

Truth Files: Project #1

Date: April 23rd, 2010

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Why You're Not Seeing the Results You *Wish* You Were

And How to Change That For Good

I go back and forth with my main business and the SEO site I've started at InlineSEO.com. A part of me wants to stay far away from selling Internet Marketing products.

That part wants to quietly build quality websites that have something to offer my visitors and in return, get high rankings in the search engines, allowing me to earn more money than I would have ever expected.

But then there's this other part of me that wants to help people and wants to show them a realistic view of how this is all done. I added the word realistic in there because you just aren't seeing it anywhere else.

I know for a fact you're not seeing it if you're in the Internet Marketing crowd, and you're very likely a part of that if you're on my list or are visiting my site.

Whether it's a good or bad thing, I'm on all the lists and newsletters (*and have been for close to a decade now*) and the one thing I see from everyone, almost everyday is some new system for making money FAST.

Usually it's in the form of "Learn How I Earned \$5,465.34 in 3 days"!

Sometimes the people making these claims really are earning that kind of money.

Sometimes they aren't. *I'm not going to address those folks.*

But the one's that really ARE doing it ARE being a little misleading. If they earned it from a list of people, like a subscribers list and sent out a few emails over 3 days, leading to that \$5,465.34 that's great and all, but it's NOT like you can duplicate this.

You may not have a list.

You may not have a product to sell.

So you're not going to be able to buy their product and 3 days later earn \$5,465.34. You aren't starting off at the same place they started off, so it just isn't realistic for you.

It's like this with ALL the product launches and systems for earning online. They're leaving parts of the equation out.

And that's resulting in you being frustrated (and you darn well should be).

Because you can't just take what they gave you, their system or whatever it is, and get that result. At the very least, not in the same amount of time. And time has everything to do with momentum.

So they're leaving crucial aspects out of their marketing in order to get you to buy.

Then you get upset because you can't duplicate it.

And some of these sellers even get upset because they claim you don't do anything with their materials.

But the truth is, you were expecting to make a lot of money quickly and you didn't, so you stopped the program.

For another example, let's talk about product launches.

So and so comes out with a 5 hour DVD set and some software.

They launch it.

They make \$127,948.54 in 5 days.

Now they go around bragging how they made all that money in 5 days.

Give me a break.

5 days ... no way. It creates a nice visual picture in your head, but it's not even close to accurate.

To earn that money they had to create the content, record it, work with a graphic designer, design and create the software, work out a marketing plan, put up a website, contact a gazillion affiliates, correspond with and motivate them, create a sales page, and a ton of other things.

It may have really taken them 9 months to do all this.

So it wasn't anywhere near to 5 days.

And although you probably fully do realize they didn't really earn all that money in a mere 5 days because you know they had to do all this stuff, they DID set up that expectation for you.

In fact, they may have even failed a few times before they got a product together that people even wanted to buy. So that just adds to how long it took for them to really accomplish this.

But you'll never hear about that. It's all sugar-coated so you buy whatever they're selling.

So again, you buy their system or formula, give it a good try for a few weeks, don't make any money and give up.

95% or more of the buyers experience this.

You can't just write it off to everyone who bought was lazy. There's more to it than that.

Here's another all too familiar claim. You'll get pitched a product where the seller is saying they earn \$15,000 a month on autopilot.

The typical old, "Learn How I Bring in \$15,839.67 a Month While Surfing At the Beach".

Sweet.

Who doesn't want that?

I bet they really do make that much.

I bet it really is on autopilot, because I have stuff set up that way as well. So I know it's possible.

It's likely from affiliate commissions, AdSense, or even CPA offers. You can set that up and leave it, especially if you get the traffic from SEO.

Well that's great.

But the thing is, they aren't in a million years going to tell you how long it took.

You don't hear about the failures, the hard work, the stress.

You just see, "Learn How I Bring in \$15,839.67 a Month While Surfing At the Beach".

So you buy the program, you expect to earn all that money without lifting a figure (because that's essentially what they told you).

And the problem is that money comes in on autopilot NOW, but it took maybe 6 months or 3 years (who knows?) to get to that level. Maybe they failed a lot.

So you buy, do your thing, put a minimal effort in (because that's the expectation THEY showed you) and nothing happens.

Money doesn't roll into your bank account.

And that's because even the system leaves out the real blood, sweat, and tears that went into building that business.

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And while I'm getting this all off my chest, they probably don't ever even mention that THEY even think of it as a business.

You're sold on the idea that you can create a website (which seems a lot easier to create than a business) and money will spit right out of it. So they don't bother correcting your mindset on that.

I'm really tired of all this hype. So I wrote this report even though sometimes I think I just want to keep quiet and let it all ride right by me.

So here's the deal.

I'm working on creating a network of sites that will earn from AdSense and CPA programs. It's not moving as fast as I had hoped.

But it's still moving forward. I wouldn't mind earning about \$15,000 a month from it. I know I can do at least that much because I have built many other sites that earned money day after day, month after month on autopilot.

However, it took some serious effort to get there. And I'm going to show it to you, instead of just one day plopping down some screenshots with glorious earnings and telling you, "See Look What I Did, Now Buy My System So You Can Do It Too".

Instead, I'm willing to put myself out there and document my progress.

The failures, the slow starts, basically the whole, ugly truth.

This is the first report. It's looking a little dismal, but you know what, I know I will get to \$15,000 a month from these sites.

And I know I'm at risk here because some of you might blow me off for someone who's saying you can get to that by next week.

But my instinct is telling me that many of you are pretty sick of that type of marketing.

So this report is for you in the hopes that 6 months from now, or even if it takes you longer, you'll be earning what you had hoped and have the start to a solid business.

You'll realize that even though you need momentum, you're not going to get it tomorrow; it's going to take some time.

But working at something will pay off and it sure beats blowing all your money on each new marketing course as it gets released on Clickbank or by the next so-called marketing expert.

So let's get started...

Project #1: The Good, The Bad, and The Ugly

Last October, so October 2008, I started working on a major project. It was a single site, which has hundreds of pages on it. This site gets about 2,000 unique visitors a day and I've been able to do an OK job of monetizing it.

I say OK, because it's not a 5-figure a month earner, but it's definitely on the way. And part of that is because I don't yet have it properly monetized (I'm a lot better at SEO than at converting offers, it's just the harsh truth).

But I also don't have to do anything to get this money.

Every month I get money deposited into AdSense and I get a check from a CPA program. And I really don't do anything for it. Just that alone is enough to pay a substantial part of our bills.

However, it didn't just happen overnight, it took some time to set it up.

In all honesty I spent about 2-3 months working on it about 15 hours a week (which for me is full-time).

Then I pretty much left it alone.

I watched the traffic and the income to that site keep growing and growing. Every month it made more and more money, but it did start slowly.

I actually stopped working on it to create the InlineSEO System, the SEO training course I offer on InlineSEO.com, and work on some other things with my business (I have another product I began offering in 2001 as well). So it grew all on its own because I wasn't able to spend anymore time on it.

By November of last year (2009), which was just a few months ago, I decided to revisit this site and the idea of earning money from AdSense and CPA offers.

That's because it's a great way to earn money without having a whole lot of customer support.

And the nice thing is when I build a site, I can usually expect to keep a steady income level because I build sites that offer value. So they get ranked high pretty quickly and stay ranked high.

In fact, I have some that I built nearly 10 years ago that still bring in a steady volume of visitors without buying any traffic.

So I'm sold on this business model.

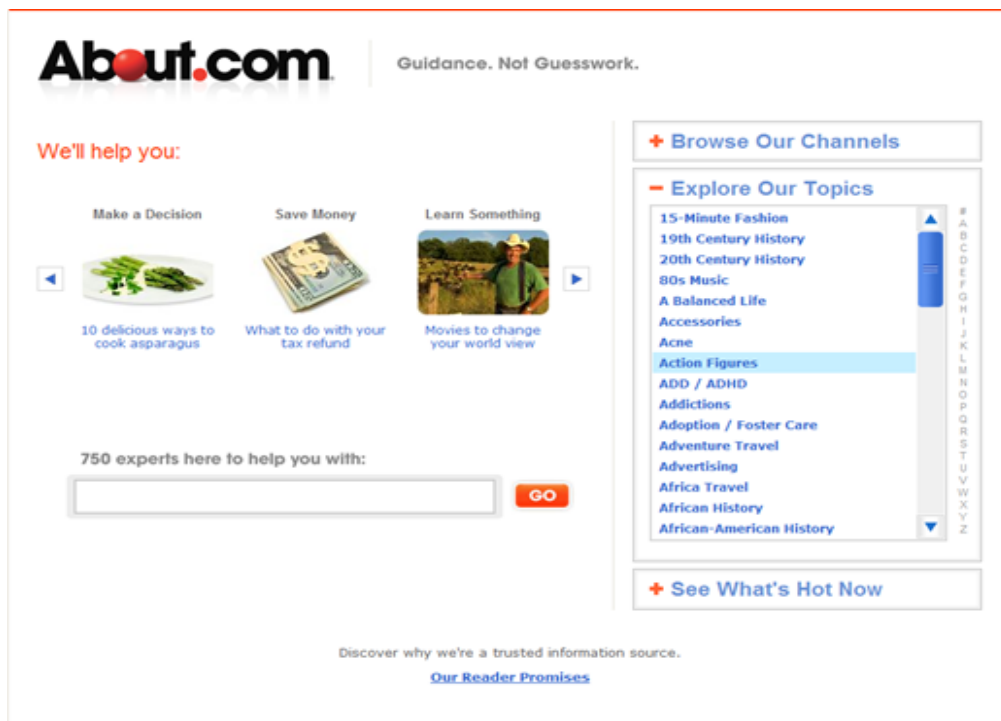
Anyway I started thinking about building a network of sites in the same market as my main site (the one I started in Oct of 2008), except instead of just having the one huge site, I was going to go after the categories individually.

For example, if my main site was about acne treatments, then I'd have a ton of acne treatment categories. So like proactive, accutane, retinol, and all the other popular acne treatments. Each category has a few articles all relating to that particular type of acne treatment.

This is how you build a big site.

If you look at about.com you'll see they do something like this. All big sites do. You go to the homepage and you can pick which topics you want to learn about.

Here's a screenshot of About.com:



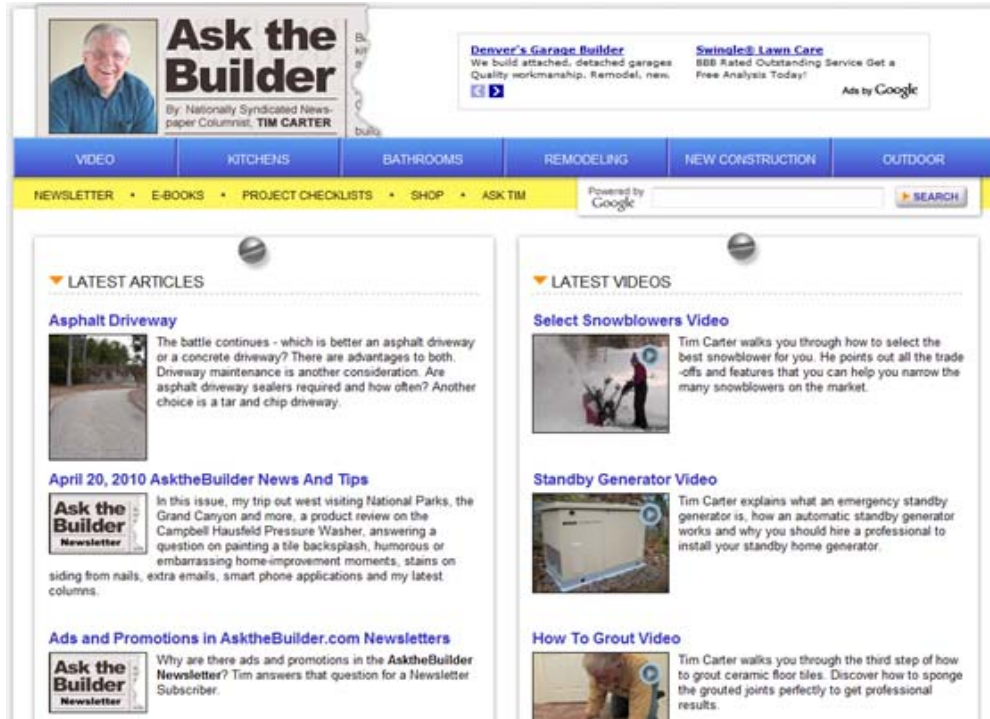
All the topics or categories are over on the right. Just pick a topic, like Action Figures and you go to a section devoted to action figures.

So here's the Action Figure category page. If you click around, you can read different articles on that topic.

The screenshot shows the About.com website for the Action Figures category. At the top, there's a search bar and a navigation menu with links for 'Action Figures', 'Collecting Basics', 'Reviews / Vintage Spotlights', and 'Accessories/Resources'. A banner for Dove Creamy Peanut Butter is visible. The main content area features an article titled 'Iron Man 2 1:18 Scale Action Figures Checklist' with a photo of an Iron Man figure. To the left, there's a 'Must Reads' sidebar with links to 'Get Started Collecting Action Figures', 'Action Figure Care', and 'What's that Action Figure Worth?'. Below that is a 'Reis O'Brien Action Figures Guide' with a 'Sign up for my Newsletter' button. To the right of the main article is a 'Free Action Figures Newsletter' sign-up form. Further right are two advertisements: one for 'Lafayette Mom: Lose 47lbs Following 1 Rule!' and another for 'DONT Pay For White Teeth'. At the bottom right, there's a 'Discuss' section with 'Recent Blog Posts' including 'What Upcoming Figures are Youp Excited About?' and 'DC Direct to Release Arkham Asylum'. A 'Browse Topic' link is at the bottom left.

Here's another big site and if you're familiar with AdSense, you've no doubt heard about it (they're even showcased on the AdSense page) ... Askthebuilder.com

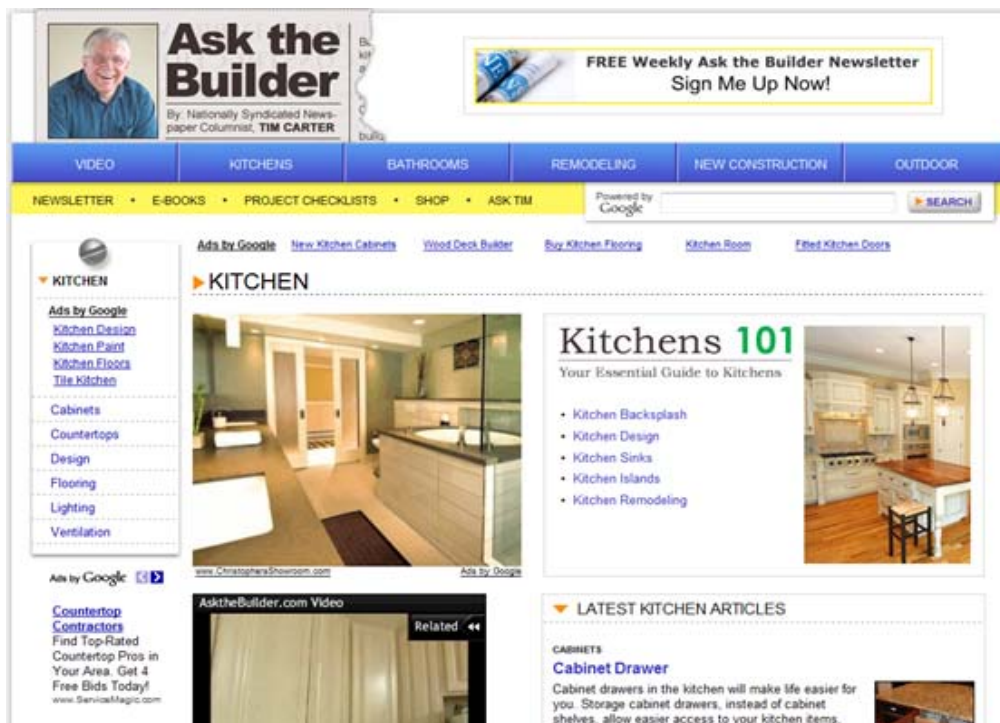
It's a big site about home improvement. When you go to the home page you see lots of options.



The owner of the site, Tim Carter, has the main theme of home improvement broken down into different sections or categories.

He's got kitchens, bathrooms, remodeling and so on.

If you click on the kitchens tab up top, you go to the main kitchen page where you can go read all about remodeling your kitchen in different articles and videos. Here it is...



There's a ton of articles on kitchens that you can get to from there.

So I did what all the big sites do and I have a ton of different categories on my main site, something like 20. I have a few articles written up for each category. So it's a big site, in the hundreds of pages range.

Well what I had been thinking about doing was taking each category and building a whole other site on it.

I thought about it during the month of October and then actually started this project in November.

So I built something like 20 sites in November.

The nice thing was all the keyword research was done because these topics were all things I covered in my main site.

So for example, if my main site were about tools, I'd have a section on hammers, nails, wrenches and so on. Then for each of my smaller sites, I'd have one that just covered hammers, one that just covered nails and one that just covered wrenches.

If you do this you can easily recycle all your old keyword research and leverage your work.

So that's exactly what I did.

There's other benefits to sticking in one market with all your sites rather than trying to cover them all, but I won't get into all that in this report.

So starting in November I bought about 20 domain names for each of the topics (it turns out there's exactly 17) and then I hired a few writers to write 3 articles on each topic. This was all based on the keyword research I had done the previous year.

As you can imagine, this was expensive as the articles were all very good and longer than usual.

Then as I got each site ready with the 3 articles and other pages, like a contact us, about page, terms, and privacy policy I went ahead and started building a few links to it.

The very first site was ready to go on November 10th and the last sites were ready by December 3rd. When I say ready, I mean they just had the 3 articles plus the contact, about, and legal pages.

So these were very small sites to start with.

I like to start building links as soon as possible so even though I would have preferred to start with 10 good articles on each site, it was going to take me too long to get there.

That would have meant I needed 10 x 20 or 200 articles. That's too many without any sort of payoff so I just did 3 x 20 or 60, which was already a lot.

So as each site was done, I'd do a little backlinking, like directory submissions and bookmarking.

Normally, if you've seen my mindmap or the InlineSEO System you know I like to start out with directory submissions, press release submissions, and article marketing. But since I had so many sites I was building all at once this wasn't realistic. So I just started with directory submissions, bookmarking (because it's cheap and easy) and a tiny bit of article marketing.

And that was already fairly expensive, but I did manage to get the early promoting down to about \$70 a site. As you can imagine, that really adds up on top of the articles I paid to have written, but I was OK with it.

As the 3 articles got done by one of my writers, I'd put the site together and then outsource the backlinking.

And the first site I had done was on 11/10.

By 11/16 I had a total of 7 sites completed through this first stage, where I had 3 articles along with legal stuff and had outsourced backlinking.

I did monetize the sites immediately with AdSense. Part of the reason for doing that was so I could earn some money (because as you can imagine, I was spending a lot) and part of it was so I could easily login to my AdSense account and see about how much traffic I was getting to each site.

It would be way too time consuming to login to the webalyzer panel of each site and check this and I really didn't want to mess with Google analytics at this point.

So AdSense allowed me to monetize the sites fast and to keep track of the visitors.

I was very excited on 11/19 to see that I had my first clicks on these sites.

I earned a total of \$2.71 that day.

I know, not a whole lot, but it made my day and made me want to finish up the rest of the sites ASAP.

I also started checking for rankings in Google.

By 11/21 I had page 1 rankings for at least 2 sites for the main keyphrase so that was also pretty exciting.

That's about 10 days from putting my first sites up and page 1 rankings for words with about 800,000 competing sites up to 21 million.

I thought that was also a very good start.

I should disclose here that I don't pick one keyword to build a site around; most people refer to this as a microniche. They find one long-tail keyphrase, they get a domain name with that exact keyphrase and nothing else in it, and they write an article on just that keyphrase. Then they build links back to the site and it gets ranked for that one keyphrase.

I think that strategy's a little lame.

Sorry if you find that offensive, but I don't do that.

In case you're wondering, I optimize my sites for lots of different keyphrases and I don't worry so much about finding an exact match domain name.

So anyway, I got those sites ranking for a main keyphrase very quickly without using the somewhat lame microniche strategy (which as it turns out, does work, but I wonder for how long and I'd rather build sites that offer value).

Anyway, I got the last site ready and outsourced the first round of link building on December 3rd, then took a break. I kind of thought I'd be able to make a lot of money just off those 3 page sites plus I had other things to do.

Not sure why as I really do know better.

But anyway, I just pulled up the stats for you on what my 20 or so sites earned in December.

I was at \$82.44.

This was from 5 sites, the rest earned nothing.

As you can see, they ranged from earnings of \$1.62 up to \$40.03 per site (I've had to cover up some of the data due to privacy reasons).

Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
	208				\$1.62
	68				\$0.00
	944				\$40.03
	20				\$0.00
	190				\$3.84
	493				\$24.09
	372				\$12.85
Totals	2,295				\$82.44
Averages	327				\$11.78

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Not too great, but since they were all brand new I wasn't too worried at the time.

And really, I suppose that \$40 in AdSense for a month is pretty good for a brand new site.

But I do see people all the time talking about how they wish they could earn \$1 a month from an AdSense site (usually it's using the fairly lame strategy I just mentioned where they go after one keyphrase). So it's not too bad looking back on it.

Anyway, after the holidays I still had high hopes for my new network of sites, but it just wasn't really ramping up like I hoped, so I did more work.

Now at that point I realized that it was going to really slow me down to do all the work on all 17 sites at once, even with outsourcers. I'd have to spend too much money plus having to do everything 17 times would really slow me down.

I started wishing I would have just built them in sets of 3 and then moved onto the next set. 17 at once was a mess so please don't try to duplicate what I did.

It was too late for that so instead I took the first 5 sites on my list (they're actually all written up on a whiteboard in my office) and I started working with those and just left the rest.

What I did first was add more content. So I outsourced about 8 more articles for each site. These were all based on good keyword research that I had from my main site.

All 5 of the sites I was currently working on got this extra content added by Jan 5th, 2010.

Then I started doing more link building.

I got articles written up to promote the sites.

When the articles came back about the middle of the month, I submitted some to article directories and used others for Web 2.0 sites, like Squidoo, hubpages, tumblr, etc...

This took most of that month to finish up. (I run like 3 different business and have a young family so I'm lucky to spend 10-15 hours a week on this).

After another month of work, here are my stats for Jan 2010:

January 1, 2010 - January 31, 2010					
Save as Report Template: <input type="text" value="Enter new name..."/> <input type="button" value="Save"/>					
<input type="radio"/> Replace report...					
CSV					
Totals	9,514				\$334.20
Channel	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Estimated Earnings
	322				\$5.85
	544				\$8.40
	197				\$0.27
	254				\$7.79
	215				\$10.91
	2,016				\$97.43
	543				\$10.93
	167				\$7.42
	455				\$2.98
	785				\$13.73
	144				\$2.50
	191				\$2.26
	1,112				\$48.72
	179				\$12.51
	320				\$6.91
	1,293				\$70.28
	777				\$25.29
Totals	9,514				\$334.20
Averages	559				\$19.66

At this point you can see I'm at \$334.20 in AdSense from my new sites.

So a 4-fold increase.

Not too bad, but nowhere near what I'd spent.

I think I may have earned an extra \$20 from a CPA network, but wasn't able to create screenshot for it.

One thing to point out is that it's my intention to monetize these sites with CPA offers and possibly some AdSense, really whatever gives me the most profit. I think you're way better off when you're selecting your market that you have a number of ways to monetize a site.

Don't just build a site for AdSense or a single CPA offer.

That way if one thing doesn't work out, like you get banned from AdSense or the offer dwindles then you can replace it with something else.

If you're in the publishing business, which you are if you're doing this then your site is the asset. It's not much different from running a radio station, a magazine or even a TV channel. You would never see anyone put up a TV channel around a single advertiser.

Can you imagine a magazine that revolves around one advertiser?

What would that even look like?

So please don't build a site around one mode of earning money. Make sure there are a few ways you can profit from it; AdSense, a number of affiliate offers, or a number of CPA offers.

At the very least make sure you can earn from AdSense and at least one affiliate or CPA offer.

That way you have a backup just in case.

I just want to make sure you aren't one of those people who posts in a forum about how you lost your AdSense account along with a \$4,000 a month recurring income and now you're applying for a job at Home Depot.

I really don't.

And if it's happened to you then I'm really sorry.

Do it this way and you should be OK.

So as you can see, I'm at \$334.20 from my new network. The earnings range from \$0.27 up to \$97.43 per site.

Which again, even though I was bummed, is actually really good.

\$100 a month from a small AdSense site in just a couple of months isn't bad. But I'm going for something more so I kept at it.

Another thing is that you can also see I'm getting a fair amount of traffic to at least 3 of these new sites. One's all the way at 2,016 page impressions and a couple others are over 1,000.

So it's not so bad.

I also checked and pretty much each of my 17 sites was on page 1 for the main keyphrase (that's the main keyphrase I was targeting from the homepage, I call that the main keyphrase).

There might have been 2 that weren't and later I realized they had broken links, which I know is pitiful since there were only 3 pages on the sites, but that's just how it goes sometimes.

At this point I do remember being little upset just because I thought I should be making more.

But not one to give up, I kept going.

I looked at the stats and 3 of the sites were doing really well. They were the first 3 I had ready. I decided to focus on those 3 sites and really go nuts with them.

I wanted to see what I could figure out to make work quickly so that then I could do that to all the other sites.

So I added more content to those sites, submitted more articles, tried a ton of different link building memberships (because I knew there was no way I'd be able to do all this link building on my own).

At that point each of the 3 sites had 20 good articles on it along with the about, contact, legal stuff.

I also did more link building and here's what I had after another month:

February 1, 2010 - February 28, 2010					
Totals	12,942				\$473.12
Channel	Page impressions	Clicks	Page_CTR	Page_eCPM [?]	Estimated_earnings
	337				\$4.29
	743				\$9.22
	453				\$8.95
	77				\$2.82
	177				\$2.71
	2,358				\$98.93
	578				\$15.91
	526				\$8.50
	496				\$8.73
	1,059				\$18.81
	164				\$1.15
	278				\$4.62
	2,113				\$131.89
	416				\$1.49
	280				\$7.62
	2,233				\$140.58
	654				\$6.90
Totals	12,942				\$473.12
Averages	761				\$27.83

Still not so great.

I was at \$473.12 for AdSense earnings for the month of February. I did leave that CPA ad somewhere on the network and got an extra \$26.65 from that.

But if you notice, I now have 3 sites at 2,000 page impressions (according to AdSense) and another one at 1,000. I also had 3 sites that were earning about \$100 in a month or more. The other sites were still not doing so well, but I hadn't touched them since the previous month.

The next month, March, I had pretty high hopes.

But ... a family member had to have surgery and the doctors really messed her up. There were complications (and this was supposed to be a very minor, outpatient surgery).

I felt terrible for her and spent at least half that month in the hospital worrying like crazy.

But luckily, it turned out, it took some time and she started to get better.

She's doing fine now and recovering well as I type this (although I don't think we'll ever be able to get her to have surgery again, but maybe that's for the best).

I'm just glad I was able to spend as much time with her as I did and do what little I could to help her get through it.

When things finally started to get back to normal, I was able to do a little more with my sites.

I outsourced more content so at this point I'd say 10 of the sites had about 20 pages or so of real content and I had done several article submissions.

And somewhere in between Jan and March I think I tried just about every link building membership and network out there. I'll try to put something together on which ones really work later on.

Many of my sites had 10 or so articles submitted to article directories and I noticed that seemed to be a good amount.

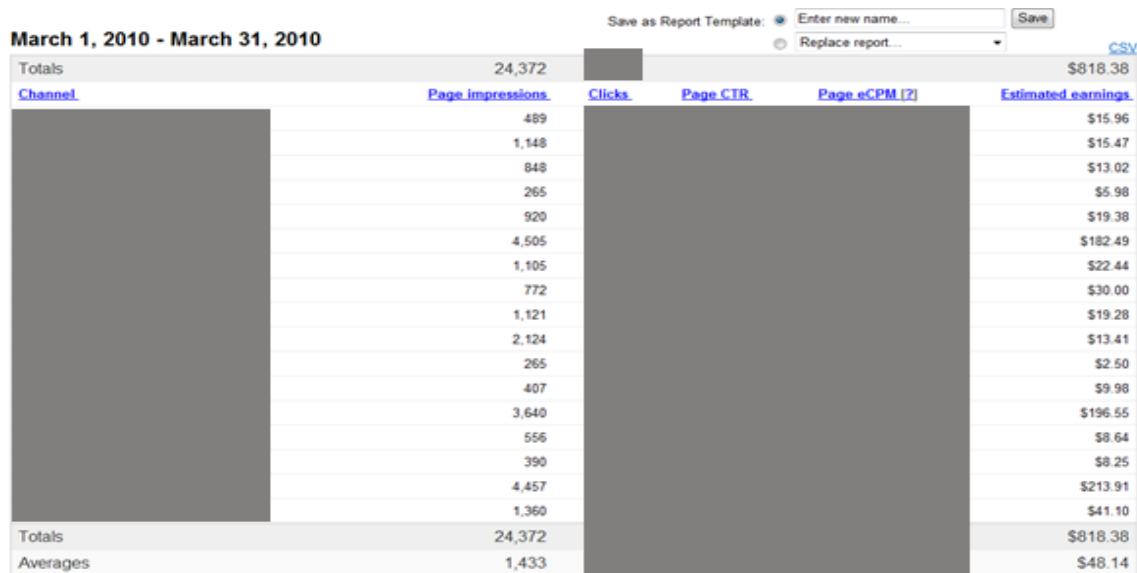
You don't want to go overboard with article directory submissions, but it is good to have links from article directories to most of your pages if you can do it.

The nice thing is you can get rankings from the same article submitted to several different article directories.

I know people are going to tell you it's not true, that you need unique content and you have to waste hours of your life spinning that content, but I'm seeing great results by submitting the EXACT SAME ARTICLE to a number of different article directories.

I just vary up the resource box. Just a little tip that you really should try out, well unless you like working with article spinners. I don't. It {drives|makes} me crazy (just a little spinning humor there).

Here's what I earned in March:



The screenshot shows an AdSense report for the period of March 1, 2010, to March 31, 2010. The report is titled "March 1, 2010 - March 31, 2010" and includes a "Save as Report Template" section with options to "Enter new name..." and "Replace report...". The main table displays the following data:

Channel	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
Totals	24,372				\$818.38
	489				\$15.96
	1,148				\$15.47
	848				\$13.02
	265				\$5.98
	920				\$19.38
	4,505				\$182.49
	1,105				\$22.44
	772				\$30.00
	1,121				\$19.28
	2,124				\$13.41
	265				\$2.50
	407				\$9.98
	3,640				\$196.55
	556				\$8.64
	390				\$8.25
	4,457				\$213.91
	1,360				\$41.10
Totals	24,372				\$818.38
Averages	1,433				\$48.14

So I doubled my AdSense earnings up to \$818.38 and then there was also \$167.87 from my little CPA offer.

So let's just round it up to \$1,000 that month.

As you can see there's 3 sites (those same 3 I started focusing on) that are at or near to \$200 a month in just AdSense. Clearly, I'm still going to have to do a lot more work, but I am moving forward.

So now it's April.

I did a crazy amount of work this month on this project.

All the sites have at least 20 pages of good content on them since I know that's helping.

I can target more keyphrases, which increases the traffic from the search engines, and I really think you see more overall benefit with bigger sites as far as SEO goes.

All the sites either have or will have a ton of articles submitted, directory submissions, RSS feeds + RSS feed submissions, bookmarking, meta tags, and for a few, press releases have been submitted (again, I would have liked to have done this earlier, but it was too expensive considering the sheer number of sites I'm working with).

As I type this, it's April 23rd so the month isn't over. A couple of the sites are at 5,000 or more page impressions already and nearing the \$300 mark this month each in just AdSense.

So it's getting there.

I've also started doing more with CPA ads and not just AdSense.

I can see that I'll be earning more once I put CPA ads on all the sites.

I'm already at about \$600 this month from one CPA program and \$200 from another one. So my CPA profits are exceeding AdSense and most of the sites don't even have them placed just yet.

So there's a lot of potential with this. But clearly, it's not something that you can expect to make autopilot money overnight with (and honestly, I don't know what is).

I'm outsourcing as much as I can so I'll admit I've not earned yet what I've spent.

And that's how it goes.

I know I will.

And I know you could do this on a smaller scale if you wanted.

A note: again, please don't do what I did and build 17 sites all at once. It's not for the faint of heart. Just focus on one at a time. In hindsight, I would have built them in

batches of 3 because I have the resources for that. Not sure what I was thinking back in November...

I do know that if you were willing to spend even just 5 hours a week on your publishing business and work on just one site, you could get to a pretty decent income in a few months.

I know I'm not promising you \$1,000 for 30 minutes of work or a way to turn your computer into an ATM machine, but I KNOW you can do this.

The only edge I *might* have over you is that I do know what I'm doing when it comes to SEO.

That's really it.

You don't need to have thousands of dollars to spend on outsourcing like what I've done.

Realistically, my main earner from all these sites is close to \$30 a day. \$30 x 30 days is nearly \$1,000 a month.

Imagine if you had an extra \$1,000 a month and you knew you were going to keep getting that \$1,000 a month because you built something of value? (It's pretty much a given that if you add value into your sites and build it using solid SEO principles, you're going to get high rankings and lots of traffic in return).

You could easily get to that point in a few months with 5 hours a week and probably even just \$50 total if you're really on a tight budget. Or if you're like me and you want a higher income, you can scale it up.

I will tell you that my target is \$1,000 a site/month from this network of smaller sites.

I'm pretty sure I'll get there and if you're interested, I'll try to put out another report in a few months documenting what's happening.

So although I'm not showing you crazy earnings statistics like the kind that floods your inbox daily, I am showing you how a real "autopilot" business is built.

Unfortunately, this one is growing a little slower than I'd like, but it will get there ... and I'll try to keep you updated as it grows so you can see how things really work.

Again, I know if you focused in on something and kept at it for a while; you'd see some income coming in. The return on investment of learning a skill like SEO is massive, but it only happens if you're willing to put in time and get to work.

I do hope this inspires some of you to get off the marketing course high (I know all too well how addicting that is) and start putting what you know into action.

It's not going to happen overnight, if you set your expectations with a much longer time frame, you'd start to build momentum that will pull you through the finish line.

All the best...

Lisa Parmley

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