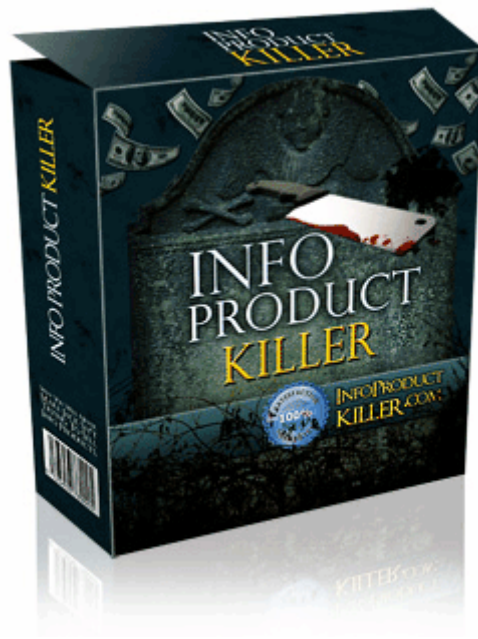


IPK Quick Start Guide To Fast Christmas Profits



Info Product Killer

infoproductkiller.com

© Craig Kaye and Untapped Limited United Kingdom.
All Rights Reserved

Join The IPK Course Today

Table Of Contents

I. Introduction - Christmas Spending To Top \$360 Billion

1. Tools For IPK Strategies

1.1 WordPress

1.2 eXcitePro

1.3 Squidoo

1.4 In-House-Templates

1.5 IPK Basic Template

1.6 Network Blazer

2. Selecting Products And Generating Ideas

2.1 UK Dream Dozen

2.2 USA Top 10

2.3 Speed-Research The Big Toy Brand Names

2.4 Big Distributor Sites

2.5 USA Manufacturers Websites

3. What Products And How

4. The Product and Keyword Relationship

5. Competition! What Competition?

6. OPSEO

7. Get On With It, Go For It

Introduction – Christmas Spending To Top \$360 Billion

In November 2007 I had decided to spend a few weeks creating some mini websites (2 hour little ones) about dedicated products. So for example I made a small 2 hour website about a Batman toy. It made me over \$1800. To date it has made over \$3,500.

When I stopped to think about it in January 2008, with over \$102,000 to show for my efforts, it dawned on me that this was a no brainer and **IPK** was born.

Official Christmas retail figures 2009 are predicting a **\$360 Billion** spending explosion in the run up to the last Christmas shopping day.

People are spending their hard earned cash like at no other time of the year.

They have a deadline to meet – Christmas Day right?

They want to buy the gifts and toys and be finished with the whole process, especially the online buyers!

In 2008 I repeated my 2007 success with ease and I am already doing so again this year.

The process =

re-useable web page + pick product + dedicated mini site + on page SEO = big profit

1. Tools For IPK Strategies

What tools should you use?

1.1 WordPress is excellent for the IPK strategies and provides strong SEO.

1.2 eXcitePro is also being used by many members. Use eXcitePro if you are happy with it and happy with previous SEO results.

1.3 Squidoo if you are totally new to html editing and mini site creation you may wish to use the IPK Xmas strategies with Squidoo Lenses. More here, the highly received *Tiffany Dow* Squidoo Lens Marketing product: ipklens.com

1.4 In-House-Templates: use any in-house-templates you may already have that have shown to be successful for SEO purposes.

1.5 IPK Basic Template: the IPK basic website template (available to Gold and Platinum members) is excellent for SEO, easy to use and has a major proven track record in terms of SEO strength and traffic potential. This also comes with how to videos including how to download the software and start using it.

1.6 Network Blazer: this takes the IPK basic template 1 huge step forward and creates the same mini-websites but with 100% CMS (content management system) functionality. One-click each step of the way!

Network Blazer has a monthly subscription associated with it of only \$29.97 because it includes unlimited hosting and unlimited sites (!) built in one-click instant site updates. Select "Edit", type or add image, select "save" for instant changes on your live site. More here: <http://www.infoproductkiller.com/software>

2. Selecting Products And Generating Ideas

This is actually very easy and I believe fun to do.

2.1 UK Dream Dozen

In the UK: start by looking at the official "Dream Toys" top Dozen.

Toy Retailers Association:

<http://www.toyretailersassociation.co.uk/press/pressrels.php#>

(See the October 28th release).

Then follow the same steps outlined below in the USA examples.

2.2 USA Top 10

For the US you may want to look at places like Amazon, Toys R Us, Walmart and see what they are featuring. Also use Google to find what's hot. I came across this September announcement regarding Toys R Us.

<http://youbentmywookie.com/news/toys-rus-reveals-their-2009-christmas-hot-toy-list-7209>

By searching on Google you should start find interesting ideas for products and niches in this way.

2.3 Speed-Research The Big Toy Brand Names

Star Wars, Batman, Sylvanian, Barbie, Toy Story, The list is endless.

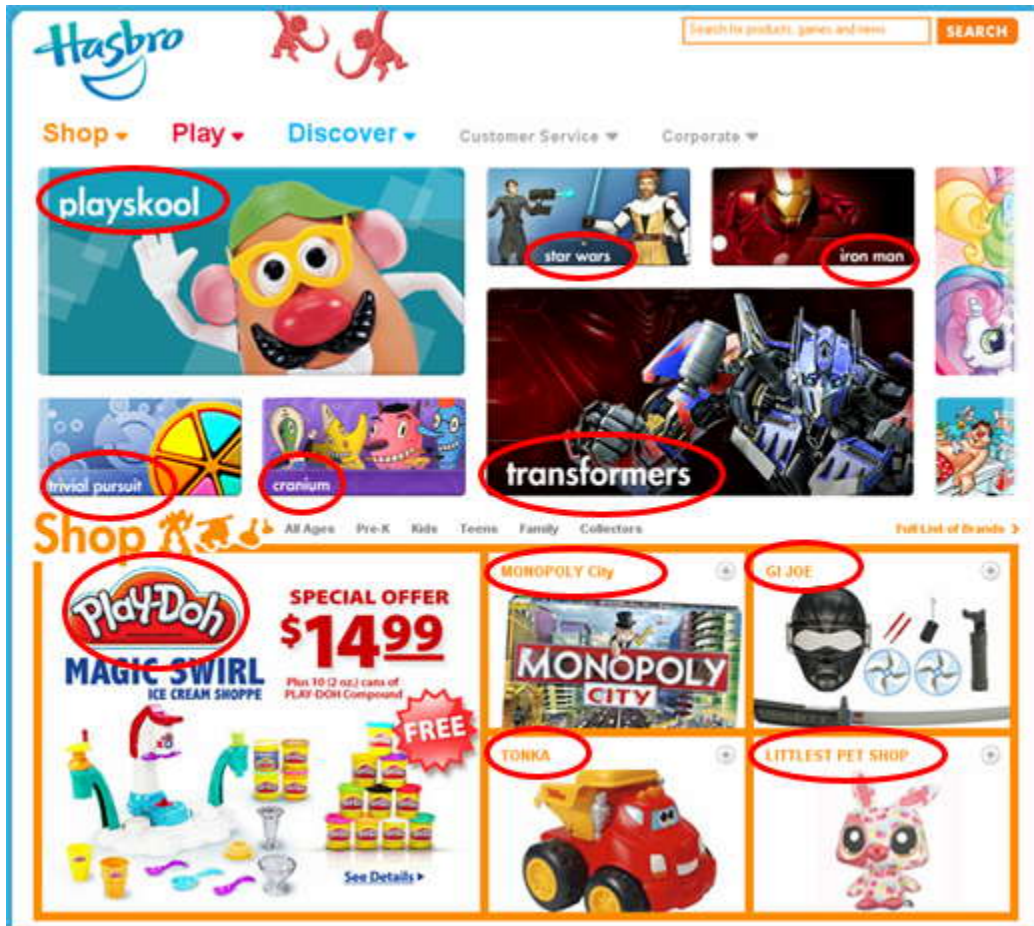
2.4 Big Distributor Sites

Amazon, Toys R Us, Walmart and so on. Look at what they are featuring and drill down to specific products.

2.5 USA Manufacturers Websites

Also visit all the top Brand names websites such as: Mattel, Hasbro, Fur Real Friends, Fisher Price, etc. For example by taking a look at the Hasbro website you will be presented with a great starting point for generating ideas of what's hot...

Hasbro.com Home Page 2nd November 2009



You can repeat this with any of the major manufacturers, suppliers and retailers.



3. What Products And How

Your keyword focus should reflect the choice of products. Here's exactly how I do it using a real example that I am working on right now.

Step 1. Got my hands on the UK Dream Toys List when announced (for the USA see section 2.2 above). You can also create your "list" from any of the sources covered below, from TV, the press, anywhere!

Step 2. Created my top 10 list



Step 3. Registered a domain for each.

Step 4. Started creating the minis sites (3 pages each)

Step 5. Get them indexed (in process)

Step 6. Add a page for each to my 2009 Generic "Mother Site".

Step 7. Create my inter-site Links

4. The Product and Keyword Relationship

The products as I have already mentioned determine the keywords. My first 10 product choice (see below) will reflect my keyword focus for the SEO – in other words my OPSEO efforts will zoom in on the keywords that I feel will generate traffic, sales and profit.

The list below shows my **focus keywords** against the **Amazon product description**. I honestly gave almost zero thought to the keywords rather allowing speed to be the critical factor. For example I will be finishing a mini site for the main keyword focus of “kevins action cruiser”. “Ben 10 Alien Force” will only represent a supplemental focus. Another mini-site focussing on “ben 10 kevins cruiser” would rank totally differently (and equally as well) drawing traffic from quite different search strings (see section 5 – Competition)

kevins action cruiser

Ben 10 Alien Force Kevin's DX Action Cruiser

sylvanian families caravan

Sylvanian Families The Caravan

gxracers tight rope terror

S1 GX Racers Tightrope Terror Playset

transformers voyager optimus

Transformers Revenge of The Fallen Voyager Optimus

bendaroos mega pack

Bendaroos Flexible Building Sticks Mega Pack (400 Pieces)

kidzoom camera

VTech Kidizoom Multimedia Digital Camera (Blue)

monopoly city

Monopoly City by Hasbro

princess peppas palace

Princess Peppa Pig Peppas Palace by Character Options

LEGO minotaurus

LEGO Games 3841 Minotaurus

battle strikers

Mega Bloks Magnext Battle Strikers Tournament Set with Mauler and Turbine Tops

The reason I show the **Amazon product description** is important because 99 times out of 100 it will reflect the keywords the public will use to search for toys and gifts (products).

The Transformers example shows how broad the scope for this is:

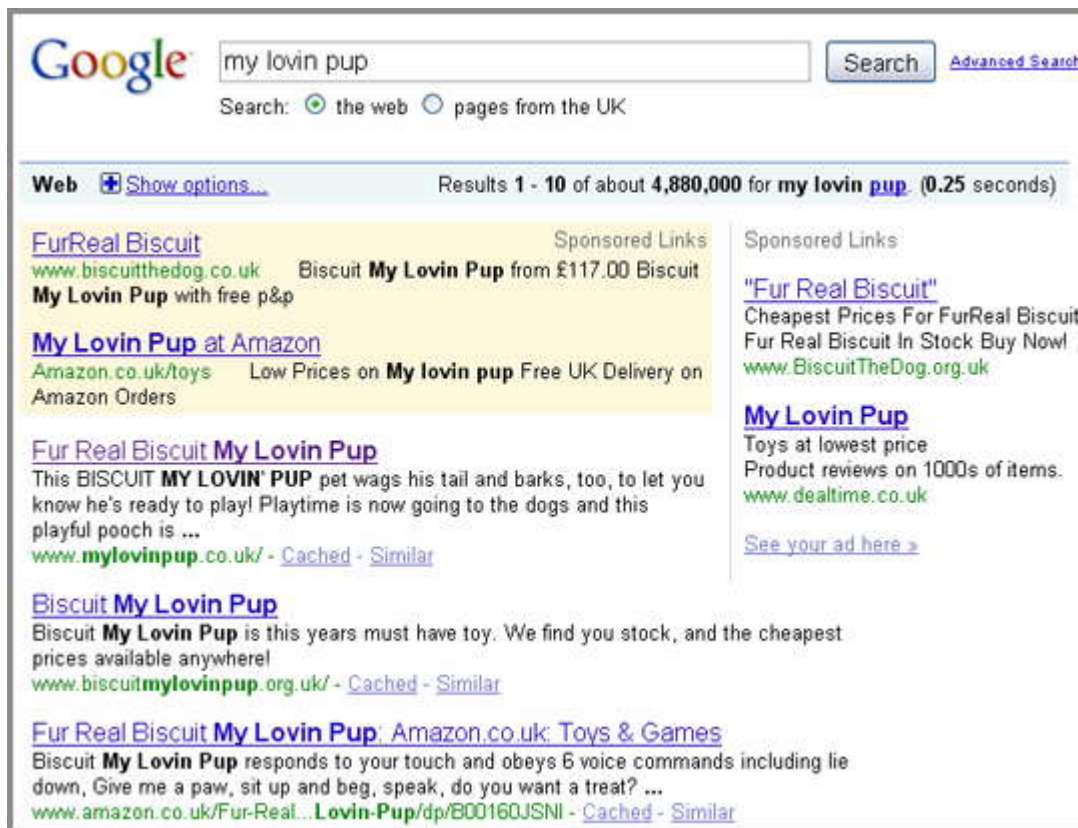
transformers voyager optimus
Transformers Revenge of The Fallen Voyager Optimus

My focus will be on simply "**transformers voyager optimus**" while half a dozen other possibilities are available. "**Revenge of The Fallen Voyager Optimus**" would be a different possibility for the keyword focus on your mini site. To use a real example from last year see the next section "Competition".

5. Competition! What Competition?

I never give "competition" a second thought in the run up to Christmas – it does not even come into my mind (except, ironically, when I am telling people I don't even consider it :-)

Because of the many possibilities of keyword focus (see section 4) I just get on with it and spend 2 – 3 hours maximum creating the site and following the 7-step process outlined in section 3.



The screen shot above shows one of my mini sites at #1 Google from 4.8 million results (UK) for the search term "my lovin pup" – incidentally another IPK site is at #2 – we are both **ABOVE** Amazon!!! And for a popular search term (particularly last year when the product was in the official top 10).

My points are these:

1. Because there are so many permutations of possible keyword focus I don't care how many people will be promoting the same product. If you stop to think about it too long you may find that 2 hours have passed and you could already have a site live!
2. These small product specific websites top Amazon! Competition doesn't come any better than Amazon. Product specific mini-sites will top Amazon because they are DEDICATED to the product (with 2, 3 or 4 pages).
Google loves them!

6. OPSEO

OPSEO – On Page SEO: This is the most crucial part of IPK think about it like this example:

1. You focus on “my lovin pup” as your main keyword.
2. The domain – mylovinpup.co.uk
3. your next page needs to be /biscuit-my-lovin-pup.html (or php etc)
4. your next page needs to be /fur-real-biscuit-pup.html (or php etc) and so on...
5. Then use the simple OPSEO checklist to ensure you are doing the utmost to sprinkle the Google pheromone on your pages...

Google is changing! Once it was meta keywords until the meta keyword spammers/stuffers rocked the boat.

Then it was backlinks where other sites “voted” for yours. This is also changing! Although this is still great for SEO when done with sites that offer real value (such as IPK mini-sites) Google has woken up to the possibilities of this being exploited by poorer quality linking from poorer “spammy” sites.

Google’s head is turning to the West, it is looking at the site content and architecture with far more importance placed upon it than before! **ON PAGE SEO** is the way forward.

OPSEO is king. Period.

7. Get On With It, Go For It

“If you stop to think about it too long you may find that 2 hours have passed and you could already have a site live!”



What are you waiting for...

Talk soon.



A handwritten signature in black ink that reads "Craig Kaye". The signature is stylized and cursive.

Craig Kaye

PS. Remember to check this out: ipklens.com

Join The IPK Course Today