

# **“Pathetic Money Maker” Case Study Report (Core Manual)**

Earn \$20 - \$100 Per Month With “Pathetic” Websites  
That You Can Setup In 2 Hours Or Less!

**Updated Version: 2.1**

**MATTWRHODES**

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Hello, and **congratulations on your purchase of the “Pathetic Money Maker” (PMM) Case Study!** You've made a very wise choice...this is truly one of the easiest ways I've ever made money, and I'm going to show you exactly what I did.

You'll be blown away by the total simplicity of it all. :-)

Here's what I'm going to cover...

- Process overview
- Google Algorithm Update
- Finding a “No Brainer” Niche
- Choosing the Domain Name
- Wordpress theme
- Author Name
- Categories
- Content of Posts
- Images
- Internal Links
- Privacy Policy & About Pages
- Ad Placement
- Google Webmaster Tools
- Grabbing Easy Backlinks
- The “Mystery” Website Revealed
- Scaling the Pathetic Money Makers

That might look like a lot, but it's really not...at all. I'm just breaking it down into tiny chunks so you can understand EXACTLY what I did to create these passive income machines. You'll find that you can easily setup one of these websites in 2 hours or less.

(In fact, once you've done it a few times, you can probably setup each one in less than an hour.)

It's a total no-brainer. Let's talk about it...

## Process Overview

I first got the idea to create my own “pathetic money maker” after reading a post by Allen, an entrepreneur on a popular forum, titled:

“I've got to show you this pathetic little money maker...”

In the post, Allen even shows the website that he has online that is making the money. To date, he says he's made **around 20 sales**, which might not sound too impressive, but consider this:

- Allen did literally NO promotion to this site
- It wasn't optimized for the search engines (but he's getting search engine traffic anyway)
- He only gets roughly 75 unique visitors per month
- The site was incomplete - there was still Latin “filler text” on the left sidebar. (e.g, “Lorem ipsum dolor sit amet, consectetur adipiscing elit.”)
- The “mini-reviews” were no longer than 200 words long.

I was astonished that something so simple could do that well, especially with NO backlinks or promotion.

I looked over the site and found that the mini-reviews were nothing more than super short descriptions of the product, which were typically bullet points and testimonials taken directly from the sales letter with a single affiliate link at the end of the review.

That's when a **HUGE lightbulb** went off for me.

**“Instead of reviewing digital products...why not review physical products instead?”**

At first glance, it might not sound like that novel of a concept...but by the end of this report, I guarantee a lightbulb will go off for you, too.

So, I decided to conduct my own EXTREMELY simple experiment to see if I could get similar results, following steps that ANYONE on the planet could do:

- 1.) I found a physical product that people were searching for.
- 2.) I created a super-basic Wordpress site around that product
- 3.) I posted extremely simple descriptions and reviews using content from Amazon.com
- 4.) I linked to Amazon with my affiliate link and put Google Ads on the website.
- 5.) I built some very basic backlinks (actually, just **ONE**) to get traction for the review site.

At the time of initial publishing my report, my super simple review site has:

- 4 reviews on it (yes, **FOUR**)
- An “about me” page and a privacy policy page
- One image for each post and one “logo” for the site
- 0 backlinks according to Google, 5 backlinks according to Yahoo

The review site, in all it's ugly glory, took me roughly 2 hours

to setup at first, and I've done roughly 10 minutes of “updates” to it since (I added a new post a month later).

There's a lot of people out there who can probably get something like this setup in less than an hour – after you've done it once, the second time will go MUCH faster. (The third, fourth, fifth time will go even faster...!)

Despite how incredibly basic the website is and how little promotion I've done for it, it's gotten ranked in Google for numerous “super long tail” keywords and consistently pulls in between \$20 and \$100 per month.

(I'd probably be a lot higher if I took the time to add a few more pages to the website. I'll talk about expansion strategies at the end.)

Most importantly, I'm still getting paid for work I did a YEAR ago...my **favorite kind of paycheck!** My return on investment has been huge (**well over 1,200%**, and rapidly growing) so I'm going to walk you through each piece of the website to explain what I did and why I did it...

Of course, this is a case study, so I'll reveal the actual website that's pulling in the cash at the end of the report. That way, you can analyze each piece of the puzzle individually without overwhelming you. Read carefully, and take notes!

## Google Algorithm Updates

Before we jump into the meat and potatoes, I want to let you know about one more thing. Over the last year, Google has updated it's algorithm multiple times (“Panda” and “Penguin”

updates) to exclude “low-value” websites and improve the ranking for high quality ones.

Here's the deal...

This method still works, even after the most recent “Exact-Match Domain” update. Since the quality of content I deliver on my review websites is high, Google pays me back.

You'll be happy to know that **my Pathetic Money Maker stood strong and moved up (!)** in the search engine rankings for my primary keyword phrase, which I'll reveal throughout this report.

Moving up in search engine ranking has **increased the amount of traffic I'm receiving by about 15%**. That means more AdSense clicks and more Amazon sales for me. Needless to say, I'm a very happy camper.

The reason I'm telling you this is very simple...the methods I talk about in this case study **are here to stay**. They are not fly by night techniques that are designed to “game the search engines” or to cheat in any way.

While others are struggling to recover from the algorithm change, my sites are only making more money. I want you to take action and copy my success so you can enjoy the same luxuries I have. **It's not difficult!**

So, let's get started and drill down into the specifics...

## Finding a “No-Brainer” Niche

As I mentioned, the big “light bulb” moment for me was when

I realized I could take the incredibly simple principles that Allen applied to his infoproduct review website and apply it to physical products.

I've had a large number of questions about trying to find a good niche. This seems to be a stumbling block for some, so I want to remove it as an obstacle right away. Let's talk about this a little bit...**here are a few ways to get ideas for products and niches to develop sites about.**

First, look around the room you're in. I know it sounds simple, but chances are there are 5 to 10 possibilities – MINIMUM – in the room you're sitting in right now. Here are a few that I can see right now that might turn out to be good niches:

- Computer chair
- Mirror
- Watches
- Fine Dishes
- Curtains
- Home Theatre
- Desk
- Musical instruments
- Necklace
- Bedding
- Graphing Calculator
- Power Tools

...it's not difficult to find dozens and dozens of these options. In fact, I have a hard time keeping track of all of the niches possible, so I actually advise you to take a notepad and pen with you everywhere you go.

Take a look in your basic department store and you can find 50 to 100 products without any effort whatsoever. Just make sure you write them down so you don't forget them!

You may need to think outside the box a little bit to get the best ideas, but the idea for my first Pathetic Money Maker, which targets gun safes, came to me when I was looking for review sites for regular guns (also a niche I was interested in, but decided not to pursue.)

Let's take an example...I list “Power Tools” above as one of the many things I'm seeing in the very room I'm sitting in.

Well, that can be twisted a million different ways, literally. See how well power drills are selling...or miter saws, or a work bench, or an air compressor, or, or...

Seriously, there are a million tools alone that you could create these simple review sites about!

If that's not bringing in any ideas (I'd be surprised!) then you can always do a little basic research the “hard way.” Try a few searches on these websites across various product niches to find a few that stick out to you:

<http://dummies.com>

<http://43things.com>

<http://craigslist.org> (look at used products for sale)

<http://ebay.com> (look at categories)

<http://clickbank.com> (look at digital products with physical variations)

...Just do what it takes to get that initial idea, and then work it so you can drill down into a niche that makes a lot of sense,



has little competition, and so on. (Use the criteria I lay out below.)

**You can do this!** It's not hard... :-)

Now...

I developed a very quick set of criteria to determine if a product would be suitable for a review site:

\* **The products must be physical** – physical products convert at a MUCH higher rate than digital products. How often have you seen a digital product convert like this?



Ordered items	8
Clicks	30
Conversion	26.67%
<a href="#">View full report</a>	

It doesn't take much traffic to make a lot of money when you have conversion rates like that. Take a look and see why promoting physical products makes so much more sense:

	<u>Physical Products</u>	<u>Digital Products</u>
# of Website Visits	10000	10000
Conversion Rate	20.00%	1.00%
Product Price	\$50.00	\$50.00

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Your Commission Rate	4.00%	50.00%
Number of Sales	2000	100
Total Profit	<b>\$4,000.00</b>	<b>\$2,500.00</b>

The best part is the fact that **your commission rate on physical products can actually increase**. For example, with Amazon, the more products you sell, the higher your commission rate (it can go up to 8%+).

It creates a sort of “**snowball effect**”...the more you sell, the higher your commission and the more you profit from your efforts. It's amazing.

Taking the example from above, if your commission rate was 8% instead of 4%, you would actually make **\$8,000 in profit** instead of \$4,000.

You **earn more than double from the same number of sales**, simply because your commission rate was boosted based on the number of sales you've referred to Amazon. (**Note:** Many other affiliate companies have the same model, where you get paid a higher commission for referring more sales.)

With that in mind, let's move on to the other criteria...

**\* The products must be sold on Amazon.com** – since you're making affiliate commissions from Amazon as one of your sources of income, it only makes sense that the products would be on Amazon.

There's another reason, too, though...Amazon is actually going to be your **source of free content**. (I'll talk about this

a little later in the report.)

**Update:** I've heard from a number of residents of North Carolina, Rhode Island and Colorado that they aren't able to promote as affiliates on Amazon. *Don't worry!*

Although I personally use Amazon for my Pathetic Money Maker, you can follow the exact same steps by becoming an affiliate of different retailers. **In fact, some of them might perform even better than Amazon.**

Here are some Amazon alternatives:

[Overstock.com Affiliate Program](#)

[eBay Affiliate Program](#)

[Walmart Affiliate Program](#)

[Target Affiliate Program](#)

On top of that, **you can also start a business in a separate state that is friendly to Amazon...**this is cheap and easy to do with a website like [LegalZoom](#).

**\* There must be reviews on Amazon for the products –** because you're starting a review site, you're going to need to see what other people have said about the product so you can use it in your review posts.

Most importantly, though, reviews mean that people are actually purchasing the products, so you know it's a real seller and not a “dud.”

\* **People must be searching for the products** – I use a great keyword tool called [Micro Niche Finder](#) to find out how many people are searching for a particular topic and to determine how strong the competition is.

If you don't have Micro Niche Finder, **I highly recommend you get it...**it helps you decide whether a market is worth your time and if there's “room” for another website.

I just did a search in Micro Niche Finder for “**Gun Safe Reviews,**” (*hint: this is the keyword phrase I targeted for my review site*) and here's what it shows:

* Phrase (click a phrase for options)	Domain Availability .com/.org/.net	Local Search Count	Global Search Count	Local Search Trends	Exact Phrase Count	Ad Cost	OCI	MOB	SOC
<input type="checkbox"/> gun safety		3,600	3,600		Get Exact Phrase Count	1.47	Get OCI		Get SOC
<input type="checkbox"/> gun safe reviews		2,900	2,900		Get Exact Phrase Count	1.46	Get OCI		46

If you can't see that, it's showing **2,900 searches** per month with an SOC (strength of competition, a unique variable of MNF) of **46**.

That green checkmark means that the competition in the market is relatively weak and there's a significant chance that a website you make can get ranked for the targeted keyword.

**Frequently Asked Question: What is the minimum search count for PMM sites using MNF?**

Honestly, you can make money with any PMM website, no matter how small...but I would say stick with no less than **200-300 searches per month**, maybe a little less if the

product is super-high priced.

Keep in mind,

With that in mind, if you don't have Micro Niche Finder, you can still analyze the competition to see how strong they are.

First, you will want to search for the keyword phrases you just found in Google. The purpose of this step is to check the top 10 search results and see how strong the competing websites are.

### **Here's what you're looking for:**

- \*Squidoo, Hubpages, other “Web 2.0” sites
- \*Articles from article directories (e.g., EzineArticles)
- \*YouTube Videos
- \*Forum Posts
- \*Unrelated websites

If you see any of those types of websites in the top 10 search results, there's a good chance that the keyword phrase you just searched for could be perfect for a review site. Analyzing the weaknesses of websites in the top 10 is one of the most accurate ways to predict whether you'll be able to rank for long-tail keyword search results for free.

If you don't see any of the above websites in the top 10 results, don't worry, not all hope is lost yet. Check the page rank of each website in the top 3 search results.

(You can check the page rank using either the Google Toolbar or a page rank checker.)

If any of the top 3 results has a **page rank 5** or above, you will likely find it difficult to rank well for this keyword phrase. If the top 3 results are page rank 4 or below, you may be able to get a piece of your review site ranked in the top of the Google search results for that keyword phrase.

Of course, this is NOT a hard and fast rule...but it's a good system of analysis if you don't have Micro Niche Finder and don't have the money to invest in it yet.

**Recommendation:** After you make money with your own “Pathetic Money Maker,” you'll definitely want to [make MNF one of your first investments](#). It speeds up the process and gives you a firm numerical estimate of competition.

Now, there's one last criteria I have for finding a product-based niche...but it's not “set in stone,” so I don't want you to get too locked up on it. Let me explain...

\* **\$100 products** (optional) – when I created this first “Pathetic Money Maker,” one of my original criteria was to only create these kinds of review sites based around higher-end products that sold for at least \$100 on Amazon.

My reasoning was very simple: commissions for physical products are lower than digital products, so having a higher price would mean I get paid a bit more from each sale.

That logic still makes a lot of sense...but...

What I didn't expect is that **approximately 14%** of my Amazon income comes from products totally unrelated to the review site. Take a look:

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<a href="#">Tactics and Techniques)</a>	
<a href="#">The Tactical Shotgun: The Best Techniques And Tactics For Employing The Shotgun In Personal Combat</a>	N
<b>DVD</b>	
<a href="#">James Bond Ultimate Edition - Vol. 3 (GoldenEye / Live and Let Die / For Your Eyes Only / From Russia With Love / On Her Majesty's Secret Service)</a>	N
<a href="#">Sex and the City - Season Six, Part 1</a>	N
<a href="#">Sex and the City - Season Six, Part 2</a>	N
<a href="#">Sex and the City - The Complete Fifth Season</a>	N
<a href="#">Sex and the City - The Complete Fourth Season</a>	N
<b>Kitchen &amp; Housewares</b>	
<a href="#">Optimus F-1210 12-Inch Oscillating 3-Speed Table Fan</a>	N
<b>MP3 Downloads</b>	
<a href="#">Tonight</a>	N
<b>Music</b>	
<a href="#">Pin Points &amp; Gin Joints</a>	N
<a href="#">The Lonely Bull</a>	N
<a href="#">What Now My Love</a>	N
<a href="#">Whipped Cream &amp; Other Delights (40th Anniversary Edition)</a>	N
<b>Sports &amp; Outdoors</b>	
<a href="#">Eastman Outdoors Gorilla Gear 30-Foot Bow Hoist Rope</a>	N
<a href="#">Easton Axis Lumenok Nocks</a>	N



I got a pretty big kick when I saw that someone looking at gun safes ended up purchasing “Sex and the City” DVDs... but I can’t complain, because those commissions ended up going directly to my bank account. 😊

So, with all that said, my recommendation is to use the niche research tactics I laid out above to find physical products that have weak competition, preferably with products that typically sell for \$100 or more...

...but if you find a great, low competition niche and the products are less expensive, don’t hesitate to create your review site around that niche and those products, because you’ll be getting paid commissions from completely unrelated products, too.

## Choosing a Domain Name

Of all the factors in getting a website ranked in the top 10 of Google, finding a great domain name is probably the single most important element. I credit a lot of my success in the search engines to my **perfectly optimized domain name**.

**Note:** I call a domain name “**perfectly optimized**” when you are able to get the EXACT keyword phrase as a domain name.

Here are the rules I follow when registering a domain name for a “Pathetic Money Maker” (this process will work for any website that you want to optimize for the search engines):

1.) Above all else, the EXACT keyword phrase should be used for the domain name if possible.



2.) I prefer to use the .com extension for registering my domains, but many times it will not be available, as it was not for my Pathetic Money Maker. So, my next favorite choice is .org, with .net as my last choice. Personal experience shows .org produces better results than .net.

3.) I do NOT use any other extensions than .com, .org or .net. Unless you have a VERY good reason, I suggest you do the same.

4.) If the hyphenated version of a domain name is available (e.g., gun-safe-reviews.com), that is acceptable, but without hyphens is preferred.

5.) If you cannot get the .com, .org or .net of your targeted keyword phrase, you can append a short word to the end of your domain name, such as: hq, info, help, data, and so on.

So, to be perfectly clear, this would be the preferred order of domain names that I would purchase to target the keyword phrase “gun safe reviews,” #1 being the most optimized:

- 1.) GunSafeReviews.com
- 2.) GunSafeReviews.org
- 3.) GunSafeReviews.net
- 4.) Gun-Safe-Reviews.com
- 5.) Gun-Safe-Reviews.org
- 6.) Gun-Safe-Reviews.net
- 7.) GunSafeReviewsHQ.com
- 8.) GunSafeReviewsInfo.com
- 9.) GunSafeReviewsHelp.com
- 10.) GunSafeReviewsData.com

Results #7 through #10 will rank approximately the same,

the word you append to the domain name will have only marginal effects on the ranking.

**Note:** If you want to make things a little easier on yourself, you can quickly find domains (and register them at a discount) with another tool by James Jones called Domain Finder. It's in beta right now, so it's free, but there's a possibility that he will be putting a price tag on it in the future.

You can grab James' Domain Finder Tool here:

<http://www.thenetresults.com/domaintool/>

## Wordpress Theme

The Wordpress theme I'm using for my Pathetic Money Maker is a free theme called “ProSense.” It's AdSense ready, so you simply need to plugin your AdSense ID to start advertising.

[Click here to download ProSense.](#)

It's an old theme now, but is extremely simple, clean and well-organized. It also has a banner above the fold, which generally increases clickthrough rates and income.

I have NOT tested any other themes on this website, yet... but I've gotten a few “insider reports” from colleagues that using a SINGLE adsense block at the top of the page, above the fold, produces higher profit per click than using multiple ad blocks throughout the page.

Three is the maximum number of AdSense blocks you can use on a single page, and that's what I currently have setup

on my page.

With that in mind, don't hesitate to test different themes, look and feel, and ad placement. You can ALWAYS improve your clickthrough rates through continual testing and optimization...but, personally, I prefer creating more sites so I can test multiple data points at once across numerous websites. (It produces more statistically accurate data...)

**Update:** A small number of people are having trouble implementing the above theme into new versions of Wordpress.

While the theme is great, **I wouldn't credit it to providing a substantial boost to my income** – it's all about the traffic, the easy content, the backlink, and the other little stuff that adds up to produce these kind of results.

Just about any theme will work great for the Pathetic Money Maker process. I have a premium theme membership (I use [ElegantThemes](#)) which I use to make my websites look polished, but any free Wordpress theme will do, really.

Here are a few free and premium ones that will fit the bill.

Free:

<http://www.wikmag.com/review-engine-v2-0-4-3-theme-by-dailywp.html> – hoops to jump through, but looks good

<http://www.wp-reviews.com/> - ditto

<http://www.themelab.com/2010/11/11/silverblog-free-wordpress-theme/> - clean and simple

Paid:

<http://proreviewtheme.com/> - higher-quality = higher conversions and higher sales price

<http://wpeden.com/product/wereview-wordpress-review-theme/> - looks great

<http://www.elegantthemes.com/gallery/inreview/> - a favorite

This last one is a theme designed after a proven template used by a guy named **xFactor**. He developed numerous websites and believes [this template](#) is the best theme to use with his course.

However, you will need to invest some money to get this theme. You need to pay for the course, and THEN pay for the theme in order to get access.

Some people have said it's worth it...and this guy has done far, FAR more testing than I've been able to do, so if you're looking to scale it up, this might not be such a bad way to go.

## Author Name

You'll really like this easy little tip...

Instead of using a pen name on my posts at the Gun Safe Reviews website, I decided to go with something a little different. I used the name “**Gun Safe Reviews Staff**” as the author name for all of my posts.

Two big reasons for doing this:

1.) It has the exact keyword phrase, “Gun Safe Reviews,” in the name, so it helps to increase on-page SEO optimization.

2.) Using the term “Staff” implies an organization is running the website, not a 14-year-old kid who is trying to steal your credit card number. **This gives you instant credibility and expertise.**

I prefer to optimize my on-page SEO as much as I can, especially when it’s something basic and easy to do. I also like increasing my credibility on niche websites as much as I can, so people trust what I have to say and click my links.

I know I’ll get questions about this, so I’ll answer it in advance...I did consider using only “Gun Safe Reviews” as the author name, but I felt that crossed the line from optimization into keyword stuffing. So, I added “Staff” to the name so I wasn’t using the same keyword over and over... but also because it added a level of professionalism to the website.

When you use the term “Staff,” it implies that the website is owned by an organization that is dedicated to the reviews.

If you have a staff of people working on something, people automatically assume that there is expertise in the subject area. You don’t have a “staff” unless you’re a big wig, right?  
😊

This is much more important than it might seem. You already know that people are inherently very skeptical – **many people won’t click on any of your links unless they trust**

**you.**

Remember, the “average internet user” is a lot less experienced than us Internet Marketers, so they’ve accidentally gone to websites and clicked on links that have led them to malicious websites numerous times.

Anything you can do to help bolster your credibility and provide your visitor with a sense of security is generally a worthwhile investment. Adding “Staff” to your name is a very easy way to do that.

## Categories

I used the following categories on my Gun Safe Reviews site. You’ll probably notice how I chose them immediately:

Biometric Gun Safe  
Cheap Gun Safe  
Fingerprint Gun Safe  
Gun Safe Reviews (used for all reviews)  
Gunvault Gun Safe  
Handgun Safe  
Homak Gun Safe  
Honeywell Gun Safe  
In Wall Gun Safe  
Stack-On Gun Safe

...all of these are **related keywords** that people are searching for according to Micro Niche Finder. For these, it made no difference to me how much competition there was for each of these keywords.

Using all of these categories, targeting the exact keyword phrases, provides two-fold benefit:

1.) **Internal Linking** – internal “backlinks” are some of the most powerful links that you can create.

Ever wonder why Wikipedia appears #1 for **virtually every search result**? It’s because they have 1,000s of other articles within their own website that are pointing to that page using that keyword phrase. They have numerous backlinks, but the power of their own internal links far outweighs any external links.

2.) **LSI Keywords** – this is one of the biggest ranking secrets among SEO experts. LSI keywords, simply put, are keywords that are directly related to your primary keyword phrase.

Including these keywords has proven to increase rankings substantially. My theory is that it “proves” to Google that your site is directly related to the primary keyword, since you’re using the exact terms and phrases that customers in that niche are looking for without repeating the same keyword phrase over and over.

Now...

Whenever I made a post, I posted it to all of the relevant categories to that keyword. The more, the better, but you don’t want to include every single category for every single post.

Starting with about 10 of the best related keyword phrases is perfect. If you choose to “go big” with your money maker,

you can always add more categories later as necessary.

**Update:** I've received a few questions asking how to edit the sidebar and how to get the links to appear there. It's very easy.

It's just a matter of using the Widgets in your Wordpress control panel, it's under Appearances. You just need to name the widget and tell Wordpress what you want to have in it (e.g., pages, which would be your About and the Privacy Policy) and it'll automatically list the links to those pages.

## Content of Posts

Ah, this is my favorite part of the entire process! This is what really seals the deal and makes it so easy ANYONE can do it...

If you read the content of my posts at my Pathetic Money Maker (actual site revealed later...!), you'll notice it sounds extremely similar to the product descriptions you find at Amazon.com.

**(You're going to see a light bulb go on, very soon.)**

You see, Amazon and the product manufacturers have already done all the “grunt work” for you...it's WAY too easy. They're handing you **FREE content on a silver freakin' platter!**

I can already see what you're thinking, though...

“Isn't that duplicate content?”



Yes, you’re right, it would be...if we just copied and pasted the product description that Amazon provides, we wouldn’t stand a chance in hell of ranking. Google’s duplicate content filter would shoot us down instantly and we’d be filed into a black hole.

I bet you can see where this is going, right? So, let me stop teasing and tell you exactly what I did that makes this so awesome...

**Step 1.)** I copied the product description for the product from Amazon’s website.

**Step 2.)** I looked at the reviews for the product and took a sentence from a positive review, a negative review and a middle of the road review.

**Step 3.)** I do some very basic re-writing to the product description to make it “unique” and increase the chances it gets ranked in the search engines.

Examples of simple re-writing changes include:

- \* Changing numbers to words, and vice versa (e.g., 12” becomes twelve inches)
- \* Chopping out sentences
- \* Changing words to synonyms
- \* Putting sentences in a different order
- \* Re-writing a few sentences

**Step 4.)** I add in the review quotes after the product description and link to Amazon (with my affiliate link, of course!), referencing it as the source of the content.

So easy...the above process takes you MAYBE 5 to 10 minutes once you’ve done it once. It’s the easiest free content you’ll ever create, and it works great.

If you use a program like Badger (more information later if you missed out on it) to create reviews for you, you’ll save yourself minutes of time...and it will only take you 1 minute to re-write some of the review to make it unique enough.

Here’s an example of the extent of my re-writing...on Amazon, this is the first sentence of the product description:

“Whether you're a law-enforcement professional, an avid gun collector, a parent of a young child, or all of the above, the Homak HS10036683 Small Pistol Box is a smart, safe choice that protects your gun and your family.”

And for my post on the website, I change it to:

“Whether you’re a law-enforcement officer, a gun collector, have children, or all of the above, the Homak HS10036683 Electronic Access Handgun Safe Box is a smart choice that protects your gun and your family.”

The changes are there, but very subtle. It’s just enough to make it a little different and unique, with the same core message.

And, at the end of each post after the reviews, I link to Amazon several times. Each link is bolded/italized:

**“See all reviews here.**

OVERALL RATING: 4 out of 5 stars.

For **full details** or to buy the HOMAK HS10036683 Electronic Access Handgun Safe Box now, click **here**. Most orders are eligible free shipping.

Source of Buyer Reviews and Description: **Amazon.com**”

Feel free to use the same closing at the end of your own reviews...in fact, I encourage you to do so, since it’s worked out pretty well for me.

...I know that you can see that ANYONE can do this. It’s too easy. You just have to actually do it. The days of scrambling to write content from scratch for yourself are over – **all the work has already been done for you!**

Just take this free content and use it to build out your network of sites. Done!

## Images

This has been a very important piece of the equation for me, as well. I’ve gotten tons of traffic from Google Images, as the product pictures hosted at my website pop up several times in image search.

On top of the image search, it’s also very important from an SEO perspective. The “alt tag” and the name of your images contributes heavily to your search engine optimization.

Here’s the easy way to get the most “bang for your buck” out of your product images:

**Step 1.)** Right click and choose “Save As” on the product picture on Amazon.

**Step 2.)** Save it to your hard drive with an SEO optimized name. Typically I use the product name, model number, followed by a related, targeted keyword phrase.

For example, one of my image names is:

HOMAK-HS10036683-Electronic-Access-Handgun-Safe-Box.jpg

Long? You bet...but it helps with the search engine optimization and helps you rank for keywords you'd never expect.

**Step 3.)** When making your post, use the “image upload” feature in Wordpress to place it at the top of your review.

**Step 4.)** Link the image to the product page on Amazon, using your Amazon affiliate link! **You'd be amazed how many people click on images vs. a normal hyperlink.**

**Update:** I've gotten several questions about how to actually form a link to your Amazon affiliate link using Wordpress.

Here's how you do it:

- 1.) Click on the image you want to link to Amazon once it is in your post on Wordpress.
- 2.) Click on the picture button that pops up in the upper left hand corner of the image (when you hover, it should say “edit image”)
- 3.) Enter your affiliate link to the product page in the “Link URL” box.

Sounds easy, right? The problem is that some people click on the image and then click on the hyperlink button like they do when hyperlinking text. I've found this **DOES NOT WORK**. You must follow the steps above to get it to link properly!

On my Pathetic Money Maker, I also put up an incredibly simple (and ugly) “Gun Safe Reviews” logo image that I made in Paint that I use on every page:

**Gun Safe  
Reviews**

Very pretty, right? (My girlfriend’s a graphic designer. She cringes when she sees stuff like that...)

Well, the purpose is simple – more search engine optimization. I named the image gunsafereviews.jpg.

This image doesn’t seem to appear in Google Image Search, but I suspect this also contributes to my rankings as well.

## Internal Linking

I’ve already touched on how important Internal Linking is to your search engine optimization, but I figured I’d point out one additional thing I’ve done to boost my ratings in the search engines.

It’s a very simple, one-line phrase that I added to all of the pages:

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“Go back to read more **Gun Safe Reviews...**”

The Gun Safe Reviews is hyperlinked back to the main page of the website. This is a very simple internal link, easy to implement, but produces big results.

If I had put more posts on the website (and I will), I would also be internally linking to 3 other posts, like this:

“Related Gun Safe Reviews:

**HOMAK HS10036683 Electronic Access Handgun Safe Box**

**Gunvault Microvault Pistol Cheap Gun Safe**

**Gunvault Mini Vault GV1000C-DLX Deluxe Gun Safe Review”**

And, of course, each of those would be linked to the perspective review page.

## **Privacy Policy & About Pages**

This piece of the equation is a bit dry, but it’s necessary. Without Privacy Policy and About pages, you’ll find it much harder to rank in the search engines, so you have to do them.

Luckily, it’s real easy to do!

Here’s my “About Page” text:

-- -- --

Welcome to **Gun Safe Reviews**, where we find and publish the best **gun safe reviews** all in one place!

We’ve gone through great lengths to find and compile a list of the some of best gun safe reviews on the internet. You’ll discover exactly what people like and dislike about their safes.

No stone is left unturned...whether you own a pistol, a rifle or any other type of gun, you’ll find everything you need here.

We reveal buyer reviews from those who purchased Honeywell Safes, Stack On Gun Safes, Gunvault Gun Safes and Homak Gun Safes. We also find the most popular handgun, fingerprint and in wall gun safes and find out what is best for you.

If you need any help, don’t hesitate to contact us.

All the best,  
Gun Safe Reviews Staff

-- -- --

You are free to use this template for the About Page on your own “Pathetic Money Maker,” but you should obviously edit it to fit your needs.

I’m also providing you with permission to use the Privacy Policy I’m using on my own Pathetic Money Maker.

The text for the privacy policy is too long to paste here, so I’m including **both of the above texts in separate .doc files** so you can easily edit, copy and paste for your own site.

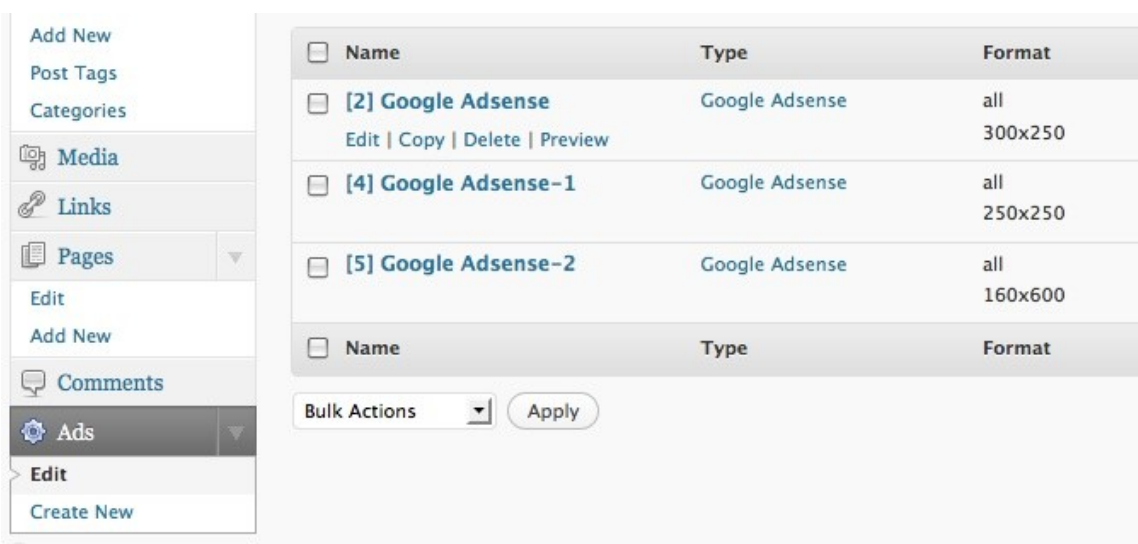
## Ad Placement

This was actually one of the easiest parts of the entire process. Going in, I always expect implementing Google AdSense to be a bit of a pain because you have to mess with coding...NOT one of my strongest traits.

**Update:** Luckily, there's a plugin you can use to automatically manage and create your ads with ease. I currently have it activated on my Pathetic Money Maker.

It's called [Advertising Manager](#), and you can download it using that link.

Once you've activated it, there's actually a part of your Wordpress control panel that handles it after you have the theme installed:





No coding to mess with, and it puts the ad in 3 ideal places on your site, depending on which page you’re on.

**On the home page** – in the sidebar above the fold, at the very top as a set of links (so it appears to be navigation), and in the middle between posts.

**On the posts** – in the sidebar above the fold, as a block at the beginning before the picture, and at the very bottom of the page after the post text.

Works out pretty well, but as I mentioned before, you may want to test using only one block of ads at the top of the page, as some smart folks have reported that it increases clickthroughs and also your profit per click.

**Update:** I've gotten a number of questions about inserting Google AdSense and trying to figure out the right types of ads to use (e.g., what ad sizes). You can take a look at all of the ad possibilities on [Google's Ad Format page](#).

For my Pathetic Money Maker, I use 468x15 for my link unit above the first post on the main page, a 250x250 square at the top of my posts, a large rectangle (336x280) at the bottom of my posts, and a wide skyscraper (160x600) in the sidebar on all pages.

## Google Webmaster Tools

Ah, we’re starting to get close to the end of the case study... now it’s time to start talking about how to get the ball rolling.

After you’ve created the site, with the About page, Privacy Policy page, and have at least 1 review online, it’s time to

use Google Webmaster Tools to get some free, easy “link mojo” from Google itself.

This is an essential tool, no matter what website you’re putting online.

**Here’s where you need to go:**

<http://www.google.com/webmasters/tools/>

When you add a site to Google Webmaster Tools, you verify that you own it, **submit your website’s sitemap**, and it gives you a bunch of data about your website at a glance and can also tell you if there are any problems with your site that might prevent it from getting ranked as highly as it should be.

**Update:** In order to get your Google Sitemap, you must install a plug-in called [Google XML Sitemap](#). It will create and provide you with a link to this sitemap automatically once it's activated as a plugin.

That's the link you use to submit to the Google Webmaster Tools website.

The most important reason to use it is because Google crawls and indexes your website much quicker than if you wait for the process to happen organically once you’ve uploaded a sitemap. In short, **it means better rankings, faster.**

Plus, it takes about 3 minutes to do, so it’s an easy job. Do it!

## Grabbing Easy Backlinks

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To get my Gun Safe Reviews website to the front page of Google, I created **ONE single backlink**. Nothing more, nothing less.

Can you guess the source?

Maybe, maybe not...it’s one of the most underused methods of promotion, but there are a lot of smart marketers getting a easy traffic and backlinks by using it.

It’s all about the **Press Releases**.

I use a press release distribution website called [WebWire.com](http://WebWire.com). I create a “WebPost” for \$19.95, which is significantly less than the price of distribution (\$80) at PRweb.com, which some marketers prefer to use.

WebWire is a highly respected website in the eyes of Google, so a permanent backlink from them for \$19.95 is a bargain and produces real results, as you can see from the cash coming in from my Pathetic Money Maker. 😊

Here’s the text of the press release I released at WebWire.com. ([You can see it live here](#).) You have the rights to use this as a reference to create your own press release, but you’ll want to edit the words to match your own website:

-- -- --

Title: Gun Safe Reviews Now Online

Every month, tens of thousands of people are searching for

gun safe reviews online. Unfortunately, only a handful of websites currently provide legitimate reviews, making it difficult for gun owners to find unbiased information.

"It's a shame, it's hard for gun owners to find information about buying gun safes. You never know whether you're going to make the right choice when it comes to safety and reliability" says Matt Turner, one of the staff members at the newly launched website.

The site provides reviews from gun safe buyers compiled from various other websites to help gun owners make buying decisions.

"Whether you're looking for a gun cabinet, a biometric gun safe, an in wall gun safe or any other different kind of gun security, we review it all" says Turner. "Just be sure that you want to know the truth about your future gun safe purchase, because we reveal the good, the bad and the ugly."

Since launch, more gun safe reviews have been added every day. "We plan to have at least 50 gun safe reviews added by the end of the year from various models, such as Stack On, Gunvault, Honeywell and Homak. Most companies have great models of gun safes, but you need to know which ones to buy," states Turner.

**Gun Safe Reviews** is currently adding more reviews to their database in celebration of their new launch.

For more details, visit [full URL].

-- -- --

## Some pieces to note about the press release:

1.) The title is very short and sweet. It contains the exact keyword phrase (“Gun Safe Reviews”) with only 2 additional words to maximize the SEO impact of the page.

2.) I also include the exact keyword phrase in the first sentence of the Press Release. When you include it in the first 50 words of the page, it has more SEO impact.

3.) The bolded parts at the end of the release are both links. I intentionally include the full URL because some folks like clicking on the hyperlinked text, some like seeing the full URL before clicking. (This same principle applies to your articles that you submit to article directories such as EzineArticles.)

In addition, Google likes having the full URL as anchor text for some of your backlinks, so it provides a bit of a unique SEO benefit as well.

4.) At the end of the press release, there is also the option to include “Related Links.” Definitely take this option! These are do-follow links that carry SEO ranking. For these, I used 3 links with this anchor text:

**Gun Safe Reviews** – led to main page

**In Wall Gun Safe** – led to the category “In Wall Gun Safe”

**Biometric Gun Safe** – led to the category “Biometric Gun Safe”

5.) At the end of the press release, there is an additional option to include “Related Tags.” You’ll want to take this option, too. I used the following tags:

gun safe reviews, biometric gun safe, in wall gun safe, stack on gun safe, homak gun safe.

Stack On and Homak gun safes are a couple of the most popular brands, so I thought it would be wise to include those on the website as well. These are some of the highest searched keywords related to the primary keyword, Gun Safe Reviews.

Using those tips, along with the Press Release template I’ve provided, you’ll be able to create a press release in minutes for your own “Pathetic Money Maker.”

**Alternative Method:** If you don’t want to invest the \$19.95 in your press release, I understand. You should know that it’s a very powerful backlink, but you can get numerous “mid-level” backlinks for free using a similar tactic.

You go through the same process – you create a press release for the launch of your website. However, instead of distributing it to WebWire, **you distribute it to numerous free press release websites instead.**

Here’s a list of some of the best, most popular free press release websites that have been online for several years now:

<http://www.free-press-release.com>

<http://www.prleap.com>

<http://www.i-newswire.com/submit.php>

<http://www.24-7pressrelease.com>

<http://www.1888pressrelease.com>

<http://www.pr.com/press-releases>

<http://www.prfree.com>

<http://www.clickpress.com/releases/index.shtml>

Submit your press release to them using the same principles as a press release you’d create for WebWire. It’ll work OK as a substitute if you aren’t willing to fork over the money for the paid press release distribution.

**Note:** The **big benefit to WebWire** is that your press release will appear in Google News, while it will generally **not** when submitting to the free press release distributors.

Google News can get you a lot of short-term clicks and will sometimes enable you to appear on the front page for keyword phrases that you’re targeting.

## The “Mystery” Website Revealed

I’ve been teasing you a lot in this report about the actual URL of my Pathetic Money Maker. You probably already picked up on the product niche I decided to target:

### Gun Safes!

They are a great niche, as many of the highest quality gun safes are fairly expensive (**\$150-\$300+**), it’s highly searched with just shy of **3,000** searches per month for the term I targeted (“gun safe reviews”) and low competition (Micro Niche Finder showed an SOC of **46**, as revealed earlier).

Don't get intimidated by the fact this is a good niche...there are thousands of these fantastic niches out there. I have a list of over two dozen ready based on different products I've quickly found on Amazon. Many of those niches show stats that are just as strong – if not stronger – than my Gun Safe Reviews website.

So, to take a look at my Pathetic Money Maker in all of it's ugly glory, go here now:

<http://gunsafereviews.org>

It's ugly, simple, and is the combination of everything that I've talked about in this report. Most important, it makes me a good chunk of change...on total, complete autopilot.

Trust me, building a Pathetic Money Maker like my Gun Safe Reviews site is NOT difficult...even if you're a complete novice in Internet Marketing.

Remember...these sites are designed to be simple and easy to create for literally anyone. You want to build them out quickly.

You won't get rich from just one - that's why you need to **scale them**.

## Scaling the Pathetic Money Makers

Creating your own sites that are exactly like mine is one of the easiest ways you'll ever make money. It's not rocket science...there are literally millions of products you can use to follow this process, with new ones being developed and put on Amazon DAILY.



In other words, **the sky is the limit, here**. But I know you want to get the most bang for your buck – everyone does. So, I’m going to be talking about a few methods you can use to extract even more income from your little sites.

Let’s start the brainstorm...

1.) I’ve already mentioned this a few times, but it’s worth mentioning again. Consider using only **one block of Google AdSense ads** at the top of your site, as some smart marketers have found it increases your profit per click. (Note: I’ve found having 3 ad blocks on the page increases your income more...but test!)

2.) You obviously aren’t going to get rich with just one of these sites. The real beauty in scaling them is **creating 10, 20 or even 100+ of them**. You’re bound to have some that fall off the map and don’t work, but you’ll have some that do 10x the numbers every month.

3.) Once you’ve created several of these, you should apply my **“10x strategy.”** You take the most successful sites and multiply their results by:

- \* Creating 10 more product posts on the website
- \* Creating 10 more backlinks (e.g., press releases, articles, blog comments, etc.)
- \* Putting up 10 more images
- \* If it’s especially successful, creating 10 more “Pathetic Money Makers” in related niches

This strategy is especially useful because you’re already taking what has been proven to work for YOU and pushing it

even further. There is ALWAYS a new keyword phrase you can dominate, a new product to review, more backlinks to create, and so on. **Focus on what’s working for you!**

4.) Another strategy that could work in the longer-term is to create a **single major review site** that you add all your reviews to, rather than multiple little “pathetic money makers.” There’s some pros and cons to this, though...

A big “pro” is the fact that you’ll have all of the content centralized on one site. You won’t have to spend time creating new sites, just adding content to an existing one, which is **far quicker and easier**. In addition, your **internal links will be much stronger** because you have a major site, more opportunities to link, and so on.

The major “flaw” is the fact that **your domain will NOT be keyword optimized** (since it would be impossible to get an optimized domain for multiple product categories), so it will be harder to rank in the short term.

In addition, if you ever wanted to sell the site, you’d have to sell the entire thing (which might not be a bad thing). When you have multiple sites, I like to think of them as **digital poker chips**...you can “cash them in” at anytime by selling them on a site such as [Flippa](#), so you could keep some and sell a few if you want some quick cash.

But, you’d get a **big lump sum payout** if you ever wanted to sell your large site. 😊

5.) One of my friends is making a killing setting up simple little niche sites like mine, with one little twist. His concentration is on **getting visitors to opt-in to his e-mail**

**list. SMART.**

He has an entire course about this, and I highly recommend it (note: the above is NOT an affiliate link, just a hardy recommendation).

After they’ve given him their name and e-mail address, he gets his readers to contribute content so he doesn’t even have to write the e-mails he sends out...and then once they’ve signed up to his list, he can e-mail them product promotions at ANY TIME.

Let’s take an example here...

If someone goes to our review site and buys a GPS system, there’s a pretty good chance they like traveling, right? So, once they opt-in to your website, you send them messages and updates about tips on using their GPS, links to new product reviews, and so on...

...then, once it comes time to sell to them, you could link to travel guides on Amazon, infoproducts on Clickbank related to travel, travel equipment on eBay...the opportunities are endless. The key here is that you can anticipate their interests based on the products they’re buying.

Very powerful!

6.) OK, this is the most important tip I can give you. It will increase your productivity tenfold, even though you’ll need to work a lot less.

I’m talking, of course, about **outsourcing to Virtual Assistants.**

This process is so simple and straightforward that you can EASILY have others do it for you. They won't have a clue that you're raking in money hand over fist, they'll just be happy to get their little paycheck.

Look, I know you might be a little intimidated by the thought of hiring a Virtual Assistant...I was at first. But, after working with a few, you quickly find it's really not that difficult.

In fact, they are actually **ESSENTIAL to grow a large-scale business.**

Most importantly, though, using Virtual Assistants makes the process of building and growing your “Pathetic Money Maker” **100% hands off.**

You just can't put a price on that. You make even more income on autopilot...they just report to you, tell you what they've done for the day, and you do whatever you want.

It's easy. And I can make it even easier for you. First, though, let me give you some resources...

There's a ton of different sites you can use to find VAs that can follow your instructions to build these ridiculously simple sites for them:

[Guru.com](http://Guru.com)

[Freelancer.com](http://Freelancer.com)

[Odesk.com](http://Odesk.com) (Recommended)

...all of them have literally 1,000s of people that can follow this process. The beautiful part about this is that it's so

simple, a VA should have no problem **creating at least one of these sites for you EVERY DAY.**

At the end of a month, you could have just one worker pump out at least 20 of these sites, but probably a lot more...all churning out \$20 to \$100 per month for you, **like a field of easy little cash machines.**

After a while, you’d have your own empire of cash machines that others built for you. You take the best sites and have your VAs build out those sites to add more and more reviews. Start small, then grow.

The downside to this is that virtual assistants require very specific instructions. It’s not a matter of simply handing them this guide and then having them go create the sites for you. To be successful, you **MUST** train them for the task.

So, that’s where I can help you...

Because of the major success I’ve had with this first “Pathetic Money Maker,” I’ve already expanded my business using Virtual Assistants.

Here’s what’s going on...

I have a series of videos to **train my virtual assistants to build out my pathetic money makers for me**, from start to finish. I use these to show my workers **EXACTLY** how to build out these little cash machines to my specifications.

If you’ve read this far, there’s a pretty good chance you’re excited about this opportunity and that you want to take action with it...**QUICK.** Let me help.

You've already seen that I've opened up pre-registration ONLY to buyer's of this report for the opportunity to jump on my “**PMM Outsourcing System**”, which includes:

- \* Full access to ALL videos I create to have my virtual assistants build out my “Pathetic Money Makers.” You have the right to **use these EXACT VIDEOS to train your own workers.** (You give your virtual assistants these videos, and they do the rest. It's that easy.)
- \* Full access to **ALL templates I'm using to manage my virtual assistants**, keep track of their activity, give them proper password access, and so on. You get it all.
- \* Full access to ALL of the advanced techniques I'm trying out on my growing PMM Empire. If something works (or outright fails!) you'll be the first to know. The vast majority of this stuff will **NEVER be released publicly.**
- \* Full “for your eyes only” access to several of my new PMM websites so you **get even more case studies** and can see exactly what I'm doing and what niches I'm using to grow my empire.
- \* **Access to our new secret tool**, Badger, where you can rapidly produce new reviews (ready to make you money with your affiliate link) for your PMM websites in one click.

Please understand that I've devoted a lot of time to this and you are getting access to **very sensitive information**...so it's NOT some el-cheapo course. This is only for serious people who want to build their business.

If you’re interested in learning more about it, go here:

<http://patheticmoneymakers.com/pmm-oto.html>

There’s a chance there will be a **“closed”** note there...if there is, **please keep tuned for your e-mail for updates**, as I’ll be opening it up temporarily to take on members.

I hope you got a lot of use out of this report...do NOT let it go to waste. This easy money is waiting for smart marketers like you and I to grab it, so take action right away. **GO!**

## **My “Pathetic Money Maker” Report | Matt W. Rhodes Case Study**

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