

Special Case Study - How I Beat A Panda, Slapped A Penguin, And Ranked A Small 2 Page, Exact Match Domain Website, And Generated 1,365 Targeted Visitors From Google In 30 Days PLUS \$1392.30 In Hands-Free Commissions.

By: Richard Legg

Registered a new domain on January 14th 2013, for a launch going live on February 19th 2013.

Overview for **foreveraffiliate.net**
Updated: 2 seconds ago

Ads by Google

[GetResponse](#)
Email Marketing From \$12.30/mo.
Trusted By 220k Users. Order Now!
[GetResponse.com](#)

● Registrar Info

Name	ENOM, INC.
Whois Server	whois.enom.com
Referral URL	http://www.enom.com
Status	clientTransferProhibited

● Important Dates [More Info](#)

Expires On	January 14, 2014
Registered On	January 14, 2013
Updated On	January 14, 2013

The first thing to note is that the product name was 'Forever Affiliate' so the domain name, 'ForeverAffiliate.net' is an EMD (Exact Match Domain) ... something Google supposedly penalized late in 2012.

Not one to take that information at face value, I wanted to test and see if I could rank that site for the keyword.

However, one thing that the Penguin updates taught us, which did seem to hold true, was that having too many exact match anchor text links pointing to such a domain could be potentially harmful to a site's ranking.

Other updates had also suggested that longer pages of content would also rank better than shorter pieces of content, so these were two things that I wanted to keep in mind when building the site and promoting it.

After registering the domain, I created a wordpress blog via the cpanel which took just a couple of minutes to setup.

For the on page seo settings, I didn't want to be overly keyword rich. For the title I just put "Forever Affiliate Review And Bonus"



General Settings

Site Title

Tagline

In a few words, explain what this site is about.

WordPress Address (URL)

Site Address (URL)

In terms of plugins, the important ones that I use are 'Google XML Sitemaps' which helps ensure all of the content is properly indexed in Google.

I also used a plugin called "Auto Terms Of Service and Privacy Policy" which helps me quickly create the legal pages to give the site a more legitimate view in terms of the search engines.

Note: I've not tested the difference in rankings achieved with this vs without this, but considering that all legitimate authority sites have this kind of information, it makes sense to use it, and it's worth the extra 2 minutes to include this.

The other plugin related to on page factors I used was the standard "all in one seo pack" plugin.

These are the settings I used for it:

Home Title:	<input type="text" value="Forever Affiliate Review And Bonus"/>
Home Description:	<input type="text" value="Does Forever Affiliate live up to the hype? Who is Andrew Hansen? Read our forever affiliate review to find out all..."/>
Home Keywords (comma separated):	<input type="text" value="forever affiliate, andrew hansen"/>
Canonical URLs:	<input checked="" type="checkbox"/>
Rewrite Titles:	<input checked="" type="checkbox"/>
Post Title Format:	<input type="text" value="%post_title%"/>
Page Title Format:	<input type="text" value="%page_title%"/>
Category Title Format:	<input type="text" value="%category_title%"/>
Archive Title Format:	<input type="text" value="%date%"/>
Tag Title Format:	<input type="text" value="%tag%"/>
Search Title Format:	<input type="text" value="%search%"/>
Description Format:	<input type="text" value="%description%"/>
404 Title Format:	<input type="text" value="Nothing found for %request_words%"/>
Paged Format:	<input type="text" value="- Part %page%"/>

Again, you can notice that the homepage title is simple and not over stuffed with keywords.

The description is compelling and includes 2 variations of the keyword, as well as the author name.

For all of the different title formats, I removed the site title from the end of each. The default setting is to include it, but this can overstuff the page titles with keywords, and also make them too long.

For example, with a post title of "Forever Affiliate Review", the default setting would use that and then the homepage title so it would look like:

Forever Affiliate Review | Forever Affiliate Review And Bonus

So you can see how that looks like keyword stuffing - something we want to avoid as much as possible. Not only would the product keyword appear there twice (accounting for half of the total word count), but the 'forever affiliate review' keyword would also be there twice, accounting for 6 words of the total 8 word count.

I also updated some settings below to 'no index' various pages such as categories and tags pages - this is to attempt to avoid duplicate content on the site.

For example, if I had a category called "Forever Affiliate" (which all posts were listed under) clicking on to that category page would display all the posts again.

So these posts would be displayed in the normal 'blog' page, but again on the category page - that's duplicate on site content which we do NOT want to have.

Use Categories for META keywords: ☐

Use Tags for META keywords: ☒

Dynamically Generate Keywords for
Posts Page: ☒

Use noindex for Categories: ☒

Use noindex for Archives: ☒

Use noindex for Tag Archives: ☒

Autogenerate Descriptions: ☐

Capitalize Category Titles: ☒

I did use one other plugin 'redirection' which was used to mask my affiliate links. You could argue that this is also on page related, but I've ranked sites without using it before. But again, it does make the links look a little more credible and legitimate to users when they see something like www.foreveraffiliate.net/download as opposed to some unmasked affiliate link, with different variables at the end.

For the first post I created, this was ~880 words long. This was posted the same day I registered the domain - January 14th.

The second post was slightly shorter at ~610, but still longer than the content I used to write (400-500) words. This was posted January 21st. So exactly one week later.

When writing the content, I specifically avoided using too many keywords and just wrote as naturally as possible, focusing on making the content extremely useful and relevant.

That's all the content I created before the launch - just two pages.

(I did create a youtube video review after the launch and posted this on the site February 22nd, but the site was already ranking well before this.)

The only outgoing links to the site were the affiliate links masked through the 'redirection' plugin.

===== end on site seo =====

===== off page seo =====

The first thing that I do to get a site indexed is take the sites RSS feed and submit it to RSS aggregators like feedage.com

So I go to feedage.com and enter the feed "<http://foreveraffiliate.net/feed>"

There are other sites such as

feedagg.com
feedalive.com
goldenfeed.com
rss-dir.com
rssmotron.com

These are sites I've used in the past, but to be honest, just submitting to one site like feedage.com is enough to help me get indexed quickly.

I also then ping the blog using the tool at <http://pingomatic.com/>

This can often get new sites indexed within 24 hours (in fact for low competition terms, I've had sites on page #1 of google within 24 hours so long as your on page factors are good)

Once I've done this, I also go and try to get a couple of links from other blogs. You can do this with other blogs you may own, commenting on relevant blogs, or using web2.0 sites.

If possible, it's better to have a contextual backlink on a site/blog.

For example, I have other blogs that I've setup in the past for other marketing product launches.

Typically these launches only last for a week or two, so the lifespan can be limited in terms of overall earnings.

But, instead of abandoning them, you can 'recycle' them to add links to new sites that you create.

So, the first thing I did was create 2 blog posts on older product review sites. These weren't even 100% unique (I basically used some template posts I created and just replaced things like the product name and the author name)

In the post I linked to my new review blog for forever affiliate.

But, the important thing to note here was that I didn't use any anchor texts for the first few links I built.

I just used the naked url links like

<http://foreveraffiliate.net>

and

<http://www.foreveraffiliate.net>

Then I let things sit. It's important these days to not be too aggressive.

After a couple of days, this was enough to have my site indexed and starting to rank close to page #1 for this term.

(Yes, I know this isn't going to work for every keyword out there - e.g. you're not going to be able to do this with something like 'payday loans'. But the great thing with these kinds of sites, is that it can be easy to get a quick 2-3 page site up, rank it, collect a few hundred, or thousand, dollars in commissions, then move on to the next one.)

A few days later...

On January 21st I created the second post on the blog, and at the same time built a few more backlinks to it. Thanks to submitting it to feedage, and having the xml sitemap plugin installed, google was notified of the new post and it was indexed within 30 minutes.

The reason I waited until the new content was indexed was because I wanted it to seem the links were being built for a natural reason i.e. most popular blogs will get links when they add a new post. People will come to read it and share/link to it. So as much as possible we want to emulate what happens naturally when it comes to google.

Again, when building links, I want it to seem natural, so I created links on another site with the url anchor text but leaving out the 'http://www' so it was just linked as 'foreveraffiliate.net'

At this point, we've got this kind of anchor text profile:

<http://foreveraffiliate.net>
<http://www.foreveraffiliate.net>
foreveraffiliate.net

I then added an anchor text link on another site just with 'forever affiliate review'. So this is not an exact match of the domain (which would be 'forever affiliate') but it's a related keyword that contains the keyword as well as a modifier.

Throughout this entire process I didn't build a single exact match anchor text keyword to the site.

Another method that I've had success in the past with was getting site wide links. These can be links that appear on every page of the site, either in the footer, or the sidebar.

This isn't something you should focus on exclusively, but 'natural' sites do pick up sitewide links, so in moderation it's fine for you to do it as well.

There's debate as to how much value a site wide link has e.g. it's unlikely 10, or 100 links from the same site have the same effect as 10, or 100 unique links from unique sites.

Some people even say you should avoid sitewide links, but again, my opinion is that's only an issue if it's blatantly unnatural.

But it's still best to be safe, so if you're going to try it, I'd suggest using a naked url profile for it, and don't do it make it your only linking method.

There's a good article [here](#) that explains a little more from one of Google's senior staff members:

“On the algorithmic standpoint, typically I’ve said before, if we have like keywords – the first keyword counts some, the next keyword counts a little bit, but not as much, the third keyword not as much...so even if you do keyword stuffing – even if you throw a ton of keywords – at some point, it becomes asymptotically diminishing returns, and it doesn’t really help you anymore. You can imagine the same sort of thing, you know, if we see a link from a domain, we might count it once, but if we see 50 links from a domain, we still might choose to only count it once. So on an algorithmic side, we do a pretty good job of compressing those links together.”

For this particular site, I added a couple of sitewide links, again with just a variation of the url as the anchor text.

Then I waited ...

Within 2 days, my site was ranking #1 for the product term 'forever affiliate' and #2-#3 for 'forever affiliate review'.

As of the time of writing this, the site is still ranking #1 for the product term, and I haven't done anything further for the site since I updated the blog with the youtube video review on February 22nd (3 days after the launch went live). You can actually see that from the Google screenshot below, the last updated page was on February 22nd.

+You
Search
Images
Maps
Play
YouTube
News
Gmail
Drive
Calendar
More

Google

forever affiliate

Q

Sign in

Web
Images
Maps
Shopping
More
Search tools

About 24,400,000 results (0.12 seconds)

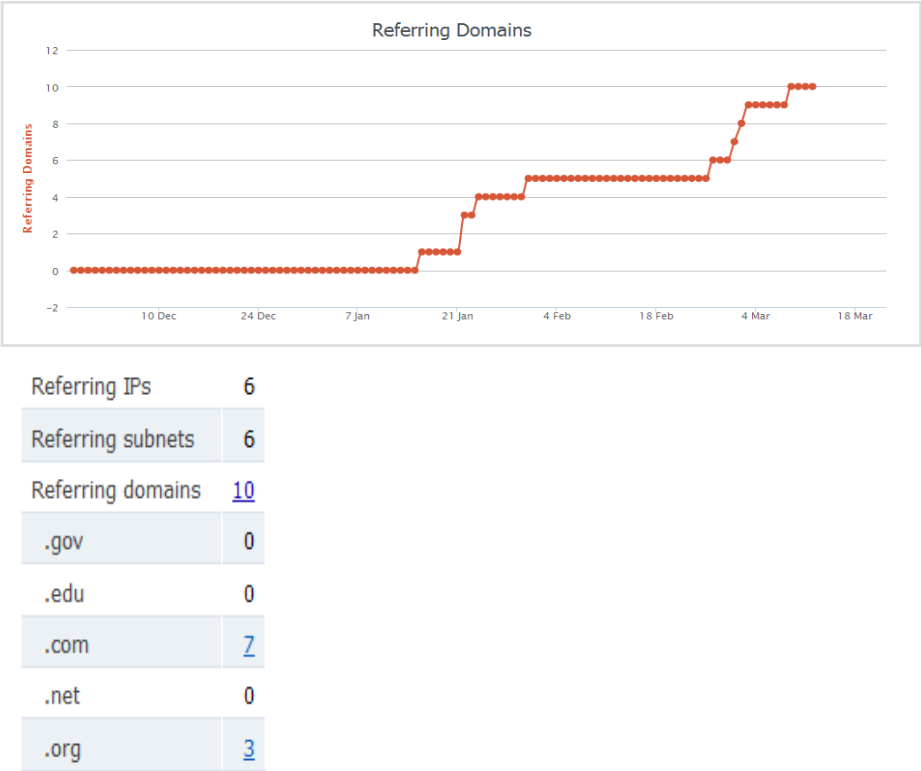
[Forever Affiliate Review And Bonus](#)
[foreveraffiliate.net/](#)
Feb 22, 2013 – Does **Forever Affiliate** live up to the hype? Who is Andrew Hansen? Read our **forever affiliate** review to find out all...

[Forever Affiliate By Andrew Hansen?](#)
[www.warriorforum.com/.../755997-forever-affiliate-andrew-hansen....](#)
Feb 19, 2013 – Re: **Forever Affiliate** By Andrew Hansen? **Forever Affiliate** is a training program, from Andrew Hansen, that will teach you how to build a ...

[Forever Affiliate by Andrew Hansen - Honest Review](#)
[www.squidoo.com > ... > Internet > Make money online](#)
Forever Affiliate by Andrew Hansen is live now, and as I knew it would be, this is an amazing course, no fluff or fillers, and nothing left out. If you follow what he ...

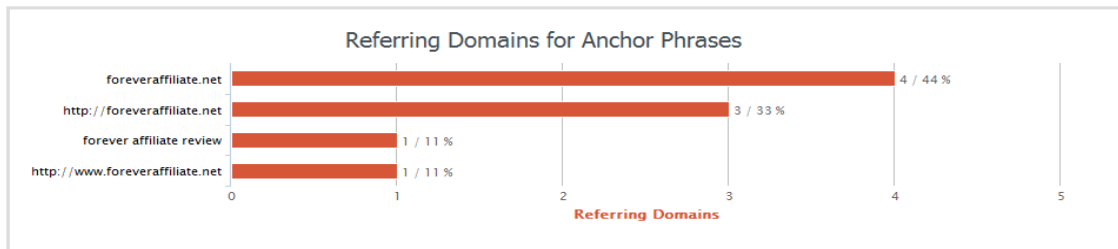
[Forever Affiliate Review Series](#)
[www.chronicblogger.com/series/forever-affiliate-review/](#)
Feb 19, 2013 – An in-depth **Forever Affiliate** review series. Read along as I implement

The total number of domains that were linking to my site after this (according to my link tracking service) was just 10 domains. And some of them were on the same server IP address, so there were only links from 6 unique IP addresses to that site.



Over 80% (on a domain basis) of the links built were NON anchor text links.

In fact, of the 4 different anchor text profiles for this site, 3 of them are variations of the url, and only 1 is an anchor text (and a related anchor text, not even exact match)



Even still this site generated 1365 free visitors from Google (and a handful from yahoo/bing too that I didn't bother counting)...

February Stats: (over 75% coming after launch date - February 19th)

Connect to site from	
Origin	
Direct address / Bookmark / Link in email...	
Links from an Internet Search Engine - Full list	
- Google	899 / 899
- Unknown search engines	133 / 133
- Microsoft Bing	9 / 9
- Yahoo!	8 / 8
- AOL	1 / 1
- Ask	1 / 1

March Stats (1st to 11th)

Connect to site from	
Origin	
Direct address / Bookmark / Link in email...	
Links from an Internet Search Engine - Full list	
- Google	466 / 466
- Yahoo!	13 / 13
- Unknown search engines	8 / 8
- Microsoft Bing	6 / 6
- AOL	2 / 2
- Ask	1 / 1
- MyWebSearch	1 / 1




So how did this campaign do?

One thing I must point out here is that I was also promoting this to my list as well as to readers on the blog.

However, I did setup separate sub ID tracking that tracked people who went through a webpage link (as opposed to an email list link).

My total sales for this offer (including from my own list) were 190, for \$7735 in commissions.

While the software doesn't show the actual sales amount for each sale and sub-id, it does show that there were a total of 34 sales generated from web visitors.

My campaigns								
		ID	Title	Clicks	Opt-in	Opt-in ratio	Sales	Click-to-sale ratio
		122	exit	1430			28	1%
		74	main	699			6	0%
Add new								

So about 18% of my sales came from the blog. 18% of the total \$7735 in commissions works out to about \$1392.30.

(Again, that may not be an exact amount, as I'm just calculating a relative amount based on the number of total sales generated)

Not bad though, especially considering it was probably less than 2 hours total work from setting up the blog, writing the two posts, then building the backlinks for this campaign :-)

One thing you'll notice from that above is that a large amount of the sales came from the sub-id 'exit' - this was from an exit popup I had on the site which simply loaded up my affiliate link for people to check out.

So if they read the review without clicking my link, when they closed the browser, they still saw it. And an overwhelming majority of people bought through that.

The one I use is a paid one from exitsplash.com, but there's a free exit popup wordpress plugin you can get [here](#) that does pretty much the same kind of thing.

Things I would have done better ...

So overall this was a very successful little project, and something that I believe anyone could do. Creating a wordpress blog isn't difficult (there are plenty of youtube tutorials available), and all it took was 2 posts, and a few backlinks to get this site ranking in order to generate over \$1000 in commissions.

However, there are always things that can be improved upon, so I wanted to give some ideas of things that I would do if I was going to spend more time on this, and some things that you could do also.

Added an optin form to the site to collect leads in the pre-launch phase.

When I created my first posts I was directing people to the affiliate link. This directed them to a squeeze page where they could get a free report from the author, and they were cookie'd as one of my leads.

The author also had an option of creating a rebrandable version of that free report that I could give away. So if I was smarter, I would have created my own squeeze page to capture the leads and then send them the download link for the rebranded version of the report. This would have helped to build my own list of email subscribers.

Actually mail these leads when the launch went live, and again when I posted the video review.

Even though Andrew was mailing the pre-launch leads on his own, if I had captured their info, I could have mailed them myself. The benefit of this is that the leads elsewhere may have visited other affiliates links in the mean time, and so could have been credited to those other affiliates on launch day.

By mailing them myself, I could make sure to mail the direct affiliate link to ensure I got credit. (I'm not saying that I wouldn't get credit anyway, but people clear cookies, or use different work/home computers, so the affiliate tracking is not 100% fool proof in those cases)

Create a specific bonus for the blog readers who wanted to get the course.

This was something I didn't spend the time to do, but I do know from previous promotions that if you have a compelling and relevant bonus, it can help tip the scales in your favor and have people buying through your link instead of another affiliates.