optional) Submit an article to [Ezinearticles.com](#) + [Articlesbase.com](#)

You don't need a brand new article to submit to these sites, just use one of your rewritten pieces of content you are going to post to your site. You only need to post one for now to get a nice initial boost and to get indexed with a few light backlinks.

Chapter 7....Submission Schedule

This step is essential to start driving traffic and backlinks to your new micro authority site. Now you can choose to do this manually or automatically, either way will work fine really. If you can afford to I highly recommend picking up a copy of [Article Marketing Robot](#) to help speed up the process, it's incredible software that pays for itself over and over.

Manual method: This method is very simple but can be a bit time consuming. The key here is to just submit to the top 3 article directories for the best results. I recommend submitting to [Ezinearticles.com](#) + [Articlesbase.com](#) + [Goarticles.com](#)

If the content you've chosen to rewrite is less than 500 words, you'll need to take Ezinearticles.com off that list and just resort to Articlesbase.com and Goarticles.com—which is still more than enough to get great results and to start driving traffic.

For every day your Word Press site posts content, you will want to post yesterdays posts. So **on Day 2 submit Day 1's content** to the article sites, and so forth. It's a good idea to make sure your site + the content is already indexed though before submitting to directories, so as to avoid duplicate content issues.

Proper indexing shouldn't be a problem though since in chapter 6 we've pretty adequately "stoked" the fires to get Google crawling and indexing our new site, but it's a good idea for optimal results and to be on the safe side.

Important note—when you are submitting your content manually or even automatically to these directories you want to do something critical with the resource boxes. Put one link from your resource box pointing back to the inner page/post on your site where the content is posted and one to the home page. This will build good deep backlinks to your site which is important for ranking and even more important for avoiding Google penalties.

Automatic method: If you're using software, particularly [Article Marketing Robot](#) you can kick back and relax while the software posts to hundreds of directories each day—or even hourly. For each article I simply schedule yesterdays posted content on the site to go out hourly to 100 directories.

So every single hour [Article Marketing Robot](#) will post to 100 directories for me and build tons of deep links and help get my content syndicated. You can even choose to spin the content within the software so that each directory gets unique content.

Chapter 8...Expanding Into Bigger Keywords

If you're interested in bringing this whole part into a whole new level there's a great method I created for stealing your competitor's keywords. This will give you a leg-up since you'll see exactly what keywords your competitors are using and whether or not they're bringing them traffic before you create content and try to rank for them. [You can check this method out here.](#)

Another great way to get epic amounts of long tail keywords to use is to check your OWN analytics and traffic stats. This will provide you with great insight into how well your site is ranking for related keywords, or "LSI" keywords as some might say. Think of these as keywords you're getting traffic from in Google but didn't necessarily focus on in the beginning.

Let's say you've started a micro authority site based on garage tools—but you realize through analyzing your Google Analytics data you are getting traffic from Google from other related keywords. You can gather and use this data to build out highly profitable pages on your site.

Here's an example: your main keyword is "garage tools" but you still get organic traffic from the following long tail keywords...

- Garage tools that are inexpensive
- How to buy garage tools online
- Compare garage tools prices quickly
- What brand of garage tools is best?
- Most common garage tools in garages

All you have to do to gain access to very low competition keywords you can easily rank for is to navigate into your Google Analytics account (assuming you have one set up—if not, go do it!) and then just view your organic keywords. Make a list of the ones bringing the most traffic, even if it's just a 3 visits a week and then compile your list until you've got 50 or more keywords to work with.

Now here comes the fun part. We can either go search the big article directories for these keywords and find content that is focused on these low competition keywords and just restart the process of rewriting this content and posting it (which will explode our organic traffic) or we can simply outsource completely original content at a site like [Regal Content](#) or even [elance.com](#)

The idea here is to just branch out into new keywords that are easier to rank for and you'll steadily and VERY easily grow your organic traffic. Simply either rewrite existing content yourself, outsource new content or rewrite related content but input your keywords here and there into the fresh content to make it relevant.

Chapter 9...Panda Proof It!

With the most recent changes in Google's algorithm it's important to make sure we're keeping our sites focused on avoiding any type of penalties from Google. The best way to do this is to modify our SEO practices to make sure we're compliant and not going to get hit with the Panda penalties or farmer update penalties.

There are a few ways we can do this.

The biggest thing to keep in mind when holding off "the panda" is to keep good backlink diversity and to incorporate social sharing options.

- [Add Twitter share button](#)
- [Add Facebook "like" or "recommend" button](#)
- [Add Google+ button](#)
- Ensure diverse backlink profile ([social bookmarks](#), [articles](#), web properties, etc.)
- Ensure [inner links and deep links](#) are being built (you're already doing this!)

Using Word Press and gradually building out our sites slowly and at a steady rate will help avoid any sand boxing or negative effects. Of course Google is extremely unpredictable and my biggest successes with ranking micro authority sites very well is to have these social aspects properly configured on my site and to keep great backlink diversity.

I make sure to have ALL kinds of backlinks. Just blasting your site all day long with article links will only get you so far and can even get you penalized, so branch out and use [social bookmarks](#), web 2.0 properties, blog comments and yes—even some forum profile links if they're of good quality (just don't go crazy with them).

Your backlink "profile" should look something like this:

- **20% articles** (Ezinearticles.com, Articlesbase.com, Goarticles.com, etc.)
- **20% social bookmarks** (Digg.com, Reddit.com, etc.)
- **20% web 2.0 properties** (Hubpages, Squidoo, Livejournal, etc.)
- **20% forum/profile backlinks** (make sure high PR)
- **20% assorted** (video links, blogroll links, etc.)

This is of course NOT even close to being a "scientific" measure but if you stick to this you'll minimize your risk dramatically for having any kind of penalties. Backlink diversity is more important now than ever before.

Congratulations, you now know precisely how to build out a large scale authority site that will practically grow on its own! See below for a great way to boost the power of the micro authority profits method...

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[Article Marketing Robot – Submit to Thousands of Directories Automatically](#)

[Google Crack – Dominate Top 10 Search Engine Rankings Easily](#)

[Video Marketer Pro – Top Rankings in Google and YouTube with Simple Videos](#)