



HOW I RANKED PAGE 1 IN GOOGLE FOR UNDER \$50

A BLUEPRINT TO AN PROFITABLE SIDE PROJECT FOR BLOGGERS

[HTTP://WWW.BLOGGINGDOJO.COM](http://www.bloggingdojo.com)

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INTRODUCTION

Good SEO's test things, so I wouldn't recommend doing this on your main blog (particularly if it is unestablished). But if you fancy a side project & want to begin learning SEO, this is probably a good place to start.

PREPARATION

If you are to do this, pick a niche that you are interested in. That way, content comes easily (I can write about travel & places I've visited all day, but a couple of my health sites lay unfinished because I find it rather boring).

I fancied a new project on the side, I've tested the concept (a small destination based travel site) before and it's worked. I'd recently been travelling around Europe, so thought I'd do a site based on one of the destinations I visited.

EXPENSE ONE: DOMAIN NAME (\$12)

After doing a bit of keyword research on [Google Adwords Tool](#), I found a phrase related around the capital of Hungary - Budapest.

The screenshot shows the Google Adwords Keyword Planner interface. On the left, there is a sidebar with various categories and match types. The main area displays search results for the keyword "[hostels in budapest]".

Search Terms (1)				
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	[hostels in budapest]	<div style="width: 100%;"></div>	1,000	210

Keyword Ideas (100)				
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	[hostels budapest]	<div style="width: 100%;"></div>	1,000	140
<input type="checkbox"/>	[cheap hostels budapest]	<div style="width: 100%;"></div>	110	22
<input type="checkbox"/>	[cheap hostels in budapest]	<div style="width: 100%;"></div>	140	36
<input type="checkbox"/>	[hostel budapest]	<div style="width: 100%;"></div>	3,600	170
<input type="checkbox"/>	[hostel in budapest]	<div style="width: 100%;"></div>	390	58
<input type="checkbox"/>	[budapest hotels]	<div style="width: 100%;"></div>	9,900	1,900
<input type="checkbox"/>	[budapest hotels]	<div style="width: 100%;"></div>	5,400	1,200

MAKE SURE YOU TICK THE [EXACT] CHECKBOX, TO GET EXACT VALUES

With 210 Local Monthly Searches of the Exact Match Phrase "Hostels in Budapest", I knew on past experience that it can bring me a decent amount of targeted traffic, which will conversions. I spent \$12 on the domain name that matched this - <http://hostelsinbudapest.co.uk/>.

I built a site with 4 pages. Anything less than it and it can be tricky to rank. I used a simple template & integrated Hostel listings from hostelbookers.com, wrote 3 pages of content and added a few Wordpress widgets (such as a weather widget). This took me about a day or so.

For these small minisites, I've used the following Wordpress plugins:-

- **Google Analytics for Wordpress** - <http://yoast.com/wordpress/google-analytics/>
- **Wordpress SEO** - <http://yoast.com/wordpress/seo/>

EXPENSE TWO: DIRECTORY MAXIMIZER (\$14)

URL: <http://bloggingdojo.com/recommends/directorymaximizer>

I spent then \$14 on 100 Directory Submissions through Directory Maximizer. I use it because I quite like them & they're fairly cheap, but many submission services are the same. I'd recommend doing this first as it can take time for the submissions to be approved. For 100 submissions you should expect around 40-50 listings. But once they are there, they are there. All of them had the anchor text of "Hostels in Budapest".

Example Link: <http://www.add2dir.info/index.php?q=hostelsinbudapest.co.uk>

EXPENSE: ARTICLE RANKS (\$2)

URL: <http://bloggingdojo.com/recommends/articleranks>

I then rewrote the "History of Budapest" article 3 times and submitted it to Article Ranks. What Article Ranks does is that it syndicates articles to it's network of sites. You get about 20 accepted submissions on fairly popular sites, many of which are . All links for the site (located in the footer of the article - similar to guest posts) have the anchor text of "Hostels in Budapest".

Example Link: <http://backpackoz.net/cheap-hostels-in-budapest-what-to-look-for/>

GUEST POST

URL: <http://www.myblogguest.com/>

I posted a post on Myblogguest.com looking for travel blogs and a few got back to me. One blog seemed a perfect fit: a weekend breaks blog. I rewrote the "Top 5 Things To Do In Budapest" to "How to Spend a Weekend in Budapest", submitted the blog post and it was put live. Of course, in the guest author profile I put a link with the anchor text "Hostels in Budapest".

Example Link: <http://www.the-weekend-traveler.com/how-to-experience-an-enjoyable-weekend-in-budapest/>

SOCIALLY BOOKMARK THE GUEST POST & THE WEBSITE

To get a little bit more traffic both to the site & to the guest post, as well as getting a few more links, I submitted the site to a bunch of social bookmark websites. I use [Bookmarking Demon](#) (which is quite expensive - \$100+), but <http://www.socialmarker.com/> is a pretty good free service (though it's more manual).

Example Link: <http://www.warriorbookmarks.com/search.php?search=hostelsinbudapest.co.uk>

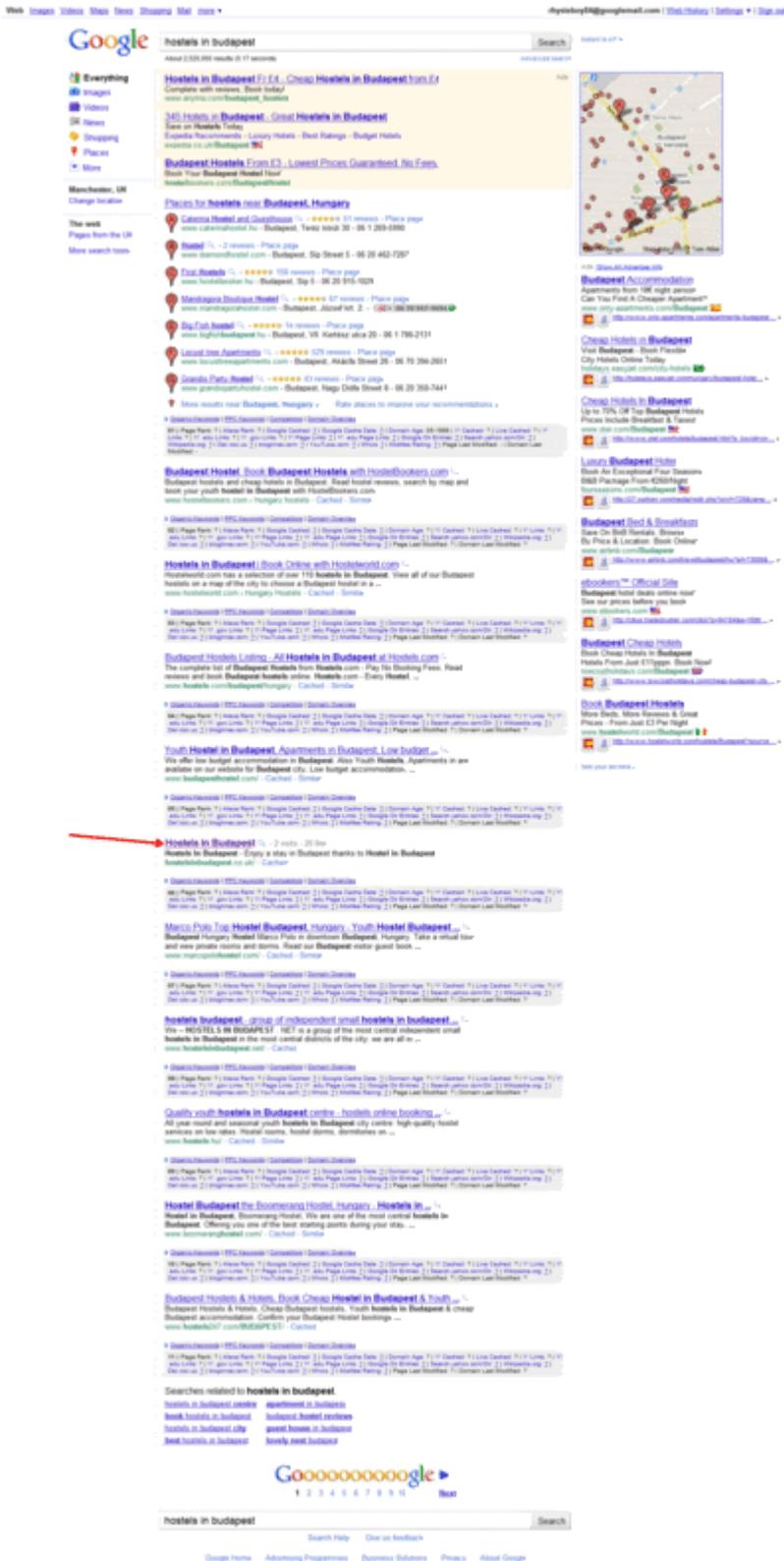
EXPENSE THREE: UNIQUE ARTICLE WIZARD SUBMISSION (\$5)

If you are unsure about a piece of software, and want to test it - here's a tip. Go to [fiverr.com](#) & search for the name of the software (I wanted to find out how good Unique Article Wizard was). People are selling submissions on there. So I wrote a new article (again, not the best!), got somebody to submit it using Unique Article Wizard, and had more links for "Hostels in Budapest".

Example Link: <http://thetraindiary.com/2010/11/the-definitive-history-of-hungary/>

RESULTS

It took about two months, but on [unpersonalised Google UK searches](#) (the 260/month), I currently lie in sixth. BOSH!



This gets me around 30-40 visits a month to the site (just this keyword, not including any other keywords), which leads

to about 4 conversions. Not megabucks, but \$20/month for doing nothing - at least for now - isn't to be sniffed at in my eyes!

SUGGESTIONS

What I have suggested above *would* seem to work for any domain (I've done this with a few domains in the past, earning between \$5-\$50/month on a domain). This sort of project is by and large trial and error, with that said, here's a few suggestions:-

- **Don't Start With Travel!** Travel is an incredibly difficult niche to break, particularly targeting niche phrases. The problem is that any location based search results in local listings within the results, which can be tricky to beat.
- **Choose a Niche you Love** – This is key. You're going to struggle creating a site that you don't enjoy. As such, pick something you can write freely about. You may not be the most knowledgeable individual
- **The prime focus is to make money** – I made a massive mistake with Hostels in Budapest, each conversion in such a small niche only netted me a couple of cents per transaction . Compared to my Hotels site, a conversion netted me a huge amount; a one week break at a large hotel netted me \$70! Focus either on high end goods, or goods where you get a nice amount of commission. Ideally around \$5-10 is perfect.
- **Add on a Traditional Blog** – Although these are mini sites, you can spend time writing a few posts in a more "traditional" blog format. This can help your site appear more active than a traditional affiliate site.

GOING FORWARD

If you are a blogger, the money generated from two or three sites can help your blog grow in its early days. In my upcoming ebook, simple SEO for Busy Bloggers, you will learn more about SEO rather than ranking, you'll learn:-

- More advanced link building tricks.
- Advice on on-page optimisation.
- The resource list I used and acquired for managing SEO campaigns for large companies – resources you can use!
- Tips on analysing traffic on how to make your SEO campaign profitable.

The blogging ebook you read isn't released yet. But to sign up for more details and get an exclusive discount, [please visit this page](#).

THANK YOU FOR READING!

Finally, thank you for reading this. Feel free to share this short guide online.