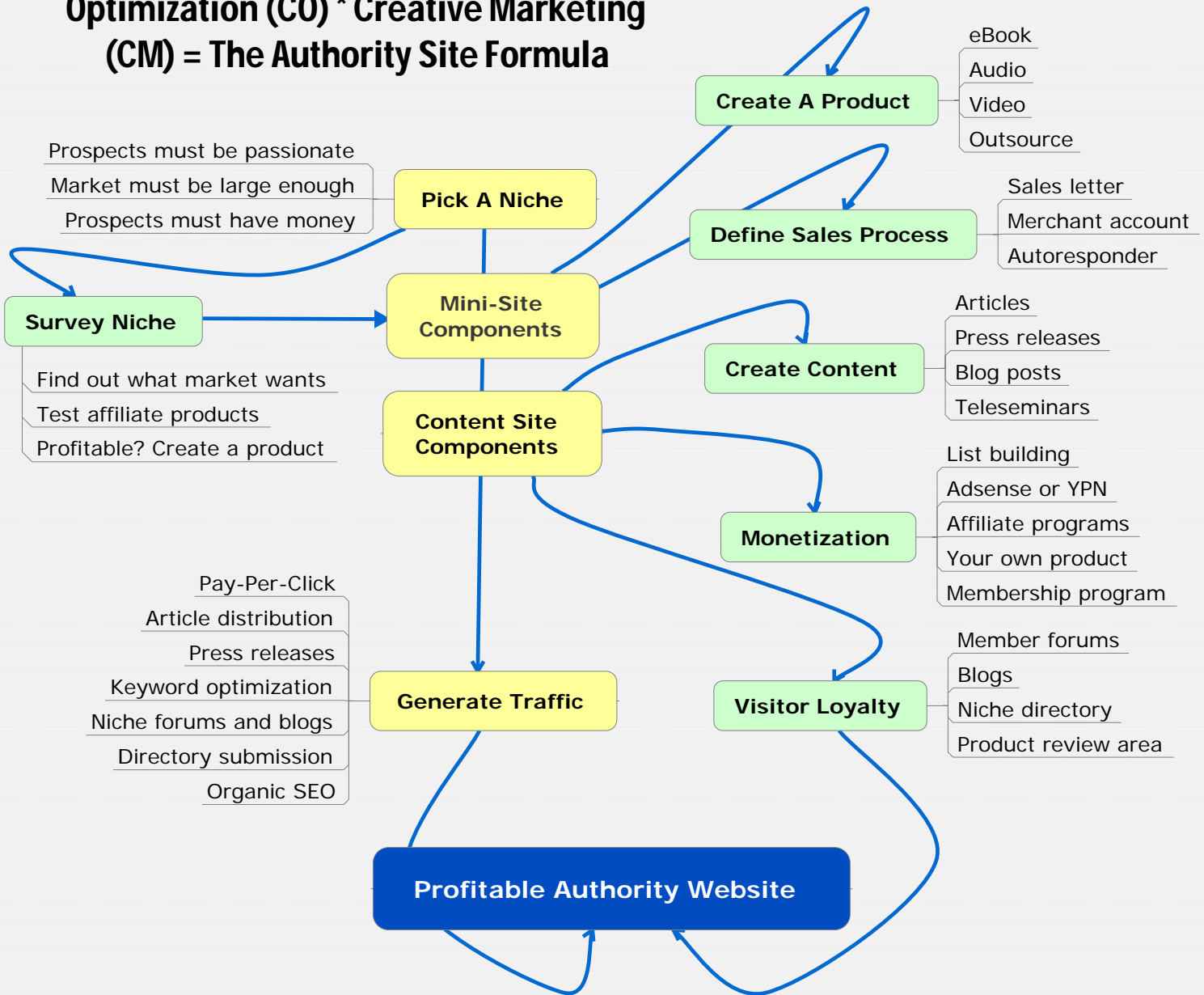


# Visitor Optimization (VO) + Content Optimization (CO) \* Creative Marketing (CM) = The Authority Site Formula



## The Authoritative Guide To Creating Profitable Authority Sites

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## **WARNING:**

Article Site Building for AdSense and Search Engine Optimization is DEAD! (And it could cost you your business and reputation, if it hasn't already.)

There is a buzz going around that articles alone, and the different types of software to create sites with them, are the key to AdSense success.

This information is, in fact, well over a year old and simply not true anymore. There is a specific formula to producing high-traffic authority sites and articles are only a part of it.

— Jack Humphrey – Content Desk Partner

# The Secrets to Creating an Authority Site

What you are reading now is the brain-baby from a select group of content publishers who have been hard at work for several years **helping other content publishers succeed and flourish** in their online businesses.

Recently, the focus has been shifting from building content sites to building authority sites. Years of internet marketing experience have taught us two types of websites exist.

**The first type is a mini-site.** A site built and designed for the sole purpose of generating an immediate action from the visitor most likely a sale. **The second type is a content site.** A site built and designed to capture organic search engine traffic and generate revenue through the use of contextual ads or affiliate programs.

With the recent change in Google Adwords Landing Page Quality Guidelines **mini-sites are slowly facing their demise.** Google now requires landing pages to provide the visitor a considerable of content for the advertiser's advertisement to be shown.

Taken directly from the Adwords Landing Page and Site Quality Guidelines:

- Link to the page on your site that provides the most useful and accurate information about the product or service in your ad.
- Ensure that your landing page is relevant to your keywords and your ad text.
- Distinguish sponsored links from the rest of your site content.
- **Try to provide information without requiring users to register. Or, provide a preview of what users will get by registering.**
- In general, build pages that provide substantial and useful information to the end-user. If your ad does link to a page consisting of mostly ads or general search results (such as a directory or catalog page), provide additional information beyond what the user may have seen in your ad or on the page prior to clicking on your ad.
- You should have unique content (should not be similar or nearly identical in appearance to another site). For more information, see our affiliate guidelines.

Source: <http://adwords.google.com/select/siteguidelines.html>

The passage that states, "Try to provide information without requiring users to register. Or, provide a preview of what users will get by registering" means **the beginning of the end for squeeze pages.**

## Note from Jack:

Our members KNEW Google was going to change Adwords months ago. Not that we have insider information beyond the fact that things HAD to change for the search industry to stay relevant and clean out the spam sites in their results. **The Adwords change was totally inevitable. The only surprise is it didn't happen sooner!**

— Jack Humphrey – Content Desk Partner

Now we know where mini-sites are headed. Let's find out about content sites. Google's webmaster guidelines are a bit less specific than the Adwords Landing Page Guidelines, but the typical indicators and pointed vocabulary are present.

Here are a few bullet points taken directly from Google's webmaster guidelines:

- Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a website that competes with you. **Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"**
- **Don't participate in link schemes designed to increase your site's ranking or PageRank.** In particular, avoid links to web spammers or "bad neighborhoods" on the web, as your own ranking may be affected adversely by those links.
- Avoid "doorway" pages **created just for search engines** or other "cookie cutter" approaches such as affiliate programs with little or no original content.
- **If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.**

Source: <http://www.google.com/support/webmasters/>

Four points have been highlighted in the passage above:

1. **Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"** — We'll take it one step further and ask another question. How many of your Adsense sites have been designed with the visitor in mind?
2. **Don't participate in link schemes designed to increase your site's ranking or PageRank.** — This statement means the days of buying and trading links are coming to an end. It's a matter of time before link trading companies are out of business.

3. **Created just for search engines.** — This statement roughly translates to “the end of keyword-named pages”.
4. **If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.** — According to this statement Google is on the witch-hunt for so-called “affiliate sites”.

We now know what will come of your AdSense (or content) sites. Google is constantly looking for webmasters who get the upper hand on them or take shortcuts. Throughout the passages quoted above two underlying themes exist. **Content and visitor experience.**

### **Note from Jack:**

No other community on the internet knew what was going to happen with content site building, the major search engine shifts in the last several months, and the new science of marketing sites before we told them. **Quite often we are the source of information the gurus use to keep THEIR members informed of changes and shifts in the website building and marketing world.**

Knowledge is the true power in content site building. Tools are used and abused all over the web. If you don't understand WHY the web works the way it does and what it is going to be like in the future, **no tool in the world is going to make you a profitable site network owner.**

Therefore you cannot continue to rely on unqualified sources for information and tactics that won't get you anywhere.

You can choose to chase your money down into a bottomless pit, buying all kinds of gimmicks designed to trick the engines, or you can choose to **go with the clear leaders who have proven time and again that they truly have their finger on the pulse of web publishing today and beyond.**

— Jack Humphrey – Content Desk Partner

The question must be asked. What do 99.9% of authority sites provide? An incredible amount of content and a superb visitor experience. Google wants you to succeed and make money with AdSense and they want you to spend money with Adwords, **but you have to play by the rules.**

## What is an Authority Site?

So what does it take to create the “perfect” Google authority site? A site that would generate thousands of visitors a day mainly through Google, and in turn would be the one-stop source for information in that particular niche.

A fairly comprehensible **authority site definition** was put forward by Jason Dowdell of Global Promoter ([www.GlobalPromoter.com](http://www.GlobalPromoter.com)). He defined it this way: "authority sites are sites that have been linked to and referenced on other web sites covering the same subject matter and they also will have hundreds if not thousands of pages covering that subject matter and nearly every facet of it."

That definition is one man’s opinion, albeit a good one, but let us go directly to the source. Many search engine optimization and search engine marketing experts believe **Google has derived their primary algorithm** from a document titled, “Hilltop: A Search Engine based on Expert Documents”.

The PageRank formula as we know it today was derived from this paper and the authors, Bharat and Mihaila, define an authority site in the text below:

“We believe a page is an authority on the query topic **if and only if some of the best experts on the query topic point to it.** Of course in practice some expert pages may be experts on a broader or related topic. If so, only a subset of the hyperlinks on the expert page may be relevant.

In such cases the links being considered have to be carefully chosen to ensure that their qualifying text matches the query. **By combining relevant out-links from many experts on the query topic we can find the pages that are most highly regarded by the community of pages related to the query topic.** This is the basis of the high relevance that our algorithm delivers.”

Source: <http://www.cs.toronto.edu/~georgem/hilltop/>

What we have above is the foundation of the PageRank system and the determination for deciding on authority sites. We highly recommend you **read and reread that document** until you understand every aspect of it.

Before we can begin focusing our attention on creating authority sites we need to dissect existing authority sites for common practices and principles. In other words, we need a solid understanding of the components that must be in place to make authority sites prosper.

### Note from Jack:

**You cannot fake an authority site.** It either is or it isn't. And every surfer on earth knows a junk AdSense article site when they see it no matter how it is dressed up. This isn't something we have to tell anyone. **Everyone has seen the junk sites.** Everyone knows when they are on a site a person cares nothing about other than tricking people into clicking links.

**Those sites never get bookmarked, never get long-standing or even short-term search engine and link traffic,** yet the myth of AdSense junk sites and instant riches still prevails. **Even after it has been dead for over a year.** Would the creators of this dead horse tell you otherwise? Of course not!

We won't say "we told you so" if you choose to go that route, but we haven't been wrong about this even once **since we started the whole content site craze early 2005.**

— Jack Humphrey – Content Desk Partner

## What Makes An Authority Site?

The example we will be using [www.About.com](http://www.About.com). About is the definition of an authority site. The site has a generic domain name and hundreds of sub-domains on many different topics.

**Your authority site should take the same approach, but not on such a general level.** If you launch an authority site, it should be geared towards a niche market and then sub-domains should be created areas inside that niche.

For example: Domain: [www.Dogs4You.com](http://www.Dogs4You.com) (just a parked page) is not real site, but if it was then the authority site setup would be similar to:

- <http://germanshephards.dogs4you.com>
- <http://pitbulls.dogs4you.com>

- <http://dobermans.dogs4you.com>
- <http://collies.dogs4you.com>
- <http://poodles.dogs4you.com>

Using this approach, you are able target your mother niche while receiving traffic about related sub-niches.

Another aspect of site setup that is pivotal involves visitor interaction and ease of use. Let us go back to our example [www.About.com](http://www.About.com). Each example subtopic on About includes a series of articles from the respective guide.

Take a moment and visit <http://banking.about.com>. You will notice each article has a section for user comments. This **creates interaction and develops relationships**. Using this approach is more professional than your standard blog and creates a discussion about the topic on which you are posting.

Next, let us visit: <http://banking.about.com/od/mortgages/a/FHALoans.htm>

Besides the basic navigational structure and links to the main area of the site, what do you notice on this page? The **seamless integration of advertising and content** is incorporated throughout the page.

On the main page of <http://banking.about.com> there are advertisements present, but they are secondary and the content is the most prevalent feature.

On the article specific page a greater focus exists for advertising display. On the articles page monetization is the main focus.

#### **Here are some examples:**

- Newsletter signup
- Two Adsense blocks
- Two banner ads
- Four links to loan applications

They are utilizing specific pages to generate revenue for the site. Anybody that is versed in the ways and means of search engine marketing and search engine optimization will tell you **the pages deep within your site are the pages that make the most money**, not the home page.

An authority site also creates rapport in your market. Essentially, you become the trusted information source for your prospects.

# Anatomy of an Authority Site

Having a professional look and feel is paramount to getting the respect your site deserves. The original authority site [www.About.com](http://www.About.com) we discussed above has a consistent and professional appearance throughout the site.

A successful authority site **mixes the attributes of static and dynamic websites**. An authority site would have a place for visitor to comment on every story. The user should have the ability to email, print, or share a story.

Your main focuses when creating authority sites are **ease of use and visitor retention**.

Authority sites come in many forms and fashions, but what would you do right now if you wanted to create one? There are many approaches to this method but you need a systematic approach.

Follow the steps listed below and your site will be generating traffic and making money. Will you become an authority site overnight? No. But you will have solidified your place in your market and your site will continue to grow.

You'll notice that every step listed has a place in the process map that is included at the beginning of this report.

Selecting a rabid niche market is your first step in creating an authority site. You need to pick a niche and stay with it. **The days of searching for new markets to enter and creating an eBook, audio course or video series are gone**. If you have an established money-making site in a particular niche, then you need to focus your efforts on turning that site into an authority site.

## Picking a Rabid Niche

There are a few ground rules to be followed when you are deciding what niche you want to focus your efforts on. You need to identify a hungry market first. Without a hungry market you have no business.

You will have to identify and serve a market where people want your products and services rather than a market where they think they might need that product.

**You will need to tap into a hungry, desperate crowd.**

Also another crucial element of your niche research when you decide on what sized market you want to tackle. You need a large enough market to be able to generate lots of laser targeted traffic to your site, but this market can't be too broad either, otherwise you will not be able to service the exact needs of your visitors.

An example of a too broad market would be: “music”

**A large enough but targeted market - in the music market – would be “play the guitar”.** It is large enough to get all the traffic you need, and still specific enough to serve it well and build highly sites for this niche.

Here is our basic niche research check list you can refer to:

- Do your usual metrics research (R/S, KEI, keyword analysis)
- Check the first 20 competing sites for your 10 most competitive keywords
- Check if there are good affiliate products available to market to this niche
- Check if you could build a large enough list to dominate a certain segment of this market even if the market is very competitive.
- Check if you can develop a product you can market to your list later down the track
- Also go by your gut feel: the niche should also interest you.

The following online resources will help you immensely to identify hungry markets:

- [www.ebay.com](http://www.ebay.com)
- <http://pages.ebay.com/wantitnow>
- [www.Magazines.com](http://www.Magazines.com)
- <http://del.icio.us/popular>
- <http://trends.google.com>
- <http://labs.google.com/suggest>
- <http://answers.google.com/answers>
- <http://answers.yahoo.com>
- [www.ResearchAndMarkets.com](http://www.ResearchAndMarkets.com)
- [www.eHow.com](http://www.eHow.com)
- [www.nleIndex.com](http://www.nleIndex.com)
- [www.ThomasNet.com](http://www.ThomasNet.com)
- [www.Dmoz.org](http://www.Dmoz.org)
- <http://news.yahoo.com>
- [www.trendwatching.com](http://www.trendwatching.com)
- [www.entrepreneur.com](http://www.entrepreneur.com)
- [www.learningannex.com](http://www.learningannex.com)
- [www.Technorati.com](http://www.Technorati.com)
- [www.loc.gov/rr/tools.html](http://www.loc.gov/rr/tools.html)
- [www.trendhunter.com](http://www.trendhunter.com)

Article Directories such as the ones below can give you tons of topic ideas, just browse the articles and see what people are writing about:

- [www.Buzzle.com](http://www.Buzzle.com)
- [www.ContentDesk.com](http://www.ContentDesk.com)
- [www.ArticleCity.com](http://www.ArticleCity.com)
- [www.GoArticles.com](http://www.GoArticles.com)

Before you waste your time testing a new market ask yourself these three questions:

1. Is the market passionate about the topic?
2. Is there enough interest?
3. Does my market have money?

Also, as a general rule **anything that has to do with saving money will not make you money**. If they are looking to save money, then they are not going to spend money.

## Surveying Your Market

Next, would be surveying your market. This is where many marketers drop the ball. You have to test before you jump right in thinking you have a winner. Testing can be a profitable process but you have approach it the right way.

You can use sites like SurveyMonkey.Com or the AskDatabase.Com to survey your niche. The process goes like this. You qualify the niche by asking yourself the questions listed above and then setup an Adwords campaign to determine the potential profitability of the market. You would ask the market one of two questions:

- What is your most pressing question about “your niche”?
- What products would you be interested in buying about “your niche”?

You should be able to gauge the potential profitability within 100 responses. The important detail to remember is that after they answer your question, you will want to send them to an affiliate offer. If you are able to sell 3-5 affiliate products on 100 responses, then you’ve probably got a winner.

## Creating a Product

Next, you will want to create your product. At this point, you will want to figure which product to create. What do you do? You just ask. Marlon Sanders call this the 12-product survey.

You would create a web form that lists 12 different products and then mail your list of 100 names and ask them to answer the question. From the first batch of responses you would then narrow it down to 2 or 3 products, and then mail your list again asking them to choose.

If you want to see better results, **we recommend offering them a free report containing tips about your niche.** Nothing fancy, just 4 or 5 pages of good content.

After you have your answers, then have your product created using eLance or RentACoder. Choose your provider carefully and don't be cheap because like anything else in life **you get what you pay for.**

## Define Your Sales Process

You will then want to define your sales process. A basic mini-site has three components. A squeeze page that enrolls your prospect in an autoresponder so they come back to your site. Next, you will want a sales letter for your prospects to read about your offer. Finally, you'll need merchant account to process payments.

## Creating Content

After your sales process has been defined, then it's time to start creating content and changing your site. Create or have created several articles and a press release pertaining to your niche. After you have them created you will want to distribute them.

At Content Desk, **our members receive a complimentary version of Article Submitter Pro.** Article Submitter Pro is very similar to other article distribution programs that others have paid \$97-\$147 for, but our members receive it for free.

Another way to generate unique content for your website is to **hold teleseminars with respected personalities and figures in your niche.** You see teleseminars all the time in the internet marketing niche, but they are **under-utilized in the other markets** like stock-trading, medical information, and especially sports-related niches.

The content you have created and distributed should be partially modified and then added to your existing website. Using this technique **increases the value of your website** and you will receive better search engine rankings because of it.

## Monetizing Your Content

You should be doing everything in your power to monetize your content without sacrificing the experience of your visitor. **You can do this with Commission Junction, Adsense or both.** Just follow the example of About.Com that we talked about earlier.

You should be making money from your site with your own product. If your product is an eBook then include a link to your sales letter at the bottom of every article page. If your product is a continuity program (membership site), then offer a \$1 14-day trial for access to your content.

## Creating Visitor Loyalty

You are probably aware of common mini-site techniques and you are probably aware of common content site techniques, but what if you combined the two.

The area where most marketers go wrong is in creating return visitors. Your most expensive acquisition is a first-time visitor. You should do everything in your creative arsenal to ensure they come back to your site.

How do you make that happen? By providing your visitors the absolute best experience when visiting your site. Larger authority sites focus on visitor experience first and then content monetization.

### Note from Jack:

**Serve your market and you will beat everyone else in your niche** that aggressively optimizes (tricks) the engines. It's not a theory, we have proven results to show this is happening right now with our extremely deep R&D and **exclusive site building and marketing technology**.

"Visitor Optimization" (VO) is all you have to worry about if you have the right platform to publish on. **Search engine optimization (SEO) has been replaced for good.** If the SEO industry DOES NOT freak out about that statement, then it's not true. Their impending negative reaction and pooh-poohing of what we are saying will be deafening **because it IS true and they are scared.**

— Jack Humphrey – Content Desk Partner

Examples include:

- Medical Information – [www.WebMD.com](http://www.WebMD.com)
- Sports Information – [www.Sportsline.com](http://www.Sportsline.com)

- Car Insurance – [www.Geico.com](http://www.Geico.com)
- Home Equity Loans – [www.DiTech.com](http://www.DiTech.com)
- Software – [www.Microsoft.com](http://www.Microsoft.com)
- Hardware – [www.CompUSA.com](http://www.CompUSA.com)

We know what you are saying, “Those are gigantic companies with huge advertising budgets”, and you’re right. You’ll notice with each example two trends exist:

- Established brand name
- Creative marketing

True, it will take your company years to establish a brand name, but the **creative marketing is not out of reach** and can be relatively effective in the short-term.

Simpler, more immediate ways of establishing visitor loyalty include **member forums, frequent blog posts, having a directory of sites in your niche, and a product review section.**

## Bringing It All Together

As you can probably tell by now, we are heading in the direction of fusing the best qualities mini-sites with the best qualities of content sites. If you bring those together, then you are on the way to having an authority site.

**Here are some ground rules:**

1. **Every site you own should be in Wordpress format.** The days of static websites are gone. Wordpress continues to be the leader in content management.
2. **Each page on your site should have a highly visible optin box.** You should be capturing the name and email address of every visitor to your site.
3. **Use sub domains.** Find a domain name that is fairly general to your niche and the use sub domains to identify sub niches within your main niche.
4. **Create a product.** At the bottom of your content pages you should have an ad for your product.
5. **Your site must have a sense of community.** Be it through the use of forums, product reviews or a bookmarking system, the sense of community is vital.

# Generating Traffic

This is the area that will make or break your business. What we're going to give you is a plan for launching your site with as much momentum as possible. They are literally thousands of different ways to approach generating traffic.

Remember this, Pay-Per-Click is not the only paid advertising you should do. We think many marketers have gotten so reliant on Pay-Per-Click because it's easy and instant. **Don't forget about old fashioned banner and eZine advertising.**

The steps below assume you've had a series of articles and a press release created for you. A quick note on press releases; we recommend creating a new press release every 30 days for distribution.

## Traffic Generation Steps:

1. **Distribute your articles using Article Submitter Pro or an article distribution service.** This will give you some immediate backlinks and get your site indexed in a matter of days.
2. **Distribute your press release through PRWeb and the other press release services.** Do your best to stir up controversy or find a popular news story related to your niche.
3. **Modify your press release and submit to the social networking sites.** You will want to add a personal touch and feel to your press release. After that submit it to Digg and Del.icio.us. Just remember you are trying to help people.
4. **Find blogs in your niche and leave relevant comments.** We mean it. The comments must be relevant to the post you are commenting on. Using this approach will give you added credibility and generate interest.
5. **Find blogs in your niche that allow trackbacks and make a post on your own blog that links to the post which allows trackbacks.** A good way to find these blogs is do a Google search with the query string: "your niche" trackback.
6. **Become active in forums related to your niche.** Your signature should include a link to your forum not your website. You need to become a respected authority in the shortest amount of time possible.
7. **Content optimization is the new traffic strategy which will replace Search Engine Optimization.** Positioning outstanding content will result in good rankings in the search engines as well as give you better results with you pay-per-click ads.

That should get you started on generating traffic. You will have at the very least generated a considerable amount of buzz in your market. The key to this process is to repeat it over and over again.

Link building and buzz generation are not a one-time process. You have to constantly be promoting your website or your traffic will dry up and disappear.

## Achieving Outstanding Results

In order to achieve outstanding results, you need to align yourself with like-minded marketers that are approaching markets the same way you are. **Marketers who understand the power of mastermind coaching groups.** People who when you ask questions to, you receive honest answers from.

Content Desk is a **premium membership site** that was first launched on February 28<sup>th</sup> 2005. Our goal from the beginning has been to provide publishers the tools and strategies for building profitable businesses.

Our partners, Jack Humphrey, Mark Braunstein, William Frazier and Peter Lenkefi are **experienced and respected content publishers** in their chosen niches.

They have dedicated the last two years of their life to helping people succeed in content publishing. **Our membership is always limited and only available on a first-come, first-serve basis.**

**Personal support and coaching is one of the unknown benefits of Content Desk.** Our member forum is extremely active (over 16,000 posts in 18 months), and our partners are constantly answering questions and providing content.

Some companies and marketers will say things like, "You get a ½ hour of my time once a month for \$397 a month." Who cares? **In a ½ hour the only things you can establish are what business you're in and where you want to go.**

Jack, Mark, Peter and William are constantly answering questions in our forum and providing the personal support and coaching necessary for you to succeed.

Just look at the forum post counts of our partners since we launched:

- **Jack Humphrey:** 1108 posts
- **William Frazier:** 1031 posts

I've looked at a number of different content creation systems over the last few months. Most of these systems seemed to have some element of illegitimate use of other people's content to set up AdSense sites' (which as writer annoys me somewhat).

And, I've seen many spammy Google AdSense driven sites lately, which I'm sure Google will eventually do something about. However, Content Desk seems to be completely different, in that it finds legitimate, fresh content within theme and weaves the Google AdSense ads into that content, correct?

This I liked, because the writer wins, the reader wins and webmaster wins.

**Kenneth Doyle 10/16/06**

- **Peter Lenkefi:** 787 posts
- **Mark Braunstein:** 601 posts

Those numbers work out to 6.53 posts a day in 18 months. That's a lot better than a ½ hour a month on the phone.

Our partners are answering specific questions that our members ask. They are providing situation-specific consulting for problems that arise or questions our members may have.

Instead of us ranting and raving about Content Desk, we'll let a few of our members do the talking. These are a few of many notes we have received over the last 18 months. They are completely unedited.

#### **Unedited Member Comments:**

"I'm just really glad to be of help. It's such a fantastic community. Thank YOU for everything you're doing to make Content Desk the best place on the web. It's great to finally have found an internet marketing community (even though it's much more than that) which I can truly say I'm really PROUD to be a member of."

#### **Joe D 12/3/05**

"I just want to say a BIG thanks to Jack, Peter, Mark, and the CD staff for all they do for us. I looked at the "competition" and what I see is emulation of what you guys are already doing. However, it doesn't offer to me the value that CD offers."

"I plan to invest the money someone would have spent on the initial upfront fee to get more sites up and running and not get distracted. In fact, I have been dropping off other email lists and focusing all my attention to CD and the tools they offer and recommend."

"Since CD is so far ahead of the pack, I want to stay with the winning horse. This is where I plan to hang out, build relationships, learn, make a lot of money, and just have fun with the Fab400 while it happens. I'm in for the long haul."

#### **Dave Cones 12/6/05**

## **The Tools Successful Publishers Use**

Content Desk tries to empower our members with the most advanced and cutting-edge tools available in content publishing. We offer our users two power tools for building and maintaining their authority sites.

The First is Wordpress Master. Wordpress Master is a **custom solution created by Denis De Bernardy of Semiologic fame** and our own William Frazier.

It is so simple to use. Download the installer for the Content Desk server you are using and then **(like installing a Windows application)** you install your Wordpress blog.

**Wordpress Master doesn't create a typical blog.**

It creates a blog that comes installed with over 60 marketer-driven plug-ins as well as extra templates and themes for you to use.

Maybe a better for Wordpress master would be, **"How to Create a Blog on Steroids in Five Minutes or Less"**. You can view some example Wordpress Master sites at [www.askaboutexercise.com](http://www.askaboutexercise.com) and [www.biogreenlife.com](http://www.biogreenlife.com)

If you'll notice both of these sites have a similar look and feel, but **are by no means exact**. That is the power of Wordpress Master. The only differences between the two sites are the header graphics and the plug-ins used.

Here is a screenshot of the installer program:



**Another Tool We Offer Our Members Is Content Press:**

Content Press 1.0 is the third version of Content Site Builder. William decided that this version had too many changes to call it Content Site Builder 3.0, so he decided it needed to be called Content Press.

This **powerful web application is integrated with our article directory** that includes over 208,000 articles and is the third largest article directory online according to the Alexa rankings.

Content Press will automatically post those articles to your blog while giving you the ability to add commentary to them. **Content Press will also post relevant content from the major news sources including Google, Yahoo, and Feedster.** Content Press also includes the ability to post from your own RSS feeds as well as comic feeds.

You need to know that everything can be scheduled and automated, but it is the human touch that will create a profitable authority site.

Here is a preview of Content Press:

The screenshot shows the Content Press dashboard. At the top left, the word "CONTENT" is written in large, stylized orange letters. Below it, a golden stick figure pushes a cart filled with boxes labeled "CONTENT". To the right, a navigation menu contains three items: "CONTENT DESK", "SUPPORT", and "TRAINING". Further right, another golden stick figure pushes a cart towards a green delivery truck labeled "CON". Below the navigation menu, there are four main sections: "Articles" (with a golden stick figure holding a magnifying glass), "MetaNews" (with two golden stick figures), "RSS Feeds" (with a golden stick figure pointing at a screen), and "Comics" (with a golden stick figure in a superhero costume). Below these sections is a "Welcome to ContentPress" section with a golden stick figure in a meditative pose. At the bottom right, there is a "Extra TidBits" section. The date "July 31, 2006" is displayed in the top left of the dashboard area. The text "Delivered Fresh For You To Distribute!" is written in the top right of the dashboard area. The main content area contains a paragraph of placeholder text: "Sed in lacus ut enim adipiscing aliquet. Nulla venenatis. In pede mi, aliquet sit amet, euismod in, auctor ut, ligula. Aliquam dapibus tincidunt metus. Praesent justo dolor, lobortis quis, lobortis dignissim, pulvinar ac, lorem. Vestibulum sed ante. Donec sagittis euismod purus. Duis ultricies pharetra magna. Donec accumsan malesuada orci. Donec sit amet eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris fermentum dictum magna. Sed laoreet aliquam leo. Ut tellus dolor, dapibus eget, elementum vel, cursus".

Besides Wordpress Master and Content Press we also offer our members **free hosting for their websites.** That's right; free hosting for all of their websites. At the present time, we have **3 dedicated cPanel servers** for our members to use.

We offer **no limits on the number of websites** you can host with us, and generous limits for storage and bandwidth. Most web hosts charge at least \$97 a month for this type of hosting, but it is **included with your membership**.

What we offer you is a reseller hosting account. You may have hosted websites with a regular host (GoDaddy, LuckyRegister, Register.Com) and you may have been disappointed with the features. Most regular web hosts will not allow you to perform simple webmaster tasks like changing permissions, access to your .htaccess file, creating new accounts, and numerous other features.

**Content Desk offers you a reseller account.** Reseller accounts are normally reserved for companies and individuals who want to sell web hosting. **Let it be said that it is against our hosting policy for you to sell space on our servers**, but we do want you to have the features a reseller account offers.

#### **Advantages of Reseller Accounts:**

- Create new accounts
- Install third-party scripts
- Manage websites from one control panel
- Ability to park domains
- Use of Cron commands
- Package creation for uniform account creation

Your reseller account consists of 750 megabytes of storage and 60000 megabytes of bandwidth. You can have one of these accounts on each server. We recommend setting up an account on one server, generating some revenue, creating new sites on that account, and then requesting a new account on a different server.

When you create new accounts under your main reseller account, we recommend creating them with 25 megabytes of storage and 1000 megabytes of bandwidth. These limits will be plenty for most of the sites you operate. If you need more storage or bandwidth, then you can increase it later. Given these recommendations you can host up to 30 sites on one reseller account, which in turn means you can **host up to 90 websites with Content Desk**.

Those are the main benefits of the site. Listed below are other tools and training immediately available to you after joining Content Desk.

- **Jack Humphrey's Power Linking Profits Course.** The longest selling internet course on linking. First published in 2002
- **Article Submitter Pro.** Professional quality article submitter that others have paid \$97-\$147 for.
- **AdTrackz.** Sells all day long for \$77 at AdTrackZ.Com

- **Search Automator Pro.** Derek Franklin's incredible research tool that has been a bestseller on Clickbank for some time. Sell for \$37 at SearchAutomator.Com
- **Numerous Webinars.** To date, our partners have created numerous webinars for Content Desk members. They are all archived on the site for you to view.
- Content site building strategy teleseminars with **John Reese, Frank Garon, Brad Fallon, Keith Baxter** and Jonathan Page.
- **Website Header Pack.** Created by our own Mark Braunstein. The website header pack will put the headaches of creating header graphics behind you. Comes with a layered PNG file and detailed instructions.
- **A customized RSS reader for content publishers.** We decided to stay in touch with our members was to provide them a customized RSS reader. Content Spy is pre-programmed with over 25 content publisher feeds that you can consume everyday.
- **Access to over 16,000 forum posts that have accumulated since we originally launched.** A wealth of information exists within the forum and most of your questions about online marketing can be answered there.
- **Free membership to Content Propulsion Lab.** CPL is another membership we own that sells for \$97 a month. As a Content Desk member, a membership to CPL is included.
- **10-Week Webinar series on mini-sites.** To celebrate our re-launch our partners will be conducting a 10-Week Webinar series on creating profitable mini-sites.

As you can see, the Content Desk membership **isn't your typical money-making scheme.** We really want to empower our members and teach them the steps necessary for building a profitable business. **That's what Content Desk is about!**

We hope you were able to learn a considerable amount about creating authority sites. The topics discussed in this report are **what we talk about every day at Content Desk.** If you're interested in building authority sites while generating a sustainable online business, then you really should consider the Content Desk membership.

**[Click Here To Learn More About The Content Desk Membership](#)**

**Best of Luck,**

The Content Desk Team

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