

Leads For Cash

Lesson # 3

Setting up Web Page And Capture Leads

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Foreword

We have quite a bit to go over in this lesson.

First let me mention a few things about our lesson delivery schedule. As you may know email delivery can be less than perfect sometimes. When I say a lesson will be delivered in 7 days there are a number of reasons why it may not be delivered on that exact day.

I have programmed the lesson into my auto-responder on that schedule but it could go off by a day or so either on my end or on your end. So if you do not get your lesson on the exact day you expect it **don't worry!** You will get your lesson, I promise. If you need the lesson on that exact day because it is your only day off or for some other reason email me and I will send it manually to you.

Otherwise give it 24 to 48 hours to arrive. If it does not get there by then email me and I will make sure you get it, ok?

Also I will place the download links for all previous lessons in each of the lessons so you will never miss a lesson.

Note: Most weekly lessons will be 2-5 pages in length (not including cover page, legal page, and foreword) but the first 5 lessons will be a bit longer due to the "setup" details that are necessary in getting your leads business started.

AN IMPORTANT NOTE TO OUR "EXPERIENCED" MEMBERS

This lesson contains a lot of "basic" information that you probably don't need. Read through it just in case, but I expect this to be more useful to our beginners.

Two things I want to stress – 1) I've got a short lesson for YOU coming up this week. Watch your inbox for the subject line Leads For Cash **A tip for the more experienced.**

I just want you guys to get something every week that's of use to you as well. (Of course anyone can and should use this tip ... even beginners!)

2) Lesson #5 is the final "setup" lesson. After that, every lesson will apply to both beginning and experienced marketers. Stick around; I've got some tremendous ideas to share that are really going to blow your socks off.

With that said let's look at today's lesson.

Introduction

Last week we talked about keywords you need to have to get leads in any niche. We will cover this aspect a lot more in further lessons but I want to reassure you that it is easy to get top rankings for the keywords we will be using.

Also before you think using Adwords is going to cost you a fortune let me also assure you that most niches that you will be working in will not cost you more than 5 cents per lead and less than a dollar a day.

I had some questions about the cost and I will cover this in further lessons.

In this lesson we will cover setting up a web page and setting up an auto responder. I will break this lesson down into a few sub lessons so you do not get overwhelmed if you are new to Internet marketing.

Each step in this lesson will take you less than an hour to complete. If it takes you longer than that, don't worry, because you will have a few days in between lessons to catch up. In most cases I will get you any templates you need so as to make this lesson as easy as possible.

Step One: Getting a domain name. The first step in setting up your leads generation business is picking and registering a domain name. You want your domain name to be targeted enough so the people that would click on it are leads for category but broad enough to use with many types of businesses.

You can register a domain name for under \$10 at most registrars and I will give you some recommendations in a moment, so this step is not going to cost much, and you can use this domain name for many different types business.

The keys to getting a good domain name are:

- Only use a .Com domain name. There are a lot of extensions you could use today but the .Com is still the best.
- You want a name that refers to the area you are working. By that I mean use the City, Town or County name in the domain name.
- You want the domain to be short and easy to remember.
- Because we will be targeting different industries and categories we will use the area as the main keyword in the domain name.

Using the area as the keyword let's us target the way people search for local businesses. If a person from Hyde Park needed a roofer more than likely they would use the words "Hyde Park" and "Roofing". Or they would use the County because most roofing companies service a larger area than say a Pizza shop. (For most retail you will target an area of 5 or 10 miles at the most.) So they might search for "Dutchess County" and "Roofing".

After you have made some money with the leads program you might want to target specific categories or industries like "Dutchesscountyroofing". But to start with check on the availability of the area domain names for the area you want to work.

Use area names with "directory" "index" "listings" etc. Like for Dutchess County I would use names like "dutchesscountydirectory" "dutchesscountyindex" or "dutchesscountylistings".

Now, there are many, many "registrars" online where you can pay to register a domain name for your exclusive use. Registrations are sold in yearly units.

#1: A very reputable company that many people use is

<http://www.GoDaddy.com>.

At the time of this writing, they charge \$8.95 per year for a registration.

#2: Another one that I have used is www.namecheap.com this one has specials from time to time but you can always get a domain name for under \$10 bucks.

#3: You can always find many others by doing a search for "domain name" at <http://www.Google.com>. However, I'd recommend you choose one of the previously mentioned registrars to avoid confusion and unscrupulous vendors.

The next things you do are go ahead and register a domain name. When given the option for "nameservers" choose to have the domain "parked" with the registrar. You'll be able to change this after you select a web site hosting company, which is what we'll cover next.

Note: Without going into too much technical explanation, a "nameserver" simply points the domain name to the hosted web space so people can actually visit your site. That's a good thing.

To illustrate this, type your domain name into the address bar of your favorite browser after you have registered it. (For example, www.makemoneyalerts.com) and click ENTER. What happens? You either arrive at a page that informs you the page you're looking for is not available or you arrive at a page that informs you the page you're looking for is parked on behalf of your registrar. That's because, while you have a domain name, it isn't connected to any hosted web space at this point.

So, let's make a decision about web site hosting...

Step Two: Getting Web Hosting

For our purposes we do not need all the features that can come with some web hosts. If you can afford it go ahead and use some one like hostgator.com or dreamhost.com. They only charge \$4.95 or \$5.95 a month. But I have a cheaper hosting service that will work for us. It is only \$19 a YEAR and I have used them with great support and every feature that I need. You can sign up here:

<http://www.dream-hosting.co.uk/>

This can work for you because we are only going to be placing some simple pages on the site and do not need a lot of disk space.

A host in simple language is just a large hard drive like on your computer. It is more complicated than that but most people can relate to that term. It is the place where other people can find your site on the Internet.

Please bear in mind that I am **NOT** using an affiliate link for any of these suggestions.

One thing I must mention is please do not be tempted to use a free hosting for this program. If you do you will find most have problems that you do not want to get into like slow performance, third party advertising and down time. Use a paid host because if you miss just one lead, it can mean as much as, \$100 to you.

Now, after you order a hosting package with one of these companies, you'll be instructed on "nameservers" and will look something like this:

ns1.drht4.net
ns2.drht4.net

When you've been given this information from your hosting company, go back to your domain name registrar and login to your control panel provided to you. Change the default nameserver with what your hosting company gives you.

There are many different formats for different hosting companies so I cannot give you every possible way to set this up. But if you follow the direction given to you, you will be able to set this up in short order. Most of the time it will take you less than a minute and is simply a matter of typing in the name servers and hitting a submit button.

That's all for today. You will be getting part two of this lesson in 24 to 48 hours.

This Week's Assignment

- 1) **Register a domain name.** Visit a registrar and register a domain name by following their instructions.
- 2) **Choose a web site hosting package.** After you have registered a domain, get your site hosted by using one of the recommended services (or your own favorite hosting company).
- 3) **Update your nameservers.** By using the nameservers provided by your hosting company and by following the instructions for updating nameservers as indicated by your domain registrar, make this necessary change. In 24-72 hours your site will be "live" for viewing.

Watch for Part two within a day or two.

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Coming Up Next ...

How to set up an auto-responder

Previous Lessons information

Lesson #1 ... <http://makemoneyalerts.com/lead/LEADSReport.pdf>

Lesson #2... <http://makemoneyalerts.com/lead/lesson2.pdf>

Lesson #3... <http://makemoneyalerts.com/lead/lesson3part1.pdf>