Installation Instructions & Marketing Ideas

for

Dog Supplies Finder

Pre-Built Website

created by

SonicPoint.com ™

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Installation Instructions

Config File Changes:

Change all the Affiliate ID's and your Site Info. Be sure to type *only between the single quotes*. If the quotes are missing, the site won't work.

Partial screen shot from config.php file:

```
//-------- COPYRIGHT 2009 SonicPoint.com --------

//---- If you need installation, contact Jimmy at
//---- sonicpoint.com/support/install.php , it's $19.95

//---- Instruction manual: sonicpoint.com/dogsite_instructions.pdf


//-------- AFFILIATE ID's --------

$clickbankID = 'spoint';
$CAMPID = '148756';

//-- Optional eBay Custom ID --
$CUSTOMID = '';

$googleID = 'pub-7498802748633148';
$sonicpointID = '20';
```

1. Affiliate ID's

Clickbank ID: Register free here

eBay Partner Network: Register free here. The campID is your Campaign ID you create when you're logged in to the affiliate area. The ebaycustID is optional for tracking purposes. Again you create it from inside your affiliate area. Then type the ID in the config file.

Google AdSense ID: Register free here

SonicPoint ID: *Instant Pay* Affiliate program. Paid by Paypal. Register free here

eBay and Google may require your site to be operational before they approve you. Therefore, install your site *(or have Jimmy install it for $19.95 here),* then apply for eBay and Google AdSense. Then update your config file after the approvals.

2. Site Info

Site Name: Type your domain, or any clever name you choose

FavoritesURL: Type the full web address *(or URL)* where you want people to be sent if they bookmark your site.

Upload Files:

1. Upload *all* **.php** files in <u>ASCII</u> format if you're using an FTP program. If you're using your Web Browser and CPanel, it should upload in the correct format automatically.

2. Upload the img folder "as is" in <u>Binary</u> format.

3. In your Web Browser, go to your Dog Supplies Finder site and test the site. Then begin your marketing efforts and prosper!

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* Secret tool expands the keywords to <u>66.15 million</u> keyword phrases!

Advanced Editing Tidbits:

If you know PHP/HTML, you can edit anything in the website because it's completely Open Source *(except ebayrss.php).* I even hard-coded a **template** that's used for every page.

The breakdown is as follows:

1. <u>Template</u>: I hard-coded a template that's used for every page. Simply replace the lines "your text here

" in between <!-- MAIN SECTION BEGINS HERE -->
 and <!-- MAIN SECTION ENDS HERE -->. You can add PHP too, if you know what you're doing. If you need us to fix your errors, there will be a standard programming fee.

2. <u>Footer</u>: footer.php includes the Clickbank link.

3. <u>Header</u>: header.php includes your sitename and the Clickbank link.

4. <u>Style</u>: style.php ~ The CSS area between <HEAD> and </HEAD> and META tags.

5. <u>To</u>: to.php is a simple redirect script used to hide your Clickbank ID. If you know PHP, add simple tracking too.

6. <u>Google</u>: googlelinks.php contains the AdSense code. Modify as you see fit.

7. <u>Liability</u>: SonicPoint.com and its resellers accept no responsibility or liability on your part for editing. If you mess up and your site doesn't work anymore, find your zip file you downloaded and start over. Or download again at sonicpoint.com/login.php. If we have to edit your site or files, there will be a standard programming fee.

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Marketing Ideas

This *quick overview* can help create a **lucrative income** using your new Dog Supplies Finder site. Test each one and see what works best for you. Have patience and <u>commit to</u> **at least three months of marketing efforts** on a consistent basis. If you choose to make this a <u>*real* home business</u> rather than a home *hobby*, you can <u>fire your boss</u>. *Remember to keep the ads snappy and compelling!*

Online Marketing:

Before you begin any marketing, you will want to get a reliable ad tracker. This will show you which ads are working and which ones are not. You can get a simple free tracker at ClickAudit.com or a better ad tracker with autoresponders and more bells and whistles at GetResponse.

Need a few sample ads? Here they are…

Healthy Dog Treats
Your dog deserves the best.
Healthy treats low as $1
Yoursite.com

Your Health Dog Treats Landing Page would be:
http://yoursite.com/index.php?search=Healthy&sacat=66777

Electronic Dog Fence
Get a safe electronic dog
fence. Low as $1.
Yoursite.com

Your Safe Electronic Dog Fence Landing Page would be:
http://yoursite.com/index.php?search=safe&sacat=116388

To create a Landing Page that matches your ads exactly, simply search your own Dog Supplies Finder site and copy the web address in your browser's address bar.

1. Search Engines: The fastest way to targeted web traffic is search engine marketing (SEM). It's fast because many times your ads will be displayed in a matter of minutes (*sometimes they need approval which takes less than 24 hours*). It's targeted because your ads only appear based on the keywords you choose. In this case, if you select *Madden NFL '09*, you get people with Madden NFL on their mind. *Now that's a targeted audience!*

Many people say the top search engines are getting too expensive. But if you choose longer keyword phrases, you can reduce your cost. Even better, each search engine allows you to cap the amount you pay per click. To get cheap cost per click at the major search engines, just choose a lower click cost like 15¢. At

the 2ⁿᵈ tier search engines, you could pay as low as 1¢ per click!

I recommend registering as an Advertiser at the following seven search engines. This will cover approximately 98% of the entire internet.

Miva – Get a FREE $25 Bonus

Enhance – Get $25 in FREE clicks

Search123 – Tired of inflated click prices?

Google – *The big dog! 50% Market share.*

MSN AdCenter – High quality clicks

Yahoo! – Good quality clicks, more volume than MSN

Ask.com – High quality clicks and expanding daily

2. Directory Submissions: Don't expect a ton of web traffic from these directory sites. However, they're important because search engines perceive the more websites that link to your site means your site is popular. The more popular it is, the better ranking it can get in the search engine results (a/k/a One Way Text Linking).

You can submit your site by software or pay someone. If you want to save time, **use free software like Directory Submitter**. Since many sites don't allow automated submissions, there are several sites that are still "manually" submitted in the software. But you don't have the repetitive typing because the software saves your info. You just click one button per manual site. *(There are hundreds of automated submission sites included.)*

Of course, the other option is to pay someone to do your submissions. At first, you might think, *"Forget it! I can do it myself."* Then when you actually calculate your time versus the price, it makes sense to hire someone. **I recommend PageRankSubmit** *– they only submit to directories with a Page Rank of 4 or higher!*

3. Classified Submissions: The biggie here is Craigslist.org. It has the highest ranking available at Google.com and is one of the most visited web sites in America. But, you have to be very careful to submit your ad correctly. If not, your ad will be banned very quickly and your account may be terminated. You wouldn't want that because almost all categories are free to submit. Plus, the search engines – *especially Google* – loves Craigslist! If you want hyper-results in multiple cities, use the Craigs AutoPoster.

The next largest place to submit online classified ads is **eBay**. Yes, *that* ebay. **Register for an account here.** Login. Then click Sell at the top of the page. Go through their wizard process and choose Classified Ad when it comes to type of listing. It's only $9.95/month to reach their millions of customers and visitors.

4. Article Submissions: Writing Articles, or editing Private Label Articles, is a quick method to make yourself appear as an expert in your field. This is also a fast method to get one-way-links back to your site to increase web traffic. Again, you can do it manually to all the hundreds of article directories. Or you can use free software called Article Submitter.

6. Text Link Ads: This is another fast way to get links to your site and noticed by the search engines. You simply buy cheap links. It's that simple. Try…

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Offline Marketing:

This method is simply placing tiny, inexpensive classified ads in newspapers and magazines to get traffic to your website. Except, you place one ad with one network and they place all the ads for each publication.

Suburban Newspapers: Classified Avenue

County & Rural: State Classified Networks

Penny Savers, etc: Nationwide Advertising

Magazines: RJ Ads

Biz Opp Magazines: Wolf Enterprises

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