

# **Personal Article Directory for Bum Marketing**

Presented by

**5BucksADay.com**

## **How To Start Your Own Article Directory With An Immediate PR4 or PR5**

A few months ago I had the thought that I could do a better job than EzineArticles.com and the others. I also wanted to be able to have restriction free use of an article directory. I was sick of the rules forced on me by most article directories.

I also realized the reason they can enforce these restrictions is because they have what I wanted. They had good PR and good traffic and a good article directory script and even good reputations.

I'm not one for rules. I hate stuffiness, I hate political correctness, I like to do things my way or the highway, but instead of getting cranky and quitting like I know a lot of article marketers and bum's have done, I've worked my butt off to find new methods to profit from.

I've never been one scared of a challenge, and believe it or not, I have no intention of taking on EzineArticles.com or any other directory. I could not be stuffed to tell you the truth. I just want to cash in on my hard work.

I couldn't give a rat's bum about letting others use my article directories, because I don't. It's that simple. I don't want other peoples articles in my directory.

What I want, I get. It's that simple and what I wanted was my very own article directory, which I have. In fact I have a few article directories to call my own and to run like a tyrant if I so wish.

As one of my favorite song lyrics go:

"I'm just here to get my cash"

It ain't fancy what I do, but it works and I will continue to do what works until it stops working. It's that simple. DON'T GET ME WRONG. I love helping people. It's a great buzz to help someone and see how appreciative they are. BUT I AM HERE TO MAKE MONEY. Business is about money as well.

If article directories want to keep fighting their users with new rules and having turf wars with each other, let

em, makes no matter to me, I will plod along and get my cash.

In this report I'm going to show you how to setup your own article directory that you can run like a tyrant or a hippy go free free socialist, it's up to you. What you do is up to you my friend.

Either way, in this report you are going to learn how to setup your own article directory, for not much at all, and have the homepage of the site be an INSTANT PAGE RANK of PR4 Or PR5. Amazing I know.

I will also go through a lot of other things in this report that were not even mentioned in the sales letter. I love to over deliver, at worst. I go overboard with quality information at best.

## **Setting Up Your Own Article Directory For Profits Or Even Just To P\*\*\* People Off**

The great thing about having your own article directory is you can print your views on anything you want. You can rant and rave and blah blah blah and no one will censor you.

But that is not the reason you are here I know. You want to get your articles published without the restrictions other article directories demand. Like, NO AFFILIATE LINKS. Or even competition!

Sick of the way things are with current article directories, too much competition? Start your bloody own then!

It's not as hard as you think and it's actually cheap as chips. The article directory script is free, the domain name is usually under \$20 and any hosting costs and that is pretty much it.

So let's get this rolling.

You could go and register any domain name from any registry like Godaddy or Namecheap.com but they are brand new and have no PR to them.

If you don't know what PR is, it's how Google ranks and evaluates sites. The reason Ezinearticles.com articles get good rankings is in a big part due to their PR or Page Rank, which is Page Rank 7, or PR7.

I own and brought two PR 5 and three PR 4 domain names for this purpose. The aim is to try and cultivate these sites to get to PR6 or PR7.

The reason I did not out and out buy a PR6 or PR7 site is because I simply do not want to spend that much on a domain name and they are so hard to find! By all means, you could go out and buy a PR6 or 7 site for a few thousand, maybe even 10 grand or more and you could compete directly with Ezinearticles.com

But I am having great success cultivating my own sites from PR4, to 5 and hopefully soon to PR 6 and 7.

I will show you how to do that soon. But right now I want to show you how to get your own PR4 Or PR5 site right now.

The first thing you need to do is go to [forums.digitalpoint.com](http://forums.digitalpoint.com) and register for an account there. It's free and easy to do.

Digitalpoint is a huge online forum based around marketing and online business. It is huge! Tens of thousands of people visit there a day. It is one of the biggest forums on the Internet.

I found all my domain names I brought, right here. People are literally selling domain names for insane prices.

I picked up a genuine PR5 domain name for \$50. I picked up a PR4 domain name for under \$10 and another for \$20.

The place to do that is at the services section of that forum. People are selling everything and anything there.

You do have to be careful though when buying as it is not the safest place to buy for the newbie. They have this system called Itrader, which is like eBay's user feedback system. Usually people with lots of good Itrader feedback are reputable.

What you are looking for are people in the domain name or

site section selling domain names with a PR4 or PR5 rating. There have been instances where people sell domain names that say they have a good PR but it was inflated and not correct.

If you are unsure about any domain name and it's PR ranking, go to

<http://www.seologs.com/pr-check/pagerank.html>

And put in the domain name you are thinking about buying. This will give you a true indication of what the PR is.

Don't spend too much on a domain name. Nothing over \$100! You can get them much cheaper. You can even post on that forum and ask people if they have PR4 or PR5 sites for sale in the right section.

Make sure you check them out, check the PR and check their itrader feedback rating.

There is a forum user on Digitalpoint.com who trolls the expired domain name lists to find high PR sites. His username is Snare. If you do a search for his posts you will find he is offering a service where he finds PR4 domain names for you and gives you the domain name to register. For a fee of course.

I have used his services 3 times already and have been happy. I got a 5 letter domain name with a PR4 ranking and am now using that as an article directory.

You can of course buy already made article directories on Digitalpoint.com. They cost a lot more as they are developed sites, but I've seen PR6 and PR7 article directory sites for sale. I even saw a PR8 domain name for sale, but was more than I was willing to spend.

I have no interest in spending that much money tho. In 6 to 12 months, I will have my PR5 site up to PR6 for next to nothing.

When buying a domain name, buy something generic if possible. For an article directory, it's best to get something short, so don't buy the first PR4 or PR5 site you see, you do not need to. Make it as generic as possible. I brought a PR5 domain name that did not mean anything, but

was just catchy. Something like Google or Yahoo. It was 5 letters and it only cost me \$50.

So once you find a domain name to use for your article directory, you need an article directory script and hosting. The article directory script I use is free but it requires that your webhost allows you to have Mysql databases and PHP files.

There are two free article directory scripts you can use. One is called Article Dashboard which is pretty cool but hard to install for beginners and the other is EvoArticles. It is also free and much easier to install. (Just do a search on Google for them.)

It has some pretty cool features and is easy to use. It allows you to name your article files for search engine ranking. IE, instead of having a link to an article like this <http://www.yousitehere.com/article/fsgwfs.html>

It allows you to use the keyword you want to use. For instance, your article pages would look like this

<http://www.yousitehere.com/article/how-to-get-rid-of-acne.html>

If you have trouble installing the scripts, hire someone. Either from the Warriorforum or Digitalpoint or even Elance or Scriptlance. It won't cost much at all.

I setup an example site with EVOarticles for you all to see at....

<http://www.sdwcg.com>

This is just a basic install. Nothing much has been done to it, but it gives you an idea. You can do all sorts of things with it, like changing the template and adding your own graphics.

I hope you understand just how powerful this is. You can have your own PR4 or PR5 site which would normally take months to get to that level for under \$50. Sure, work needs to be done still and you need to work to keep getting backlinks to your site so you keep your high PR, but it does work.

I've had a site go from PR0 to PR4 in under 6 months with correct backlinking.

## **How To Get The Most Out Of Your Article Directory**

So now you have a blank article directory with a good PR ranking staring at you and you don't know what to do. That's ok! The first thing you should do is post all the articles you have written for other directories into your directory.

Make sure you modify the template so it looks presentable. If you have any questions about the install, ask someone in a forum, or email the tech support of the article script you are using.

With your own article directory you can start publishing your own articles without waiting for approval and you can submit your articles, just like you would in the normal bum marketing way to Ezinearticles.com, but now you can put your affiliate links in the article and anything else you want to do.

Do you want to know the great thing about this method? Ezinearticles.com will love you! They will let you link straight to your article directory! So how does this benefit you? Well let's say you have 10 articles on acne and preventing and getting rid of acne.

What you would do is submit 5 of those articles to EzineArticles.com and link those articles to other articles in your directory on acne. This way you can link directly to an affiliate program and give your readers another article to read as well as making a profit and keeping Ezinearticles.com happy.

Not only that, every time you post an article to Ezinearticles and link back to your site you are getting an instant high PR backlink back to your directory and helping keep it's PR ranking and improving on it.

I still recommend using Ezinearticles.com and any other directory you are using, but make sure some of the articles on your directory are unique only to your directory.

I have an article directory that is completely unique and I have over 240 articles listed there. I do not let people publish them anywhere else and I do not submit them anywhere else. The reason I like this idea is because I now have a huge content site full of great articles that are not seen anywhere else. This gives me great leverage if I want to sell it later on.

One of the things you will have to do is to keep getting backlinks to your site so you maintain and increase your PR. You can do that a few ways.

I've gone down the paid route. I go on Digitalpoint.com and I look for people offering to link back to my site for a fee. You will find lots of people offering to link to your site from their site. Some even have PR 6, 7 or 8 sites. This is a great way to get quality backlinks to your site.

Another way is to use the forums at digitalpoint.com again (forums.digitalpoint.com) and find people who are offering a service that offers you the chance to get your site submitted to high PR directories. This is a great and quick way to get more guaranteed backlinks. One way backlinks as well.

The best way in my opinion and again, I use all these methods is to submit articles to other article directories that link back to all different pages on my article directory site. Don't just link back to the homepage or index page, link to all the different articles you have on your article directory. This will boost them up in PR and give them a better chance at getting a high ranking in Google.

So by submitting articles to Ezinearticles and Searchwarp and Goarticles, I am not only getting exposure for my affiliate programs I'm promoting and not only am I getting backlinks to my site, I'm also getting ranked highly in Google as well. This is the smart way to do it. Leveraging your assets. Those would be your unique articles.

It's a bit of work running a really successful article directory, but boy it's paying off big time for me. I can submit all my articles to my different article directories anytime I want.

Google and MSN will start indexing your article directory

as soon as you start getting backlinks to your site. I also manually submit my websites to MSN and Google and have had no problems at all with this. I've gotten a site ranked in the top 10 for its keyword in 2 weeks just by manually submitting it with no backlinks.

The reason I have setup a few article directories is because I don't want people getting wind of my article sites too quickly. If I have all my articles on one site, what happens if it gets delisted for some reason or some competitor gets wind and tries to sabotage. It happens, believe me. I also have setup different article directories in different niches. One article directory is solely dedicated to flying. All the articles are based around people who love to fly planes and helicopters. I found a really good PR5 domain name in that Aero field. The domain name actually has the word Aero in it.

So here is a step by step plan for you.

- 1) Buy a generic PR4, or if you can afford it, PR5 domain name
- 2) Make sure the domain name is generic
- 3) Setup Evoarticles script on your site
- 4) Write or have written for you 100+ articles on any topics
- 5) Submit half of those articles to Ezinearticles.com
- 6) Link those articles to other articles on the same topic that are in your directory
- 7) Keep writing and submitting articles

Have you seen the website Ehow.com? While they are not an article directory, you will see they have thousands of articles on their site and a lot of those get the top 1 position for their keyword they are targeting. You can do the same thing with your own article directory.

## **Instant Cash Business Ideas for Your Own Directory**

In the time I've been running my article directories, and the few people who I've told about them, I've had offers from people to let them post articles in my directory. In fact they were willing to pay for the privilege to do so. Some up to \$50 a month. Imagine having lots of article

directories setup and having people paying you to let them post their articles.

You could setup a niche article directory, like my flying article directory, charge \$50 a month for people to post an unlimited number of articles. Get 10 people a month and thats \$500 a month. Get 10 article directories going and you have \$5000 a month. Totally on autopilot.

Of course you would have to be able to prove your article directory can get good listings in Google and get enough traffic to justify the price, which is easily done. If you own the traffic and command the eyeballs of people advertisers want, they will pay. It's that simple.

Another way to make money with article directories is to sell them for profits. An article directory with 100 or more UNIQUE articles with good backlinks, some income and a good PR of 4 or 5 will command thousands of dollars when put up for sale at places like [forums.digitalpoint.com](http://forums.digitalpoint.com) and [sitepoint.com/marketplace/](http://sitepoint.com/marketplace/)

Another way to make money would be to go to somewhere like [Clickbank.com/marketplace/](http://Clickbank.com/marketplace/) and email the owners of these ebooks with the proposal that you will write 10 or 20 articles to promote their product, submit them to your article directory with the keywords they want targeted in their market.

You could approach a fly fishing ebook and tell them you will write 10 articles on the most popular keywords used to search for fly fishing information online. You could charge \$97 a pop for this. Do 10 of those a week and you have \$1g in your bank.