

Creating Fat Content For 2011



By Dr. Andy Williams
<http://webcontentstudio.com>
<http://ezseonews.com>

Version 3

LEGAL STUFF

Names of people, trademarks, company names, brand names & service marks are the property of their respective owners and are used in editorial commentary as permitted under constitutional law.

Andrew Williams has made his best efforts to produce a high quality & informative document. He makes no representation or warranties of any kind with regards to completeness or accuracy of the information within the book. The entire contents are ideas, thoughts & opinions expressed solely by the author after years of research into the workings of the search engines. The author and publisher shall in no event be held liable for any loss or other damages caused by the use and misuse of or inability to use any or all of the information described in this book.

By using the information in this book, you agree to do so entirely at your own risk.

The contents of this document are protected by worldwide copyright treaties and may not be reprinted, copied, redistributed, transmitted, hosted, displayed or stored electronically without express written permission of Andrew J Williams. All rights reserved World Wide.

2011 Andrew J. Williams

Table of Contents

Introduction	6
In the original Creating Fat Content Course (2006), I said:.....	9
Latent Semantic Indexing	11
Overview of this course	14
Keyword Research.....	16
Other ways to find content ideas	16
Finding the best theme words for ANY article	21
Let's see some themeing in Action with a Real Example.....	22
Get Web Content Studio to Show You the Best Theme Words & Phrases.....	26
Using Theme Word "Sets" for related articles.....	38
How would I use a theme word set?.....	38
Should you use Sets?	39
Is the article worth writing?.....	41
Content For Adsense	41
Content For Products	42
Researching the article with Web Content Studio.....	43
What types of Information should you include in your article	43
An example research session	45
Quick Guide to Internet Search Browser	52
Looking for FAQs.....	52
Google News	53
Video, Photos & Sounds	54
Fact Bites.....	55
How Stuff Works	56
Quotations	57
More News.....	58
Google Groups for real "conversations"	58
An Alternative way to research content.....	60
Choosing a Writing Style	62
Writing the article	64
Planning your article	66
Example written in a "Personal Experiences" style.....	67
Themeing Up Your Content	76
An article written in an "Informational" style.....	82
Importance of titles	85
A good title is concise.....	87
Include the Primary phrase.....	87
Be grammatically correct with correct spelling	87
Stimulate interest in the reader	87
An Example Title	88
Word order and proximity	92
Word Order.....	92
Keyword Proximity.....	97

Another Consideration –theTop 1/3 rd of your page	99
Checking quality of article	100
Checking Readability.....	100
What do you learn?.....	100
How much fluff?.....	105
Uniqueness Test (for content published on your site).....	106
Checking theme of article.....	111
Google’s Keyword Tool for checking the theme.....	111
Using Web Content Studio to check the theme	112
The “Confidence Level” of your article.	114
Referencing Authority Sites.....	114
Further Reading Section	114
Photo of a face	115
Quality of your article and site	116
Resource boxes	117
Brand yourself as an authority in the niche.....	119
Increase relevant Page Rank to your site through keyword rich link text..	119
Increase traffic to your site by tempting readers to click through to your site	120
Adding “Fat” to your web page / Site	123
A free report in 1 hour or less using free articles?	125
Let's Create an Autoresponder course	128
Facts boxes	133
Where to put these boxes?	134
Related article links	136
RSS feeds	138
Paid Report.....	139
Newsletter sign up	139
Forum.....	139
Quizzes/polls/surveys.....	140
Top 10 lists	140
Links to news archives.....	141
Diagrams.....	141
Resources.....	141
Wordpress Plugins to Help Add Fat	142
Preventing Comment Spam	142
Comment Enhancing Plugins	142
Social Plugins.....	142
Contact Forms.....	143
Ratings & Review Plugins	143
Forum Plugins.....	143
Popups.....	143
Content Gallery	144
Miscellaneous	144
A Closing Summary	145
Appendix.....	146
Web Content Studio	147
Market Samurai.....	148
Aweber.....	150

Imnica Mail.....	151
Affiliate Site Blueprint.....	152
Wordpress For Affiliate Sites.....	153
Article Research Template.....	154

Introduction

Back in 2005 I ran a mini-series in my newsletter about how to create an affiliate site. That series eventually became my free “Creating Fat Affiliate Sites” course (which later evolved into the free [Affiliate Site Blueprint](#)).

That course covers one major aspect of creating a long term business asset – a website with a future. The one thing it was a little sketchy about was how to write the content that would populate the site, keep Google happy and keep your visitors engaged or clicking links through to your affiliate merchants.

For as long as I remember I have banged on about the need for quality content on your website so a course on writing great content was a natural progression. On the 2nd October 2006, I released the original Creating Fat Content Course.

It’s hard for me to believe that it was over 4 years ago, but it’s true.

The course taught the basics of what I have referred to over the years as **themeing**. NOTE: I put in that extra “e” before the “ing” to emphasize the word “theme”. To those who want to spell it without the “e”, go ahead.

To help people, the course came with a tool called the “Fat Content Creator”. This was a basic text editor that could check articles against a set of theme words and phrases and let you know how good a job you did of theming the article. Eventually I released a more sophisticated tool called [Web Content Studio](#) to take over the reins from the tired-looking Fat Content Creator.

Funnily enough, the course was met with a lot of skepticism, because although the ideas of latent semantic indexing were not new (Michael Campbell had written a white paper in around 2001 on how the search engines may be using that technology), it was widely accepted amongst the “gurus” that backlinking was the only thing of real importance. People just did not generally accept the need for theming, or creating quality content.

Over the last few years, there have been more and more converts to the “Quality is King” mindset, and I really believe that those who have embraced quality & themed content have gone on to excel in their respective niches, while those that have ignored it will have been jumping from one opportunity to another trying (and failing) to game the system that is Google.

In the last couple of years, I have published a number of test results from my continued experiments in Themeing.

Here is an article that shows some details of a comprehensive test looking at whether or not top ranked pages are better themed than those ranked lower

down the SERPs. The results have surprised a lot of people. Here is the article:

[Evaluating whether theming content is an important part of Google's algorithm.](#)

The next article will tell you why themeing is something that makes sense from a search engine point of view, as well as provide more evidence that theming is important.

[Writing Themed Web Content](#)

Those articles link to a couple of PDF files I wrote, with yet more evidence of the importance of themeing. You can [download them both here](#). If you want to see some test results and convince yourself that themeing is something you MUST be using in your business, then I highly recommend you read all of the above material, BEFORE moving on with the rest of this course.

Despite this move towards higher quality content, the unfortunate state of affairs is that most web content is trash. Poor quality content will hurt your rankings and lower visitor confidence in you and your products.

Just this week (February 2011) I have been reading how Google has cracked down on low quality sites offering little unique content. You can read this on the official Google Blog here:

<http://googleblog.blogspot.com/2011/02/finding-more-high-quality-sites-in.html>

This should not scare you.

In fact, if you have been following my own advice over the last 4 years, or that of a few other respected marketers, you will find your sites are now thriving. This at a time when forums are littered with tales of sites dropping, income wiped out and Google hating affiliates. Let me set the record straight.

GOOGLE DOES NOT HATE AFFILIATES.

I would guess though that GOOGLE DOES HATE LAZY AFFILIATES WHO CREATE **POOR CONTENT!**

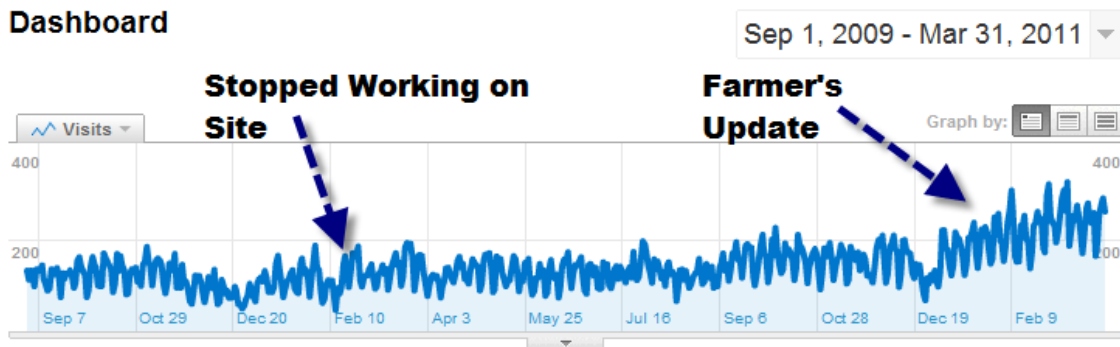
Unfortunately, affiliates tend to be the main purveyors of crappy content, so a lot of affiliates will have been affected by the recent changes.

Back in 2008 I started a course called [Wordpress for Affiliate Sites](#). The idea was to build a site in “real time” as students watched. The emphasis of the site was good site structure (using Wordpress) and high quality, useful information. Once the course was finished (around January or February 2009) I stopped working on the site pretty much altogether. If it hadn't been so much in the public eye, I would have further developed it, building those precious backlinks. However, I didn't.

So, let me ask you a question.

This site was built with Wordpress and hasn't had new content added for a number of months. In fact, since February 2009, not much has been done to it at all. What do you think has happened to the traffic?

Well let me show you:



As you can see, despite no link-building activity, and very little addition of content (other than during some experiments I was doing in Jan/Feb 2010), the site traffic has continued to build.

Rather than a negative impact, the farmers update (officially called the Panda update) actually increased traffic and has continued to increase over the last few months. Remember this is despite the fact I have not added new content nor have I done any back linking to this site at all!

I heard a podcast this week saying that Google doesn't like this type of "static" site (ie. not updated regularly with new content) because the information is out of date (when compared to a blog where news is updated frequently). Add the other myth that Wordpress sites need to be constantly updated or they lose rankings, and I think you'll agree, a lot of people have a lot of misinformation.

So why has traffic continued to rise?

Simple.... It's because the site was built with unique, quality content that offers visitors the information they are looking for.

Now, I am not going to attempt to pull the wool over your eyes by saying that links aren't important. They are. In fact, they are probably the single most important part of any Marketers action plan. The thing is this though. Without quality, unique, interesting & informative content on your site, no amount of backlinking is going to make you site future proof.

If you are going to spend the time necessary to build good links into the site, for goodness sake, start with a strong foundation – **Create "Fat" Content.**

In the original Creating Fat Content Course (2006), I said:

“For many lazy affiliate marketers, it’s a numbers game. Put up lots and lots of content and hope for the best. Content put up in this way usually suffers from poor quality, and as a result, many pages of content get no visitors, and make no income. From a 1000 page website, maybe 5 or 6 pages actually only ever make any money (usually from AdSense), and usually not very much. However, since it takes the Webmaster less than a day to generate a site like this (from freely available articles on the internet, or spam generators), they can get 10s, or 100s of these sites up very quickly. Each site making \$1 - \$2 a day means 100 websites make \$100 - \$200 a day, or \$3000 - \$6000 a month.

Google has hit these types of low quality content sites hard, and even \$1 - \$2 a day can be overly optimistic. You may have read a recent report called “The Death of AdSense” (released September 2006). The truth is, that AdSense is alive and kicking, and if you get traffic, you can make money from AdSense. The poor sites mentioned above, don’t have quality content, get very little traffic, and therefore make little or no AdSense income. It’s not so much as AdSense is dead, as a case of free traffic to poor sites is dead. The search engines are making a stand, and refusing to index, or rank poor or duplicated /rehashed content.”

Reading that bit highlighted in green, don’t you get that Déjà vu feeling? No? Well let me remind you of this article posted on Google’s blog on the 24th February 2011:

<http://googleblog.blogspot.com/2011/02/finding-more-high-quality-sites-in.html>

And so we come full circle to where I was in 2006, releasing a course on how to create “Fat” Content so your sites would not be de-indexed by Google for poor content.

It seems that in the last 4+ years, many marketers have jumped from one thing to another trying to beat the system, but to make money online, you only need to follow the rules and give Google what it wants. Google hasn’t really changed that much at all. It wanted quality back then, it wants it now. It clearly rewards quality content.

Probably the biggest secret that “gurus” are keeping from the little guy can best be described in this excellent article by Chris Rempel.

<http://www.thelazymarketer.com/blog/2011/01/15/the-shaving-conspiracy-and-why-this-is-the-single-biggest-reason-most-affiliates-are-going-to-fail/>

Rather than chase the golden goose, I have continued in my own affiliate business with what works. It should come as no surprise then that I have used a razor like this for the last 20 years:



In case you cannot see, it takes good old-fashioned razor blades 😊. Why change something that works?

So let's have a quick look at the whole idea of themeing.

Latent Semantic Indexing

Latent Semantic Indexing (LSI, or what I refer to as themeing) is a term that we have heard a lot about in recent years, with people like me claiming it's the secret to good content, better rankings, and ranking for the long-tail, while other well respected marketers claim Google do not use LSI at all (and in the true definition of LSI, maybe they don't!) to determine relevance to a search query.

While LSI actually has a complicated mathematical formula behind it, we don't have to worry ourselves with the maths behind it. What is important is what LSI means to us.

Simply put, LSI is a technique that analyses a text document so that the document can be categorized. The LSI algorithm will look at the words that make up the document, and try to group them into words and phrases that are thematically related.

As more and more related words and phrases are identified, the topic becomes clearer, giving the search engine the ability to "know" what that content is about.

Now, before you start thinking this is all too complicated, let me start off by saying that a well written article by an expert in the topic, will automatically and naturally have the right theme words, as these words and phrases are REQUIRED to write a good article on the topic.

Let's look at a simply example.

e.g. If a page contains the word "cream", could you tell me what the page is about?

When Google AdSense was born, Google needed to supply relevant ads to pages on the Internet. If all Google had to go by was the word "cream", what ads would it serve?

Well, it could be about the cream that comes from animals, or it might be about a cream that is applied to the body, shaving cream perhaps☺.

What you need to do (and what LSI does) is to find other words that are related to the word "cream" so that the topic of the document can be identified.

OK, what if the page also contains: "cow", "goat", "milk", "fat"
We can be fairly certain that this page is talking about the cream from animals.

However, what if the page also contained these words:

"cheese", "low-fat", "Brie", "Camembert"

We could then further identify this page as one that talks about cheeses. If the page also contains these words:

“factory”, “manufacture”, “process”, “aging”, “mould”

We could probably assume that the page is about cheese-making, whereas if it has words like “crackers”, “bread”, “wine”, “dinner”, “course”, it might be safer to assume the article is about eating cheeses.

This is basically what LSI does. It looks for groups of related words, so it can determine the theme.

The better the LSI algorithm, the better able it is to identify the page topic.

Let’s look at a second example to see how these groups of theme words can help determine relevancy of a page.

Let’s assume there are two web pages.

Page #1 contains: "French, "cheese", "high-fat", "Brie", "Camembert"

Page #2 contains: "cow", “cream”, "fat", "cheese", "blue", “Danish”, "manufacture" "aging", "mould"

If someone went to the search engines and searched for: “how blue cheese is made”, which page would rank better?

If someone searched for: “French cheeses”, which page would rank better?

Your answers above are based purely on a few keywords that appear in the document, and with these, you can make quite accurate decisions. The more words you have to base your decision on, the more accurate your decision will be.

Your thinking process is along the same lines as LSI, and this is what you must bear in mind as you build content.

So, if search engines are using LSI to determine which page ranks best for a given term, what should you do to make sure your content has the best chance of ranking well?

Easy! Create content that is themed around your main article theme word or concept.

By all means select a primary phrase for your content, but make sure that you also include lots of highly related words and phrases that will leave the LSI algorithm in no doubt as to the topic of your page.

If you are writing a page on French Cheeses, make sure the page includes

words that you would expect to be included in a document talking about French cheeses.

This all may sound complicated, or difficult, but this course is designed to get you creating pages that are themed, without ever thinking about LSI. I'll show you how to find the words you should be including on your page, and even the software I use to do this for me.

Are you ready? OK, let's go.

Overview of this course

All good article writing takes work, but I'll guide you through the steps involved, with plenty of screenshots to help. As you write more and more articles, you'll find that you can produce high quality articles in less and less time. Also, following the advice in this course, you could easily put together an outsourcing article writing guide and hire writers from places like Elance.

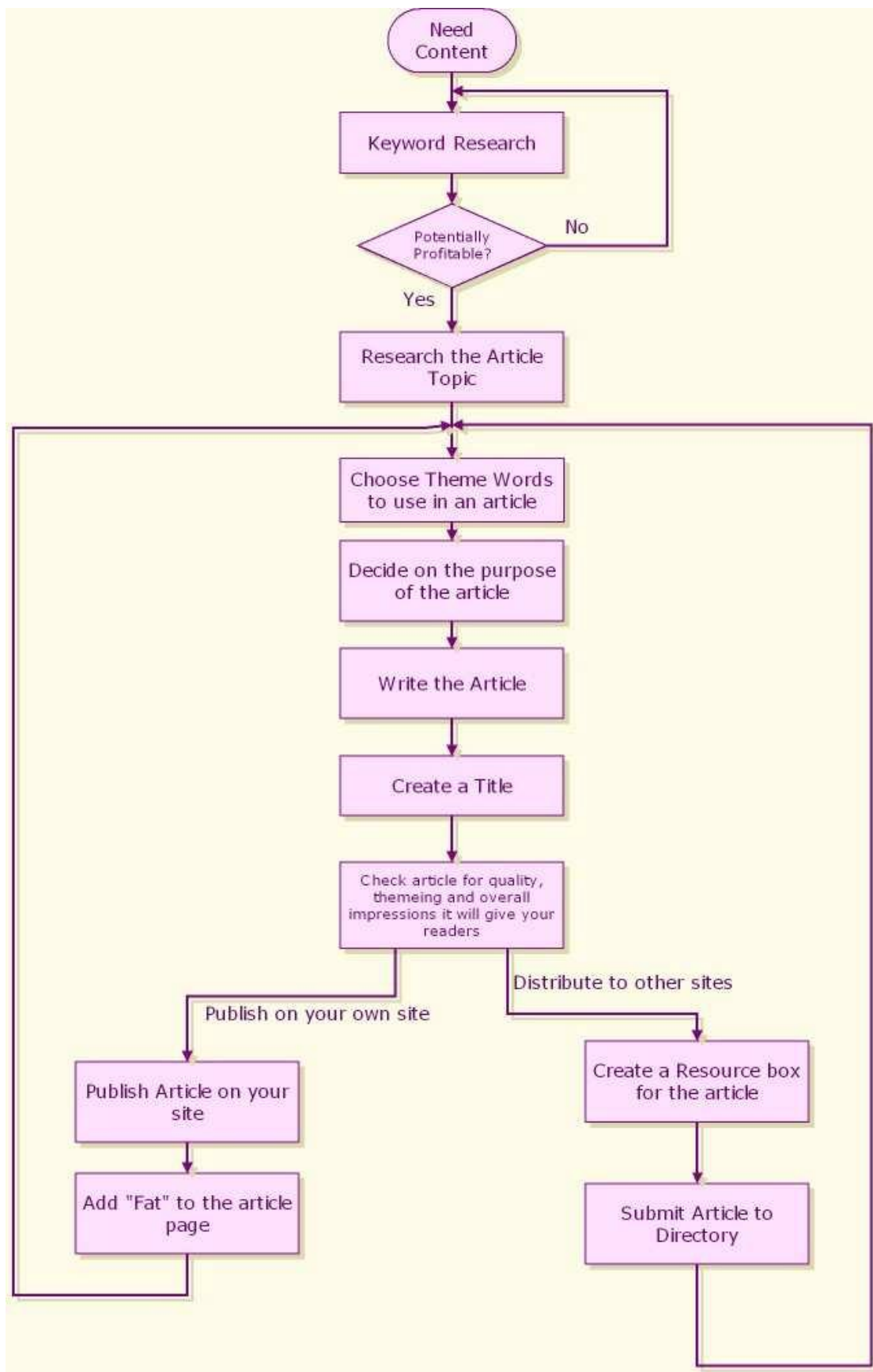
Here is a rough guide to the journey ahead and what we'll be covering.

- Keyword Research.
- Creating “themes” to write articles on.
- Researching the article content.
- Choosing a writing style
- Writing the article.
- Writing the title.
- Word order and proximity.
- Top 1/3rd of your article.
- Meta tags?
- Resource boxes.
- Checking the quality & theme of your article.
- The “Confidence Level” of your article (and site).
- Posting content on your site.
- Adding “Fat” to your web pages.

During this course we will be using one important software tool – [Web Content Studio](#). This tool will help us research content and theme words and phrases for our articles as well as help us to safely theme our work without keyword stuffing.

Another important aspect of creating a website is keyword research. I use to use Wordtracker for all my keyword research but switched to [Market Samurai](#) when Wordtracker changed the way they did things. I believe that the keyword research module in the demo version of [Market Samurai](#) does not expire, so I highly recommend you get a copy now if you haven't already done so.

The diagram below shows you a broad overview to the creation and use of articles.



Coming up with ideas for content is the first step of the process. The usual way of going about that is to do some keyword research.

Keyword Research

If you are developing a new site, I recommend that the very first thing you need to do is comprehensive keyword research. You will then have that research available to you as you plan out your site structure and later decide on which keywords you want to use for main pages, articles etc.

If you already have a website and you're just looking at adding new content, you can probably skip the comprehensive keyword research and go to the next section to find other ways for coming up with ideas content.

I recorded a video a while ago showing how I do comprehensive keyword research using Market Samurai. Although Market Samurai has changed a little since the video was recorded, my system for keyword research has not. You can watch the video here:

[Keyword Research with Market Samurai](#)

If you want to learn more about Market Samurai, you can watch some other video tutorials I recorded here:

[Market Samurai Tutorials](#)

This initial keyword research is really all I do now. From that I can decide which phrases I want to create articles around, and Web Content Studio will fill in the gaps for me. You'll see that later in this course.

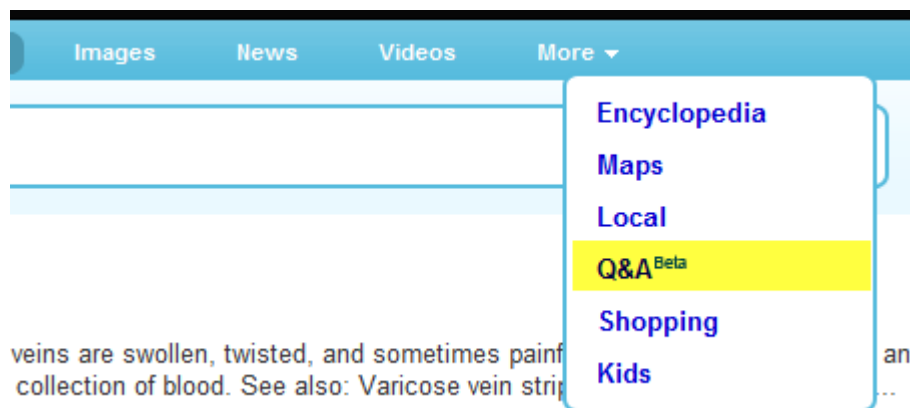
Other ways to find content ideas

There is another way to find ideas for content for your site.

Since the idea of a “fat” site is to offer information that people actually want, why not look at the questions people ask, and use those as the basis for content. Since the articles are well themed, not only will they get found for the questions themselves, but also for a range of long tail phrases.

There are a number of sites you can use to help find questions that people ask in your niche. Here are a few of them:

1. [Ask](#) – If you are using the US version of Ask.com, there is a beta product called Q&A. This will show you questions that people ask as well as answers people have provided. While it may very well have changed by the time you go there, at the moment, this option is available under the “More” menu item:



2. [Yahoo answers](#) – A popular questions and answers website where you can find a lot of content ideas for your website.
3. [Wordtracker Questions](#) - A free Wordtracker tool that can return a lot of questions that people ask. Here is an example query:

Enter a single or short keyword:

Results for: *varicose veins* [Download](#)

Question	Times asked (?)
1 what causes varicose veins	77
2 are varicose veins dangerous	57
3 how to prevent varicose veins	51
4 what helps varicose veins	33
5 back problems can cause varicose veins	25
6 how to get rid of varicose veins	17
7 how to stop pain in varicose veins in foot and leg	9
8 does apple cider vinegar really help varicose veins	7
9 can varicose veins disappear with exercise	5

Looking at that list of questions, and the number of times they were asked might leave you feeling a little underwhelmed. After all, the top question was only searched for 77 times over the last year on Wordtracker’s “partner” search engines.

Firstly, Wordtracker’s partners represent a tiny proportion of all searches done, and secondly, the way we theme our content in this course means that your page may be found for HUNDREDS of keyword phrases, not just the main one

you have in mind.

Let me give you a couple of real life example.

For my diabetes website I had identified the following question:

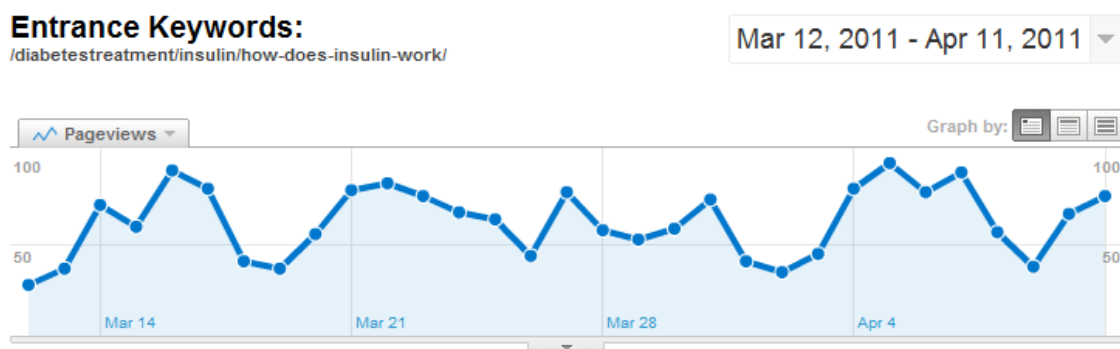
Enter a single or short keyword:

insulin

Results for: *insulin* [Download](#)

Question	Times asked (?)
1 how to loose weight with insulin resistance	59
2 why does insulin by injection work faster than by iv	56
3 mexican pharmacies who sell insulin	40
4 what is insulin	33
5 what is insulin resistance	32
6 who invented insulin	25
7 how does insulin work	19
8 how much insulin to take	18
9 byetta for weight loss in patients who are insulin resistant	17
10 how to loose weight while using insulin	16
11 how does insulin work?	15
12 can dose of sugar cause anxiety or insulin shock	12

How does insulin work. Wordtracker says it was asked 19 times in the last year at its partner sites. Well, my page that answers this term has the following traffic in the last 30 days:



This page was viewed 1,949 times via 317 keywords

Kind of makes a mockery of the Wordtracker data huh?

If you think that is a fluke, let me show you another example.

Enter a single or short keyword:

Results for: *blood sugar*

[Download](#)

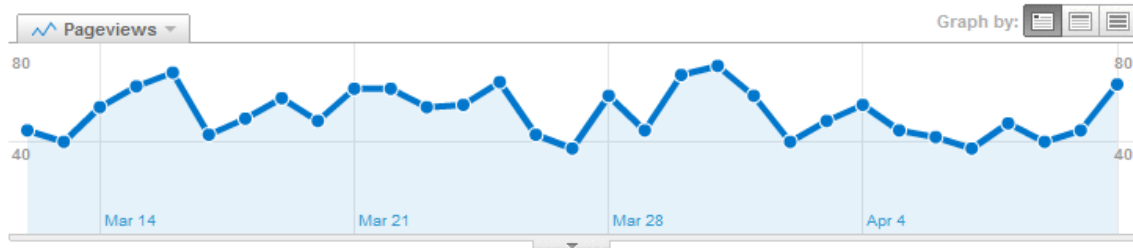
Question	Times asked (?)
1 how to lower blood sugar fast	71
2 how to lower blood sugar	65
3 what is normal blood sugar level	62
4 what are normal blood sugar levels	44
5 what is considered high blood sugar	36
6 what is normal blood sugar	29
7 what is considered normal blood sugar	16
8 what is high blood sugar	16

The theme for my page was based around those questions highlighted in the screenshot above. Here are my stats for my page answering that question for the last MONTH:

Entrance Keywords:

/diabetestreatment/signssymptomsofdiabetes/what-are-normal-blood-sugar-level-readings/

Mar 12, 2011 - Apr 11, 2011



This page was viewed 1,632 times via 418 keywords

[Visit this page](#) Analyze: [Entrance Keywords](#) Content: [/diabetestreatment/signssyr](#) Show: [non-paid](#) | [total](#) | [paid](#)

Not convinced?

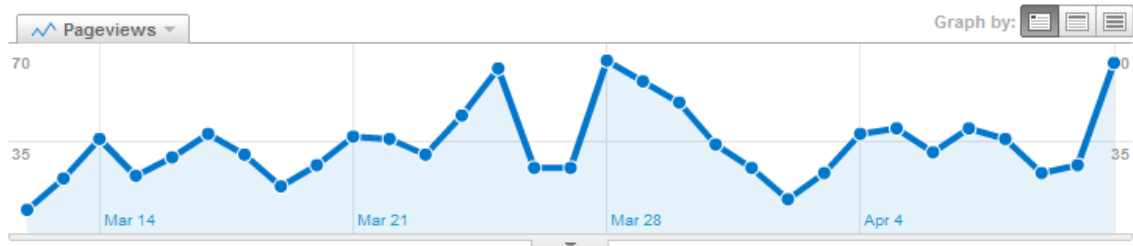
Let me show you one final example.

The question here was “How does the body regulate blood sugar levels”. That question phrase does not have any matches at Wordtracker at all. Here is my traffic to that page for the last MONTH!

Entrance Keywords:

/diabetestreatment/insulin/how-the-body-regulates-blood-sugar/

Mar 12, 2011 - Apr 11, 2011



This page was viewed 1,058 times via 594 keywords

One thing you will notice about these pages is that not only do they get reasonably good traffic (remember they are single pages) , but they are found for a large number of different keyword phrases.

The first example had 1949 visits using **317 DIFFERENT PHRASES**.

The second example had 1632 visitors from **418 different phrases**.

The third example had 1058 visitors from **594 different phrases**.

One of the big benefits of themeing your content is that you no longer need to optimize pages for the long tail. One quality article can cover not only the long-tail phrases you can think of (and find through keyword research), but also a huge number of long-tail phrases that will never show up in keyword research tools.

The Fat Content Course concentrates on two important concepts:

1. Themeing
2. Adding "Fat"

Themeing content is important for one main reason – a well written, authoritative article will be naturally themed. The fact that you'll get all this long-tail traffic is a bonus just for doing things right!

The other aspect of creating fat content is that you'll want to pack it with "value". This is where we add fat to our pages (and our site in general). We'll look at that later.... For now, let's turn our attention to theme words.

Finding the best theme words for ANY article

It doesn't matter whether you used Ask, Wordtracker Questions or your initial keyword research to find the phrases you want to write around. The next step is always the same.

When we write a web page, we must ensure that the web page is themed (remember LSI?). This just means that page has a range of topic-sensitive words and phrases that you would expect to find in a quality article on this topic.

As a quick example, if your web page was about golf clubs, you might expect to see some of the following words on the page:

golf & travel bags, golf clubs, golf bag, golf balls, personalized golf, golf shoe, iron set, golf, pro, bags, clubs, ball, personalized, balls, golfsmith, ping, taylormade, gear, putter, shoes, callaway, cart, women, set, iron, driver, glove, brand, rangefinder, titleist, fairway

These are all words that are related to golf. In fact, it would be very difficult to write a page about golf clubs without using any of those words or phrases, wouldn't it? This is the whole point about themeing.

If you are an expert, you will **theme naturally** as you write about your niche. If you are not an expert, you may need a little help to uncover the theme words and phrases that should be in your content.

An added bonus of finding these theme words and phrases is that they will often help you to write a better article simply because they're pointing out to you what you need to cover in your article. Some of the phrases you will find will give you ideas for sections of the article. I have found that I am never lost for things to say when I have my list of theme words and theme phrases that I know I need to include in my article.

When the search engines analyse a web page during its indexing procedures, it needs to know where to put the article. Themeing the page leaves the search engines in no doubt about the topic. It helps them categorise your page, which in turn will help it rank better for the phrases you want.

You might be thinking that finding these "theme words" is going to be a time-consuming task, but think again. Web Content Studio will not only find a stack of relevant theme words, but will allow you to check your final list against the top 10 ranked pages just to make sure you have the best set of theme words to work with.

Let's see some themeing in Action with a Real Example

Earlier in the course, you saw how some of my diabetic pages were being found for a lot of long-tail phrase searches. Let's take an example page from that site and see how the content was constructed.

The page I want to show you is about diabetic alert dogs. There were two main phrases I was targeting – **diabetic alert dogs** & **diabetes alert dogs**.

Neither of these two phrases gets a lot of searches, and neither has great AdSense potential. Here, take a look at the data from Google Keyword Tool:

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]	Estimated Avg. CPC
<input type="checkbox"/> ☆ diabetic alert dogs		1,300	1,300	\$0.05
<input type="checkbox"/> ☆ diabetes alert dogs		320	260	\$0.05
<input type="checkbox"/> ☆ diabetes in dogs		18,100	12,100	\$0.88
<input type="checkbox"/> ☆ type 2 diabetes		450,000	246,000	\$2.14
<input type="checkbox"/> ☆ diabetic dogs		6,600	4,400	\$1.13

So why did I write about it and why am I showing you it as an example now?

Let's answer the first question first....

Well for two reasons really. The main reason was that this adds a little more "Fat" to my site. It's an article that targets a non-commercial keyword phrase, and will add value for my visitors as people do want good information on this topic.

Google will see this page and think "Hmmm. This site is providing quality information on non-commercial topics".

When you think about it, an authority site will have this type of content - quality content written for non-commercial reasons.

It's one of the important ways that I fatten up my sites and make them into authority sites.

The second reason was simply to show the power of themeing. A well themed article on this topic should get traffic for the main phrases as well as a stack of long-tail phrases, IF I theme it well enough.

As for why I am using it as an example, I wanted to show you a page that is at least a year old so that you could see a page that has been

around through numerous Google updates and algorithm changes. I haven't worked on backlinks to it, and I haven't even done much to the site in the last couple of years. It's an interesting case study don't you think?

OK, back to 2009. To write this article, the first thing I did was get Web Content Studio to find theme words and phrases for me. We will see later how to do this in Web Content Studio, but for now, let me just show you the theme words and phrases I settled on:

Theme Words:

adults, aid, alert, alerted, alerting, amazing, animal, assist, bark, bed, blood, body, certified, changes, check, child, detect, diabetes, diabetic, dog, dogs, drop, family, glucose, high, human, hypoglycemia, insulin, level, lick, low, medical, organization, parent, parents, professional, program, scent, service, services, sleep, sugar, train, trained, trainer, trainers, training, treat, work

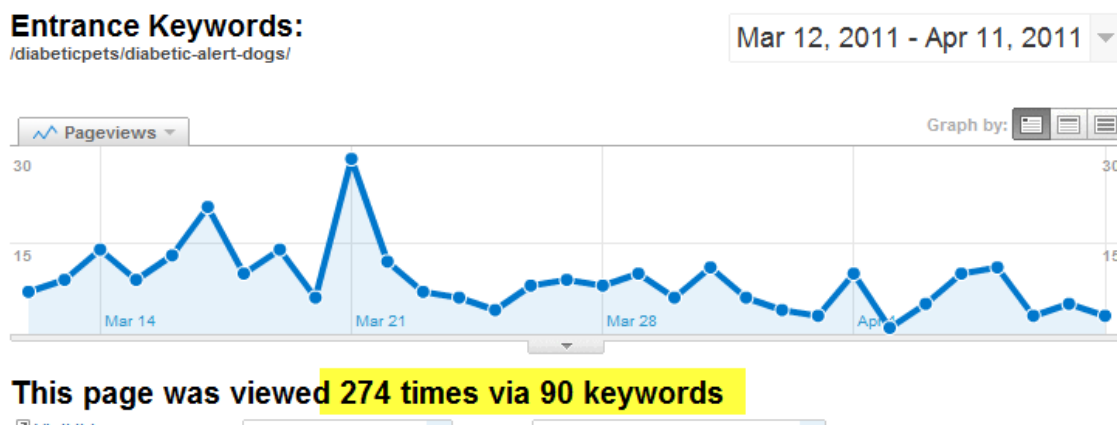
Theme Phrases:

diabetes alert dog, diabetes alert dogs, low blood sugar, diabetic alert dog, hypoglycemia alert dog, diabetic alert dogs, high blood sugar, alert service dog, alert dog, alert dogs, blood sugar, diabetes alert, diabetic alert, service dogs, blood glucose, medical alert, hypoglycemia alert, dog trainer, alert service, assistance dogs

Based on this theme data, I wrote and published the article on Jan 2, 2010.

So has themeing helped this page get traffic?

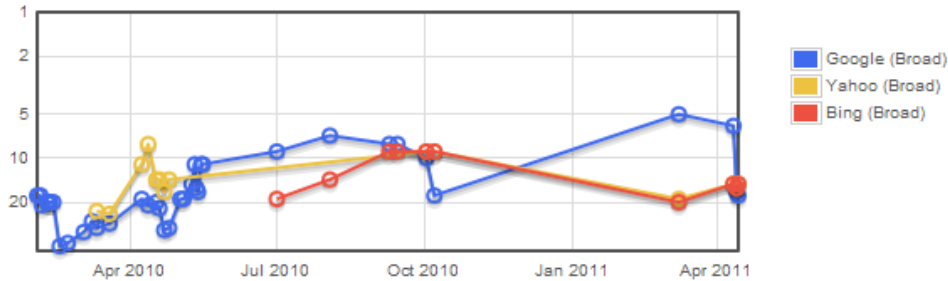
Well check for yourself. This is the Google Analytics data from the last 30 days for my diabetic alert dogs page:



274 page views coming from 90 different phrases in the last month.

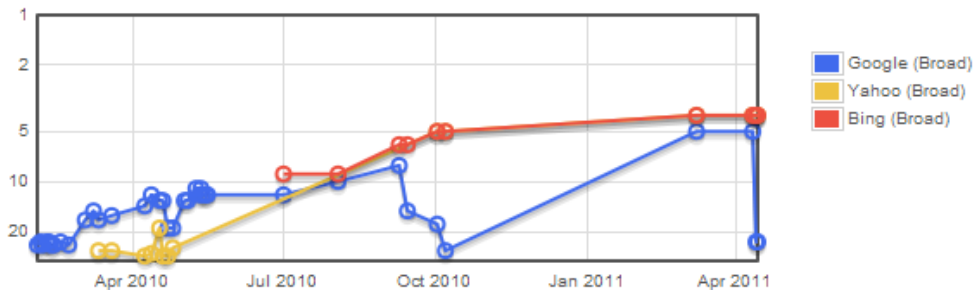
The main phrases (diabetic alert dogs & diabetes alert dogs) themselves have jumped around the top 20 or so in Google over the last few years. Here is a screenshot from Market Samurai Rank Checker for the term diabetes alert dogs:

Keyword: **diabetes alert dogs** (<http://bloodsugardiabetic.com/diabeticpets/diabetic-alert-dogs/>)



... and here is the screenshot for the term diabetic alert dogs:

Keyword: **diabetic alert dogs** (<http://bloodsugardiabetic.com/diabeticpets/diabetic-alert-dogs/>)



This jumping rank position is something I should not be proud of isn't it? Well, my point here is perfectly illustrated by this page.

Keyword	None
1. diabetic alert dogs	
2. diabetes alert dogs	
3. dogs for diabetic children	
4. hypoglycemia alert dogs	
5. dogs for diabetes	
6. diabetes in dogs, case study	
7. early alert canines	
8. medical alert dogs diabetes ireland	
9. definition of a diabetic alert dog	
10. diabetic alert dog for children service dog training in ga	
11. hypoglycemic alert dogs	
12. medical alert animal blood sugar disorders	
13. medical alert dog diabetes	
14. type1 diabetes alert dogs	
15. blood sugar alert dog	
16. diabetes alert dogs children	
17. diabetes dogs low blood sugar at night	
18. diabetic alert dogs	
19. hypoglycemic alert dogs	
20. training for dogs to detect blood sugar	
21. where do you find diabetic alert dogs	

Whether the main phrases are ranking high or not, the page continues to get the long tail traffic as the screenshot on the left shows, with the top 21 phrases my page was found for between 12 March and 11 April 2011. Remember it was found for 90 phrases in total during that period.

There is an interesting video I created on 2nd August 2009, about Wordpress Myths. In it, you'll see more information on the Glucose sniffing dogs content mentioned above and the test I was conducting at the time I wrote the article.

Maybe of particular interest is the second Myth – that rankings slide over time. I go through some rankings on my site back in 2009, and you can check them today to see if

they are still there. With Fat Content Sites, rankings tend to stick a lot better, so this is a test you can carry out for yourself.

Now I am not going to pretend that these rankings are all going to be as high as they were back then, or even that the phrases searched for in the video still rank at all. The reason is that over the last couple of years, other sites and other pages have come along. If you want to watch the video and check for yourself, I think it is interesting to see how my site has fared. Remember, this is a Wordpress site that has not had links built to it, or content added for quite some time.

You can watch it here:

[Wordpress Myths – Glucose Sniffing Dogs](#)

Get Web Content Studio to Show You the Best Theme Words & Phrases

When you have found a phrase (or group of phrases) around which you want to base some content, it's time to find the best theme words and phrases to include as you write the article.

It's no secret that Google looks at the words on the page to determine the topic of the page. The more related words and phrases it can find, the more confirmation they get that the article is on a specific topic. It is therefore vital that you give Google all the help you can – give them related theme words and phrases so they can quickly classify your content.

I have said this before and I'll say it again, because it is a vital point in why “artificial” themeing works. Google knows that an article **written by an expert** will have theme-related words and phrases included. They are included, not because the author used a tool like Web Content Studio to find them, but simply because the author had to use those words and phrases to explain the topic properly.

Here is an example of what I mean:

Suppose an expert writes an article on gestational diabetes. That expert will have to include words and phrases like:

diabetes, gestational, glucose, pregnancy, test, blood, risk, eat, baby, women, health, high, levels, sugar, type, birth, normal, check, tolerance, pregnant, diet, weight, healthy, child, body, tests, born, control, food, factors, treatment, doctor, condition, special, family, problems, symptoms, heart, care, during, low, women with gestational diabetes, oral glucose tolerance test, check your blood glucose, risk for gestational diabetes, screening glucose challenge test, diagnosis of gestational diabetes, blood glucose level, type 2 diabetes, gestational diabetes mellitus, blood glucose levels, glucose tolerance test, oral glucose tolerance, health care provider, blood sugar level, blood glucose test, blood sugar levels, glucose challenge test, screening glucose challenge, risk of gestational, gestational diabetes, blood glucose, glucose level, blood sugar, diabetes mellitus, glucose levels, health care, during pregnancy, glucose tolerance, risk factor, glucose test, tolerance test, risk factors, oral glucose, increased risk, high blood, sugar levels, diabetes affect, low blood, pregnant women, high risk, screening glucose, insulin resistance

It's not that the author will have to work hard at “fitting” these into the article. It's simply that these words and phrases are ESSENTIAL to write an authoritative article on the condition. They are the vocabulary of “gestational diabetes”.

If Google then comes to this page and finds the majority of these words and phrases do you think there will be any confusion about the topic?

I don't.

Now, the problem for most of us is that we are not experts on the topic.

We cannot just sit down and write an 800 word article off the top of our heads.

We need to research.

Similarly, we don't always know the vocabulary of the topic we are writing about. That is why a tool like Web Content Studio is so valuable. It will analyze the top ranking pages for any search term, and tell you the most important theme words and phrases that Google expects to see on your page.

Before I show you how Web Content Studio does this, I recommend you read an article I wrote called "[Harry Potter Spells](#)" in my newsletter. This will show you a variety of free methods for finding theme words. Once you have read that, come back here and I'll show you the method I use.

Web Content Studio gives you a lot of freedom in the way you choose theme words, but at the end of the process, you should have a list of the most important theme words and phrases to work into your content as you write it.

You can watch the full process in this video:

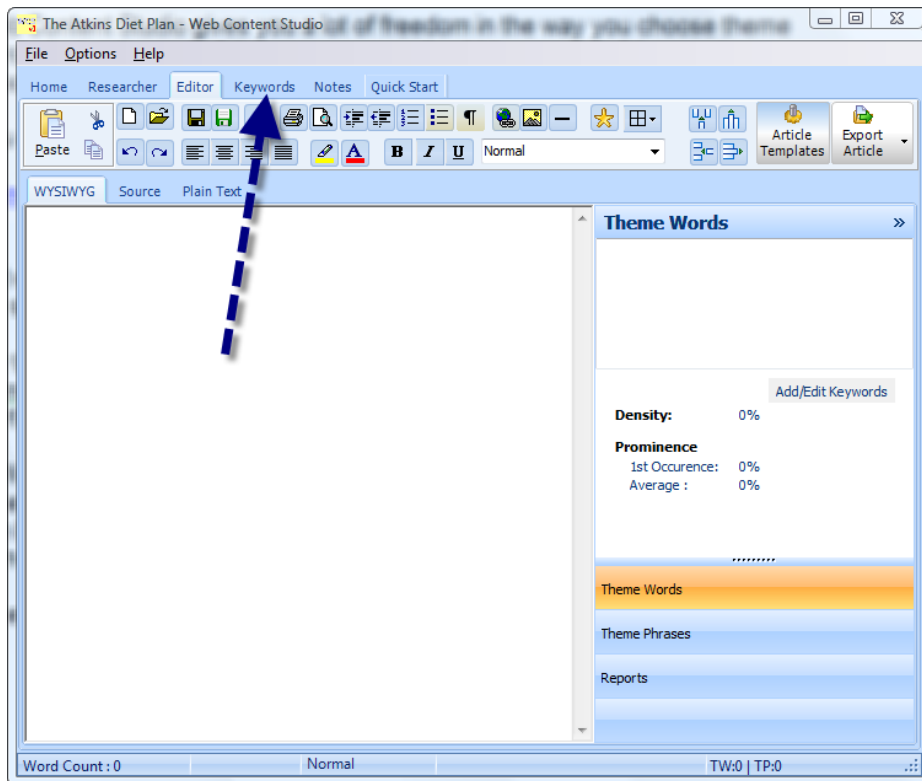
[Using the Keyword Spider to Find the Most Important Theme Words](#)

Not everyone likes learning from video, so let's take an example and write down the steps required to find the theme words.

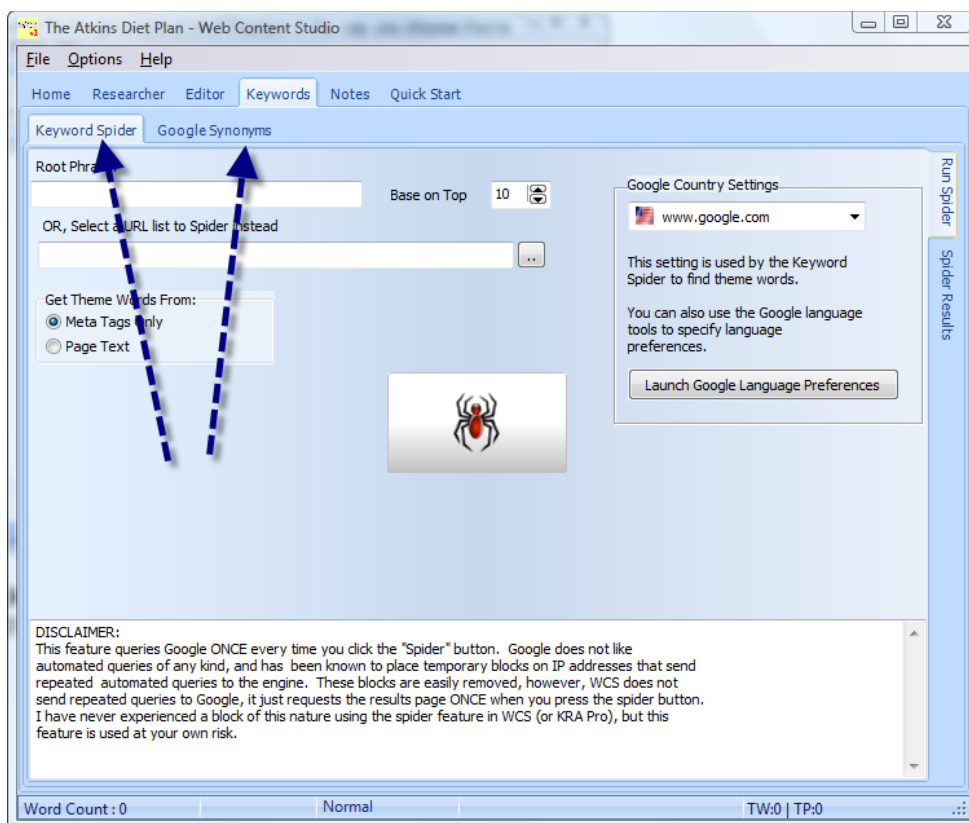
For this example, let's take the popular "Atkins Diet". A quick look on Market Samurai, or Google Keyword tool identifies a number of potential phrases worth targeting in an article. Let's pick "Atkins Diet Plan" as our root phrase.

In Web Content Studio, we create a new article, which I'll unimaginatively call "The Atkins Diet Plan" for now. This is only the name given to the article so it can be found in Web Content Studio, not the title of the article itself which we'll come to later.

When I open the article, we are shown the blank WYSIWYG Editor:



Clicking on the Keywords Tab will take us to the area of the program used to find theme words and phrases:



You will notice the two tabs in the Keywords Section – Keyword Spider and Google Synonyms. The Google Synonyms section is something I don't use these days. It simply goes to Google and does a tilde search, which then shows the Google search results with bolded "synonyms". It those words and phrases that Google thinks are related. WCS then extracts the bolded terms for you.

Just for interest, here are the "Synonyms" Web Content Studio returns for the phrase "Atkins Diet Plan":

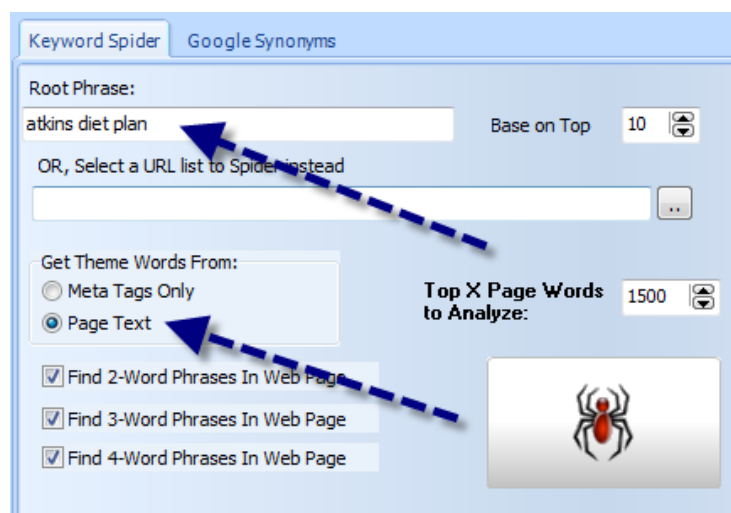
diet, atkins, plan, atkinsdiet, menus, mealplan, program, lowcarbdiets, lowcarbmenus, low_carb, weightloss, dietplans, plans, low-carb, lowcarb, low-carbohydrate, recipes, meal, no-carb, weight, lowcarbdiet, atkinsdietplan, lowcarbeating, diets, atkinsdietmealplans, atkindietplan, dietsplans, dietrecipes, jenny-craig, design, dietfoods, map, weightlossdiet, weight-loss, eating, weight_loss, menu, atkins diet plan

Not bad, but there are spellings in there that really aren't what we are looking for. Dead wood like: lowcarbmenus, low_carb, lowcarbdiet, atkinsdietplan, lowcarbeating. Notice that spaces are removed or underscores included!

You could always add these into your theme words lists if you wanted. The final process in selecting the theme words will remove any of the dead wood anyway.

However, the Keyword Spider can do SO MUCH better, so I ignore the synonyms generator altogether and just work with the spider.

First we enter the root phrase into the Spider and make sure the "Page Text" radio button is selected:



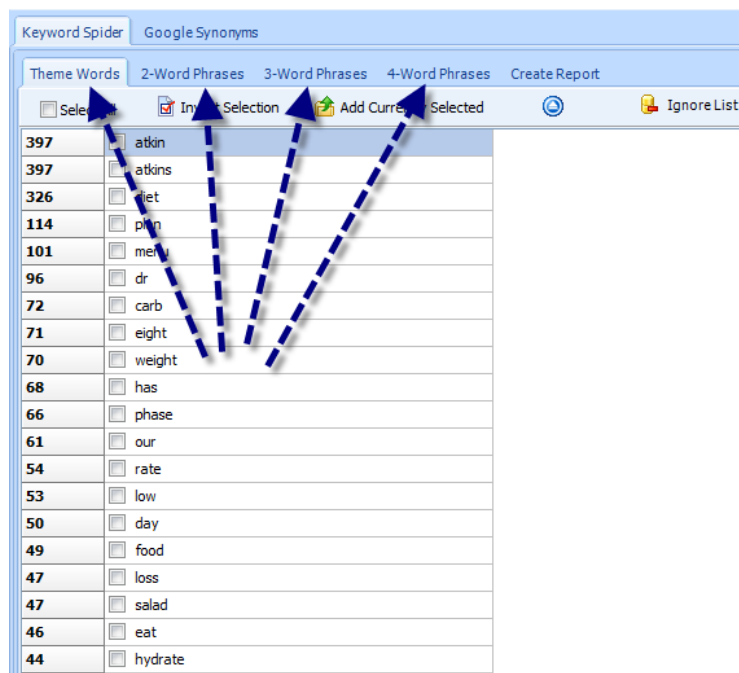
Now it's time to send the spider off to do its work.

Click the "Spider" button.

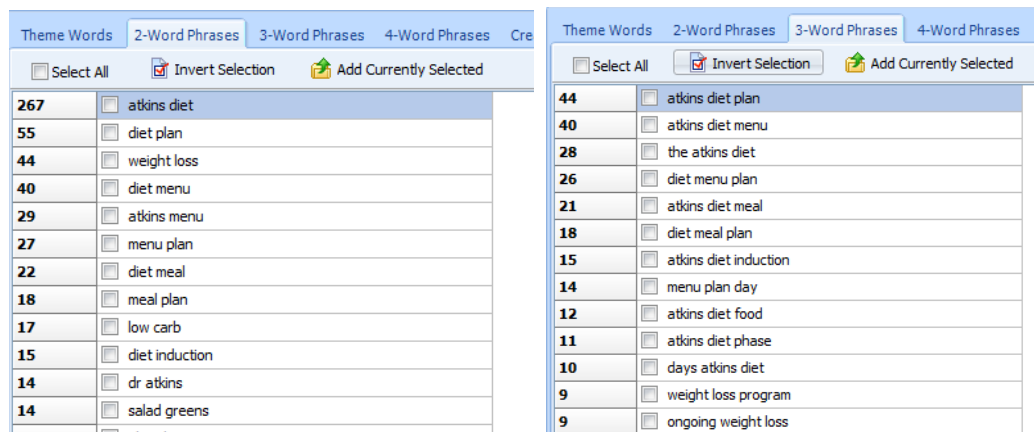
The spider can take a few minutes to complete the initial task of sorting through all the data. What it is doing during this time is breaking every page up into words and phrases. It then checks to see how many times each word and phrase is found on the top 10 pages in Google.

It's worth noting that you can choose to use the top X pages (where X can be more or less than 10) to spider, or supply your own list of URLs for the spider to work on. Occasionally I'll put together a URL list of highly regarded authority articles on a particular topic and get the spider to analyze those for me. While this is overkill for most articles you will write, it can help with topics that seem to have a lot of shopping site results in the top 10.

OK, spider has finished its first job, and I am presented with the data in a grid:



Notice that there are Theme Words, 2-Word Phrases, 3-Word Phrases and 4-Word phrases:



Theme Words	2-Word Phrases	3-Word Phrases	4-Word Phrases	Cre
<input type="checkbox"/> Select All	<input checked="" type="checkbox"/> Invert Selection	<input checked="" type="checkbox"/> Add Currently Selected		
26	<input type="checkbox"/>	atkins diet menu plan		
17	<input type="checkbox"/>	atkins diet meal plan		
14	<input type="checkbox"/>	diet menu plan day		
8	<input type="checkbox"/>	14 days atkins diet		
7	<input type="checkbox"/>	days atkins diet menu		
7	<input type="checkbox"/>	atkins diet plan weight		
7	<input type="checkbox"/>	diet plan weight loss		
7	<input type="checkbox"/>	plan weight loss program		
6	<input type="checkbox"/>	atkins diet induction phase		
5	<input type="checkbox"/>	atkins diet ongoing weight		
5	<input type="checkbox"/>	diet ongoing weight loss		
4	<input type="checkbox"/>	low carb food list		
3	<input type="checkbox"/>	diet plan - day		
3	<input type="checkbox"/>	story of atkins diet		
3	<input type="checkbox"/>	roasted chicken with lemon		

You'll notice that there are numbers in the left column. These numbers represent the number of times the word or phrase was found in the spidered pages.

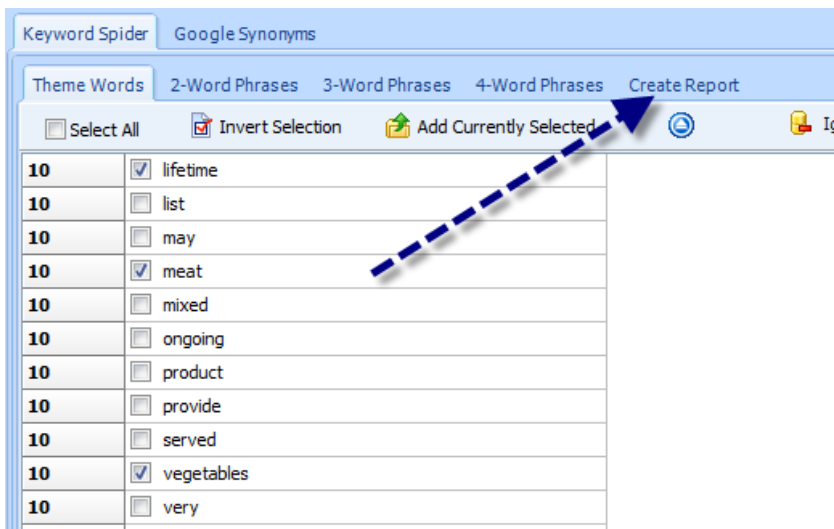
Next to each word or phrase there is a checkbox.

The next process is to go through the lists and check those words and phrases you think are important. If you are not sure about some, add them anyway since Web Content Studio will clean them out in the last step.

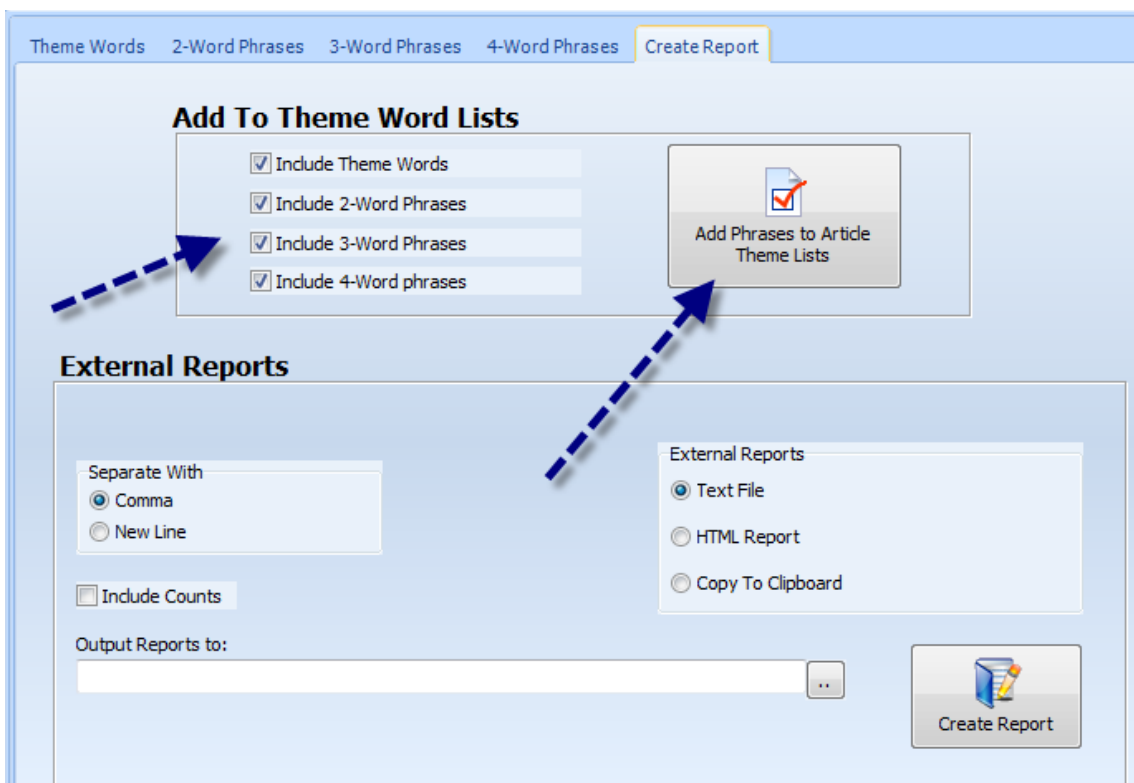
Now, this process can take a few minutes, though with practice you will get quicker. For the theme phrases, I pick all of those that make sense as phrases. For theme words, I pick those I think make sense, down to a count of around 10 minimum on the spidered pages:

Theme Words	2-Word Phrases	3-Word Phrases	4-Word Phrases	Cre
<input type="checkbox"/> Select All	<input checked="" type="checkbox"/> Invert Selection	<input checked="" type="checkbox"/> Add Currently Selected		
10	<input checked="" type="checkbox"/>	lifetime		
10	<input type="checkbox"/>	list		
10	<input type="checkbox"/>	may		
10	<input checked="" type="checkbox"/>	meat		
10	<input type="checkbox"/>	mixed		
10	<input type="checkbox"/>	ongoing		
10	<input type="checkbox"/>	product		
10	<input type="checkbox"/>	provide		
10	<input type="checkbox"/>	served		
10	<input checked="" type="checkbox"/>	vegetables		
10	<input type="checkbox"/>	very		
10	<input type="checkbox"/>	way		
10	<input type="checkbox"/>	which		
9	<input checked="" type="checkbox"/>	burning		
9	<input type="checkbox"/>	change		
9	<input type="checkbox"/>	good		
9	<input type="checkbox"/>	made		

Once they are checked (it took me about two minutes to go through these lists), click on the "Create Report" tab:

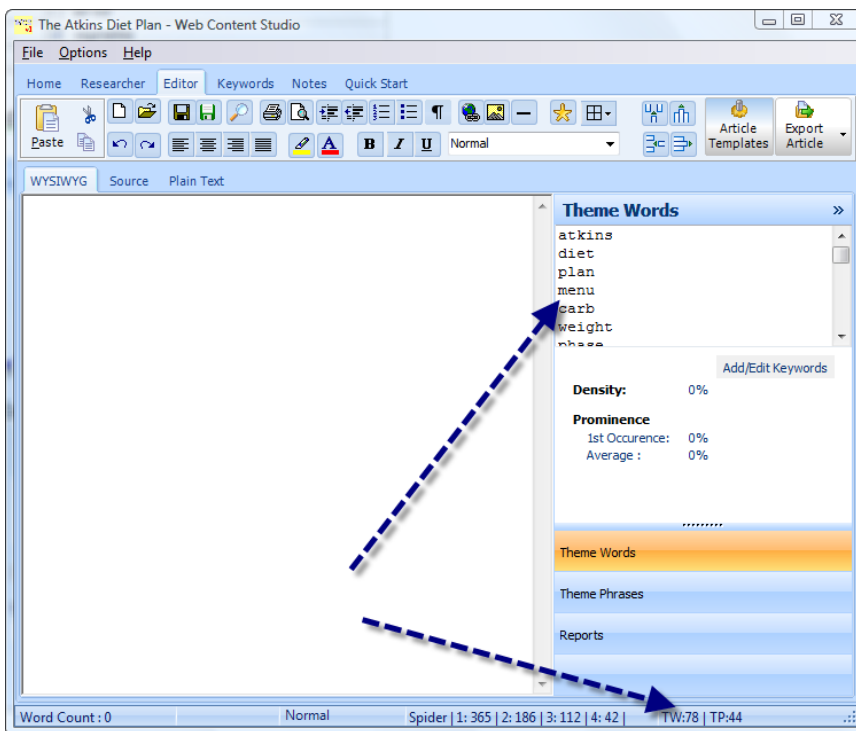


.. and you will see this screen:



Make sure that the 4 check boxes inside the “Add to Theme Word Lists” section are all checked, and click the button to add them to the article’s theme word lists.

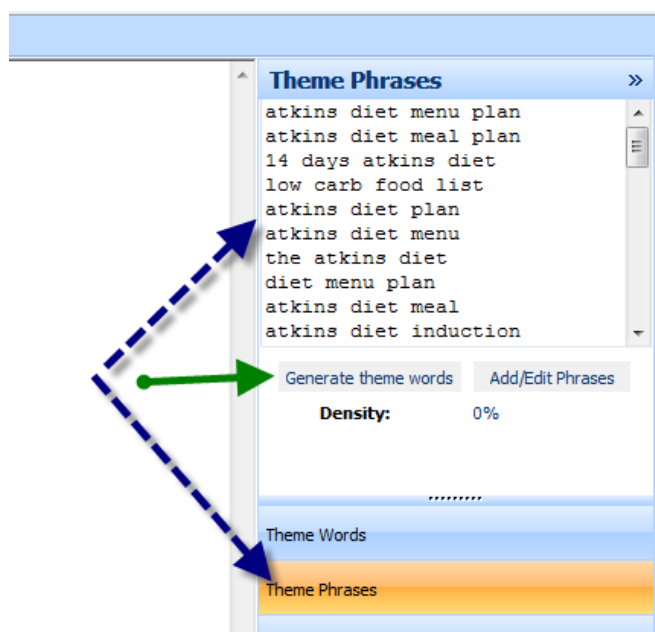
Once you have done that, the WYSIWYG Editor screen looks a little different:



In the Theme Words section, all theme words you chose will appear.

Bottom right on the screen is a small indicator of how many words and phrases you have chosen. In this case, 78 theme WORDS, and 44 Theme PHRASES.

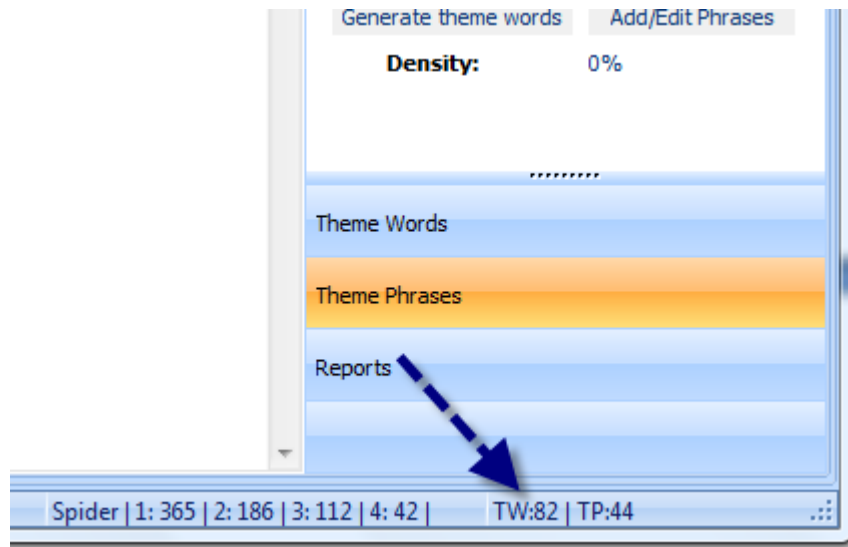
If you click on the Theme Phrases button, you'll see the theme phrases there as well:



The next step is to click on the "Generate Theme Words" button on this screen. This will make sure that all of the words that make up these phrases are

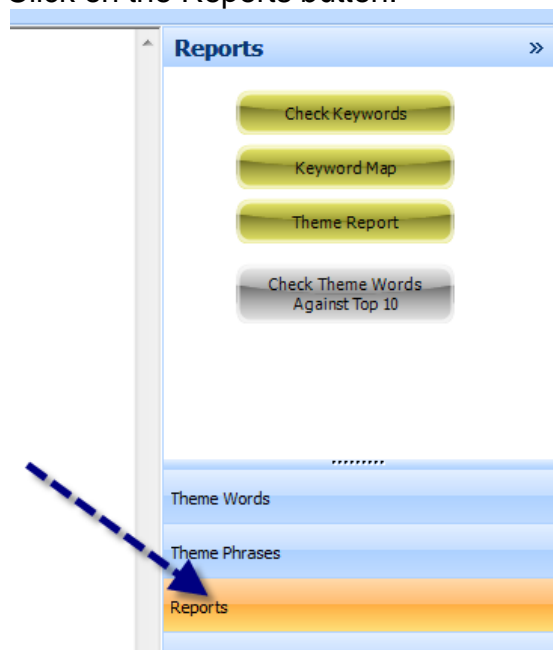
included in the theme word list.

You can see that has added a few more theme words to my list:

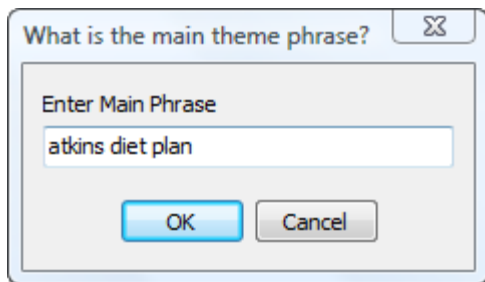


OK, the final step in this process is to clean the list of theme words.

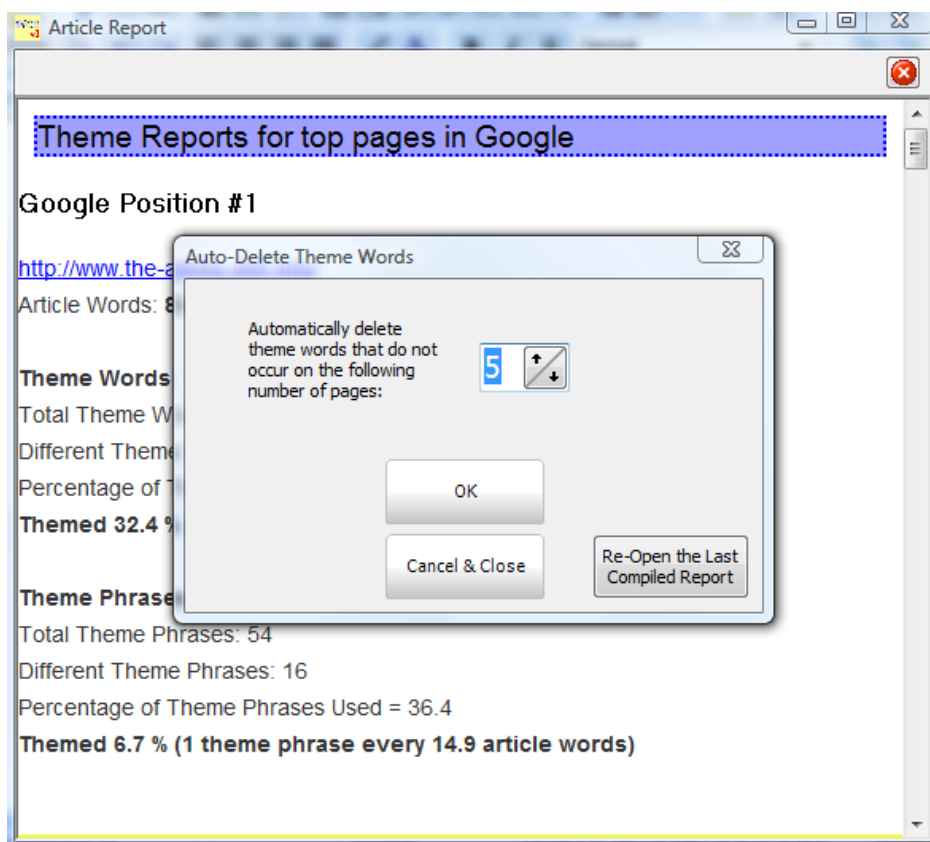
Click on the Reports button:



Then click on the “Check Theme Words Against Top 10” button. You will be prompted for a main phrase, so we simply type in the main phrase we are targeting – atkins diet plan:

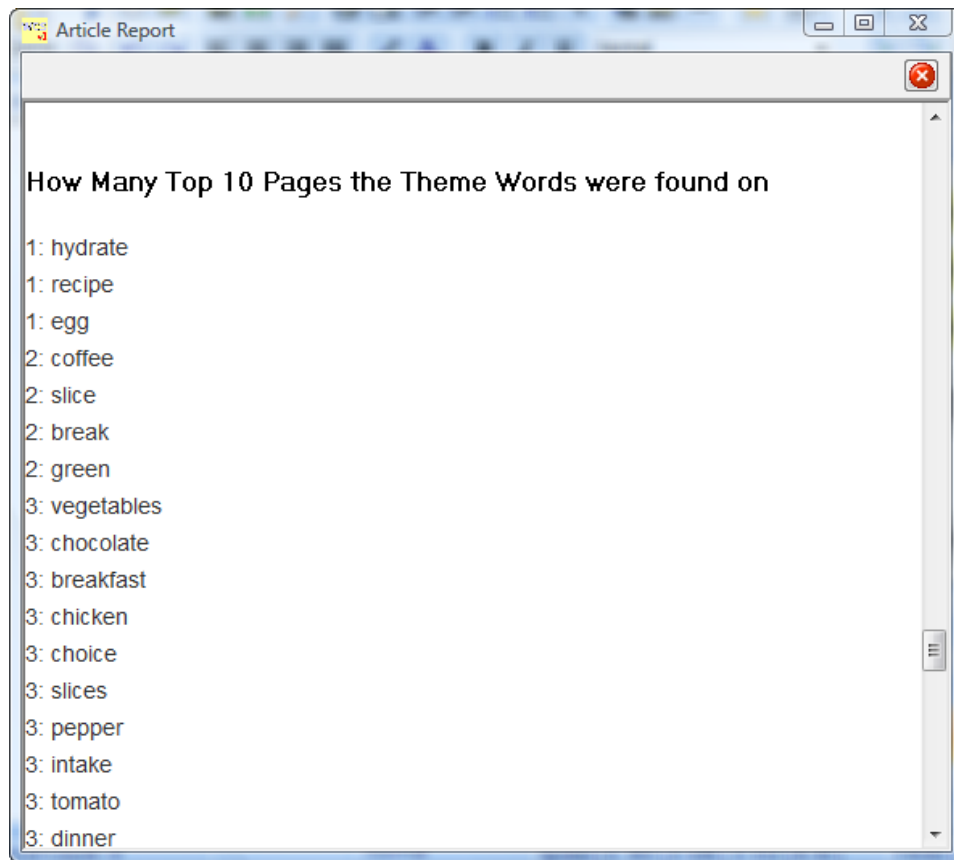


After clicking OK, Web Content Studio goes away and analyzes the top 10 pages, comparing your chosen words and phrases against those found on the top 10 pages in Google that rank for the term “atkins diet plan”. When it returns, it gives you a lot of information:



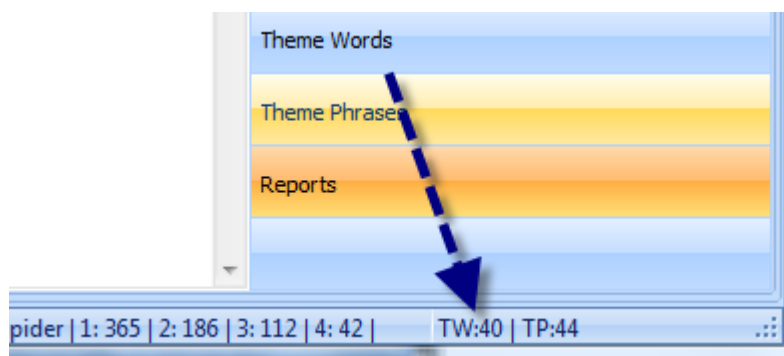
There is a report behind the top window that shows you how well themed the top 10 pages are for your chosen theme words and phrases. The screen on top of that can be moved out of the way, and we'll use that to clean out list in the moment.

If you scroll to the end of the report, you will see a section that shows you how many times each theme word appears on the top 10 pages:



The popup window on top of this allows us to quickly clean our list by removing words that do not appear on at least X pages. The default is 5. That means if you clear the list, it will only keep theme words that appear on at least 5 of the top 10 pages in Google. I want to end up with around 30-40 theme words in total, so I am going to remove all those that do not appear on at least 6 of the top 10 pages.

You can now see that my theme word count has dropped to a more manageable 40 theme words:



You'll also notice that the theme phrase count has stayed at 44. This cleaning process does not remove any theme phrases. The reason is simply that a theme of a page is related to the words on the page so we are looking to

collect theme words that can be put into the article (not phrases at this point).

To help us further refine the theme, we can work in some theme phrases as we write the content. Because theme phrases are longer, they will naturally appear on fewer pages in the top 10, so cannot be cleaned in such a simple manner – they will need manual review, but we will see this later in the course.

So my final theme word list for the Atkins Diet Plan Article are as follows:

atkins, diet, plan, menu, carb, weight, phase, rate, low, day, food, loss, salad, eat, red, nut, cheese, fat, induction, meal, health, lose, maintenance, foods, days, recipes, eggs, program, carbohydrates, information, count, sugar, serve, allow, metabolism, nutrition, lifetime, list, new, dr

And theme phrases:

atkins diet menu plan, atkins diet meal plan, 14 days atkins diet, low carb food list, atkins diet plan, atkins diet menu, the atkins diet, diet menu plan, atkins diet meal, atkins diet induction, atkins diet food, atkins diet phase, weight loss program, low carb diet, new atkins diet, atkins menu breakfast, atkins menu lunch, atkins diet, diet plan, weight loss, diet menu, atkins menu, menu plan, low carb, dr atkins, diet food, diet phase, induction phase, lose weight, cream cheese, new atkins, lifetime maintenance, dinner menu, atkins recipes, atkins induction, food list, breakfast menu, lunch menu, weight maintenance, carbohydrate intake, diet recipes, diet breakfast, diet lunch, diet dinner

When we come to write the article, we'll pay the most attention to the theme words, and just look at including theme phrases where they appear naturally. While these lists may look daunting, it really is a lot easier than you might think to incorporate them into an article.

e.g. I could write something like:

“The Atkins diet plan and weight loss program

This gets in the following theme words:

Atkins
Diet
Plan
Weight
Loss
Program

But in addition, we also have the following phrases included:

Atkins diet
Atkins diet plan
Weight loss
Weight loss program

See, without too much effort, these words and phrases work themselves in naturally and without stuffing. However, we'll look more at that later.

Using Theme Word “Sets” for related articles

When I am designing a new site, I tend to identify the categories of the site in the very early planning stages.

Within each category, I'll then identify 5-10 articles I want to write immediately. These will be used to kick start the category in the early stages of the site development. I would then fully intend to add more content to each category over time.

Now, this is an important point in the way I build my sites:

Categories include HIGHLY RELATED articles.

This is a simple way of “siloeing” the content on your site. Using Wordpress plugins, it is then easy enough to cross-link articles within the same silo (category) to increase relevant internal links.

OK, with that understood, I often create a theme word set for each category.

What this means is I may find 20-30 theme words (not phrases) that are related to the category of content.

e.g. If I had a site about Home remedies, and one of my categories was irritable bowel syndrome, I might get WCS to collect theme words relevant to IBS, and end up with a set like this:

bowel, care, digestive, effect, food, gas, health, help, ibs, important, irritable, medical, medicine, product, require, support, symptoms, syndrome, system, taking, use, abdominal, bloating, constipation, day, diarrhea, diet, doctor, fiber, foods, function, healthy, intestinal, pain, relieve, supplement

How would I use a theme word set?

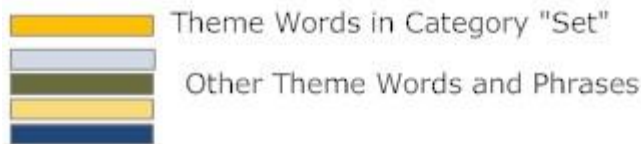
Now, this is where you have to be careful. If I simply created 10 articles based on just those theme words listed in the set above, Google might come to my site and think I have 10 articles on the same topic (and why wouldn't they because there were no phrases of words that distinguished each of the 10 as being different). That could end up getting my site penalized.

The way I use this list is as follows:

1. Copy the theme word list to all 10 of the articles in the category.
2. Go through the 10 articles, and run the spider on a term specific to the article. Since all articles are going to be about a different aspect of IBS, this should yield a number of article-specific words and phrases.
3. Run the “Compare against top 10” report so I can remove any words not appearing in at least 6 or 7 of the top ranked pages for my article specific

keyword phrase.

A number of my Theme Word Set will be removed during the 3rd process above. That is fine. What I am looking for is a set of 10 articles which share a common base of words (since they are highly related articles), but that have their own unique words and more importantly unique phrases, which help Google to distinguish between the 10 articles. Here is a diagrammatic representation of this. I have only included 4 articles in the set, but you can see that each article has a base of common words, plus their own unique words and phrases.



What I am left with is a highly related set of articles appearing in the same category on my site. However, each article has its own set of unique words and phrases to distinguish closely related topics.

Should you use Sets?

Using sets is something I like to do to help ensure the articles I post within a given category are all related by some theme words that appear on their pages. It does not mean you should use them as well, but you can if you want.

If you decide to try this, bear these points in mind:

1. Make sure you always run the report that compares the theme words against the top 10. This will ensure that only the most related words from the “Theme Set” get included in the final theme word list for each article.
2. Always add in article-specific theme phrases (and theme words) that will help distinguish one article from another in the category. You **MUST** make each article topic clear and unique from the other articles in the category. This is done with the words on your pages – the theme words & phrases.
3. Never force theme words or phrases into an article simply to get them into an article. The article **MUST** read well for a human, and nothing should appear forced.

Is the article worth writing?

We saw in the last section that I commonly write articles with no commercial intent at all. I advise you to do the same on your sites, as it will add authority to your site's standing with Google. This is just one of the ways we can add fat to our site! However, the whole point of your site is probably to make money, right? That means you need to find theme words and phrases that have the potential to make you money.

There are several ways of doing this and I am not going to go into a lot of detail, since this course is more about the process of writing quality content, rather than finding ideas to write content about. I will give you a few pointers though.

Content For Adsense

If I am going to write an article that will have Adsense on it, I do a simple check. You can use the Google Keyword Tool if you want, or as I do, Market Samurai.

In Market Samurai, you simply click on the AWCPD column to order from high to low, and you can see estimated costs per click on the terms in your research:

<input type="checkbox"/>	Keyword (218 active, 549 removed, 0 filtered)	SEOT	PBR	SEOC	Trends	AWCPD	AWV	SEOV	<input type="checkbox"/>
<input type="checkbox"/>	insulin pump supplies	33	100%	168,000		€3.68	€0.00	€121.95	<input checked="" type="checkbox"/>
<input type="checkbox"/>	price of insulin pump	14	4%	9		€2.72	€0.00	€37.56	<input checked="" type="checkbox"/>
<input type="checkbox"/>	buy insulin pump	8	66%	275,000		€2.66	€0.00	€21.67	<input checked="" type="checkbox"/>
<input type="checkbox"/>	omnipod insulin pump	33	100%	15,400		€2.51	€0.00	€83.18	<input checked="" type="checkbox"/>
<input type="checkbox"/>	harvard syringe pump	7	54%	91,900		€2.49	€0.00	€16.50	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump infusion sets	8	66%	55,100		€2.44	€0.00	€19.88	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump prices	5	100%	10,400		€2.40	€0.00	€12.92	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump for sale	5	67%	50,600		€2.35	€0.00	€12.66	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump supply	3	81%	10,200		€2.27	€0.00	€6.58	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump cost	22	63%	57,600		€2.23	€0.00	€49.27	<input checked="" type="checkbox"/>
<input type="checkbox"/>	diabetic pump	50	67%	4,060		€2.22	€2.22	€110.36	<input checked="" type="checkbox"/>
<input type="checkbox"/>	animas insulin pump	50	81%	37,100		€2.12	€0.00	€105.38	<input checked="" type="checkbox"/>
<input type="checkbox"/>	cost of insulin pump	22	16%	40,700		€2.07	€0.00	€45.73	<input checked="" type="checkbox"/>
<input type="checkbox"/>	new insulin pump	7	54%	143,000		€2.07	€0.00	€13.72	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump company	4	81%	76,700		€2.06	€0.00	€7.40	<input checked="" type="checkbox"/>
<input type="checkbox"/>	insulin pump picture	2	43%	22,800		€1.97	€0.00	€4.62	<input checked="" type="checkbox"/>

I personally would say anything above \$1 per click is excellent to go after. Other people will use higher or lower guidelines, and that's OK. You can choose whatever minimum you want.

OK; now something to bear in mind. You may write a page around the phrase "omnipod insulin pump" which has an estimated CPC of €2.51, but there is no guarantee that the advert being shown on your site is an ad for this pump. To

make sure Google knows exactly which ads to serve, you need to tell Google exactly what your page is about. How do we do that? Themeing of course 😊

Content For Products

Writing articles to promote products is a little different. You need to check there is a demand for the product. How you do this will depend on the product and the affiliate network that has the merchant selling the product.

One check I like to do is go to Amazon and see if it is for sale there. Look at how many reviews, and also the average review rating. I tend to go after products that have at least a 4 out of 5 rating, plus lots of reviews. That will mean the product is popular as well as satisfying the average buyer (this will help reduce refund rates and boost conversion rates).

Some networks publish EPCs for their merchants. These are the average earnings made by affiliates per 100 clicks they send. While this is all good information, it won't usually tell you specific information about the product you want to promote – it just tells you about the merchant selling it.

Another check is to type the product name into Google. Are there many Google ads for that product? The more ads, the more people that are making money selling it. That's a good thing. Don't be afraid of competition. Themeing will get you traffic for a lot of phrases that other people have ignored.

Finally, if you want to make sure that the main phrases you are targeting are "buyer keywords" and not just used by people looking for information, you can use [Microsoft's Commercial Intent tool](#), or the OCI value that [Market Samurai](#) will retrieve for you. You can see that column in the screenshot below:

<input type="checkbox"/>	Keyword (4 active, 0 removed, 0 filtered)	SEOT	PBR	SEOTCR	Trends	AWCPC	OCI	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	animas insulin pump	40	83%	24%		€1.97	81%	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	animas insulin pump accessories	0	100%	0%	-	€0.05	94%	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	animas insulin pump reviews	2	66%	0%		€0.05	93%	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	animas insulin pump supplies	2	66%	0%		€0.05	88%	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The OCI column gives a percentage chance someone is looking to buy rather than looking for information.

The benefit of using Market Samurai is that it will automate the checking of lots of phrases all in one go. On top of that Market Samurai gives you another valuable piece of data – PBR. You can see why that is important in this video I recorded on [Market Samurai PBR](#).

I am sure you have your own favourite ways of determining the profitability of a keyword phrase. If you have a system that works for you, stick with it.

Researching the article with Web Content Studio

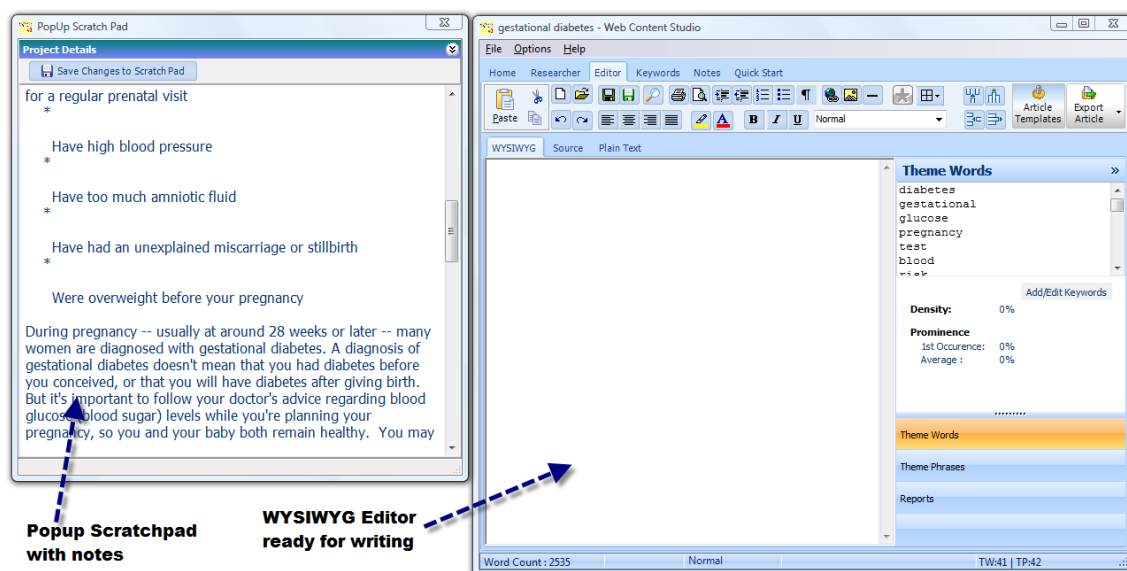
Web Content Studio has some article research features built in that will make researching your articles a lot easier.

Go and watch this video entitled [Researching Information for your Article](#).

For those who prefer to read the process rather than watch it, let's summarise the process here (we will do a demo research session in a moment):

1. Clear Scratchpad
2. Start Grabber Function
3. Use the built in browser, or your own web browser of choice to explore the web, copying bits of information you find interesting, informative and valuable.
4. When you have finished researching, stop the grabber and save your article (this will save the contents of the Scratchpad to that article).

When you come to write your content, all of your research will be on the scratchpad. You will be able to open up a popup version of the scratchpad as you work in the WYSIWYG editor, so you can see your article and your notes at the same time, but more on that later.



What types of Information should you include in your article

The most important thing is we want information that is fluff-free and useful in answering the questions our visitors will have. Here are some ideas of what you can search for and include in your article:

- Facts

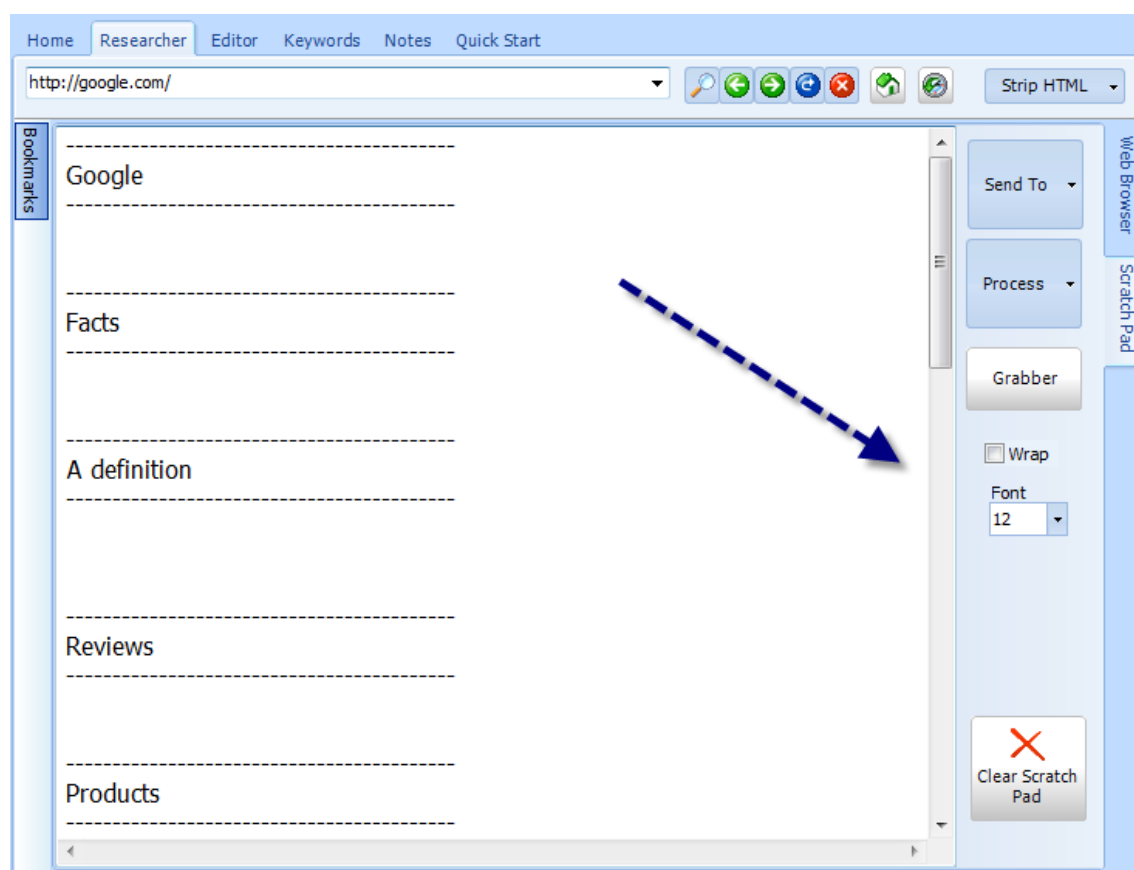
- A definition
- Reviews
- Products
- Videos/Audio/images
- Comments from real people
- Most asked questions
- History of the topic
- Public domain resources
- Relevant Articles
- Quotations
- Resources
- Relevant News

The list above is not complete. You may be able to think of other types of information you want to research. The thing to remember here is that not all types of information are relevant to all topics, and not all of the points above are going to be included in every article. However, this list is a good one to use as a checklist that we can follow and tick off as we do our research.

An example research session

For continuity, let's stick with the topic of Atkins Diet for this, and we can then write an actual article on this topic. Let's assume that we want to write an article about the Atkins Diet which we could use as a homepage on a site about the Atkins Diet, or a main topic/category on a general site about diets. The process will be the same for both types of article – a quality article covering the main questions people will be asking about the diet. E.g. what is it, is it safe, does it work, etc. In fact, let's base the article on those three points.

In the original Fat Content Course, I supplied a template for research notes that could be pasted into the Scratchpad built into Web Content Studio. In the scratchpad, it looks like this:



Notice the scrollbar down the side. That is because there are a lot more categories. The idea was that when you were researching using the "Grabber" feature, you could position your cursor in the relevant section and have the notes you are copying added to that section. This helped organize your notes and make writing the article easier. If you want to take this approach, you can use the template in the Appendix if you want to use it. You can of course create your own template.

If you prefer to not use a template like this, that's fine too, as long as you remember the various types of information you should be looking

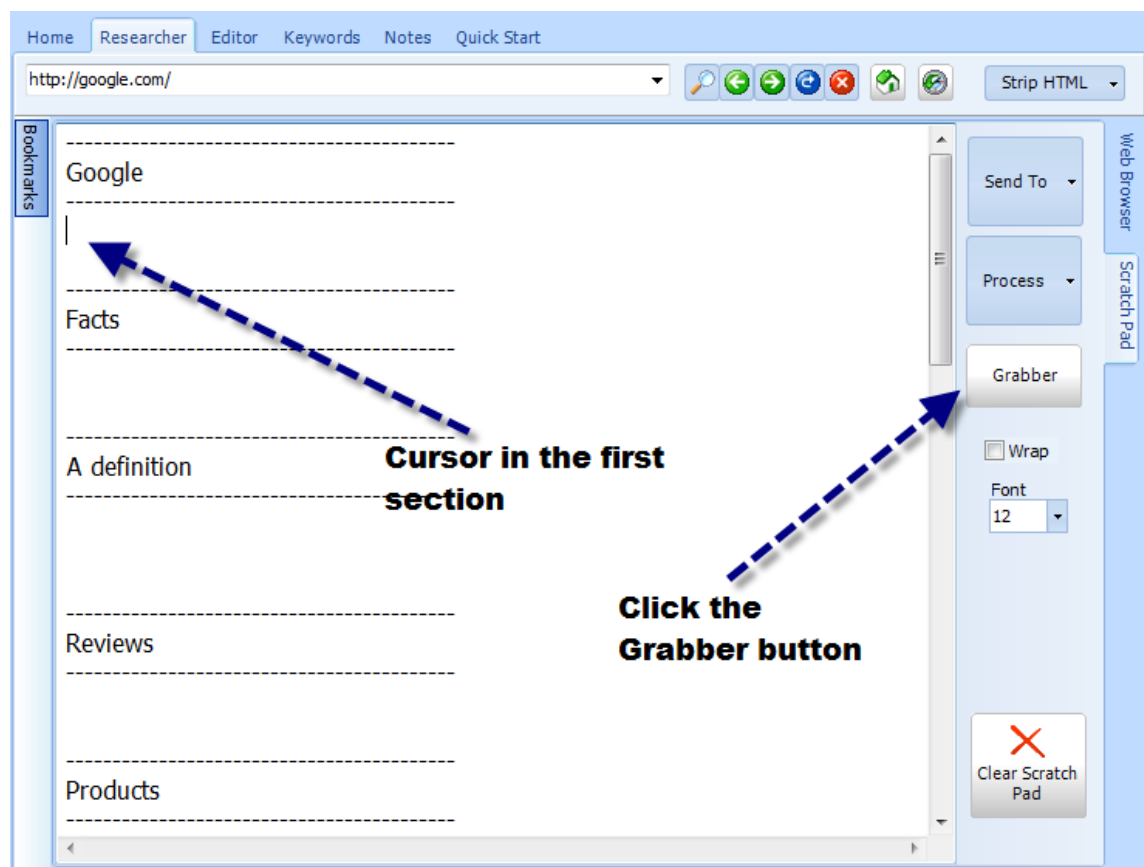
for.

For this demo research session I'll use the slightly longer method of using this template.

The first step then is to create a new article in Web Content Studio (WCS) and open it.

Once open, go to the scratchpad and paste in the template (the one found at the back of this course or your own modified template if you prefer).

We then place our cursor in the Google section, and hit the grabber button (which will begin flashing):



NOTE: Anything that is now copied to the Clipboard will be added to the scratchpad. It only copies text, not images, but then text IS the most important part of creating a themed article 😊

We are now ready to do some Google research.

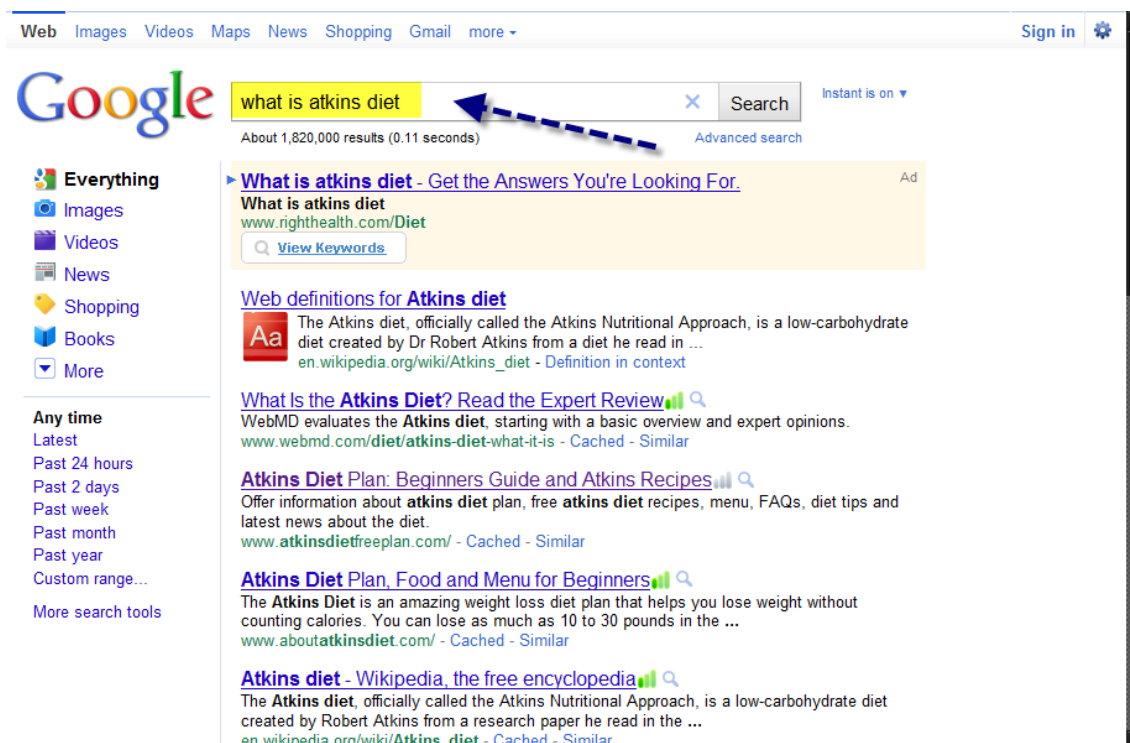
Remember, we are looking to write a quality article on the Atkins Diet. Specifically:

1. What is it?
2. Is it Safe?
3. Does it Work?

This then is where we need to concentrate our research efforts.

With the Grabber button blinking away at me, I can open ANY program on my computer to copy information from. I could use the built in Researcher from Web Content Studio, but instead, I am going to use Firefox.

Let's open Firefox and go to Google. Since I want to write a section in my article on "What is the Atkins Diet", that is what I am going to type into Google:



Bear in mind that Google thinks these pages are the most relevant to the question "what is the atkins diet", so they must contain some great research information for us. All we need to do it visit a few of these pages, highlight any valuable information we can use (note we are not copying their content in our final article, we will re-write EVERYTHING) and right click the mouse and select copy. Anything highlighted will now appear on the Scratchpad.

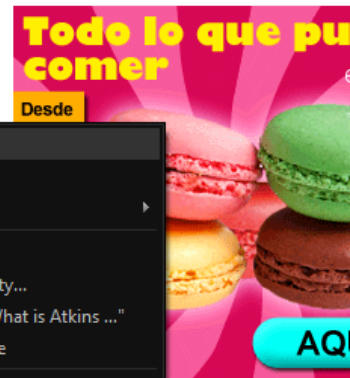
Here is a page with some content I am adding to my research:

Atkins Diet Plan

What is Atkins Diet?

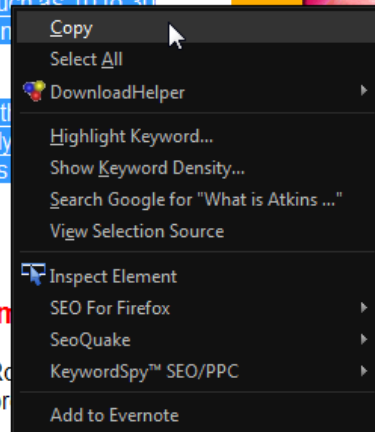
The Atkins Diet is an amazing weight loss diet plan that helps you lose weight without counting calories. You can lose as much as 10 to 30 pounds in the first month on atkins diet meal plan of meat, fish, eggs, cheese, good carbs and good fats.

The Atkins Diet Plan weight loss program works on the principle of severely restricting carbohydrates intake in your daily atkins diet meal plan. As your food cravings melt away with the atkins diet meal plan, you will feel energize both mentally and physically.



Atkins Diet Revolution and Atkins Diet n

The Atkins Diet was first presented in 1972 by Dr Robert Atkins. The Atkins Diet controlled low carb plan nutrition approach



number of books techniques.

Notice I just highlighted the text I wanted to keep, right clicked the mouse and clicked the Copy menu item.

Now on the scratchpad, that text appears:

Google

What is Atkins Diet?

The Atkins Diet is an amazing weight loss diet plan that helps you lose weight without counting calories. You can lose as much as 10 to 30 pounds in the first month on atkins diet meal plan of meat, fish, eggs, cheese, good carbs and good fats.

The Atkins Diet Plan weight loss program works on the principle of severely restricting carbohydrates intake in your daily atkins diet meal plan. As your food cravings melt away with the atkins diet meal plan, you will feel energize both mentally and physically.

Facts

As I was going through the Google search results, I found a page that gave me a definition for the Atkins Diet. Definition is one of the sections in my research template, so I just need to go back to the Scratchpad and put the cursor in that area. Now when I copy the research, it is added to my definition section:

A definition

The Atkins diet, officially called the Atkins Nutritional Approach, is a low-carbohydrate diet created by Dr Robert Atkins from a diet he read in the Journal of the American Medical Association and used to resolve his own overweight condition. ...
en.wikipedia.org/wiki/Atkins_diet

A diet in which a person attempts to lose weight by reducing the intake of carbohydrates, instead obtaining energy from dietary and stored fat
en.wiktionary.org/wiki/Atkins_diet

Diet designed by Dr. Robert Atkins that emphasizes a minimal intake of carbohydrates that can result in weight loss. A high intake of refined carbohydrates is believed to contribute to obesity. Jerky products containing less than 3 grams of carbs per serving size are considered low-carb.
www.jerky.com/Glossary.html

a high protein, high fat, low carbohydrate weight loss diet plan, which was made popular by Dr. Robert C. Atkins
bweightloss.com/dieting-info/diet-and-weight-loss-definitions/

When we have enough on the “What is the Atkins Diet”, we can search for “Is the Atkins Diet Safe” bit we need.

When you have done that, you can then look for “Does the Atkins Diet Work” information.

To help separate these sections and make writing the article easier, I have manually edited my template so I can put the relevant information in the relevant sections. I just need to put the mouse cursor in the appropriate area of my research template:

weeks, dieters can begin adding about 5 more grams of carbohydrates their diet weekly. Generally, a diet consisting of no more than 40-90 g carbohydrates is what dieters must stick to long term, in the "maintena phase. Even this is a scant amount of carbohydrate compared to what experts and major health organizations recommend.

SAFETY

DOES IT WORK/TESTIMONIALS

Facts

The goal of this first research step using Google is to us enough information to write a quality, informative article about the Atkins Diet. It may only be 300 – 400 words long, possible shorter, but the next few steps are designed to add “Fat” to the article, to make it truly worthy of inclusion in Google’s SERPs.

After searching Google for the three pieces of information, “What is it”, “Is it

safe” and “Does it work”, I have a lot of information to let me write the article. However, it’s always good to add “fat” to any article you write, and that comes from finding more useful information.

That is where the other areas of our template can be useful – as reminders of what you can look for to add a little extra authority to your content.

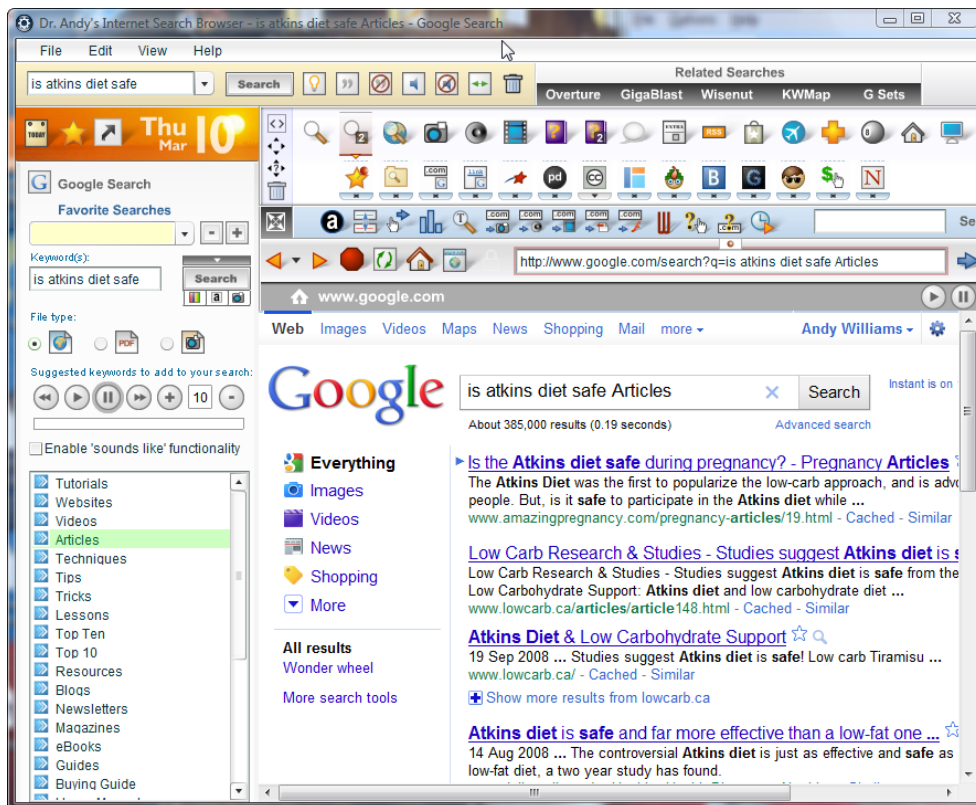
Here are the other sections of the template:

- Facts
- A definition
- Reviews
- Products
- Videos/Audio/images
- Comments from real people
- Most asked questions
- History of the topic
- Public domain resources
- Relevant Articles
- Quotations
- Resources
- Relevant News

It’s a good idea to come up with a list of sites you can look at for these sections. You can always add them into Web Content Studio’s Researcher, so you can quickly find them. If you prefer, you can download my free [Internet Search Browser](#).

It has a lot of these categories built in.

Here is what the Search Browser looks like:



NOTE: This is a free tool, and I no longer provide support for it.

Below I'll provide a rough guide to finding your way around, by looking at some of the research areas. Remember, if the Grabber is enabled in WCS, you can grab any information from within the Internet Search Browser as well 😊

Quick Guide to Internet Search Browser

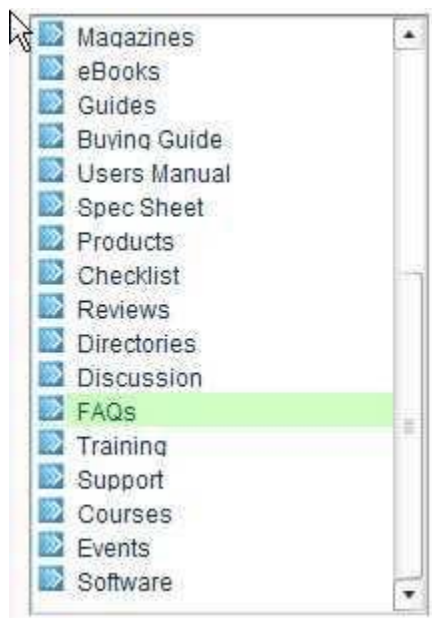
Firstly, type in your main phrase in the box, top left and click the search button next to this box:



This is the “primer” step for your research...

Looking for FAQs

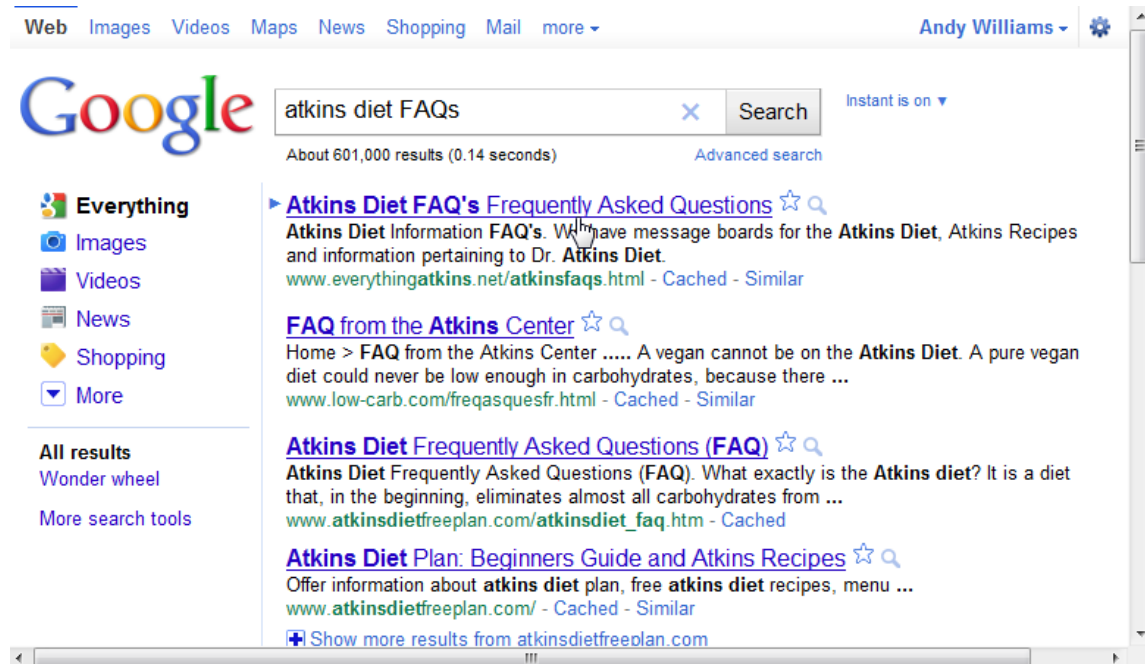
If you look down the left hand side of Internet Search Browser, you'll see a box full of words:



Scroll down and click on FAQs (stands for Frequently Asked Questions).

Note → Feel free to look at any of the other words in this list. Some lend themselves better to certain niches than others.

In the main browser, Google will open new search results that include your search phrase, plus the phrase “FAQs”.



Just spend a minute looking down the top 10, and opening any articles that seem to include facts about the Atkins Diet. Make sure you mouse cursor is in the “Most asked questions” section of the research template, and copy whatever you think is relevant and important.

Google News

Move your mouse over the “Web Search Button”, and then click the Google News Search button in the lower button bar that opens. These menus are dynamic so move around a bit. Hang in there, you’ll get the hang of it.

You can see the two buttons below:



In the main browser, you'll see current news items related to Atkins Diet:

Web Images Videos Maps **News** Shopping Gmail more ▾ Sign in ⚙

Google news Search News
Advanced news search

News Results 1 – 10 of about 102 for **atkins diet**. (0.05 se

Top Stories
More sections ▾

All news
Images
Blogs

Any recent news
Past hour
Past day
Past week
Past month
2000-2009
1990-1999
1950-1959
1900-1909
1890-1899
Archives


Sorted by relevance
Sorted by date

Follow **atkins diet** news

[Gary Taubes On Dr. Oz](#) ☆
Men's News Daily - [Amy Alkon](#) - 17 hours ago
If this sounds like the **Atkins Diet**, that's because it basically is. As Taubes told me, "Doctors been saying Atkins is a quack for so long, they never bothered to check whether he actually g science right. Unfortunately, he did and they ...

[Don't Diet while on Menopause, It's Lethal!](#) ☆
BlogHer (blog) - Mar 8, 2011
So I immediately began the **Atkins diet** at full throttle. In 2 weeks I'd lost 8.7 pounds. I was doi great! Even my 9 year old grandson, Andrew-Jordan, when seeing me for the first time in a cou weeks said, "Bella, I almost didn't recognize you! ...

[Move over Dr. Atkins, Carb Lovers Diet iPhone app is now on the menu](#) ☆
Appolicious - [Megan O'Neil](#) - Feb 22, 2011
America's obsession with weight loss has created an entire industry around diet gurus, diet bo diet foods and diet videos. Among the most famous is Dr. Robert Atkins and his **Atkins diet**, w champions a no-carb approach as the answer to unwanted ...

 [It's My New Thing: The Hamptons Diet And The Great Macadar Nut](#) ☆

These entries include the article link and description, plus the news source and date. You also have access to the menu on the left, offering you options to refine the search. E.g. you can look for news that broke in the last hour, day or week.

Any news item that is of interest should be noted, together with its URL. You should pay particular attention to any authority sources, in this case, medical journals. In this case the two citations of medical journals are not really relevant to our search.

Video, Photos & Sounds

This may not be the most relevant “fat” to add to an article on Atkins Diet, but it is there if you need it for your article.

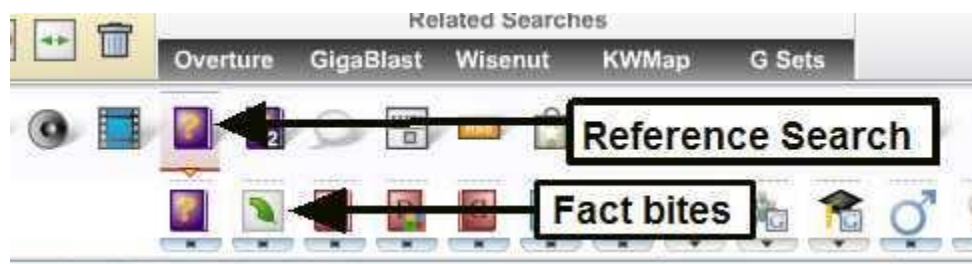
These are the main menu items for Image, Audio and Video:



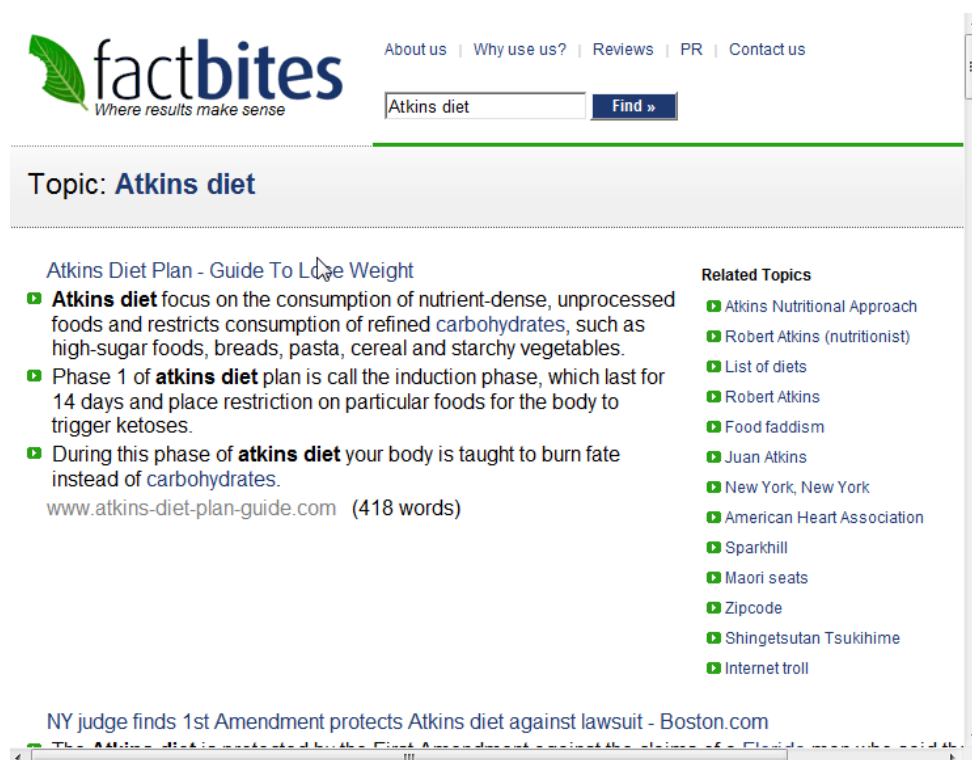
They will open the bottom menu of related resources.

Fact Bites

In Internet Search Browser, hover over the “Reference Search” button, and click the “Fact Bites” button.



Here is the page I get for Atkins Diet:



In the results, have a look for any facts you can use on your page, and make a note of them. What we are looking for are small snippets of fact, or interesting information that we will be able to use on our site as they are to provide varied information on the page.

I like to put facts like this in a “[Johnson box](#)” embedded within the text of the article. It helps break up a long article, and adds really interesting content.

If you have the technical ability, you could find a rotator script to rotate these snippets during the day, or during multiple visits by the same person.

Also note the related topics section on the right of this page. These can be the source of more great facts.

How Stuff Works

One of the resources I find particularly valuable for many topics I write about is the website How Stuff Works. You can access it through the search browser here:



Here is the page that How Stuff Works gives me on the Atkins Diet:

A screenshot of a search results page for "atkins diet" on the How Stuff Works website. The page features a search bar at the top with the text "howstuffworks search results for: atkins diet". Below the search bar, it states "Your search for 'atkins diet' returned 48 articles". The main content area displays several search results, each with a title, a brief description, and a link to the full article. The first result is "Diet Atkins" with a link to "http://www.righthealth.com" and the text "Relax. Take A Deep Breath. We Have The Answers You Seek." The second result is "Alimentacion Natural" with a link to "http://www.mercadonatura.com" and the text "Frutas y Verduras Ecologicas Aceite Ecologico". The third result is "How the Atkins Diet Works" with a link to "Images" and a photo of a piece of meat. The fourth result is "How the Atkins Diet Works: The Experts Weigh In" with the text "Atkins diet controversy centers on the consumption of high-fat and high-protein foods. Learn about the arguments in the Atkins diet debate... As mentioned earlier, there has been a great deal of controversy over the Atkins plan and other low-carbohydrate diets. The controversy generally...". The fifth result is "How the Atkins Diet Works: Benefits and Drawbacks" with the text "Atkins diet benefits include weight loss, weight maintenance, improved health, and low disease risks. Learn about the different Atkins diet benefits.... While some may consider the strictness of the diet a drawback, Atkins dieters are quick to point out that only carbohydrates are restricted - leaving a...". The sixth result is "How the Atkins Diet Works: The Four Phases of Atkins" with the text "Atkins diet phases allow your body to adjust to a low-carbohydrate diet. Learn about Atkins diet phases and how the Atkins diet phases help reduce.. routine. The Atkins diet consists of a four-phase eating plan. The foods you". The page also includes a sidebar on the left with a search bar and a "Terms" link. The top right corner of the page indicates "Sponsored Results".

In fact, as I scroll down that page, there are 48 articles related to Atkins Diet. Plenty of research material from this one site alone!

Quotations

It's often nice to find quotations we can use in our web page, using the "Word Search" button, followed by the quotations button. You can see those two buttons here:



In this particular instance, there are no quotes for the Atkins diet, but you could amuse your visitors by including some quotes about diets in general. These could go in a side bar, and be there for pure entertainment.

What about this one:

I've been on a diet for two weeks and all I've lost is two weeks.
Totie Fields
- More quotations on: [\[Food\]](#)

I feel about airplanes the way I feel about diets. It seems to me they are wonderful things for other people to go on.
Jean Kerr

A diet is when you watch what you eat and wish you could eat what you watch.
Hermione Gingold, from a press report, 1973

Or maybe something a little more intellectual:

Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet.
Albert Einstein (1879 - 1955)
- More quotations on: [\[Food\]](#)

The first thing you lose on a diet is brain mass.
Margaret Cho

Whichever way you look at it, it will add entertainment and value to your pages.

More News

If you are interested in finding more current news for your you can search a number of different news sites using the “News Search” button:



Once you are happy with the news, there is one final piece of information I like to search for when researching an article - forum posts.

In this case, what are people writing about on forums related to the Atkins Diet, especially with a view to safety? For me, the best place to look is Google Groups.

Google Groups for real “conversations”

With “atkins diet safe” in the search box, click the “Reference Search” button, followed by the “Google Groups” one. NOTE, the button to the right of Google Groups is Google Scholars, and this is often useful for many topics.



Here are some of the results I get:

Groups Images Realtime Web Help | Sign in

Google groups Search [Advanced Search](#)
[Preferences](#)

Search: all groups Google Groups

Groups Results 11 - 20 of about 459,000 for **atkins diet**.

[Fla. Man Sues Co. Promoting Atkins Diet](#) Sorted by relevance [Sort by date](#)
[clari.tw.science](#) - Last post: May 27, 2004
 AP-TBO HlthSci C-webw...@clari.net clari tw science clari biz industry health
 care clari tw misc clari biz industry clari tw science+space clari biz ...
<http://groups.google.com/g/95e7fee3/t/af614306263ffe30/d/57deecf1b29bb4b3>

[Atkins Diet](#)
[alt.uk.penspals](#) - 5 posts - 5 authors - Last post: Apr 24, 2004
 millt@richardmarkadams2REM...@hotmail.com alt uk penspals The Atkins diet is
 ok.
 I'm 6' 3" 15 st but not overweight at all. IMO, a more sensible approach to ...
<http://groups.google.com/g/7967fef6/t/c141d86d7a241ba4/d/4e2a16e390a5c52d>

[HGH-HUMAN-GROWTH-HORMONE-ANTIAGING-ATKINS DIET-WEIGHT LOSS](#)
[HGH-HUMAN-GROWTH-HORMONE-ATKINS-DIET-...](#) - 1 post - 1 author - Last post: May
 20, 2004
 ... HGH-HUMAN-GROWTH-HORMONE-ATKINS-DIET-WEIGHT-LOSS HGH-HUMAN-
 GROWTH-HORMONE-ANTIAGING-ATKINS DIET-WEIGHT LOSS ...
<http://groups.google.com/g/2247fe11/t/be29a018524d06f2/d/5267edf16f4a51cf>

[Two studies favor Atkins diet](#)
[clari.local.north.carolina](#) - Last post: May 18, 2004
 In it, 120 obese adults between 18 and 65 were randomly allocated to an Atkins
 or to a low-fat diet. After six months, the average weight loss on Atkins was
 ...
<http://groups.google.com/g/ad97fefe/t/bd92bda92912af46/d/a8b76a576cef44b8>

What we want is an idea of what people are discussing about the Atkins diet, so read through some of the postings.

You can enter your research into the “Comments from real people” section of your notes. At this point we don’t need to know whether the information is correct or not, or whether we agree with it, we are purely looking for “conversations” real people are having on the topic.

An Alternative way to research content

The Internet Search Browser is a great way to get research notes for creating quality content, and it does a great job of finding other media formats like photos, videos, PDF tutorials etc, that you can use or link to form your site.

In addition, the “Content Grabbing” feature of the Web Content Studio makes it easy to capture notes, that you can use for writing the body of your content, and this is the method I use for notes on my own sites. However, there is a more automated option of grabbing “research notes” for those who want it.

The tool I am going to mention is one that is sold as a rapid content writing tool. However, it works by grabbing content from other sites, and you then point and click to select sentences you want to use in your content. So, in effect, it creates articles that are made up of sentences from other sites. It is NOT a good idea to use the articles that the software churns out; at least not on your own sites, or anywhere that your reputation is important to you. However, this tool is great for researching the content for a niche article, and as long as you completely re-write the articles it produces, it can still save you vast amounts of time.

If you have this tool, or buy it, please only use it for research, NOT for creating articles for your site. The tool in question is [InstantArticleWizard](#).

In 2011, Jonathan released version 3 of this tool, and I have to say, some of the features are quite remarkable. Check it out for yourself if you want easier ways of researching your articles.

e.g. I asked it to create an article for me on Atkins Diet, and this is what I got back, within seconds:

Atkins diet is a high-protein, high-fat, and very low-carbohydrate regimen. It is a popular low-carbohydrate weight-loss diet created in 1972 by cardiologist Robert C. Atkins. It is a technique that helps our body to lose weight naturally by inducing an adjustment in metabolism. It is not recommended for women experiencing menopause because of calcium depletion. Atkins diet is lively and well gain than ever with these newly reformulated Atkins advantage bars.

Atkins diet has a lot of health benefits, but it is not a particularly cheap way to diet. It has several tasty recipes, all of which I was too busy to cook at the time. It has become popular in sports nutrition circles because of the often dramatic results in performance. It can be boring because of the limited choice and some believe it can be dangerous.

Atkins diet is a high-protein, high-fat, and very low-carbohydrate regimen. It is a popular low-carbohydrate weight-loss diet created in 1972 by cardiologist Robert C. Atkins. It is a technique that helps our body to lose weight naturally by inducing an adjustment in metabolism. It is not recommended for women experiencing menopause because of calcium depletion. Atkins diet is lively and well gain than ever with these newly reformulated Atkins advantage bars.

Atkins diet has a lot of health benefits, but it is not a particularly cheap way to diet. It has several tasty recipes, all of which I was too busy to cook at the time. It has become popular in sports nutrition circles because of the often dramatic results in performance. It can be boring because of the limited choice and some believe it can be dangerous.

If may not be polished, but it could be the basis of an article, with a lot of the

research already done for me.

Choosing a Writing Style

OK, with research completed, it's time to write the article. Before we get our hands dirty though, I'd like to discuss writing styles with you.

Articles should always be informative, but can be written in a number of different styles. For example, you could write the article as a story about your own personal experiences.

e.g. "50lbs over-weight and with blood pressure running to 160/100, I had to get in shape. The Atkins diet appealed to me because I was allowed to eat lots of meat, and hunger wasn't a problem on the diet. However, before embarking on the diet, I needed to find out if it was safe..." and so on.

This method makes the reader believe that you have been through their situation and can offer valuable help based on experience. They want to know how the Atkins diet worked out for you, and are more likely to trust you having read your personal story.

This style of article is one that you might not want to write if you have not experienced the subject of the article. However, you could write a personal style article by referring to a family or friend who has had the experience.

E.g. if you have never been over-weight, but your sister has, instead of saying something like:

"I was fifty pounds over-weight and my doctor told me to lose weight, or permanently damage my health."

Say something like this:

"My sister has battled the bulge all her adult life. At 50 pounds over-weight, the final straw was when her doctor used the words 'morbidly obese'".

Base the article on her experiences, not yours. This is still personal as it is something that affects your life.

Another alternative of this personal style is to write a "case study" style article, where you present the facts based on other people's experiences.

e.g. "Peter was 40 years old, and 100 lb overweight. His doctor told him that he was morbidly obese, and needed to lose weight to avoid health complications".

This type of article is often easier to write because you can draw on real life stories you read about on the Internet.

The alternative to personal style articles mentioned above is a more informational approach. This is probably going to be the style you use when you write about topics you don't have personal experience with, and can't find third-party stories to base your article on.

e.g. "The Atkins diet is based on high protein, low fat meals, and has been responsible for massive weight loss in a number of prominent celebrities. However, health concerns often arise whenever the Atkins diet is reviewed.....", and so on.

Decide on the style you want to use to write each of your articles. It may depend greatly on the type of article you are writing, e.g. a product review can come alive if written from experience.

If I were creating content for the Atkins diet for real, since I have no experience personally with the Atkins Diet, I would probably write my article in the informational style.

However, when we come to write the demo article on this topic, we'll do two examples - one in a personal format, and one purely informational. It is actually a great idea to write more than one article in different styles from all research you do, because you get two or more articles out of the same research. One can be posted on your site; the other can be submitted to a directory or offered to another webmaster in return for a link back to your site.

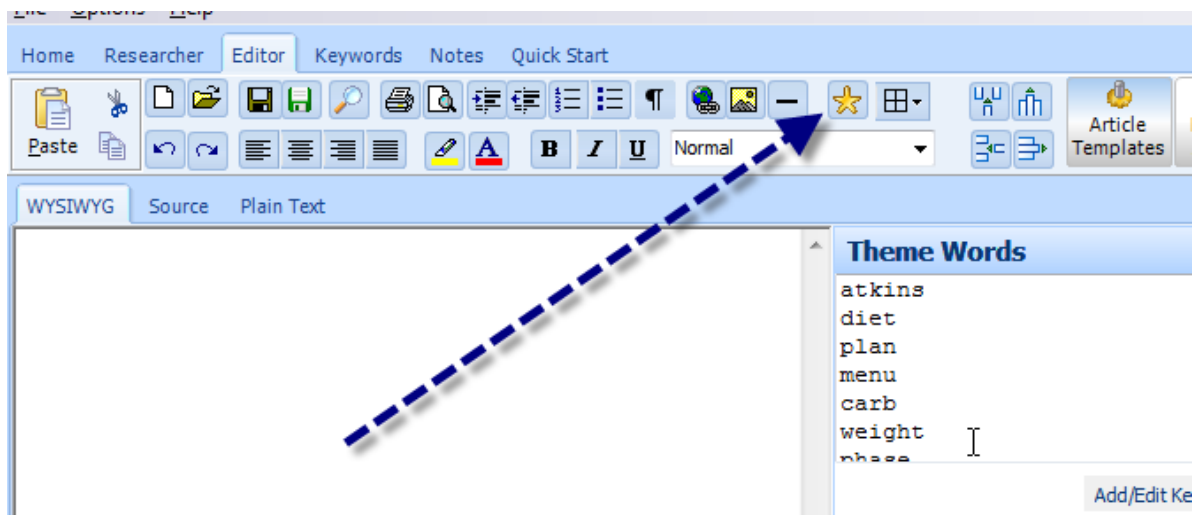
Some other ideas for types of articles are:

- A list of tips – e.g. 10 tips to solve your sleep problems.
- How to tutorials – e.g. How to change the oil in your car.
- A list of facts – e.g. Top 10 facts on dog training.
- Reviews – review a product.
- Interviews – create an article based on an interview with someone.
- Motivational articles – e.g. How I overcame my shyness.

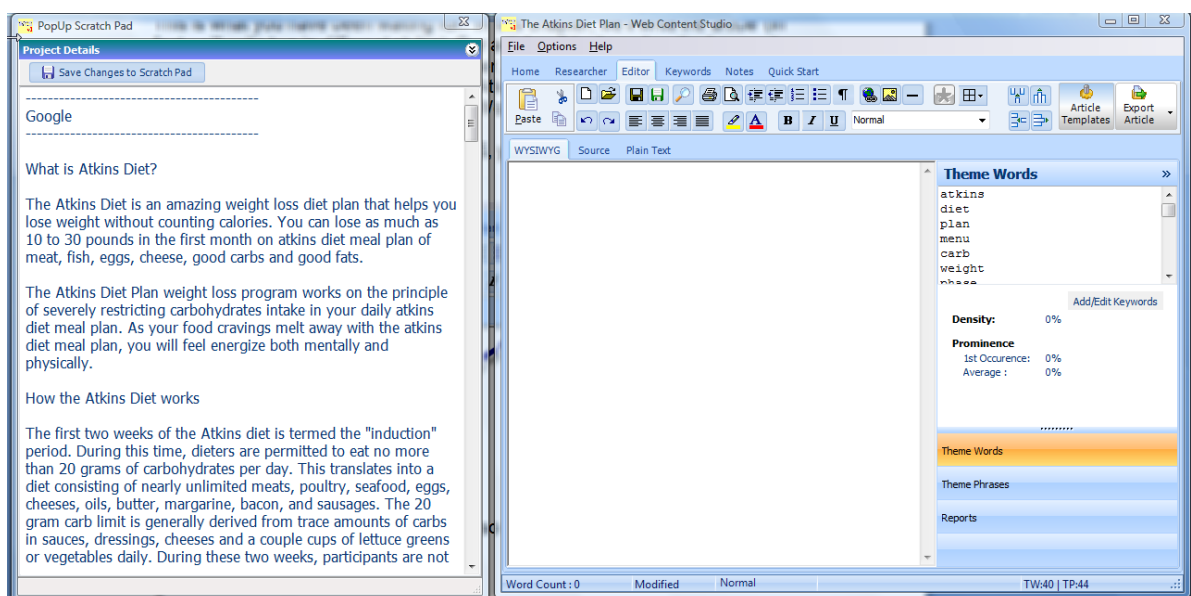
Writing the article

This is what you have been waiting for. In this chapter, we'll write the article (in fact we'll write two in different styles). Our article will be based on the keyword phrase "The Atkins Diet Plan". Remember, we decided earlier that this article would be an informative overview of the Atkins Diet Plan, covering three main areas – What is it, Is it Safe and Does it Work.

If you go to the WYSIWYG Editor in WCS, you can click the popup Scratchpad button:



This will open up our Scratchpad Notes, so we can see them as we write our article:



You will notice I have made my notes long and thin, and placed them on the left of the editor window. Now I can refer to my notes as I type article.

NOTE: if the text in the popup scratchpad has strange line breaks, go back to the Scratchpad on the Researcher tab and make sure “Wordwrap” is off on that screen.

OK; so we are now ready to start writing.

Planning your article

It is always good to have some formula to work to when writing an article, and the good thing is that your research almost writes the article itself. The formula I want to use in this article is simple – three main sections to the article:

1. What is it?
2. Is it Safe?
3. Does it Work?

Though not necessarily in that order...

All articles should have:

- a title that captures the reader's attention and makes them want to read the article. We'll look more at the title later (I like to write the article first, as I find it much easier to write a compelling title once the body of the article is written).
- An introduction where you again try to capture your reader's attention and make them want to continue. Introductions can explain what the article is about or just set the scene for the article.
- A "body" of content that is engaging, informative, and covers the topic.
- A closing paragraph that should be a "call to action". If your visitor has read this far, what do you want them to do next?

When you write articles, a lot of it is just re-writing sections of your notes in your own words. Now, some people find this difficult, but it really isn't if you understand what your notes mean. If you find a bit of information in your notes that you want to include in your article, do this small exercise:

1. Read and understand that section of your notes.
2. Close your notes.
3. Pretend you are telling a friend about this information, and just write down a paragraph that explains the information.

If there are details that you cannot remember, just leave a gap in your paragraph, and then go back later with your notes open to fill in the details.

e.g. You might write something like this:

"The University of ----- carried out a study on ---- men that showed cholesterol levels were much lower in those patients following the Atkins diet, when compared to a low fat diet."

You can then go back to your notes, and find which university, and how many men, and fill those details in. I don't recommend you look at your notes as you re-write sections, since this will encourage straight copying – something you should never do.

Example written in a “Personal Experiences” style

We need to write an opening paragraph that will capture the reader’s attention.

Since our article is going to be about the Atkins diet (what it is, is it safe and does it work) maybe we should capture the reader by going straight into the health concerns over the diet. I think they are more likely to carry on reading if there are doubts over safety in the opening paragraph, rather than a “what is the Atkins Diet” paragraph. This will be our “hook” to keep the visitor on the page.

If we are writing in a “personal experience” style, I think the best solution is to make the reader believe you have been on the diet yourself, and make mention of your safety concern. This will let the reader know that you have already researched the issues of safety, and therefore the article should answer their own concerns.



You may be a little concerned about writing like this if you have not experienced the topic of your article, so you will need to make the choice of whether to write in a personal style or not for your own content. Also, remember you can use case studies of people you know who have been on the diet instead if you prefer.

How about this for an opening couple of sentences?

“My weight has ballooned to 250lb, about 100lb over my “ideal weight”. According to my doctor, I was morbidly obese, and I had to either lose weight, or risk premature death.”

This paragraph tells my visitor that I have been there. I was in the situation where I had to lose weight, so the reader knows my “motivation” for writing the article.

Now we need to work in the Atkins Diet. Here it is:

“A friend at work had been on the Atkins Diet and lost an incredible amount of weight. It sounded ideal as it meant I could eat as much as I wanted, as long as I kept to high protein meals. My friend said they were never left feeling hungry while on the diet.”

Now we need to work in the safety concerns:

“I desperately wanted to lose weight, and the diet sounded easy to follow, but I had one nagging concern. Safety. I had read online that the Atkins Diet was not safe. There may be a lot of side effects to high protein & high fat diets like the Atkins. I spent about a week researching the Atkins Diet on the internet to find out if it was safe, and I'd like to share with you my findings”.

OK, we have now introduced fears over safety. The other thing this paragraph does is to tell the reader that you have researched the issue of safety and the Atkins diet. That will keep them on your page, since that is why they found your page in the first place – concerns over safety.

At this point in the article, you could bring in the Google Groups discussions we researched. There were a lot of discussions on the safety, so a lot of people are obviously asking the same questions.

How about adding something like this:

“After reading several newsgroups on the internet, the issue of Atkins Diet safety cropped up many times. On alt.support.diet.zone, someone asked whether the Atkins diet was nutritionally safe, and wondered about possible side-effects. Someone replied to his post saying that they thought it was most difficult to get fibre and vitamins.

On Sci.med.nutrition, someone asked if the Atkins diet was safe and effective. The discussion went on to discuss the body going into Ketosis (a condition your body goes into in response to chronic starvation) during low carb diets, and whether that was good or bad for the body. There was differing opinions on this.

On rec.running, a Reuter's Health article was mentioned suggesting the Atkins Diet was fine for 6 months, but not long-term, while a reply post to this mentioned another Reuter's article that told of the death of a 16 year old who died while on a low-carb diet. However, as it was pointed out in the newsgroup thread, no one can be sure that was due to the diet and not some other problem.

As you can see, a lot of people are unsure about the Atkins Diet. Is it safe, or not?”

We can now refer to our research and discuss the safety concerns, plus the current research in this area. We want to try to answer the question “Is it safe”?.



We have already written over 300 words, and that is only the beginning. Articles you write should be as long or as short as they need to be to cover the material. You should avoid thinking in terms of 250 word articles, 450 word articles etc. Make it natural, and it will be just the right length, whatever that might be. I have been researching how search engines work for several years, and one thing I have noticed is that content has gradually got longer over the years. Today, it is common to see 1000 word+ articles in the top 10 of Google. In many ways, longer articles can signal quality and authority. My personal suggestion is to think of 1000 words as a ballpark figure. If you end up short, that's OK as long as you have covered the subject, but if you run over 1000 (which is easy to do when you create content the way

this course teaches) then don't worry about it.

In the next paragraph, I want to state whether I think it is safe, BEFORE I go on to talk about what the diet is, and whether it works. That makes sense to me because I don't want to tell people what the diet is, and that it works, only to go on and say it's not safe. If I can ease their fears now, I can then keep them reading.

Here is the next paragraph in my article, which is a summary of some of my research conducted earlier:

"US researchers studies 63 obese men and women over a period of 12 months. Dieticians assessed their progress. While it was clear that those on the Atkins diet lost weight quicker, a surprising side-effect was that those on the Atkins Diet had greater increases in their levels of good cholesterol (HDL cholesterol). A larger study at the VA Medical Center in Philadelphia found low-carb diets were linked to greater weight loss than low-fat diets, but also reductions in triglycerides and improvements in insulin sensitivity".

Also in my research was this:

"The good news is that in the short term, according to the University of Pennsylvania Medical School, low carb diets "may be safe." Also, in the short term, individuals on a low-carb diet tend to lose more weight than individuals on other low fat diets."

I re-wrote to this:

Studies at the University of Pennsylvania Medical School showed low-carb diets might be safe. They also confirmed that low-carb dieters lost weight more quickly than low-fat dieters.

Just to add a little authority to that statement, I will then link out to an authority site that has reported these stories, in this case, the BBC website. When I link to an authoritative source, I open links in a new Window, but leave the links DO FOLLOW. Don't be afraid of linking out to authority sites – it will actually help build your own site authority!

My article is currently 488 words, and we still haven't covered the "what is it" and "does it work". This isn't a problem as mentioned earlier. Make the article as long as necessary without adding "fluff".

Let's get into the Atkins Diet, and what it is

Using my research I can easily write a good paragraph on What the Atkins Diet is.

Here is what I have re-written from the notes:

"The Atkins Diet is named after the guy who invented it - Dr. Robert Atkins.

The idea behind the diet is simple - carbohydrates make you fat! This then is a low-carb diet. Now, the problem with removing carbohydrates from the diet is that they provide a lot of energy - energy that you need in your diet. If you cannot get it from carbs, then you need to get it from increased levels of proteins and fats. Here is where a lot of people worry because the idea of a higher fat diet is something that goes against everything we have heard or read on the subject of obesity.

The diet itself has various stages. The first two weeks are the "induction" where dieters can only eat 20 grams of carbohydrate a day. Dieters find themselves on a diet of unlimited meats:

- Poultry
- fish and other seafood
- eggs
- cheeses
- oils
- butter
- margarine
- bacon
- sausages
- etc.

After these first two weeks, dieters are allowed to add carbohydrate to their diet, but only about 5 grams a week up to a maximum of 40-90 grams (maintenance phase).

Obviously the above description is a basic summary. To follow the actual diet you would need to get a hold of the Atkins Diet Program.

This article is growing nicely! The next section I want to add is on whether or not the diet works. I have some personal experience of this, so will mention that, but I also have the results of my research. Here is what I wrote:

"Absolutely. I know this for a fact, not just because I have read so many testimonials on the Internet, but because I have done the diet myself. I only stayed on it for two weeks, but I lost 8lb in that time.

You can also check out popular shopping sites like Amazon, where they sell Atkins Diet books. The book "[New Atkins for a New You: The Ultimate Diet for Shedding Weight and Feeling Great](#)" has 168 customer reviews, with 128 people awarding the book 5 out of 5! That just doesn't happen unless the diet in the book is working out for these people. Here are some quotes from happy customers:

- "Since following the plan outlined in this book, I have lost weight, my arthritis has improved substantially (particularly in my neck and shoulders) and my dry skin (which 2 dermatologists had diagnosed as rosacea) has disappeared. My tryglyceride level dropped remarkably, but more importantly my HDL (the good cholesterol) has gone up and my latest BP

was 117/76. I used to wear a size 18 -- now I wear a 6 or 8. All of these results came from following the plan outlined in this book."

- "In the two weeks that I have been following the vegetarian version of Atkins, I have already lost 5 pounds. Just as important, my constant hunger has disappeared."
- "This worked for me. Now 150 lbs., down from 200, I feel better each day."
- "The big shocker for me was when I got back my lipid panel, there was massive improvement in all tests. Cholesterol was below 170 and LDLs at 100 (it was higher before Atkins)! My Fasting Glucose was well into the safe zone. I eat eggs every day and bacon twice a week, also cheese and nuts."
- " I think this is a great plan for those for whom sugar is a problem: Case in point is my husband, a sugar-holic who has thus far (less than a month) lost 15 pounds."

”

You will notice I have hyperlinked to a book on Amazon. That could be an affiliate link if that is something I want, or just a plain link out to another site (maybe the authors site).

The other thing I have done is used Amazon customer reviews to help with social proof that the diet works. Anyone reading my article can go and check these if they want as I provided the link to the book. You might even add in another affiliate link at the end of these customer reviews, saying something like:

“If you want to read more reviews on this book, click here.”

Then just hyperlink the click here with your affiliate link for the Amazon product,

NOTE: more recently I have stopped using Amazon customer reviews as direct quotes from the Amazon website. I have done this so that there is no plagiarised text on my page and my article ends up 100% unique to my site. Because these customer reviews add social proof, what I now do is to summarise the main points both good and bad from what has been said on the Amazon website. I can then link to the Amazon website to suggest my visitors go and read the reviews.

OK, we are nearly finished. The last thing I want to do is add a final summary paragraph to summarise the Atkins Diet. Here it is:

“My research into Dr. Atkins Diet suggests that not only is it an effective method of weight loss, but can also help control cholesterol, and maybe even contribute to increased bone density. If you are considering going on the Atkins diet, I highly recommend you ask your doctor first. Medical supervision is always a good thing despite the apparent positive vibes coming for various universities and medical centers.”

In this paragraph, I wanted to include a warning. Your body is what you put into it, so something as radical as the Atkins diet should not be entered lightly. With any medical topic, always advise your visitors to consult their doctor. You should also put your call to action in this final paragraph.

Tell the reader what you want them to do next.

This might be to visit another page on your site, or download a free report, or sign up for a newsletter. It can also be to go and buy something - a book, or some other product. You want to either keep them on your site, exposing them to your AdSense ads, send them to a merchant in a buying mood, or get them to give you their email address for future promotions.

I like to create free reports for my visitors so that I can put in affiliate links within the reports, selling all manner of relevant products. The other thing these free reports are good at is getting people back to your site, where they are exposed to your AdSense. Imagine that in your free report you reference an article on your site (that contains AdSense). Tell the reader to visit the page to read the article. In doing so, they may click an AdSense link.

Alternatively, offer suggestions for further reading (again through an affiliate link), or high protein products that are on the Atkins Diet plan (you guessed it, another affiliate link). Here is an example of a closing paragraph designed to get the readers email address and allow them to download your free report.

“With the Atkins Diet, I lost 8lb in my first week on the diet. My weight loss has continued since then, and I have written a short report outlining my experiences on this diet. To read more about my success, and see how much I ended up losing (as well as motivate yourself to lose weight), download my free report. Just fill in the form below with your name and email address, and I'll send you the download link for the report. You will also be subscribed to my free Diet Reviews newsletter which I publish every two weeks (you can unsubscribe at any time)”

OK, now this call to action is getting the user to fill in their name and email address to get the report. The thinking behind this is that I can then add that person to my newsletter list giving me more options to contact that person with promotional offers in the future, or even just notify them every time a new article is posted on my site (remember, get them back to your site often to expose them to your AdSense and affiliate promotions).

People are becoming more wary of giving their email address to unknown people, so the more trust you build up the better.

Things you can do:

1. Let them know they can unsubscribe at any time.
2. Let them know you will keep their details private, and only use it for the reasons outlined on your page.

3. Make your content great – it builds visitor confidence.

Our article has now grown to well over 1000 words, and that is without trying to force word counts. The last thing I want to do with this article is to add in sub-headers and bullet points. A long article like this needs to be divided up using headers to show the main areas of the article, and bullets to highlight important “lists”. It helps readability, and a lot of people skim read, so any sign-posts you can lay out for them will help keep them on-site.

So here is the final article.

My weight has ballooned to 250lb, about 100lb over my “ideal weight”. According to my doctor, I was morbidly obese, and I had to either lose weight, or risk premature death.

A friend at work had been on the Atkins Diet and lost an incredible amount of weight. It sounded ideal as it meant I could eat as much as I wanted, as long as I kept to high protein meals. My friend said they were never left feeling hungry while on the diet.

I desperately wanted to lose weight, and the diet sounded easy to follow, but I had one nagging concern. Safety. I had read online that the Atkins Diet was not safe. There may be a lot of side effects to high protein & high fat diets like the Atkins. I spent about a week researching the Atkins Diet on the internet to find out if it was safe, and I'd like to share with you my findings.

Is the Atkins Diet Safe?

After reading several newsgroups on the internet, the issue of Atkins Diet safety cropped up many times.

- On **alt.support.diet.zone**, someone asked whether the Atkins diet was nutritionally safe, and wondered about possible side-effects. Someone replied to his post saying that they thought it was most difficult to get fibre and vitamins.
- On **Sci.med.nutrition**, someone asked if the Atkins diet was safe and effective. The discussion went on to discuss the body going into Ketosis (a condition your body goes into in response to chronic starvation) during low carb diets, and whether that was good or bad for the body. There was differing opinions on this.
- On **rec.running**, a Reuter's Health article was mentioned suggesting the Atkins Diet was fine for 6 months, but not long-term, while a reply post to this mentioned another Reuter's article that told of the death of a 16 year old who died while on a low-carb diet. However, as it was pointed out in the newsgroup thread, no one can be sure that was due to the diet and not some other problem.

As you can see, a lot of people are unsure about the Atkins Diet. Is it safe, or not?”

Interesting Medical Case Studies

1. US researchers studied 63 obese men and women over a period of 12 months. Dieticians assessed their progress. While it was clear that those on the Atkins diet lost weight quicker, a surprising side-effect was that those on the Atkins Diet had greater increases in their levels of good cholesterol (HDL cholesterol). A larger study at the VA Medical Center in Philadelphia found low-carb diets were linked to greater weight loss than low-fat diets, but also reductions in triglycerides and improvements in insulin sensitivity.
2. Studies at the University of Pennsylvania Medical School showed low-carb diets might be safe. They also confirmed that low-carb dieters lost weight more quickly than low-fat dieters.

You can read more about Science's endorsements of the Atkins Diet on the [BBC Website](#).

So What Exactly is the Atkins Diet Anyway?

The Atkins Diet is named after the guy who invented it - Dr. Robert Atkins. The idea behind the diet is simple - carbohydrates make you fat!

This then is a low-carb diet. Now, the problem with removing carbohydrates from the diet is that they provide a lot of energy - energy that you need in your diet. If you cannot get it from carbs, then you need to get it from increased levels of proteins and fats. Here is where a lot of people worry because the idea of a higher fat diet is something that goes against everything we have heard or read on the subject of obesity.

The diet itself has various stages. The first two weeks are the "induction" where dieters can only eat 20 grams of carbohydrate a day. Dieters find themselves on a diet of unlimited meats:

- poultry
- fish and other seafood
- eggs
- cheeses
- oils
- butter
- margarine
- bacon
- sausages
- etc.

After these first two weeks, dieters are allowed to add carbohydrate to their diet, but only about 5 grams a week up to a maximum of 40-90 grams (maintenance phase).

Obviously the above description is a basic summary. To follow the actual diet you would need to get a hold of the Atkins Diet Program.

Does the Atkins Diet Work?

Absolutely. I know this for a fact, not just because I have read so many testimonials on the Internet, but because I have done the diet myself. I only stayed on it for two weeks, but I lost 8lb in that time.

You can also check out popular shopping sites like Amazon, where they sell Atkins Diet books. The book "[New Atkins for a New You: The Ultimate Diet for Shedding Weight and Feeling Great](#)" has 168 customer reviews, with 128 people awarding the book 5 out of 5! That just doesn't happen unless the diet in the book is working out for these people. Here are some quotes from happy customers:

- "Since following the plan outlined in this book, I have lost weight, my arthritis has improved substantially (particularly in my neck and shoulders) and my dry skin (which 2 dermatologists had diagnosed as rosacea) has disappeared. My triglyceride level dropped remarkably, but more importantly my HDL (the good cholesterol) has gone up and my latest BP was 117/76. I used to wear a size 18 -- now I wear a 6 or 8. All of these results came from following the plan outlined in this book."
- "In the two weeks that I have been following the vegetarian version of Atkins, I have already lost 5 pounds. Just as important, my constant hunger has disappeared."
- "This worked for me. Now 150 lbs., down from 200, I feel better each day."
- "The big shocker for me was when I got back my lipid panel, there was massive improvement in all tests. Cholesterol was below 170 and LDLs at 100 (it was higher before Atkins)! My Fasting Glucose was well into the safe zone. I eat eggs every day and bacon twice a week, also cheese and nuts."
- "I think this is a great plan for those for whom sugar is a problem: Case in point is my husband, a sugar-holic who has thus far (less than a month) lost 15 pounds."

Atkins Diet Summary

My research into Dr. Atkins Diet suggests that not only is it an effective method of weight loss, but can also help control cholesterol, and maybe even contribute to increased bone density. In fact, one study showed improvements in all of the following areas:

- Weight Loss
- Systolic Blood Pressure
- Diastolic Blood Pressure
- Triglycerides
- HDL cholesterol
- LDL cholesterol
- Insulin
- Glucose

However, if you are considering going on the Atkins diet, I highly recommend you ask your doctor first. Medical supervision is always a good thing despite the apparent positive vibes coming for various universities and medical centers.

My Personal Atkins Diet Story

With the Atkins Diet, I lost 8lb in my first week on the diet. My weight loss has continued since then, and I have written a short report outlining my experiences of this diet. To read more about my success, and see how much I ended up losing (as well as motivate yourself to lose weight), download my free report.

Just fill in the form below with your name and email address, and I'll send you the download link for the report. You will also be subscribed to my free Diet Reviews newsletter which I publish every two weeks (you can unsubscribe at any time).

The final step is to come up with a title. We will look more at this later, but for now, let's try to come up with one.

How about:

Atkins diet plan – The Controversial Low Carb Celebrity Diet Plan that Allowed me to Shed 8lb in 1 week! But is it Safe?

Remember, you want to try to catch the attention of those searching at Google, plus get your keywords in with the main phrase near the beginning:

I could probably do better with a little more time, but I quite like it.

Here are a couple of other titles that could be used on this type of article:

- “My massive weight loss on the Atkins Diet, but is it safe?”
- “I lost 100 lb after this research said the Atkins Diet was safe”.
- “My personal story of the Atkins diet, and the research that persuaded me it was safe.”

These titles are concise, and should get the interest of the searcher if confronted with the title in the search results. The main words are in the correct order and close together, which is very important.

When you are coming up with a title, you need to find a title someone will click on if it appears in the search results. After all, it does not matter how good your article is if no-one gets to read it.

So that's the finished article.

Or is it?

As we have written the article, we have paid no attention at all to keywords and keyword phrases. This was actually on purpose. I like to write the content so that it is quality first. I cannot do this if I am constantly keeping an eye on a keyword list. Therefore, I do my final tweaks after the content is written. Incidentally, I get a lot of ghost writers to create content for me. I generally do not give them theme words or phrases to include. I get them to concentrate on quality, and when I get the article back, I'll theme it myself.

Themeing Up Your Content

With Web Content Studio, this is actually easier than it sounds. We already collected the theme words and phrases for this article earlier in the course, so

all we need to do is run WCS's "Theme Report" to see where it needs a little work.

The Theme Report will list all of the theme words in my list, plus the number of times they are used. If any theme words have been used too many times, it will warn you of potential keyword stuffing. I would not expect this to be a problem in our article as it was written naturally, and without trying to fit theme words in as we went.

The second section of the theme report tells me which theme words are not in the article. Here is that section of the report:

Theme words not found:

information
metabolism
lifetime
recipes
serve
count
foods
salad
list
days
menu

So out of my original list of 40 theme words, just 11 are missing. Again, this is not bad considering we did not keep our eyes on the theme word list as we wrote the article. We will see what we can do about that in a moment. Let's see what other information the theme report gives us.

The next section lists the theme phrases, and how many times they are used. Like the theme words, we then get a list of those that are not found in our article. We expect there to be more of these since theme phrases are used to "tweak" the theme of the article. Adding phrases will add emphasis to the theme, and should be used sparingly. When we did our initial theme word research, we chose all theme phrases that we thought were relevant. Now, when we try to add some into our article, we'll try to add only the most relevant.

Here are the theme phrases that are missing from our article:

Theme Phrases not found:

atkins diet menu plan
atkins diet meal plan
14 days atkins diet
low carb food list
atkins diet menu
diet menu plan
atkins diet meal
atkins diet induction
atkins diet food
atkins diet phase
weight loss program
new atkins diet
atkins menu breakfast
atkins menu lunch
diet menu
atkins menu
menu plan
dr atkins
diet food
diet phase
induction phase
cream cheese
lifetime maintenance
dinner menu
atkins recipes
atkins induction
food list
breakfast menu
lunch menu
weight maintenance
carbohydrate intake
diet recipes
diet breakfast
diet lunch
diet dinner

That's 35 phrases missing, which means we did include 9 naturally from our original list of 44. That's a great start. I also see that "dr atkins" is missing as a phrase, but I know I included "Dr. Atkins" in the content (note this spelling has the period/full stop after the "Dr" bit), so really we have included 10 phrases.

Finally, the theme report gives us a summary of how well it thinks we have themed the article to our theme words lists.

Here is the final summary table:

Article Theme Summary:

Article Words: **1282**

Theme Words

Total Theme Words: 205

Different Theme Words: 29

Percentage of Theme Words Used = 72.5

Themed 16 % (1 theme word every 6.3 article words)

Theme Phrases

Total Theme Phrases: 54

Different Theme Phrases: 9

Percentage of Theme Phrases Used = 20.5

Themed 4.2 % (1 theme phrase every 23.7 article words)

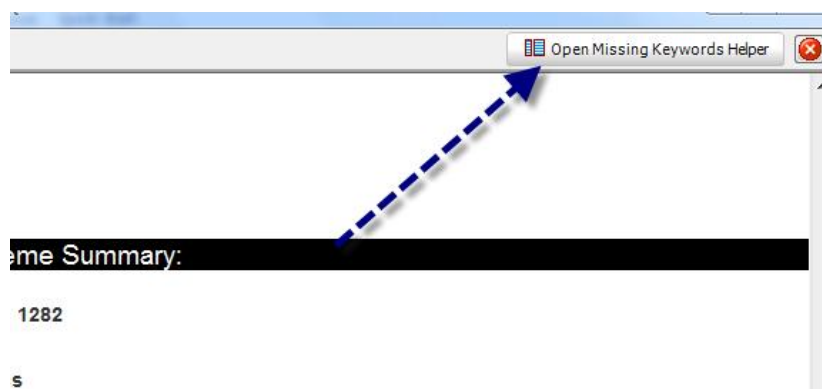
Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 94.1%

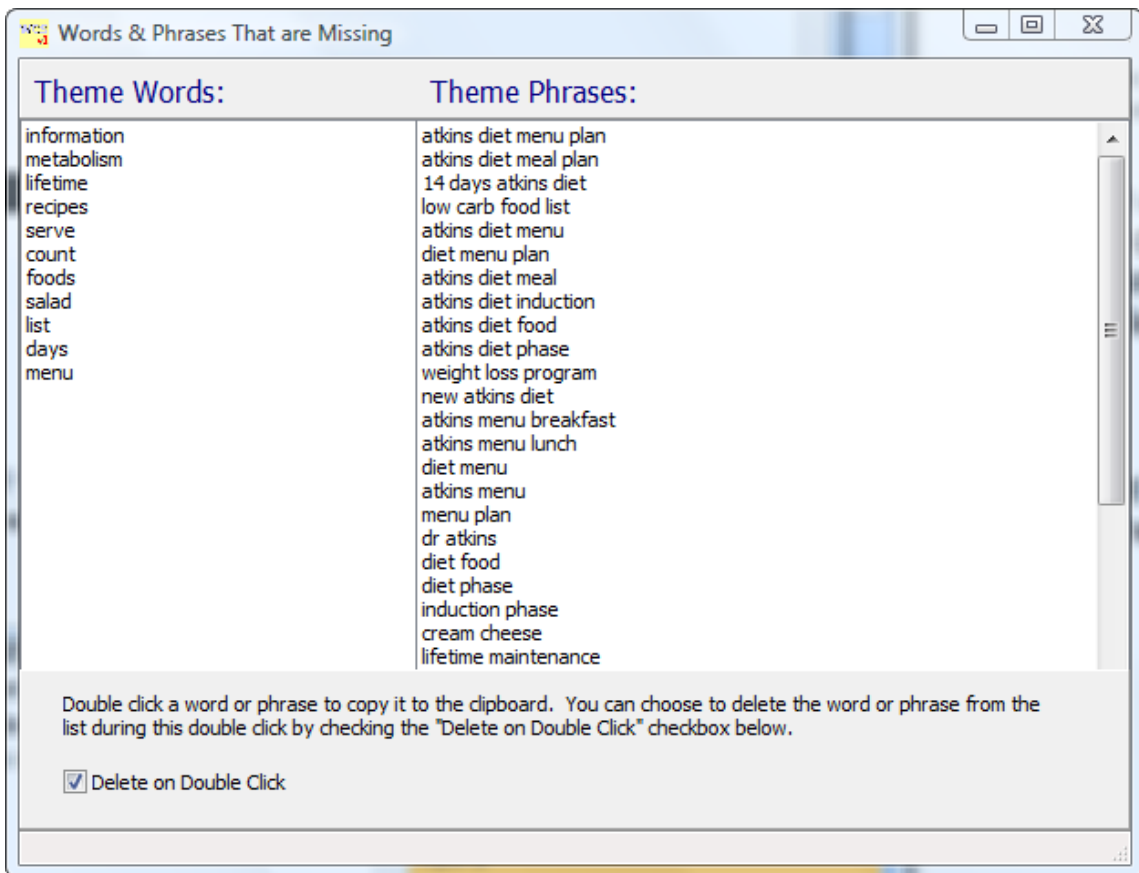
Any difference in Theme Score & Quality Theme Score is down to the percentage themed figure. The higher this percentage, the more likely your article could look spammy. This is only a guideline, and you may prefer to ignore the Quality Theme Score. See Manual for more details.

So “out of the box” so to speak, WCS thinks we have done a great job with a theme score of 100%. The Quality Theme Score takes into account a few other things like how many different theme words and phrases we used as well as how many times each word or phrases was used. A score of 94% is excellent. I am sure that if we add in a few more theme words, plus another couple of phrases, this will increase to 100%.

On the Theme Report Viewer screen, there is a small button in the top right hand corner. This will open up a tool that will help me add in a few more theme words:

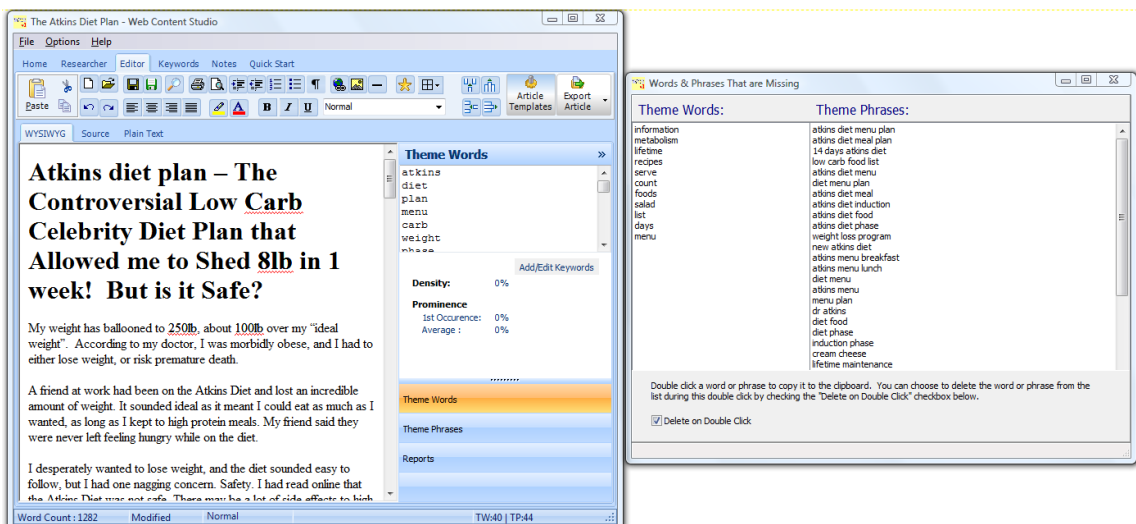


Clicking this button opens this screen:



That's a list of all theme words and phrases that are missing from my article.

NOTE: The check box bottom left is selected. If I double click a word or phrase, it will be removed from the list and copied to the clipboard ready for easy pasting into the article.



With both windows side-by-side, its easy! I will go through my article trying to fit in my theme words, and looking for opportunities to insert a few more phrases (though this is less important than the theme words).

After about five minutes of work, I re-checked the Theme Report and got this:

Article Theme Summary:

Article Words: **1313**

Theme Words

Total Theme Words: 224

Different Theme Words: 37

Percentage of Theme Words Used = 92.5

Themed 17.1 % (1 theme word every 5.9 article words)

Theme Phrases

Total Theme Phrases: 60

Different Theme Phrases: 14

Percentage of Theme Phrases Used = 31.8

Themed 4.6 % (1 theme phrase every 21.9 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

Now I have used 92.5% of my chosen theme words, plus 32% of theme phrases. WCS is now awarding my article 100% Theme Score AND 100% Quality Theme Score. It's time to post it on my site...

An article written in an “Informational” style

Let's look at an article written in the “Informational” style, so you can see the difference.

It doesn't matter which style you use to write an article, it should contain the same elements we discuss earlier.

Let me remind you.

All articles should have:

- a title that captures the readers attention and makes them want to read the article.
- An introduction where you again try to capture your reader's attention and make them want to continue.
- A “body” of content that is engaging, informative, and covers the topic.
- A closing paragraph that should be a “call to action”.

Here is the article. See how it is less personal and more factual?

According to an article posted on the CNN website:

"Paul and Lisa Huskey of Columbia, Missouri, say their 16-year-old daughter, Rachel, died of a heart arrhythmia in 2000 while on the diet. Dr. Paul Robinson, a pediatrician at the hospital where Rachel died, said the diet could have caused her death by leaching calcium and potassium from her body."

You can read the full article at:

<http://www.cnn.com/2003/HEALTH/diet.fitness/11/20/diet.heart.reut/index.html>

The diet mentioned in the article is the Atkins Diet. Also in the same article is this comment from another Atkins Dieter:

"What I contend is that the Atkins diet gave me heart disease, Jody Gorran, a 53-year-old Florida businessman, said at a news conference. He said his arteries clogged and cholesterol shot up while on the diet."

This article was posted on CNN on November 20, 2003. With such controversy surrounding the Atkins diet, it's no wonder that scientists have been busy researching Atkins Diet, and testing its safety.

In the last year or two, a lot of scientific research has been conducted into the safety of the Atkins Diet. The CNN article is a few years old now, and while it seems to be full of doom and gloom for prospective Atkins Dieters, more recent research seems to offer hope that the Atkins may indeed not just be safe, but beneficial in several ways. Here are some of the results published:

- US researchers studied 63 obese people aged 44 who weighed on average, 216 pounds over a 12 month period. The results of the study showed that the Atkins dieters lost around twice as much as the non- Atkins group, but there was a surprising discovery. Those on the Atkins Diet had a much greater increase in HDL cholesterol, the "good cholesterol". This study was confirmed by another at the VA Medical Center in Philadelphia.
- University of Pennsylvania Medical school revealed that the Atkins Diet may be safe in the short-term. They also confirmed the greater weight loss on this type of diet.
- New England Journal of Medicine published clinical trial data showing that obese patients with diabetes or metabolic syndrome lost more than twice as much weight as low fat dieters. The Atkins dieters also showed better serum triglyceride levels than the low-fat dieters.
- Recent research (2006) suggests that high protein diets, far from causing harm, actually improve bone density rather than causing bone loss as suggested by some doctors. It is possible this happens by increasing calcium absorption from food.

The more recent evidence certainly provides compelling evidence into the safety of the Atkins Diet.

While the CNN article seems to condemn the Atkins diet as unsafe, it is difficult to draw conclusions from it without scientific evidence. People complaining that the Atkins diet caused their problems (or even death in the case of Rachel Huskey) just don't have the evidence needed to draw satisfactory conclusions. If someone is on the Atkins diet, they are likely to be over-weight. If they are over-weight, they are more likely to have the problems in the first place, so to conclude the Atkins diet is responsible may be premature. Obviously we need more research into the safety of the Atkins Diet.

All we need to finish the article is a call to action.

Let's try to get the reader to sign up for a report. Here is the Call to Action:

"Mary Blythe, author of this article, lost 8lb in her first week on the diet. Her weight loss has continued since then, and she has written a short report outlining her experiences on this diet. To read more about her success, and see how much weight she ended up losing (as well as motivate yourself to lose weight), download her free report. You can get the Atkins Diet Case Study here.

We have just looked at an example of a "Resource box". A whole chapter of this course is dedicated to writing good resource boxes later in this course.

OK, we have just written two articles on the same subject using the same research. You could probably write several more using the same research if you wanted to.

One final thing we need for this article is a title.

Importance of titles

Titles are so important that I wanted to dedicate a section of this course to titles.

The first thing someone on your site will see when they read your content is the article title. In fact, the first thing someone is likely to see BEFORE they get to your site is your title – as that is displayed in the Google search results.

Titles can lead to a slight dilemma for many people. You see from a search engine optimization point of view, the best title will be your main keyword phrase. However, from a human point of view, a more descriptive, enticing title is better.

Fortunately with the whole idea of themeing, the main keyword phrase is a lot less important to the whole concept of the article than if you were just writing to some keyword density formula, so we have a lot more freedom to be creative (although we still need to be concise and get theme words in there).

Let's look at some article titles. Here are some dieting article titles I have picked at random from ezinearticles.

1. Atkins Diet Plan – What's The Catch
2. Weight Loss – With The Atkins Diet
3. Atkins vs. Go-Carb Diet: Which Is Best?
4. Atkins Diet 101
5. Atkins Diet Bad For The Heart
6. Atkins Diet Review: The Truth About The Atkins Diet
7. Atkins Diet – Simple Advice
8. Atkins Diet – Is It as Effective as They Say?
9. Atkins Diet – How to Do It the Right Way?
10. Atkins Diet Plan – What's it All About?
11. Does the Protien Diet Work?
12. Great Info About The South Beach Diet
13. Atkins Diet – Learn More
14. An Effective Diet to Lose Weight
15. Atkins Diet Plan – It's Really Not Easy
16. Weight Loss Diet Plans
17. Top Diet Plans
18. Low-Carb Diets – An Introduction
19. Once Again, the Benefits of Diet and Exercise
20. Is the Dr Atkins Diet Safe?

Have a look through the list. Are there any titles there that would make you want to read the article itself?

While you think about that one, think about this. You go to Google and search for "atkins diet plan". You get 10 search results (imagine they are the first 10 in

the list above).

The title is the hyperlink in Google, and that is the first thing you see and read. You scan down the results to find an article you think would be interesting.

Here are those top 10 results so you can see them:

1. Atkins Diet Plan – What’s The Catch
2. Weight Loss – With The Atkins Diet
3. Atkins vs. Go-Carb Diet: Which Is Best?
4. Atkins Diet 101
5. Atkins Diet Bad For The Heart
6. Atkins Diet Review: The Truth About The Atkins Diet
7. Atkins Diet – Simple Advice
8. Atkins Diet – Is It as Effective as They Say?
9. Atkins Diet – How to Do It the Right Way?
10. Atkins Diet Plan – What’s it All About? Which one would you choose and why?

This is the type of “competition” you are up against in getting your content seen.

For me, none of the titles are particularly inspiring, but I think that if I was interested in doing the Atkins Diet, I would probably click on #5 “Atkins Diet Bad For The Heart”. The reason being is that it hints at dangers of the Atkins Diet. I would definitely want to read up on the dangers if I was thinking of starting this diet.

Can you see how important it is to make a catchy title, one that creates a desire in people to read the contents? This really is one of the most under-rated components of a good article. Writing a title is usually the last thing I do when writing content. By then, I have a good grasp of what people find important in the topic, and can find a “hook” (like the “bad for your heart” one above) to get them clicking my title.

Think about it. If your headline is poor, nobody will actually read your article, or even see your affiliate links or AdSense ads, so you have wasted time writing the article in the first place.

Before we look at the sorts of titles that will catch the reader’s imagination, let me give you a checklist for the title.

The title should:

- Be concise.
- Include the primary phrase for the page.
- Be grammatically correct with correct spelling (did you notice that article #11 in my list spelt protein wrong?).
- Stimulate interest in the reader.

The last point is undoubtedly the most important of all. Let's consider these points.

A good title is concise

Concise does not necessarily mean short, it means that the "message" should be delivered in as few words as possible.

However, having said that, it is good optimization practice to include theme words in the title as well (the closer to the beginning of the title the better). In fact, try to limit the number of non-theme words.

Include the Primary phrase

The primary phrase for your article should be included in your article title wherever possible. This helps rank the article for that term, but also shows the searcher that your article covers the information they are searching for.

After all, if they searched for "atkins diet plan", and your title included their exact search phrase, they would be drawn to your article rather than the others in the list not just because Google would bold that phrase in your title.

Be grammatically correct with correct spelling

There is no excuse for poor spelling or grammar in article titles. Word processors these days include spell checkers and grammar checkers, so use them. However, also read through the titles yourself to make sure there are no mistakes and it reads easily.

Imagine you see this title in the search results: "Does the Protien Diet Work?"

This is one of the article titles I found at EzineArticles. If you realised that protein was spelt incorrectly, how much faith would you have in the author of the article? Surely a "scientist" who knew their stuff would not misspell a word like that?

Misspellings and grammatical errors can have a very negative effect on confidence levels, so make sure you spell correctly.

Stimulate interest in the reader

Undoubtedly this point is the most important. You must attract the attention of

potential visitors by giving them an engaging title.

Your articles are more than likely going to be found through some form of search (either at Google, or at article directories etc), so you need to make your article stand out in the list of web pages.

So what actually makes a heading compelling to a reader?

Here are some ideas (not all headlines need all ingredients listed below):

- The headline promises to answer the unanswered questions of the reader. E.g. “Find out why....”.
- Your reader will benefit from reading the article. E.g. “Want more free time?”, or “Save yourself.....”, or “Learn how to...”.
- The article will help the reader avoid pain, or achieve pleasure (“achieve pleasure” could be substituted by “accomplish something”). E.g. “Learn how to in 3 short steps”, “Don’t get caught by ...”, “Avoid....”
- The headline should be personal, aimed at the reader. E.g. use the word “YOU”.
- The headline should appeal on the emotional level to the reader (make the reader feel something as they read your title).
- The headline should get the reader curious. E.g. “Ever wonder why....”, “How do do it?”, “How can they get away with....”.

An Example Title

Let’s create an example title based on these criteria based around the primary phrase for the article we wrote earlier – “atkins diet plan”.

Also, don’t feel like you have to write the headline in one go. Create a draft, and then modify it to include more of the features required of a good headline. Play with it, and don’t be afraid of spending 10 minutes or more coming up with a great headline.

If we look back at our list of theme words we built out of the top 10 search results, we need to try to incorporate some of these.

Theme Words:

atkins, diet, plan, menu, carb, weight, phase, rate, low, day, food, loss, salad, eat, red, nut, cheese, fat, induction, meal, health, lose, maintenance, foods, days, recipes, eggs, program, carbohydrates, information, count, sugar, serve, allow, metabolism, nutrition, lifetime, list, new, dr

Theme phrases:

atkins diet menu plan, atkins diet meal plan, 14 days atkins diet, low carb food list, atkins diet plan, atkins diet menu, the atkins diet, diet menu plan, atkins

diet meal, atkins diet induction, atkins diet food, atkins diet phase, weight loss program, low carb diet, new atkins diet, atkins menu breakfast, atkins menu lunch, atkins diet, diet plan, weight loss, diet menu, atkins menu, menu plan, low carb, dr atkins, diet food, diet phase, induction phase, lose weight, cream cheese, new atkins, lifetime maintenance, dinner menu, atkins recipes, atkins induction, food list, breakfast menu, lunch menu, weight maintenance, carbohydrate intake, diet recipes, diet breakfast, diet lunch, diet dinner
Clearly we cannot use all of that in a title. We need to pick our most important phrase, and then see if we can work in a few theme words, all while trying to make the title concise and enticing. Phew! That's no easy task!

OK, starting at the beginning, our main phrase is "Atkins Diet Plan".

First draft:

"Atkins diet plan – a sample lunch menu for this low carb diet".

(Keywords/phrases are highlighted).

Or even

"Atkins diet plan – quickly lose weight with this weekly low carb diet menu".

The title may not be the best around, but it does offer the information that people want.

If you actually searched for "Atkins diet plan", surely this title would appeal to you?

While this title is not short, it is concise. It provides the information in as short a title as possible while still getting our primary phrase in, plus theme words.

The title has:

- The main phrase – "Atkins diet plan " at the beginning (remember to get it close to the start).
- Theme words – lose, weight, low, carb, diet, menu. The only none-themed words in this title are "quickly", "with", "this" and "weekly".

The percentage of theme words in this second title is about 70.

But is it a good headline?

Well from a search engine point of view yes, but does it have the ingredients we talked about earlier?

1. The headline promises to answer the unanswered questions of the reader.

Yes. The title provides a diet plan menu that the user wants.

2. Your reader will benefit from reading the article.

Yes. The reader will be able to follow your diet plan and lose weight.

3. The article will help the reader avoid pain, or achieve pleasure (“achieve pleasure” could be substituted by “accomplish something”).

Yes. The reader can accomplish something by reading the article – i.e. learn a menu that can help them lose weight.

4. The headline should be personal, aimed at the reader.

No. The headline is not personal at all. Imagine you were looking straight at your visitor, and reading the headline to them. How could you make it more personal?

How about this:

“Atkins diet plan – **you can** quickly lose weight with this weekly low carb diet menu”.

It’s a simple change. The words “you can” were inserted. Doesn’t that sound more personal? We could probably do better than this, but remember, we want to keep non-theme words to a minimum.

5. The headline should appeal on the emotional level to the reader.

No. A headline that appeals on an emotional level should make the reader feel something.

Let’s try again.

“Atkins diet plan – I lost 5lb in 5 days with this weekly low carb diet menu. You can too!”.

Or maybe

“Atkins diet plan – a low carb diet menu that will shrink your waistline”.

As you can see, we are having that dilemma of keywords over length. As we try to get more personal, our headline grows.

I’m still not totally happy with either title, but they are better, and it does at least let the visitor know that they can lose weight, which will make them feel something. Let’s look at the final point.

6. The headline should get the reader curious.

No. We need to try to inject some mystery into the headline.

How about:

“Atkins diet plan – I lost 5lb in 5 days! Now YOU can try the celebrity secret low carb diet menu”.

Now I like this much better. It does appeal on an emotional level as people can relate to celebrities. If celebrities can lose weight with this menu plan, so can I. The other thing it does is to add some mystery. It promises to show you secrets used by celebrities to lose weight.

In crafting this headline we have lost our very high density of theme words but we now have a headline that ticks all the boxes, includes our main phrase plus some theme words.

If you searched for “Atkins diet plan” at Google and got the following search results, which would you choose?

1. Atkins Diet Plan – What’s The Catch
2. Weight Loss – With The Atkins Diet
3. Atkins vs. Go-Carb Diet: Which Is Best?
4. Atkins diet plan – I lost 5lb in 5 days! Now YOU can try the celebrity secret low carb diet menu
5. Atkins Diet Bad For The Heart
6. Atkins Diet Review: The Truth About The Atkins Diet
7. Atkins Diet – Simple Advice
8. Atkins Diet – Is It as Effective as They Say?
9. Atkins Diet – How to Do It the Right Way?
10. Atkins Diet Plan – What’s it All About?

NOTE: Capitalizing the word “YOU” not only emphasizes a personal element, it may also make the headline stand out a little from the others.

Word order and proximity

Word Order

Do a search of Google for atkins diet plan (no quotes) to see which pages Google sees as most relevant.

Here is a screenshot of the first few:

The screenshot shows a Google search for "atkins diet plan". The search bar contains the text "atkins diet plan". Below the search bar, it says "About 1,350,000 results (0.08 seconds)". The first result is "Atkins Diet Plan, Meal, Menu And Foods" with a snippet: "Information on **Atkins Diet plan** including how it works, sample Atkins Diet menu, Atkins recipes and support forum." The second result is "Atkins Diet Menu Plan" with a snippet: "7 days **Atkins Diet** menu to **plan** your **Atkins Diet** meal." The third result is "Atkins Diet Plan: Beginners Guide and Atkins Recipes" with a snippet: "Offer information about **atkins diet plan**, free atkins diet recipes, menu, FAQs, diet tips and latest news about the diet." The fourth result is "Atkins™ - Official Site - is a powerful life-time approach to ..." with a snippet: "Atkins™ - Official Site - is a powerful life-time approach to successful weight loss and weight management." The fifth result is "Atkins Diet Program Overview" with a snippet: "Atkins Diet: Nutrition & Healthy Food are key components in the Atkins ...". The sixth result is "Atkins Diet Plan" with a snippet: "Atkins Diet Plan - How to start the **atkins diet plan**, how does atkins diet meal plan works, atkins diet four phase weight loss program and how to achieve ...". The seventh result is "The Atkins Diet Plan Simplified...Atkins Diet Plans & Low Carb Recipes" with a snippet: "6 Feb 2011 ... An easy-to-use resource to help you get started with the **Atkins Diet Plan**, collect some Atkins diet recipes and connect with others who are ...".

Notice that the search words “atkins”, “diet” and “plan” are bolded by Google.

Whatever phrases someone searches for is always bolded, which is why we try to get out main phrase in the title – see how those with the exact phrase stand out more?

Look at the word order of the top pages. Do you notice anything?

What you should see here is that the top pages include most of the words in the search phrase, and that those words are in the same order as the search phrase.

I have copied the text from the top ranked page into Web Content Studio, and setup the theme words to only include my primary phrase “atkins diet plan” and the words that make up that phrase. I then ran the keyword map report to see how and where these words were used in the document.

Here is the keyword map for the page ranked #1:

how **atkins diet** help in losing weight? **atkins diet** is a system that enables our body to lose weight in a natural way by inducing a change in metabolism. our body is capable of burning both fat and carbohydrates to provide the energy required to function properly. carbohydrate, in the form of glucose, is the first fuel used to provide energy to our body. dr **atkins** suggests that when we reduce our intake of carbohydrates significantly, our body convert from burning carbohydrates to burning fat as fuel. this process is known as lipolysis. the secondary result of this process is ketosis. when fat is burned for fuel, ketones are released through the breath and urine, and their quantities can be measured with ketone strips. this is how we lose weight through **atkins diet plan**. dr **atkins** also says that ketosis will affect insulin production which will prevent more fat from being formed. once we enter ketosis, our body begins efficiently using the fat as fuel and our cravings for carbohydrate will subside. **atkins diet plan atkins diet plan** is based around four important phases. each individual phase allows you to knowledgeably select which foods to eat based on your need to achieve weight loss, enjoy good health and prevent disease. food selections will differ to varying degrees depending upon the phase you are in and your individual metabolism. in phase one (**atkins diet** induction phase), carbohydrate consumption is restricted to 20 grams per day. most carbohydrate can be obtained from salad and other non-starchy vegetables. in **atkins diet** phase two (ongoing weight loss) you add carbohydrate, in the form of nutrient-dense and fibre-rich foods, by increasing to 25 grams daily the first week, 30 grams daily the next week and so on until your weight loss stops. then subtract 5 grams of carbohydrate from your daily intake so that you continue sustained, moderate weight loss. **atkins diet** phase three's (pre-maintenance) objective is to make the transition from weight loss to weight maintenance by increasing the daily carbohydrate intake in 10-gram increments each week so long as very gradual weight loss is maintained. and the **atkins diet** final phase (lifetime maintenance) is the foundation for a lifetime of better health. in this phase you can select from a wide variety of foods while controlling carbohydrate intake to ensure weight maintenance and a sense of well-being. history of **atkins diet** since its first debut in 1972, millions of people have won their battle with obesity and heart disease through dr **atkins diet plan**. according to dr **atkins** the **diet** is also good for managing many health disorders including headaches, blood sugar disorders, slow or sluggish metabolism, food intolerance's, allergies, and many other health problems. although the main reason why people turn to **atkins diet** is because it provides fast weight loss, many with high cholesterol, hypertension, diabetes and polycystic ovarian syndrome had reported that they feel more energetic than they have had in years after one week on **atkins diet**. while medical experts were recommending low fat, high carbohydrate **diets**, dr **atkins** suggested people who wanted to lose weight should do the exact opposite. the latest **atkins diet** concept "the new **atkins** for a new you" has been revamped to allows **dieters** to eat more vegetables than the original version. but the **diet**'s original ideal that carbohydrates are the one that makes us fat remain unchanged. dr **atkins diet** philosophy was that up to two thirds of calories could come from fat - more than double the usual recommendation - and people should eat meats and cheeses rather than breads, pastas, and even fruits and vegetables. instead of carbohydrate and sugar, **atkins diet plan** highly recommends plenty of fat and protein. the **diet** specifically recommends animal proteins; therefore vegetarians and vegans will have a hard time following the **diet**.

The yellow highlights show the theme word positions, and the blue bars represent two adjacent theme words that are also part of a theme phrase.

You can quickly see that in this 638 word article, the main phrase was used 5 times, with three of them appearing in the top 3rd of the article.

However, the whole concept of themeing is not about individual words or phrases, its about the theme as a whole.

Lets do a keyword map using all the theme words and phrases we found earlier:

how **atkins diet** help in losing **weight**? **atkins diet** is a system that enables our body to **lose weight** in a natural way by inducing a change in **metabolism**. our body is capable of burning both **fat** and **carbohydrates** to provide the energy required to function properly. **carbohydrate**, in the form of glucose, is the first fuel used to provide energy to our body. **dr atkins** suggests that when we **reduce** our intake of **carbohydrates** significantly, our body convert from burning **carbohydrates** to burning **fat** as fuel. this process is known as lipolysis. the secondary result of this process is ketosis. when **fat** is burned for fuel, ketones are released through the **breath** and urine, and their quantities can be measured with ketone strips. this is how we **lose weight** through **atkins diet plan**. **dr atkins** also says that ketosis will affect insulin production which will prevent more **fat** from being formed. once we enter ketosis, our body begins efficiently using the **fat** as fuel and our cravings for **carbohydrate** will subside. **atkins diet plan atkins diet plan** is based around four important **phases**. each individual **phase** allows you to knowledgeably select which **foods** to **eat** based on your need to achieve **weight loss**, enjoy good **health** and prevent disease. **food** selections will differ to varying degrees depending upon the **phase** you are in and your individual **metabolism**. in **phase** one (**atkins diet induction phase**), **carbohydrate** consumption is restricted to 20 grams per **day**. most **carbohydrate** can be obtained from **salad** and other non-starchy vegetables. in **atkins diet phase** two (ongoing **weight loss**) you add **carbohydrate**, in the form of **nutrient-dense** and fibre-rich **foods**, by increasing to 25 grams daily the first week, 30 grams daily the next week and so on until your **weight loss** stops. then subtract 5 grams of **carbohydrate** from your daily intake so that you continue sustained, moderate **weight loss**. **atkins diet phase** three's (pre-**maintenance**) objective is to make the transition from **weight loss** to **weight maintenance** by increasing the daily **carbohydrate intake** in 10-gram increments each week so long as very gradual **weight loss** is maintained. and **the atkins diet** final **phase** (**lifetime maintenance**) is the foundation for a **lifetime** of better **health**. in this **phase** you can select from a wide variety of **foods** while controlling **carbohydrate intake** to ensure **weight maintenance** and a sense of well-being. history of **atkins diet** since its first debut in 1972, millions of people have won their battle with obesity and heart disease through **dr atkins diet plan**. according to **dr atkins** the **diet** is also good for managing many **health** disorders including headaches, blood **sugar** disorders, slow or sluggish **metabolism**, **food** intolerance's, allergies, and many other **health** problems. although the main reason why people turn to **atkins diet** is because it provides fast **weight loss**, many with high cholesterol, hypertension, diabetes and polycystic ovarian syndrome had reported that they feel more energetic than they have had in years after one week on **atkins diet**. while medical experts were recommending **low fat**, high **carbohydrate diets**, **dr atkins** suggested people who wanted to **lose weight** should do the exact opposite. the latest **atkins diet** concept "the **new atkins** for a **new you**" has been revamped to **allows dieters** to **eat** more vegetables than the original version. but the **diet's** original ideal that **carbohydrates** are the one that makes us **fat** remain unchanged. **dr atkins diet** philosophy was that up to two thirds of calories could come from **fat** - more than double the usual recommendation - and people should **eat meats** and **cheeses** rather than breads, pastas, and even fruits and vegetables. instead of **carbohydrate** and **sugar**, **atkins diet plan** highly recommends plenty of **fat** and protein. the **diet** specifically recommends animal proteins; therefore vegetarians and vegans will have a hard time following the **diet**.

You can see the strong elements of themeing in the article. In fact, if we run Web Content Studio's Theme Report on this article, this is the summary we get:

Article Theme Summary:

Article Words: 638

Theme Words

Total Theme Words: 188

Different Theme Words: 29

Percentage of Theme Words Used = 72.5

Themed 29.5 % (1 theme word every 3.4 article words)

Theme Phrases

Total Theme Phrases: 55

Different Theme Phrases: 15

Percentage of Theme Phrases Used = 34.1

Themed 8.6 % (1 theme phrase every 11.6 article words)

Notice how this top ranked page uses 72.5% of the theme words that we initially chose? In addition it also used 34% of the phrases (remember I told you that you don't need as many phrases in the article).

Let's look at a different analysis of the word order in the top 10 pages. I have taken the text from the Google search results page, and pasted it into Web Content Studio.

- [Atkins Diet Plan, Meal, Menu And Foods](#)

Information on *Atkins Diet plan* including how it works, sample Atkins Diet menu, Atkins recipes and support forum.
[Diet Menu](#) - [Induction - Atkins Diet Induction Phase](#) - [Low Carb Food List](#) - [Diet Tips](#)
www.the-atkins-diet.info/ - [Cached](#) - [Similar](#)

- [Atkins Diet Menu Plan](#)

7 days *Atkins Diet* menu to *plan* your *Atkins Diet* meal.
www.the-atkins-diet.info/atkins-diet-plan.htm - [Cached](#) - [Similar](#)
[Show more results from the-atkins-diet.info](#)

- [Atkins Diet Plan: Beginners Guide and Atkins Recipes](#)

Offer information about *atkins diet plan*, free *atkins* diet recipes, menu, FAQs, diet tips and latest news about the diet.

Let's run the Keyword Map again with just our main phrase "atkins diet plan" to see where this phrase is appearing:

atkins diet plan, meal, menu and foods information on **atkins diet plan** including how it works, sample **atkins diet** menu, **atkins** recipes and support forum. **diet** menu - induction - **atkins diet** induction phase - low carb food list - **diet** tipswww.the-atkins-diet.info/ - cached - similar **atkins diet menu plan** 7 days **atkins diet** menu to **plan** your **atkins diet** meal. www.the-atkins-diet.info/atkins-diet-plan.htm - cached - similar show more results from the-atkins-diet.info**atkins diet plan**: beginners guide and **atkins** recipes offer information about **atkins diet plan**, free **atkins diet** recipes, menu, faqs, **diet** tips and latest news about the **diet**.
www.atkinsdietfreeplan.com/ - cached - similar **atkins**TM - official site - is a powerful life-time approach to ... **atkins**TM - official site - is a powerful life-time approach to successful weight loss and weight management. **atkins.com/** - cached - similar **atkins diet** program overview **atkins diet**: nutrition & healthy food are key components in the **atkins** ...
www.atkins.com/program/programoverview.aspx - cached - similar show more results from **atkins.comatkins diet plan atkins diet plan** - how to start the **atkins diet plan**, how does **atkins diet** meal **plan** works, **atkins diet** four phase weight loss program and how to achieve ...
www.aboutatkinsdiet.com/atkins_diet_plan_how_to.htm - cached - similar the **atkins diet plan** simplified...**atkins diet plans** & low carb recipes 6 feb 2011 ... an easy-to-use resource to help you get started with the **atkins diet plan**, collect some **atkins diet** recipes and connect with others who are ... www.atkins-diet-advisor.com/ - cached - similar **atkins diet** - wikipedia, the free encyclopedia although the **atkins diet** does not impose caloric restriction, or definite limits on proteins, **atkins** points out in his book that this **plan** is "not a license ...
en.wikipedia.org/wiki/**atkins diet** - cached - similar **atkins diet plan** - lovetoknow **diet** the 1972 **atkins diet plan** was one of the first low carb weight loss programs to spurn the popular low-fat, high-carbohydrate strategies for weight loss. ... **diet**.lovetoknow.com/**atkins-diet-plan** - cachedlow carb is easy :: **atkins diet plan** information about **atkins**, low carb **diets** and low carb **diet** safety, low carb, low glycemic index and high protein **diets** and healthy eating.
www.lowcarbiseasy.com/**dietplans**.htm - cached - similar

Look at the screenshot.

It is clear that the web pages in this search all have the primary phrase included, and in general, where the words that make up the phrase are used individually, the word order is the same as the search phrase “atkins diet plan”.

Google is clearly giving preference to pages that have this phrase in the pages.

If I just paste in the titles of the top 10 pages from Google into Web Content Studio....

Atkins Diet Plan, Meal, Menu And Foods
Atkins Diet Menu Plan
Atkins Diet Plan: Beginners Guide and Atkins Recipes
Atkins™ - Official Site - is a powerful life-time approach to ...
Atkins Diet Program Overview
Atkins Diet Plan
The Atkins Diet Plan Simplified...Atkins Diet Plans & Low Carb Recipes
Atkins diet - Wikipedia, the free encyclopedia
Atkins Diet Plan - LoveToKnow Diet
Low Carb is Easy :: Atkins diet plan

.. and run the keyword map against the main phrase “atkins diet plan”, here is the keyword map:

atkins diet plan, meal, menu and foods atkins diet menu plan atkins diet plan: beginners guide and atkins recipes atkins™ - official site - is a powerful life-time approach to ... atkins diet program overview atkins diet plan the atkins diet plan simplified...atkins diet plans & low carb recipes atkins diet - wikipedia, the free encyclopedia atkins diet plan - lovetoknow diet low carb is easy :: atkins diet plan

Clearly including the main phrase, with words in the correct order is an advantage.

Keyword Proximity

Proximity just means how close the words are together.

Theme words should be in close proximity to other theme words, especially those theme words that are often used together in phrases. The perfect proximity occurs when 2 or more words appear next to each other in a coherent phrase.

The beauty of themeing is that your entire article will have theme words sprinkled throughout the article, meaning your related theme words should be in close proximity to other theme words – remember this:

how **atkins diet** help in losing **weight**? **atkins diet** is a system that enables our body to **lose weight** in a natural way by inducing a change in **metabolism**. our body is capable of burning both **fat** and **carbohydrates** to provide the energy required to function properly. **carbohydrate**, in the form of glucose, is the first fuel used to provide energy to our body. **dr atkins** suggests that when we **reduce** our intake of **carbohydrates** significantly, our body convert from burning **carbohydrates** to burning **fat** as fuel. this process is known as lipolysis. the secondary result of this process is ketosis. when **fat** is burned for fuel, ketones are released through the **breath** and urine, and their quantities can be measured with ketone strips. this is how we **lose weight** through **atkins diet plan**. **dr atkins** also says that ketosis will affect insulin production which will prevent more **fat** from being formed. once we enter ketosis, our body begins efficiently using the **fat** as fuel and our cravings for **carbohydrate** will subside. **atkins diet plan atkins diet plan** is based around four important **phases**. each individual **phase** allows you to knowledgeably select which **foods** to **eat** based on your need to achieve **weight loss**, enjoy good **health** and prevent disease. **food** selections will differ to varying degrees depending upon the **phase** you are in and your individual **metabolism**. in **phase** one (**atkins diet induction phase**), **carbohydrate** consumption is restricted to 20 grams per **day**. most **carbohydrate** can be obtained from **salad** and other non-starchy vegetables. in **atkins diet phase** two (ongoing **weight loss**) you add **carbohydrate**. in the form of **nutrient-dense** and fibre-rich **foods**, by increasing to 25 grams daily the first week, 30 grams daily the next week and so on until your **weight loss** stops. then subtract 5 grams of **carbohydrate** from your daily intake so that you continue sustained, moderate **weight loss**. **atkins diet phase** three's (pre-**maintenance**) objective is to make the transition from **weight loss** to **weight maintenance** by increasing the daily **carbohydrate intake** in 10-gram increments each week so long as very gradual **weight loss** is maintained. and **the atkins diet** final **phase** (**lifetime maintenance**) is the foundation for a **lifetime** of better **health**. in this **phase** you can select from a wide variety of **foods** while controlling **carbohydrate intake** to ensure **weight maintenance** and a sense of well-being. history of **atkins diet** since its first debut in 1972, millions of people have won their battle with obesity and heart disease through **dr atkins diet plan**. according to **dr atkins** the **diet** is also good for managing many **health** disorders including headaches, blood **sugar** disorders, **slow** or sluggish **metabolism**, **food** intolerance's, allergies, and many other **health** problems. although the main reason why people turn to **atkins diet** is because it provides fast **weight loss**, many with high cholesterol, hypertension, diabetes and polycystic ovarian syndrome had reported that they feel more energetic than they have had in years after one week on **atkins diet**. while medical experts were recommending **low fat**, high **carbohydrate diets**, **dr atkins** suggested people who wanted to **lose weight** should do the exact opposite. the latest **atkins diet** concept "the **new atkins** for a **new you**" has been revamped to **allows dieters** to **eat** more vegetables than the original version. but the **diet's** original ideal that **carbohydrates** are the one that makes us **fat** remain unchanged. **dr atkins diet** philosophy was that up to two thirds of calories could come from **fat** - more than double the usual recommendation - and people should **eat meats** and **cheeses** rather than breads, pastas, and even fruits and vegetables. instead of **carbohydrate** and **sugar**, **atkins diet plan** highly recommends plenty of **fat** and protein. the **diet** specifically recommends animal proteins; therefore vegetarians and vegans will have a hard time following the **diet**.

Because of this, we don't have to worry too much about proximity. Just write your content so it uses your theme words, then sprinkle in the most important theme phrases.

People often ask me about phrases that don't make perfect sense. For example, people may type in something like "diet plan atkins". If you are worried about it, you can write a sentence to keep these words in close proximity to each other, and in the same order. Something like this would work:

A **diet plan** like the **atkins** is....

This maintains word order AND proximity so your page still has a good chance of ranking for the phrase. However, I really don't worry too much about phrases like this. You see, in a well themed article, the chances are you will have the three words in close proximity anyway. Let's take a peek at the keyword map for the #1 ranked page in Google for the term "Atkins Diet Plan" and see if these three words appear in close proximity anywhere in the article:

how **atkins diet** help in losing weight? **atkins diet** is a system that enables our body to lose weight in a natural way by inducing a change in metabolism. our body is capable of burning both fat and carbohydrates to provide the energy required to function properly. carbohydrate, in the form of glucose, is the first fuel used to provide energy to our body. dr **atkins** suggests that when we reduce our intake of carbohydrates significantly, our body convert from burning carbohydrates to burning fat as fuel. this process is known as lipolysis. the secondary result of this process is ketosis. when fat is burned for fuel, ketones are released through the breath and urine, and their quantities can be measured with ketone strips. this is how we lose weight through **atkins diet plan**. dr **atkins** also says that ketosis will affect insulin production which will prevent more fat from being stored. once we enter ketosis, our body begins efficiently using the fat as fuel and our cravings for carbohydrate will subside. **atkins diet plan atkins diet plan** is based around four important phases. each individual phase allows you to knowledgeably select which foods to eat based on your need to achieve weight loss, enjoy good health and prevent disease. food selections will differ to varying degrees depending upon the phase you are in and your individual metabolism. in phase one (**atkins diet** induction phase), carbohydrate consumption is restricted to 20 grams per day. most carbohydrate can be obtained from salad and other non-starchy vegetables. in **atkins diet** phase two (ongoing weight loss) you add carbohydrate, in the form of nutrient-dense and fibre-rich foods, by increasing to 25 grams daily the first week, 30 grams daily the next week and so on until your weight loss stops. then subtract 5 grams of carbohydrate from your daily intake so that you continue sustained, moderate weight loss. **atkins diet** phase three's (pre-maintenance) objective is to make the transition from weight loss to weight maintenance by increasing the daily carbohydrate intake in 10-gram increments each week so long as very gradual weight loss is maintained. and the **atkins diet** final phase (lifetime maintenance) is the foundation for a lifetime of better health. in this phase you can select from a wide variety of foods while controlling carbohydrate intake to ensure weight maintenance and a sense of well-being. **atkins diet** since its first debut in 1972, millions of people have won their battle with obesity and heart disease through dr **atkins diet plan**. according to dr **atkins** the **diet** is also good for managing many health disorders including headaches, blood sugar disorders, slow and sluggish metabolism, food intolerance's, allergies, and many other health problems. although the main reason why people turn to **atkins diet** is because it provides fast weight loss, many with high cholesterol, hypertension, diabetes and polycystic ovarian syndrome had reported that they feel more energetic than they have had in years after one week on **atkins diet**. while medical experts were recommending low fat, high carbohydrate **diets**, dr **atkins** suggested people who wanted to lose weight should do the exact opposite. the latest **atkins diet** concept "the new **atkins** for a new you" has been revamped to allows **dieters** to eat more vegetables than the original version. but the **diet's** original ideal that carbohydrates are the one that makes us fat remain unchanged. dr **atkins diet** philosophy was that up to two thirds of calories could come from fat - more than double the usual recommendation - and people should eat meats and cheeses rather than breads, pastas, and even fruits and vegetables. instead of carbohydrate and sugar. **atkins diet plan** highly recommends plenty of fat and protein. the **diet** specifically recommends animal proteins; therefore vegetarians and vegans will have a hard time following the **diet**.

You see? This article already has those three words in close proximity, in the correct order. I bet they didn't have to force it in there either.

For those of you who are concerned by this of phrase, here are a couple of quick rules relating to order and proximity of phrases that don't quite make sense:

1. Include the most important phrases in your article - you can add small words and punctuation to make it work and still read correctly.
2. If you cannot work the phrase in, just include the corresponding theme words, but try to get them close together, and try to get them in the correct order.

Another Consideration – the Top 1/3rd of your page

When someone arrives at your web page, it is the top 1/3rd that will grab their attention, or make them click their browser's back button. REMEMBER, it will be the top of the article that appears above the fold in your visitor's web browser....

For this reason alone, it is important to get it right, get it interesting, and make the user want to read on. Make them want to use their mouse to scroll down your page.

Note: One of the key factors in the ranking algorithm at Google is probably bounce rate and the length of time a visitor stays on your site. If you get the top one third of your page wrong, visitors may hit the back button very quickly and this could have a detrimental effect on your page rankings.

However, that is not the only consideration. Search engines probably take more notice of the top of the page when they evaluate the theme of the page.

Why?

The top one-third of any article usually introduces the topic; therefore it can be used to gauge the topic of the page.

If your main phrase(s) is/are not found in the top one-third, then surely it can be assumed that the web page is not about that topic?

For this reason I recommend taking particular care over the top one-third.

Include the main phrase in a header, and again in the first paragraph if it makes sense to do so, but also theme the paragraph by sprinkling in theme words. While doing this, you must remember the most important rule of good content writing – it must read well for humans, and be interesting.

Checking quality of article

I have a few checks I use for testing the quality and value of articles I write, or those I get written for me.

Checking Readability

The first test is simply to read through the article and check that it reads well, and is grammatically correct. Any mistakes should be corrected, and the article should flow well, and make good sense, as well as be interesting. This test is the most subjective, as it will depend on your own level of understanding in the topic, as well as your language skills.

Simply make sure it reads well, and is interesting. Also make sure that there are no really long sentences, as these can reduce readability.

What do you learn?

I call this the “learning moments” test. This is a test that is very easy to execute, and there are no ambiguous test results.

It's simply this. While I read the article, how many times does the article deliver new information that is not generally known to people with an interest in this topic? I call these snippets of information that “teach” the reader something, “Learning Moments”. Sometimes an article will state the same thing more than once. If this is a learning moment, only count it once.

Let's look at an example.

Here is an article I pulled off Ezine Articles. I have highlighted in yellow the “learning moments” in this article. As you read it, also apply the readability test to it and decide for yourself if it reads well.

Dieting Options - The Atkins Diet
By Lucy Bartlett

When the Atkins diet was introduced, which included a low carbohydrate menu it revolutionized the dieting world. “Atkins Nutritional Approach” is the philosophy. By eating high-protein and high fat, loss of weight is assured. The assumption is a limited quantity of simple carbohydrates combined with exercise leads to a healthy life.

Food containing low fat is not the way to control weight and to ensure a

healthy lifestyle is the controversial belief of the Atkins diet. Dr. Atkins blames carbohydrates such as potatoes, fruits, pastas and grains for weight gain. According to him, the weight loss could be achieved by reducing carbohydrates. He believes that a diet containing too much carbohydrate makes the body retain fat. For more info visit www.onestopforweightloss.info

A four-phase diet plan to lose weight is promoted by the Atkins diet programme. Maintaining the weight loss is carried out through the last phase of the plan.

Limiting the carbohydrate grams is encouraged in the Atkins diet. During the first two weeks of the plan, all carbohydrate intake is severely limited and then, carbohydrates are added back to the diet gradually during the later period.

In the induction programme covering the first two weeks, only twenty grams of carbohydrate intake is permitted.

In the ongoing loss of weight phase, which is similar to the first phase, carbohydrate intake is gradually increased along with more food, which includes seeds, some berries and nuts.

Pre-maintenance, which is part of the third phase of the plan wherein the dieter is only ten kilograms away from the target, around five to ten grams of carbohydrate is added to the food as long as weight loss is continued. Slowly new foods are added to the menu.

Phase 4 covers maintenance of the target weight for a period of one month. At this juncture, the dieter can add carbohydrate grams to the food without weight gain.

All protein foods such as fish, meat and eggs are permitted in the menu. Olives, cheese, butter and olive oil can be used in limited quantities. Most vegetables including avocado, broccoli, tomato, cucumber and lettuce can sustain the dieter with the required energy. Splenda and other similar artificial sweeteners can also be used.

Baked goods, sugar, sweet peas, corn and other starchy vegetables, potato, pasta and bread, fruits, alcohol and nuts are to be totally avoided in the first phase of the programme. Potato, pasta, fruits, nuts and bread can be added in the later phases of the programme.

Lucy Bartlett is a proud contributing author. Find more articles [here](#). For more info visit [WeightLoss](#) or [AtkinsDiet](#)

Article Source: http://EzineArticles.com/?expert=Lucy_Bartlett

I copied the text of the article into Web Content Studio, and that told me there were 411 words in the article. Now, count up the “learning moments”.

I count 8 according to my own understanding of this topic.

Note, some of the above highlights actually highlight two learning moments in one block of text (e.g. See the last one). However, if these learning moments are similar, I add them together. You may disagree and count this as 9 or 10 learning moments, that's fine.

The important point figure here is to divide the number of words in the article by the number of learning moments.

In this case:

$$411/8 = 51.$$

That means there are “learning moments” every 51 words. That's very good. It means that anyone reading this article (unless they are experts), will learn several things while reading the article.

Let's look at one other article from Ezine Articles:

Atkins Diet Plan - What's The Catch
By Martin Smith

The Atkins diet Plan breakfast can usually composed of eggs strips of bacon and coffee. A snack might include coffee with cream, and chunks of cheese. A huge steak fried in butter could be dinner. Doesn't this sound really good? It seems very tempting but there is a catch.

In the beginning you will have to give up most carbs, such as breads, potatoes, pasta, rice and other things like chocolate, cake, some fruits. In theory, when carbs are eliminated from the diet, the body burns stored fat. Weight loss is quicker because fat burns more calories than carbs.

Stable blood sugar levels help you to feel fuller thereby damping your appetite. The Induction is the first phase of the Atkins diet, which you follow for at least two weeks. Only 20 grams of carbs a day, but you can eat lots of red meat, chicken, fish, eggs cream and butter. That you want.

During this phase, your body learns to burn fat and not carbs. The ongoing weight loss phase is the second stage. Add 5 grams of carbs a day until you get to your critical carbohydrate level for losing weight. How many carbs can YOU eat and still lose between 1 and 3 pounds a week? Bread, pasta rice and potatoes are still taboo.

The pre-maintenance or third phase is started when you have only 5-10 pounds left to lose in order to reach your goal weight. Yes! Now you get to add 10 grams a day for one week, to your carb intake, to help your body adjust to the addition of carbs to your diet, and to the final phase of the diet.

Lifetime maintenance, phase 4, teaches you ways to stay motivated. Your carb intake is limited to 90 grams in a day. You will be eating low carbs for the rest of your life. Some doctors have expressed concern about the long term effects of the Atkins and other low carb plans.

High saturated fat consumption may cause an increased risk of heart disease. The lack of certain nutrients in this diet could cause future health problems. The limited intake of calcium could possibly put you at risk for Osteoporosis. The low antioxidant nutrients could lead to cancer, heart disease and premature aging.

The Atkins diet is boring in the Induction phase. Vegetarians have a hard time with Atkins, particularly in the early stages, due to the limited amount of vegetables, nuts seeds and beans. The Atkins diet presents an image of good health from a proper diet. Some are concerned that once you go off the diet the weight comes back quickly.

The very low carbs in this diet could cause ketosis which can be dangerous for diabetics. The high cholesterol of this diet may cause constipation and heart disease because of the high fat content. This diet, low in fruits and veggies is consequently low in antioxidants that fight cancer. The Atkins plan is that it's not intended for long term use and has serious side effects.

The Atkins Plan works, it is that simple. Weight loss is rapid and you can eat as much protein and fat, as you would like. The carbs eliminated by the Atkins diet can cause a loss of antioxidants which are known to prevent some cancers.

This high fat, high protein diet can increase the risk of elevated cholesterol and heart disease. This Diet really works, although some believe you can't stay on it long term. If you go off the diet or cheat , you will begin to re-gain the weight. Once you start eating a more normal diet the initial weight loss will return.

As with any diet check with a physician-to make sure you are healthy to begin with. The Atkins diet, some believe, is not for long term use and that it poses some serious health risks. If you are overweight, you are already at risk for heart disease and other health problems, and Atkins could increase those risks.

About the Author

Martin Smith is a successful freelance writer providing advice on a variety of subjects. For more information on [Atkinsdietplan](#) or [Lowcarbdietplans](#), drop by the website. His numerous articles provide a wonderfully researched resource of interesting and relevant information.

Article Source: http://EzineArticles.com/?expert=Martin_Smith

Words: 668

Learning moments: 16

Words per learning moments: 42

Another article packed with good information.

A good "Words" to "Learning moment" ratio to aim for is 50 or less for informational style articles. As we'll see in a minute, personal style articles tend to have a higher word per learning moment ratio, and in that case 1 per 65 words is a good target to aim for.

How much fluff?

Fluff can appear in content as:

- Waffle – words for the sake of padding out the article, or inserting keyword phrases, nothing more.
- Duplicated content – the same point covered more than once. Both of these should be avoided.

Here is how to avoid it.

Read through the article, and remove any sentences that are:

1. Not essential to the understanding of the article, or don't add anything at all to the “enjoyment” or “flow” of the article.
2. Only included to get a keyword phrase into the content
3. Information that has already been stated elsewhere in the article. Let's look at an example.

In the last article, there is this paragraph:

“The Atkins diet Plan breakfast can usually composed of eggs, strips of bacon and coffee. A snack might include coffee with cream, and chunks of cheese. A huge steak fried in butter could be dinner. Doesn't this sound really good? It seems very tempting but there is a catch.”

Now, you may argue that this sentence could be removed because it is not essential to the understanding of the article, however, it is setting the scene and adding to the “enjoyment” and “flow” of the article, so is fine.

However, later in the article, the author says:

“Some doctors have expressed concern about the long term effects of the Atkins and other low carb plans.”

then later in the article:

“This Diet really works, although some believe you can't stay on it long term.”

and then in the next paragraph, he says:

“The Atkins diet, some believe, is not for long term use and that it poses some serious health risks”

This repetition of the same point is certainly something to clean up. There is no need to repeat this information (even though it is written differently, it is still

saying the same basic thing).

Decide where in the article this information is best inserted, and put it there, ONCE only.

Remove two of these sentences, and you are left with: Words: 635

Learning moments: 16

Words per learning moments: 39

That's a “learning moment” every 39 words instead of 42. While that may not sound too much of a difference, the repetition of the statement did have a negative impact on my experience while reading the article.

Uniqueness Test (for content published on your site)

This test is simple.

Ask yourself this question:

Does the article cover information that is not found anywhere else on your site? Or at least cover the information from a different angle so that anyone reading one of the articles would also enjoy reading the second?

Every article published on your site should have “learning moments” unique to that article. If you are just rehashing the same information across multiple articles on your site, or re-writing an article to create 10 articles instead of one (like some article re-writing software does), you are asking for trouble.

If you can honestly answer yes, then great. The article passes this test. If you answer no, then it's not good enough to post on your site.

To summarise the Quality Tests:

1. Check Readability. Does it read well, and is it grammatically correct?
2. Is the words to learning moments 50 or less?
3. Is the article fluff-free?
4. Is the article “unique enough” to post on your site.

The 4th test really is only relevant if you are posting the article on your own site. However, if you were submitting content to article directories, I would not post the exact same article on your site. See the strategies outlined later in this course to find the best method of submission and posting to your site.

OK, a final example. Let's take one of the articles I wrote earlier in this course, and check it against the quality guidelines.

My weight has ballooned to 250lb, about 100lb over my “ideal weight”. According to my doctor, I was morbidly obese, and I had to either lose weight, or risk premature death.

A friend at work had been on the Atkins Diet and lost an incredible amount of weight. It sounded ideal as it meant I could eat as much as I wanted, as long as I kept to high protein meals. My friend said they were never left feeling hungry while on the diet.

I desperately wanted to lose weight, and the diet sounded easy to follow, but I had one nagging concern. Safety. I had read in one of my magazines that the Atkins Diet was not safe. There may be a lot of side effects to high protein diets, and the last thing I wanted to do was damage my body when I was trying to lose weight to avoid doing that in the first place. I spent about a week researching the Atkins Diet on the internet to find out if it was safe, and I'd like to share with you my findings.

After reading several newsgroups on the internet, the issue of Atkins Diet safety cropped up many times. On alt.support.diet.zone, someone asked whether the Atkins diet was nutritionally safe, and wondered about possible side-effects. Someone replied to his post saying that they thought it was most difficult to get fibre and vitamins.

On Sci.med.nutrition, someone asked if the Atkins diet was safe and effective. The discussion went on to discuss the body going into Ketosis (a condition your body goes into in response to chronic starvation) during low carb diets, and whether that was good or bad for the body. There was differing opinions on this.

On rec.running, a Reuter's Health article was mentioned suggesting the Atkins Diet was fine for 6 months, but not long-term, while a reply post to this mentioned another Reuter's article that told of the death of a 16 year old who died while on a low-carb diet. However, as it was pointed out in the newsgroup thread, no one can be sure that was due to the diet and not some other problem.

As you can see, a lot of people are unsure about the Atkins Diet. Is it safe, or not?

Here is a summary of the information I found on the Atkins Diet, with special emphasis on the safety aspects:

US researchers studies 63 obese men and women over a period of 12 months.

Dieticians assessed their progress. While it was clear that those on the Atkins

diet lost weight quicker, a surprising side-effect was that those on the Atkins Diet had greater increases in their levels of good cholesterol (HDL cholesterol). A larger study at the VA Medical Center in Philadelphia found low-carb diets were linked to greater weight loss than low-fat diets, but also reductions in triglycerides and improvements in insulin sensitivity.

Studies at the University of Pennsylvania Medical School showed low-carb diets might be safe. They also confirmed that low-carb dieters lost weight more quickly than low-fat dieters.

New England Journal of Medicine published clinical trials confirmed the effectiveness of the Atkins Diet to lose weight, as well as seeing improved serum triglyceride levels than low-fat dieters, at least in the short-term.

The most recent studies suggest high-protein diets cause no harm, and probably improves bone density. Some studies suggest that high protein diets increase calcium absorption from the food.

The research listed above suggests that the Atkins Diet is not only an effective method of weight loss, but can also help control cholesterol, and maybe even contribute to increased bone density. If you are considering going on the Atkins diet, I highly recommend you ask your doctor first. Medical supervision is always a good thing despite the apparent positive vibes coming for various universities and medical centers.

Words: 643 (not including resource box).

Learning Moments:13 – you may count fewer (or more) depending on your criteria and your understanding of the topic.

Words to Learning Moments Ratio: 50

A ratio of 50 (one learning moment per 50 words) is great for a personal style article, since more sentences are taken up explaining your personal situation without actually stating facts. This is something you should take into account when marking personal style articles. I would recommend a ratio of 65 or less for personal style articles, and 50 or less for informational articles.

Let's check the informational style article on the same topic:

According to an article posted on the CNN website:

"Paul and Lisa Huskey of Columbia, Missouri, say their 16-year-old daughter, Rachel, died of a heart arrhythmia in 2000 while on the diet. Dr. Paul Robinson, a pediatrician at the hospital where Rachel died, said the diet could have caused her death by leaching calcium and potassium from her body."

You can read the full article at:

<http://www.cnn.com/2003/HEALTH/diet.fitness//20/diet.heart.reut/index.html>

The diet mentioned in the article is the Atkins Diet. Also in the same article is

this comment from another Atkins Dieter:

"What I contend is that the Atkins diet gave me heart disease, Jody Gorran, a 53-year-old Florida businessman, said at a news conference. He said his arteries clogged and cholesterol shot up while on the diet."

This article was posted on CNN on November 20, 2003. With such controversy surrounding the Atkins diet, its no wonder that scientists have been busy researching Atkins Diet, and testing its safety.

In the last year or two, a lot of scientific research has been conducted into the safety of the Atkins Diet. The CNN article is a few years old now, and while it seems to be full of doom and gloom for prospective Atkins Dieters, more recent research seems to offer hope that the Atkins may indeed not just be safe, but beneficial in several ways. Here are some of the results published:

US researchers studies 63 Obese people aged 44 who weighed on average, 216 pounds over a 12 month period. The results of the study showed that the Atkins dieters lost around twice as much as the non-Atkins group, but there was a surprising discovery. Those on the Atkins Diet has a much greater increase in HDL cholesterol, the "good cholesterol". This study was confirmed by another at the the VA Medical Center in Philadelphia. University of Pennsylvania Medical school revealed that the Atkins Diet may be safe in the short-term. They also confirmed the greater weight loss on this type of diet. New England Journal of Medicine published clinical trial data showing that obese patients with diabetes or metabolic syndrome lost more than twice as much weight as low fat dieters. The Atkins dieters also showed better serum triglyceride levels than the low-fat dieters. Recent research (2006) suggests that high protein diets, far from causing harm, actually improves bone density rather than causing bone loss as suggested by some doctors. It is possible this happens by increasing calcium absorption from food.

The more recent evidence certainly provides compelling evidence into the safety of the Atkins Diet.

While the CNN article seems to condemn the Atkins diet as unsafe, it is difficult to draw conclusions from it without scientific evidence. People complaining that the Atkins diet caused their problems (or even death in the case of Rachel Huskey) just dont have the evidence needed to draw satisfactory conclusions. If someone is one the Atkins diet, they are likely to be over-weight. If they are over-weight, they are more likely to have the problems in the first place, so to conclude the Atkins diet is responsible may be premature. Obviously we need more research into the safety of the atkins Diet.

Words: 529

Learning Moments:12

Words to Learning Moments Ratio: 44

I am happy with that.

You may disagree with some of the sentences I have highlighted as “learning moments”. Well, this is a little subjective, and only you can be a judge of what you consider to be valuable “new” information. Just be consistent in your marking approach.

OK, now that we have checked the quality of the article itself, let's look at the theme of the article.

Checking theme of article.

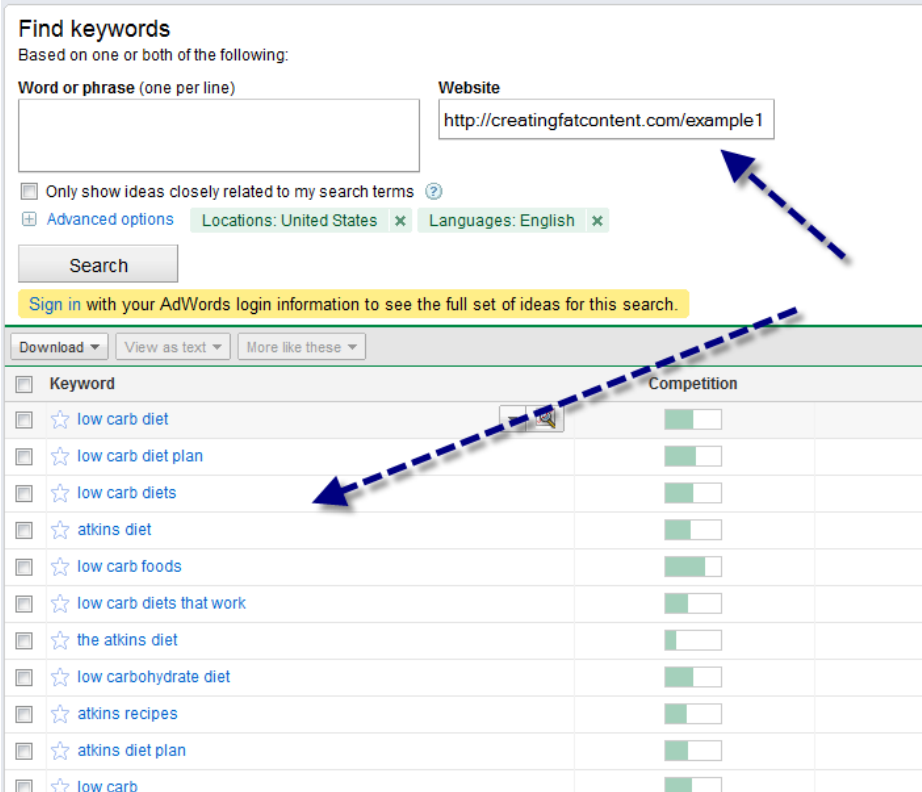
The themeing of an article is vital to the article's success.

There are a few methods to help you check the theme of an article. Firstly you can use Google's Keyword tool, to see what Google thinks your article is about.

Google's Keyword Tool for checking the theme

To use this to test your article, you will need to upload your article to your server.

At the Google Tool, paste in the URL of the personal article page. Click Get Keywords:



The screenshot shows the Google Keyword Tool interface. At the top, it says "Find keywords" and "Based on one or both of the following:". There are two input fields: "Word or phrase (one per line)" and "Website". The "Website" field contains the URL "http://creatingfatcontent.com/example1". Below these fields are checkboxes for "Only show ideas closely related to my search terms" and "Advanced options". There are also filters for "Locations: United States" and "Languages: English". A "Search" button is present. Below the search bar, there is a yellow banner that says "Sign in with your AdWords login information to see the full set of ideas for this search." Below the banner, there are three buttons: "Download", "View as text", and "More like these". The main part of the screenshot is a table with two columns: "Keyword" and "Competition". The table lists several keywords related to "low carb diet" and "atkins diet", each with a star icon and a competition bar. A dashed blue arrow points from the "Website" input field to the "low carb diet" keyword in the table.

Keyword	Competition
low carb diet	Low
low carb diet plan	Low
low carb diets	Low
atkins diet	Low
low carb foods	Low
low carb diets that work	Low
the atkins diet	Low
low carbohydrate diet	Low
atkins recipes	Low
atkins diet plan	Low
low carb	Low

What we are looking for here is to see exactly what Google thinks our page is about. They will return what they consider to be relevant phrases. The idea here is to check that Google agrees with us.

OK, let's look at the second way of checking the theme. This one can help to identify areas of the article that could do with a bit of re-working, especially if Google are having trouble seeing your theme.

Using Web Content Studio to check the theme

On the main WYSIWYG Editor screen, access the reports section:

The screenshot shows the WYSIWYG Editor interface. The main content area displays the title "Atkins diet plan – The Controversial Low Carb Celebrity Diet Plan that Allowed me to Shed 8lb in 1 week! But is it Safe?" and the beginning of an article. On the right side, there is a sidebar with a "Theme Words" report. The report lists the following words: atkins, diet, plan, menu, carb, weight, phase. Below the list, it shows "Density: 0%", "Prominence: 1st Occurrence: 0%", and "Average: 0%". A blue arrow points from the "Reports" section in the sidebar to the "Theme Words" report.

There are three reports that can help you.

The first is the keyword map:

The screenshot shows a keyword map report. The text is a dense block of yellow-highlighted words and phrases, with blue rectangles highlighting specific phrases. The text is a summary of the article content, with various words and phrases highlighted to show their frequency and context.

This shows all of your theme words and phrases highlighted in yellow. Any blue rectangles highlight theme phrases (the blue is the “spaces” between the words in the phrase).

I like to check to make sure my articles have theme words sprinkled throughout the article.

The other great report in Web Content Studio is the Theme Report:

The report starts off telling you how many times each theme word was found, and then which theme words were not found.

The next part of the report shows the theme phrases and how many times these were found in the article. You also get the list of theme phrases not found in the article.

At the very end of the report, we get a summary:

Article Theme Summary:

Article Words: **1313**

Theme Words
Total Theme Words: 224
Different Theme Words: 37
Percentage of Theme Words Used = 92.5
Themed 17.1 % (1 theme word every 5.9 article words)

Theme Phrases
Total Theme Phrases: 60
Different Theme Phrases: 14
Percentage of Theme Phrases Used = 31.8
Themed 4.6 % (1 theme phrase every 21.9 article words)

Theme Score (max 100%): 100%

Quality Theme Score (max 100%): 100%

This summary can help you decide if the article is themed properly. See Web Content Studio manual for more details on using these reports.

The “Confidence Level” of your article.

Someone reads your article.

How much confidence will they have that the information is correct?

The higher the level of confidence in the information presented in your article, the more likely they are to visit, or stay on your site (depending where the article is published).

Building confidence in the information you present is not difficult. In fact, personal style articles tend to build confidence automatically, since you are writing from personal experience (or at least give the impression you are writing from personal experience).

However, there are other ways of building confidence.

Referencing Authority Sites

A great way is to reference authority sites in your content. e.g. If there was an article on CNN.com that backed up a point in your article, provide a link to the article on CNN. You can open the link in a new window so you don't lose the visitor from your site.

Further Reading Section

A section on your web page at the end of your article providing links to other articles is another way to build confidence in you and the information you provide. These links may be to other articles on your site (which means you get to keep the visitor on your site, and build your own brand), or even to articles on other sites. Obviously, links to other sites can lose the visitor to another site so you should try where possible to link to other content on your own site. You could even include an affiliate link or two in this section (maybe to an Amazon book, or a Clickbank product). Just write a small one-paragraph review of the product (using your best pre-sell), and tell your visitor to go and check it out.

Photo of a face

The World Wide Web can be very impersonal. People don't often meet face-to-face, so good first impressions are often harder to achieve. However, one trick used by successful webmasters is to include a photo of themselves next to the article.

Take a photo of yourself smiling, and stick it up right next to the article. You have two options here. One is to put the photo right next to the start of the article:

Review List Builder Magic



Author: Andy Williams

I have an [internet marketing newsletter](#) with 1000 opt-in subscribers for this web site. However, building that list has taken me 18 months. I have been on the look out for ideas and ways of generating a much bigger list. I bought Steve's eBook to see what it had to offer. He might give me that could help build a large opt-in list. Here is my review:

What do you get with List Builder Magic?

The package offered by Steve comes with

- 53 page Seven Day Quick Start Guide
- 185 page List Builder Magic
- Report showing keywords to avoid if you want to rank
- Report about why people buy from you
- Membership to the List Builder Magic Members Club

.. or right at the end, in a kind of resource box.

I am going to be putting my list building on turbo charge by following Steve's advice. I cannot say it all works yet, but I am confident that it does because it makes so much sense. I'll post back here soon to let you know how much my list has grown.

If you want to build a big list of targeted prospects, I don't think there is a better resource available.



Author: Andy Williams has been working online since 1998, and writes a free weekly ezSEONews Newsletter providing tips and help for wannabe Internet Marketers. In fact, when you sign up for his newsletter, he'll give you his complete "Creating Fat Affiliate Sites" system as a gift

A human face on the web page will help to build confidence in your content, as well as build your own brand. They will remember your face, and remember your name, so that when they see your articles on another site, they'll think,

“Oh, Yes, I know Andy Williams”.

Quality of your article and site

This final point cannot be underestimated. In fact, I would go as far as to suggest it is the single most important factor for building confidence.

If your article reads well, is interesting and grammatically correct with no spelling mistakes, your visitor will automatically be thinking that your site is a good one, and maybe even bookmark it.

Quality will get your site noticed, and it will build confidence in you and your site, so don't take short cuts.

Resource boxes

The information in this chapter is specifically for use on articles you are submitting to directories.

A resource box is a paragraph at the end of your article which you can include, and which needs to be included by other Webmasters should they publish your article on their site.

Resource boxes serve several functions:

1. Brand yourself as an authority in the niche.
2. Increase relevant Page Rank to your site through keyword rich link text.
3. Increase traffic to your site by tempting readers to click through to your site.

A resource box should do all 3 of the above, or it is a wasted opportunity.

“Brand yourself as an authority in the niche” - this happens partly because of the quality of your articles (the better the articles you publish, the better your reputation in the field), partly down to the exposure your articles get, and partly because of what is written in the resource box.

“Increase relevant Page Rank to your site through keyword rich link text” - When a website publishes your article, it includes the resource box at the end, with active link(s) to your site (this is a requirement of using articles from most article directories). If those links are keyword rich, they'll help your page rank better for that term. The more quality links pointing to your page with the same link text, the better it will rank.

“Increase traffic to your site by tempting readers to click through to your site” - If your resource box (or the article itself) can entice the reader to your site, you get an extra visitor, and potential customer. You need to come up with ways to get readers to click through. We'll look at some options in this chapter.

Before we start creating good resource boxes, let's have a look at a few I picked totally at random from articles published on ezinearticles.com.

#1

Joshua Poyoh is the creator of <http://www.motherbabytips.com> where you can find out more information on [How To Store Your Baby Girl Dresses](#)

#2

Check out <http://www.my-credit-center.com/> for more articles on [business credit card with reward](#) and low interest credit cards.

#3

Jason Rickard is the owner of Your Favourite Shop - Offering [White Noise and Relaxation CDs](#) - Visit [Hapa Health](#) for more articles.

#4

"Lance Winslow" - Online [Think Tank](#) forum board. If you have innovative thoughts and unique perspectives, come think with Lance; <http://www.WorldThinkTank.net/wttbbs/>

#5

Jonathon Hardcastle writes articles on many topics including [Religion](#), [Family](#), and [Cooking](#)

Have a read through these real resource boxes. Do they pass the three criteria laid down at the start of this chapter?

	Brand you as an Authority?	Increase Relevant PR?	Tempts reader to click through?
#1	Partially	One URL, No. The Other, Yes, "baby girl dresses" is a keyword of the author.	No.
#2	No	One URL, No. The other, yes.	No. I wouldn't class the offer of more articles tempting.
#3	Partially	Yes	No
#4	Partially	One URL, Yes, the other, No	Partially
#5	No.	No	No

I wrote partially in some of the squares of the grid, purely because the resource box in question did not meet the criteria very well. Including your name does partially help with branding you as an authority, as does saying you are the creator/author of a particular site.

The same can be said about tempting readers to their sites. Just saying what is on your site does not entice. You need to offer the reader something of perceived value. I wrote “partially” for #4 because a forum on “think tanks” may be perceived as value by those interested in think tanks. It is a resource to allow people to share ideas. However, I think his offer could have been so much more tempting.

Let's look at each of the three criteria in turn, and discuss what would help you meet each criterion in your resource boxes.

Brand yourself as an authority in the niche

How can you brand yourself as an authority?

Well the first step is to make your article 100% quality. If a reader finds your article interesting and informative, they will see your name at the end. If they read another article by you, and find it equally interesting, they will begin to recognize your name, and treat you as an authority in the field.

The second thing that will make you an authority is having a great website that you can refer your readers to in the resource box.

Thirdly, in your resource box, you can point out anything about yourself that gives you extra credibility.

Some examples:

If you have had an article published on cnn.com, write it down that you have been published on cnn.com.

If you have been working in the field for 10 years, write it in your resource box. If you have had over 100 articles published in the niche, say so.

If you have any qualifications in the field, or offline work experience, state it. If you have written a book (or eBook) in the field, state that you are the author. Any and all of these things will build your reputation in the niche. It may sound like bragging, but it is important to build your credibility.

Increase relevant Page Rank to your site through keyword rich link text.

This is perhaps the easiest to do, and the one that most people concentrate on. If they can get an article published on 10 sites, then that is 10 back links to their web page, each keyword rich and topic-related.

You can see in the above 5 resource boxes that 4 of them do this, but look at the wasted opportunity in the links that use the domain URL as the link text.

While keyword rich link text is important, it is not the only consideration in a resource box, so these authors have missed an opportunity. If it takes you an hour to get the article right, surely you can spend 10 minutes on building a quality resource box that will give you maximum bang for your buck.

Increase traffic to your site by tempting readers to click through to your site.

Your articles published on other peoples websites are a great way to get traffic to your site, yet so many authors fail to achieve this traffic because they don't tempt the reader with something perceived as valuable. All of those 5 example resource boxes above fail in this respect. Only one of them makes any attempt to persuade the visitor they should click through to the site, and even that one doesn't do it very well.

So what will persuade a reader to click through? The #1 reason I have found is simply this: Something of perceived value and interest.

Before you think you have nothing to offer, think again. There is something that you can put together in an hour or less that will have perceived value and be of interest to your readers - a free report, or mini-series on a related topic.

E.g. With our Articles based on the Atkins Diet, why not offer them a free report on alternative weight loss strategies? If they are concerned over the safety of the Atkins diet, alternatives would certainly be of interest.

Something like:

“If you are worried about the safety of the Atkins Diet, download our free [Alternativesto theAtkin's Diet report](#)”.

What about offering them a series of 10 Atkins Recipes as an autoresponder sequence? For those unfamiliar with autoresponders, they are scripts that can send out pre-written emails at an interval you define.

You can write the 10 emails, load them into your autoresponder, and specify you want them sent out every 2 days. When someone signs up, they get one every two days for the full 10 email “course”.

Here is part of the resource box we could use to get the clickthrough and sign up to our auto-reseponder:

“Stuck for menu ideas? Sign up for our three-week course on [AtkinsDiet Menus](#). It's Free!”

Note that:

- my link text is a keyword phrase I want to target.
- the offer is interesting to Atkins dieters.

- I am telling the reader what to do (call to action).
- The reader knows that the resource is free.

Now, I know what you are thinking. Way too much work! Well think again. I'll show you in the next chapter how you can put a free report, or autoresponder course together in about an hour, from start to finish.

So what other “offers” can you use to entice a reader to visit your site?

Well, in marketing terms, the answer is pre-sell. Pre-sell your site, or a page on your site, or a feature of your site.

If you have something that is very useful for dieters on your site, pre-sell it.

Make the reader want to go and check it out for themselves.

e.g. You might have a list of high-protein, low-carbohydrate foods on your site that would interest the reader.

Say something like this in your resource box:

“Print out our free [high protein diet](#) cheat sheet and never be stuck for meal ideas again”.

Note that:

- my link text is a keyword phrase I want to target.
- the offer is interesting to Atkins dieters.
- I am telling the reader what to do (call to action).
- The reader knows that the resource is free.

OK, these three example resource box snippets have something in common.

They reduce resistance in the reader.

They let the reader know that the resource is free (always a good thing). The fact that it is a report or a 3 week course means they have perceived value.

If your article that they have just read is top quality, and they enjoyed it, there will be no resistance. If they are interested in your offer, they'll click through to your site and sign up.

Resource boxes should always have an incentive to click through. If they don't, then they will not bring in the free traffic from sites publishing your articles.

OK, as a summary of this chapter, here is what you need to add to your resource box:

1. A little self-branding. Don't be shy..
2. Keyword rich link text for terms you want to rank well for..
3. Incentive to click to your site.

Adding “Fat” to your web page / Site

I suggest the first thing you do when an article is completed is to post it on your site. You can then go back at your leisure and add “Fat” to these pages. I prefer to add this “fat” to the web page AFTER the page is first included in Google, but you can add it all at once if you prefer.

My reasons adding the extra content after it is indexed is so that the search engines see that changes have been made to the page the next time they go back. Search engines like content that is updated over time, and I have found this can help new content rank better in a shorter space of time, and avoid the “sandbox” that so many marketers talk about.

OK, let me define “Fat”.

ON a web page, “FAT” is just anything that adds unique value to a web page. e.g. A well written article is “fat” content. Relevant RSS feeds on the page would be extra “fat”, as would autoresponder courses, or free downloads. All of these offer unique value to the page, and help to build a “fat” web page.

Thing in terms of bigger (“fatter”) is better.

In this chapter, we'll look at various types of fat you can add to your pages.

Here is a list of some ideas:

- Autoresponder course
- Free Report
- Facts boxes
- Related article links
- RSS feeds
- Paid Report
- Newsletter sign up
- Forum
- Ratings & Review
- Options for visitor content
- Quizzes/polls/surveys
- Top 10 lists
- FAQs
- Links to news archives
- Diagrams
- Resources

You may want to look through this list every time you publish a page on your site, and try to fit some of them onto the page. You don't need to put everything on every page, but you could comfortably fit all of them on a site, with certain ones found on all pages.

I am sure you can think of more ways to add fat as well. Create your own list based on the one I have given you.

Let's look at each one in turn.

A free report in 1 hour or less using free articles?

Autoreponder courses or free reports are great ways to get people to your site. In this chapter, we'll look at how easy they really are to create and set them up on your site. We'll also discuss some techniques you can use while creating these resources to increase affiliate sales, and AdSense clicks.


OK, an hour or less? Let's get going.

Let's create a free Report on the Atkins Diet

Go to Ezinearticles.com, and look for the search box in the left hand menu (not the Google one at the top). I like to start off with the left hand search box first, and then use the Google one at the top later if I am still needing more content.

Click the Advanced Search link so you get more options when searching:

I am looking for articles that contain:



Advanced Search Options


Category:

Expert Author Name:

Match:
 All Words Exact Phrase Any Words

Search Fields:

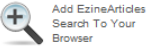
Word Count:
 Words

Note  I chose to use the "Search Article Titles" option as I wanted articles written about Atkins, not articles which merely referenced Atkins in the article body. I also specified I wanted articles with 500 or more words. While it's not always true, longer articles can signify greater quality.

Now, what I am looking for 10 or more articles I can repackage into a free report. This is fine as long as I include the author's resource box when published. When looking for my articles, I am looking for:

- Quality
- Different aspects of the Atkins Diet (i.e. All 10 articles should cover a different angle).

That shouldn't be too difficult, should it? Especially when there are 250 articles that met my search criteria:

Search Results 

Search Results for: *atkins*

Showing results **1 - 25 of 250** (0.014 seconds)

Searching the title of all articles with more than 500 words.

[Atkins Diet - Protein Based and Better For Diabetics](#) by *Dr. Christopher Maloney*
Atkins may be gone, but his diet lives on. While many will seek to wrap Dr. Atkins into a neat little package, medical research does not fully vindicate him or fully condemn him.
<http://ezinearticles.com/?Atkins-Diet---Protein-Based-and-Better-For-Diabetics&id=4371866> - May 27, 2010

[The Mysterious Dr. Atkins Death](#) by *Dana Scripca*
After more than a year since Dr. Atkins passed away, low-carbohydrate craze is still vigorous. And if the mysterious dr. Atkins death has been somehow cleared up, no one can say the same about diet's future.
<http://ezinearticles.com/?The-Mysterious-Dr.-Atkins-Death&id=7311> - Dec 17, 2004

[The Atkins Low Carb Diet: Still Very Popular After All This Time!](#) by *Kevin Urban*
The Atkins low carb diet has been around since the mid-1970s and really took off in popularity during the 1990s and 2000s. After all that time it has certainly proven its ability to help people lose weight and keep the weight off.
<http://ezinearticles.com/?The-Atkins-Low-Carb-Diet:-Still-Very-Popular-After-All-This-Time!&id=172769> - Apr 04, 2006

I would go through the articles, and if I found an article I wanted to use, I would copy and paste it into a Word document (or Open Office) and compile a report containing the 10 articles.

You need to keep the links in the authors resource box intact, but that's easy enough to do.

Once all the articles are in my Word document, I'd:

1. Add a page break between each article.
2. Make sure article headers are turned into H1 headers.
3. Write a short introduction to the report, with links back to my own site.
4. Insert any additional pre-sell into the report, wherever you want to insert it. You cannot change or modify the articles themselves, but you can insert sections between each of the chapters. You can mention products (using your affiliate links) or even articles on your own site (which might have AdSense in them).
5. Create a Content Page at the beginning of the document. Word and Open Office both have functions to create these for you. Here is an example Content page created in Open Office:

Table of Contents

Top 10 Questions and Answers on Atkins Diet.....	3
Atkins Diet: An Overview.....	9
How the Atkins Diet Works.....	11
Ancient Olympians Followed Atkins Diet.....	13
The Atkins Diet - Why It's My Personal Choice.....	15
Atkins Diet Foods – A Guide To Low Carb Food Products.....	18
Atkins Diet Results Are In & Some People Aren't Going To Like Them.....	20
Atkins Diet Bad For The Heart.....	22
Surviving Glycemic Diets (Ketogenic, Low-Carb or Atkins).....	24
Atkins Diet -- The Final Verdict.....	26
The Mysterious Dr. Atkins Death.....	29

OK, the first draught of your report is ready, and it's taken less than an hour. Not bad!

Once you are happy with your report, you need to turn your free report into a PDF file.

Both Open Office & Word include Export/Save to PDF feature.

You now have a free report you can give away, which has perceived value and is of interest to your visitors.

Remember to add these things into the report:

- Mention articles on your site which they should read (have AdSense on these pages to increase potential income).
- Promote affiliate products. I highly recommend you learn how to use the .htaccess file for redirects, as it means that if affiliate links change, you can change the redirects on your server, and all links in the report will remain correct, and pointing at a valid page on your merchant's site. You can read how to do this [here](#).
- Add in interesting snippets of information to break up the report a bit – article after article can be a little dry. It can be recent news on the subject, or interesting facts and figures you have found in your research. You could just put in lead-in paragraphs before each article, and lead-out paragraphs after each article. This gives you the chance to have some input in the report, and even discuss the article they just read.

Let's Create an Autoresponder course

This is just as easy. We'll use the exact same articles we used for the free report.

You might like to have both an autoresponder course, and a PDF report for every batch of articles you use in this way. I find that offering the PDF report at the end of an autoresponder course (as in "If you want this complete course in one easy to print report, download from...") adds another opportunity to make some money from the articles.

You might even decide that you want to have more than one autoresponder course on your site.

One could be a General Guide to Atkins. Another might be Atkins Diet Menus, and yet another might be "Safe Alternatives to Atkins". That way your site will cater for all audiences in the weight loss field.

To create an autoresponder, you need to have an autoresponder script, or subscribe to an autoresponder service. I cannot emphasize how important it is to use a third party. If you use a script run from your own domain, and someone complains that you sent them spam, your service provider could close down your site. Using a third party like [Aweber](#) prevents this. Aweber can be a little expensive these days since they upped their prices after adding in a bunch of features most people will never use, so a cheaper, quality auto-responder/newsletter service is [Imnica mail](#).

The first step in creating your autoresponder course is to create the emails that will be sent during the course. The body of each email will be the article that you harvested from Ezine Articles. However, I don't suggest you publish the actual article in the email. Write a short summary of the article, and then direct the visitor to **your site** to read the entire article. That way, you can add Adsense to the article, and hopefully get your readers clicking ads and making you money.

The autoresponder email might be something like this:

"Welcome to issue 1 of 11 of the Atkins Diet Revealed eCourse. You will receive one email a day from us over the next 11 days, which you won't want to miss. In the course, we'll reveal the truth behind the Atkins diet, whether it's safe or not, and what the scientific community thinks about this diet. You'll even learn some amazing facts about the Ancient Olympian diet, as well as the controversy surrounding the death of Dr. Atkins. OK, let's begin.

Today we would like to answer some of your questions about the Atkins Diet. Our guest author has compiled a list of the top 10 questions related to this diet. You can read it here - [Top 10 Questions and Answers on Atkins Diet.](#)"

OK, that's quite short and to the point, but you get the idea. You might like to pad it out a little. However, the important point here is that we have included some teaser information about the course in an attempt to get them to read each of the 11 emails, as well as information on how many emails to expect, and when.

Each email will send the reader to a page on your site where you have published the entire article, with strategically placed AdSense ads. They go and read the article, notice and interesting ad and click on it, and you make some \$\$\$\$. Cool, win-win situation, eh?

Create one email for each article in your course, and then plug them into your autoresponder. It is beyond the scope of this course to show you all possible autoresponders and how to plugin the emails, but I can show you in the most popular autoresponder service - [Aweber](#). It should be easy enough to work out if you use [Imnica Mail](#) instead.

Note → You can sign up for a trial account at Aweber. Its a great way to see how it all works.

When you login to your Aweber Account, you need to create a new Autoresponder by clicking the "Create & Manage Lists" link:



Then, click on "Create New List":

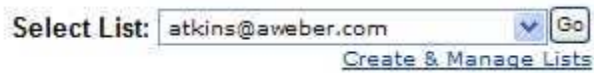
Packages:

Pkg #	Package Name or List Name	Actions	Included Lists
275237	Unlimited Autoresponders	Create New List	Unlimited

You'll then need to fill in some information:

List Name:	<input type="text" value="atkins"/> @aweber.com <small>Up to 15 characters with letters, numbers, or hyphen. Example: send-info List name,"atkins", is available.</small>
Short List Description:	<input type="text" value="Atkins Diet eCourse"/> <small>The description will be viewable on your unsubscribe page.</small>
Multiple Unsubscribe:	<input checked="" type="checkbox"/> Allow leads to unsubscribe from more than one list at a time. <small>This option affects the remove page for all of the lists in your account. Disabling this potentially violates the 2004 Federal CAN-SPAM law.</small>
Open Rates:	<input checked="" type="checkbox"/> Enable tracking of HTML message open rates.

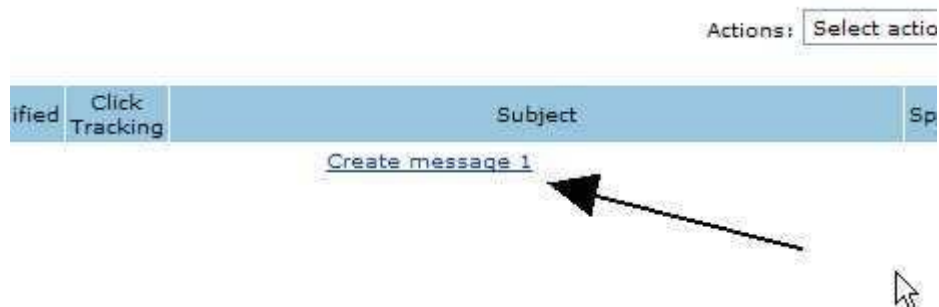
Once the list is setup, you can select it from the drop down box at the top of the screen:



.. and then click on the Messages tab:



On the Messages Screen, you'll see this:



Click the Create Message 1 link, and you'll be taken to the message editor, where you'll need to fill in the details of the first message:

Message: #1 sent immediately.

Click Tracking: Enable tracking of click-throughs from links in your message.

Select a Template: [Change Template](#)

Merge Personalization Fields: --- Insert Field ---

Subject: Atkins Diet Secrets Revealed - part 1

Plain Text Message:

Hi {!firstname}
 Welcome to issue 1 of 11 of the Atkins Diet Revealed eCourse. You will receive one email a day from use over the next 11 days, which you wont want to miss. In the course, we'll reveal the truth behind the Atkins diet, whether its safe or not, and what the scientific community think about this diet. You'll even learn some amazing facts about the Ancient Olympian diet, as well as controversy surrounding the death of Dr. Atkins. OK, let's begin.

Today we would like to answer some of your questions about the Atkins Diet. Our guest author has compiled a list of the top 10 questions related to this diet, so go to Top 10 Questions and Answers on Atkins Diet now at:

<http://atkinsdietsecrets.com/top10questions.html>

HTML Message:

You can enter an HTML version of the email as well if you like, but it's not necessary.

Once you save the first message, you'll be taken back to the main Message screen:

Type	# Att.	Modified	Click Tracking	Subject
Text	0	08/30/06	On	Atkins Diet Secrets Revealed - part 1

[Create message 2](#)

You are now ready to create the second part of the autoresponder sequence. Click on the “Create Message 2” link, and repeat the above instructions. You'll notice that at the top of the Message 2 editing screen you now have this:

Message: #2 sent day(s) after previous.

Click Tracking: Enable tracking of click-throughs from links in your message.

Select a Template: -- Basic Plain Template -- (none)

Message #2 sent 4 day(s) after previous.

This gives you the freedom to decide how many days should pass between email #1 and email #2. You can change the “4” to any other number of days.

I usually use “1”, so that the subscribers gets each email at one day intervals.

Repeat the entire process, loading in all 11 of your autoresponder messages.

Once your autoresponder is fully loaded with all 11 message, all you need to do is to grab the form sign up code from Aweber (you'll find it under the "Leads" tab, and then select the "Webforms Generator" tab.), insert it onto your web page, and your autoresponder is live. Whenever anyone signs up, they'll get a message a day for a full 11 days (unless they unsubscribe) without you lifting a finger.

Why not sign up for the trial, and try this process for yourself. You should have an autoresponder loaded in a few minutes. The main time in setting these up is deciding what each message will say, and setting up the article on your site where you direct your subscribers.

Do not underestimate the value of autoresponders or free reports. I highly recommend you set them up on all sites you build, in any niche. They add value to your site, and help prevent your site being labeled as a "thin affiliate" site.

Facts boxes

These are a real favourite of mine. Let's face it, you spent a lot of time on the research, so why not use as much of it as you can. You have a great article on the safety of the Atkin's diet, so look through your research for snippets of information you can use within your article, or in the margins of your page to add a little extra fat.

Think about the sections of research you could use for this:

1. Facts
2. Definition
3. History
4. Most asked questions
5. Quotations
6. Relevant News

Plus any other section you haven't used yet. Think of the possibilities, and add snippets of information to your pages. Here are a few I found by browsing my research (NOTE: I have used a different style for each "Johnson" box to give you ideas for presentation):

"Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet".
Albert Einstein (1879 - 1955)

[Low-carb diets are effective](#)

Low Carb Energy Magazine .com, AZ
(Aug 7, 2006).

This box above is merely a link to another article. In this case I would open the link in a new window so you don't lose the visitor from your site.

In July 2005, Atkins Nutritionals (founded in 1989 by Dr. Atkins) filed for bankruptcy protection in New York. The company emerged from bankruptcy January 10, 2006

Atkins diet is based on two ideas:

1. High carbohydrate in your diet will lead to weight gain.
2. Low carbohydrate diets leads to weight loss.

"The good news is that in the short term, according to the University of Pennsylvania Medical School, low carb diets "may be safe." Also, in the short term, individuals on a low- carb diet tend to lose more weight than individuals on other low fat diets."

Again, the above box uses a link to another site. In this case I am directly quoting another web page, and you should always include a source if you are making an exact quote (as opposed to re-writing the text). This link should open in a new window, and use the nofollow tag.

Where to put these boxes?

I suggest you make good use of your left and right margins on your WebPages, but also consider putting these "facts boxes" throughout your article, slap bang in the middle of the row like this example:

The screenshot shows a website layout for 'MyAtkinsSite.com'. The main content area has a title 'Girl dies while on Atkins Diet, but scientists say it may be safe'. Below the title is a quote from a CNN article: 'Paul and Lisa Huskey of Columbia, Missouri, say their 16-year-old daughter, Rachel, died of a heart arrhythmia in 2000 while on the diet. Dr. Paul Robinson, a pediatrician at the hospital where Rachel died, said the diet could have caused her death by leaching calcium and potassium from her body.' A link to the full article is provided: <http://www.cnn.com/2003/HEALTH/diet.fitness/11/20/diet.heart.reut/index.html>. A 'facts box' is placed in the middle of the row, containing the quote from the University of Pennsylvania Medical School. To the right, there is a sidebar with a 'YOUR MENU HERE' link and a quote by Albert Einstein: 'Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet.' Below the main article, there is another quote: 'What I contend is that the Atkins diet gave me heart disease, Jody Gorran, a

You'll need to decide how many and where to put them on your page, but these can be great ways of getting more themed content of genuine interest to your reader.

Related article links


Related article links can point to articles on your site, or articles off-site. For good internal site linking, I recommend you link to other related articles on your own site. Here is an example of a related article section at the end of an article on my Diabetes website:

study on their site shows the amazing story of "Boomer", a German Shepherd/Lab mix who is an alert dog for a lad named Ryan. Boomer was tested and certified in June 2004 by All Purpose Canines, and has been Ryan's constant companion since that time.

Another organization is [Heaven Scent Paws](#), whose dogs are trained to detect both low (hypoglycemia) as well as high (hyperglycemia) levels in the diabetic, and then alert the "support team" who could be parents, spouse or partner.

There is no doubt that this type of dog can assist relatives of a diabetic sufferer in helping monitor the situation 24/7. However, just how accurate this is as a detection method remains to be seen, and putting too much faith in these extraordinary pets may not be wise. Those owners who have been lucky enough to get a diabetic alert dog does have that extra sense of security though.

Share and Enjoy:



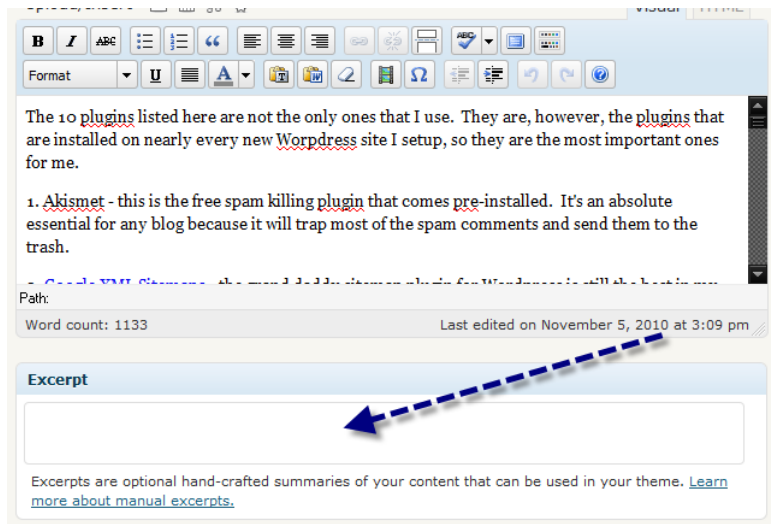
Filed Under: [Diabetic Pets](#)
Tagged:

Related Diabetes Articles

- [Blood Glucose Sniffing Dogs!](#) - Diabetic Alert Dogs are being used by families to monitor blood glucose levels in children and alert them to any problems. These dogs are constant companions and will alert the parents at any time, night or day if there is high or low blood sugar levels. Share and Enjoy:
- [Diabetic Dogs](#) - Dogs can get diabetes too, and it's quite common. With careful treatment, your dog can live a full life. Share and Enjoy:
- [Diabetic Pets](#) - Pets have the same organs as us humans, so pet diabetes is actually quite common. Cats & Dogs differ in the types of diabetes and therefore the treatment, but you do need to catch this early. Share and Enjoy:
- [Glucose meters for pets](#) - Human blood glucose meters are very accurate for humans, but less so for your furry friend. Pet glucometers are available, and are highly accurate. Share and Enjoy:
- [Diabetic Cats](#) - Diabetes in cats is actually quite common. The rewards for early treatment can be a full recovery. Share and Enjoy:

For Wordpress users, there are a number of good plugins that can automatically include this at the end of each article.

Top Tip: Make sure you add an exciting "Excerpt" to each article you post on your site. Most of the plugins can be configured to post the excerpt as the article description. The excerpt box in the dashboard is underneath the article editor:



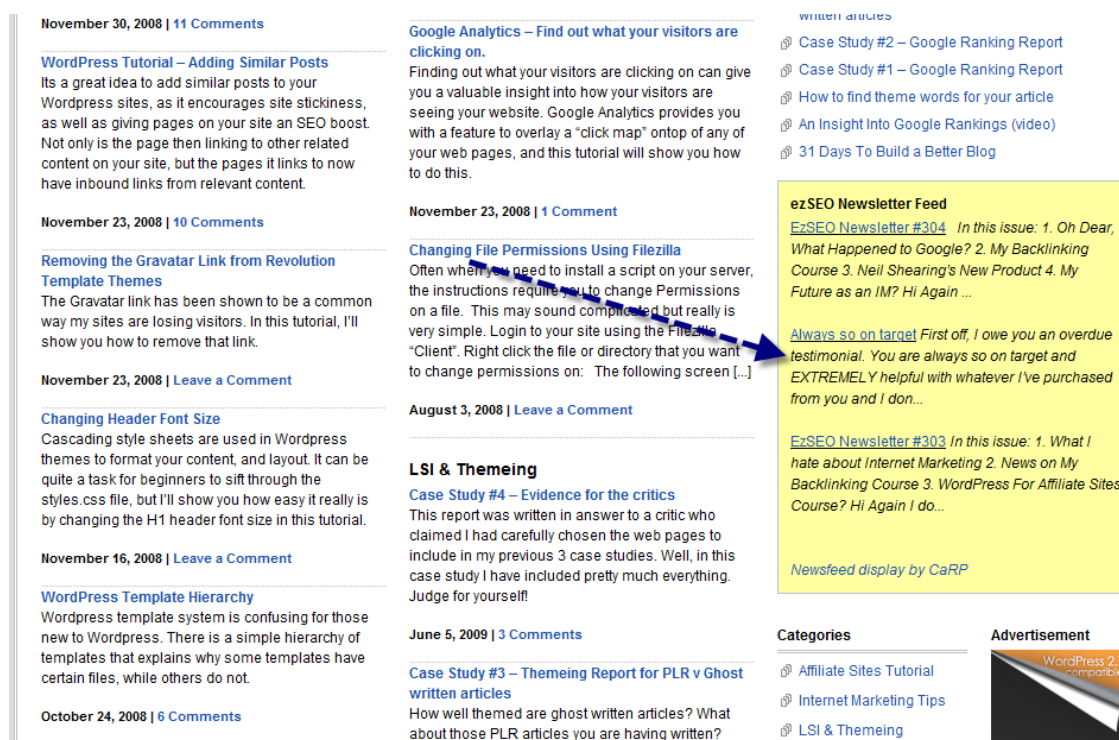
Adding Excerpts to your articles will give your page more unique text than just relying on the article “description” for related post descriptions (which will be used elsewhere in the source of the webpage).

There are a number of Wordpress Related Posts plugins. One I use a lot is the “[Yet Another Related Posts Plugin](#)”. Use whichever one you are comfortable with.

RSS feeds

RSS feeds are all over the internet. We probably have content management systems like Wordpress to thanks for this, as RSS feeds are an integral part of a Wordpress site.

What you can do is to add RSS feeds from other websites to your own. You can see this on my Affiliate Minder website. It has the RSS feed from my ezSEONews site displaying in the right hand menu.



November 30, 2008 | 11 Comments

WordPress Tutorial – Adding Similar Posts
Its a great idea to add similar posts to your Wordpress sites, as it encourages site stickiness, as well as giving pages on your site an SEO boost. Not only is the page then linking to other related content on your site, but the pages it links to now have inbound links from relevant content.

November 23, 2008 | 10 Comments

Removing the Gravatar Link from Revolution Template Themes
The Gravatar link has been shown to be a common way my sites are losing visitors. In this tutorial, I'll show you how to remove that link.

November 23, 2008 | Leave a Comment

Changing Header Font Size
Cascading style sheets are used in Wordpress themes to format your content, and layout. It can be quite a task for beginners to sift through the styles.css file, but I'll show you how easy it really is by changing the H1 header font size in this tutorial.

November 16, 2008 | Leave a Comment

WordPress Template Hierarchy
Wordpress template system is confusing for those new to Wordpress. There is a simple hierarchy of templates that explains why some templates have certain files, while others do not.

October 24, 2008 | 6 Comments

Google Analytics – Find out what your visitors are clicking on.
Finding out what your visitors are clicking on can give you a valuable insight into how your visitors are seeing your website. Google Analytics provides you with a feature to overlay a "click map" onto any of your web pages, and this tutorial will show you how to do this.

November 23, 2008 | 1 Comment

Changing File Permissions Using Filezilla
Often when you need to install a script on your server, the instructions require you to change Permissions on a file. This may sound complicated but really is very simple. Login to your site using the Filezilla "Client". Right click the file or directory that you want to change permissions on: The following screen [...]

August 3, 2008 | Leave a Comment

LSI & Themeing

Case Study #4 – Evidence for the critics
This report was written in answer to a critic who claimed I had carefully chosen the web pages to include in my previous 3 case studies. Well, in this case study I have included pretty much everything. Judge for yourself!

June 5, 2009 | 3 Comments

Case Study #3 – Themeing Report for PLR v Ghost written articles
How well themed are ghost written articles? What about those PLR articles you are having written?

written articles

- Case Study #2 – Google Ranking Report
- Case Study #1 – Google Ranking Report
- How to find theme words for your article
- An Insight Into Google Rankings (video)
- 31 Days To Build a Better Blog

ezSEO Newsletter Feed
EzSEO Newsletter #304 In this issue: 1. Oh Dear, What Happened to Google? 2. My Backlinking Course 3. Neil Shearing's New Product 4. My Future as an IM? Hi Again ...

Always so on target First off, I owe you an overdue testimonial. You are always so on target and EXTREMELY helpful with whatever I've purchased from you and I don...


EzSEO Newsletter #303 In this issue: 1. What I hate about Internet Marketing 2. News on My Backlinking Course 3. WordPress For Affiliate Sites Course? Hi Again I do...

Newsfeed display by CaRP

Categories

- Affiliate Sites Tutorial
- Internet Marketing Tips
- LSI & Themeing

Advertisement



There are a number of scripts you can get to add this type of functionality to your Wordpress blog (I am using Carp in the example above). However, even better news – Wordpress has a Widget for adding RSS feeds to your sidebar.

Simply add the widget, enter the URL of the feed, and it will appear in your sidebar.

You could of course include the RSS feed of your own site. It would give a "recent articles" section to your sidebar. Then again, you could just use the recent article widget for that.

If you do use someone's RSS feed, make sure you have permission to do so.

Paid Report

If you know enough about your niche, you can create your own product. However, don't forget that you could just as easily outsource it to a writer on Elance or similar site.

Newsletter sign up

Again, I recommend setting up a dedicated page for your newsletter. Use text links, or even graphics on the pages of your site to drive traffic to the sales letter page for your newsletter. This should include testimonials from happy subscribers, plus maybe some bonuses you offer for all new subscribers (e.g. You could give away your free report).

As for positioning on your page, again, the top left is best, but you could also include subscription forms at the end of your articles. If your articles are good, then there is a chance the reader will be more tempted to sign up for more information.

Personally I use [Aweber](#) for my mailing lists (and auto-responder courses). However, Imnica Mail is a cheaper, fully featured alternative that is a better option for those starting out. In fact, even for veterans, [Imnica Mail](#) has an impressive array of features at very low pricing.

There are, however, some Wordpress plugins that can give you newsletter functionality. I haven't used any of them, so you will need to do your own due diligence. The one I hear a lot about is [Mailpress](#).

Forum

Building a community on your site is a great way to get repeat traffic, plus build your reputation in the niche. However, they are notoriously difficult to get started, since people hate to be the first. They also require constant monitoring or you will find it filled up with spam.

[Simple Press](#) is a Wordpress plugin that works very well and is easy to setup.

Quizzes/polls/surveys

People love to get involved, IF it is easy. They'll vote in a poll if it just means clicking a button. Polls and quizzes can be equally fun, but maybe more difficult to get participants. However, they will add fat to your site, and the search engines will like the availability of visitor interaction on your site, so don't dismiss it.

I use a script called [Advanced Poll](#) myself, and its easy to setup, and free.

You can find a lot of scripts to carry out polls, quizzes and surveys at:

<http://www.scripts.com>

Look for those with the best ratings, and try them.

Top 10 lists

Top 10 lists are great for adding fat to your site. They can be top 10 anything. e.g.

- Top 10 reasons diets fail.
- Top 10 low-carb recipes.
- Top 10 celebrities on the Atkins diet.
- Top 10 alternatives to the Atkins Diet.
- Top 10 sources online for Atkins Products.

I think you get the idea. You can have these as a list on your homepage – a kind of table or numbered list of items. You could maybe put up the top 3 and then say “Click here for the top 10”. Then have a separate page setup just for your top 10 list.

You could have your top 10 listed very briefly on the homepage, and then put “Click here to find out why” style link at the end, to get the visitor to click through to the top 10 page. You could then put your reasons why each were included in the top 10.

People are interested in top 10 lists out of curiosity. These lists can be the basis of great website content on their own, or as fat content for any other web page.

Links to news archives

One thing that you can do is to monitor the news on other sites. I personally like to setup [Google Alerts](#) on topics related to my niche. Google will then email you whenever there is something new posted online related to your keyword alert. When there is something interesting, write a short review of the news item, and add it to its own “news” page. Then as this archive grows, you can link to these news items from any page of your site.

I like to include an “In the News” section on the homepage of some sites, that link to the most recent 3 or 5 news items I have archived in this way.

Diagrams

Don't underestimate the value of quality diagrams. They can be flow charts, mind maps, or simple diagrams used to explain a point in your text. You have heard the phrase a picture is worth a thousand words? Well, that applies to a web page too.

There are some great graphics packages available for creating diagrams. My favourite are [Realdraw](#) and [SmartDraw](#). I use Realdraw for logos, and general graphics for my site, while I use SmartDraw for flow diagrams and organisational charts. However, Realdraw can do just about anything you will want, so if you wanted a single package for all graphics, that is the one I would recommend.

NOTE: There are some great plugins for Wordpress to display rotating images if that is something you could make use of in your niche.

Resources

Resources can include articles on other sites, web forums, other websites, computer software, in fact anything that a visitor to your site will find interesting. You can have a resource page (or pages) which you link to from the other pages of your site, or a resources “box” that you include on various pages of your site. These resource boxes would list 3 or 4 useful resources.

As with any external site links, I recommend opening these in a new window.

To close this course, let me just highlight some of the growing number of Wordpress plugins you can use to help make your sites “fat”, and keep users coming back.

Wordpress Plugins to Help Add Fat

In this section I wanted to mention some Wordpress plugins that can help add fat to your site. I don't recommend you use all of these – just pick the ones that make the most sense for your site and your niche.

Preventing Comment Spam

Comments on your Wordpress site are an integral part of visitor interaction. The problem is that you will get spammers trying to get their URL laden comments approved on your blog. Wordpress have written an excellent guide to help prevent comment spam on your own site, so I recommend you read [Combating Comment Spam](#), and implement their suggestions.

Since comments are so important to an active community, there are some plugins you might like to look at.

Comment Enhancing Plugins

[Disqus](#) – “is a comments platform that helps you build an active community from your website's audience. It has awesome features, powerful tools, and it's easy to install.”

[Subscribe to Comments Reloaded](#) - Subscribe to Comments Reloaded allows commentors to sign up for e-mail notifications of subsequent replies.

[TDO Mini Forms](#) – Not really commenting, but this plugin allows you to add highly customizable forms that work with your WordPress Theme to your website that allows non-registered users and/or subscribers (also configurable) to submit and edit posts and pages. New posts are kept in "draft" until an admin can publish them (also configurable). Likewise edits can be kept be automatically kept as revisions until an admin approves them.

Social Plugins

Social plugins include those that allow your visitors to get “social” with your site. That can mean bookmarking, Facebook & Twitter buttons and also plugins that allow your visitors to interact with each other.

[Mingle](#) - create your Social Network and allow people to “Mingle” on your site.

[Share and Follow](#) - Add Share Icons, Follow Links, Facebook Like, Twitter Tweet and other buttons on your site in the way you want. This is one of my favourites, and it just keeps getting better.

[Topsy Social Modules](#) – I haven't used this one, but it looks interesting.

Contact Forms

Giving your visitors a way to contact you is really important.

[Fast Secure Contact Form](#) - A super customizable contact form that lets your visitors send you email. Blocks all automated spammers. No templates to mess with.

[Contact Form 7](#) - Contact Form 7 can manage multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup. The form supports Ajax-powered submitting, CAPTCHA, Akismet spam filtering and so on.

Ratings & Review Plugins

Giving your visitors the ability to rate and review your content is a great way to add real value to the site. Imagine having a section on your site where you write product reviews. You can rate the product, but your visitors can also add their own rating and review. You can read a review I wrote a while ago about this type of plugin:

[Wordpress Ratings & Review Plugins](#) – My favourite is undoubtedly [My Review Plugin](#).

Forum Plugins

Forums are great to let your visitors interact, but be aware that they can take a lot of moderation. Forum spam is rife...

[Simple Press](#) – feature rich, completely integrated and fully scalable forum plugin for WordPress.

[Mingle Forum](#) - Mingle Forum has been modified to be lightweight, solid, secure, quick to setup, easy to use, and best of all it now integrates seamlessly with or without the Mingle social networking plugin (by Blair Williams).

Popups

A lot of people hate them, but they do work (at least on some sites). There is no better way of getting your visitor's attention than a popup. You can display a newsletter registration form, offers of the week, or some other important information relating to your site. There are a number of popup plugins. Here are some:

[Cool Fade Popup](#)
[WP Super Popup](#)
[Popup](#)

Content Gallery

A nice addition on the homepage of any site is a set of images or content that rotates, giving your visitors a quick overview of what is important on your site, or maybe just showing off some great niche relevant images. Here is a plugin that give you that ability.

[Dynamic Content Gallery](#) – Creates a dynamic gallery of images or featured content selected from one or more normal post categories, pages, Custom Post Type posts etc.

Miscellaneous

Whenever you get a question from a visitor, add it to a Frequently Asked Questions list. Here is a free plugin that can help:

[Q and A](#) – Create, categorize, and reorder FAQs and insert them into a page with a shortcode. Questions are shown/hidden with a nice jQuery animation, users without javascript enabled will click through to the single question page.

What about allowing your visitors to listen to your posts?

[Odiogo Listen Button](#) - This plugin displays a 'listen' button underneath the title of each post. When the button is clicked, the post's text is shifted a few lines down and a control bar is displayed from which the MP3 file can be played/paused. The '+Odiogo' button underneath the player provides the user with many options such as subscribing to the podcast version of the blog, streaming the MP3 files, listening to older posts MP3 files, etc.

If you have great content, visitors will love to be able to get a hard copy of your posts. Here is one plugin that can help.

[Print Friendly & PDF button](#) - The Print Friendly & PDF button automatically creates printer friendly and PDF versions of your pages without the hassle of CSS or Print.CSS. No coding, hacking or programming required. Simply install the Print Friendly & PDF plugin, activate, and choose settings for full customization.

I am sure there are a lot more plugins you can use on your site. If you find any good ones that offer your visitors and enhanced experience on your site, let me know and I'll add them to future versions of this course.

A Closing Summary

It's been a long and time-consuming journey. What you have learned in this course is far more than just how to write quality content for a website. What you have learned is how to create websites that you would be proud to show a Google representative, and that Google should be proud to show its search visitors.

Your website will do well because of its quality, and it won't be affected as much by the constantly changing algorithms. In essence, you have learnt how to build fat sites, from fat content, that visitors and search engines alike will enjoy and find useful.

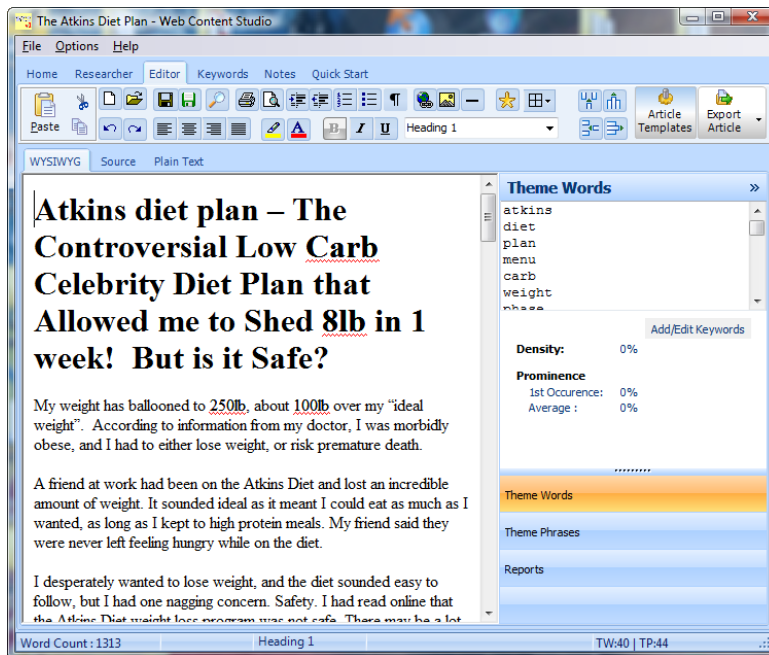
Don't be tempted to go to the dark side. Spend time creating quality content that will be around long after the spammy websites your competitors are building have disappeared.

Appendix

Software and products mentioned in the Fat Content Course.

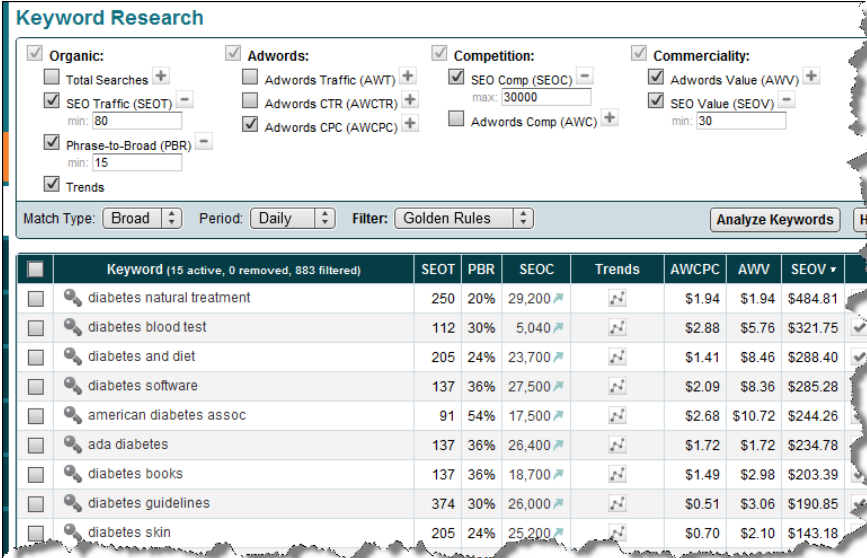
Web Content Studio

Web Content Studio is used for writing articles, finding theme words and phrases, and checking content. When you theme your content, you never have to optimize for long tail phrases again – theming naturally does that. Web Content Studio includes all the tools you need to research and write, high quality, themed content that oozes authority. Visit the [Web Content Studio](#) website to read more.



Market Samurai

Market Samurai is a Keyword Research Tool with a lot of other neat features. The keyword research feature of Market Samurai does not expire, so you can use that for free even after the trial is over. Visit the [Market Samurai](#) website for more details.



The screenshot displays the 'Keyword Research' interface. At the top, there are four main sections: Organic, Adwords, Competition, and Commerciality. Each section has several checkboxes and input fields for filtering results. Below these sections, there are dropdown menus for 'Match Type' (set to Broad), 'Period' (set to Daily), and 'Filter' (set to Golden Rules). An 'Analyze Keywords' button is visible on the right. The main part of the interface is a table with columns for Keyword, SEOT, PBR, SEOC, Trends, AWPCP, AWW, and SEOV. The table lists several keywords related to diabetes, such as 'diabetes natural treatment', 'diabetes blood test', and 'diabetes and diet', along with their respective metrics.

Keyword (15 active, 0 removed, 883 filtered)	SEOT	PBR	SEOC	Trends	AWPCP	AWW	SEOV
diabetes natural treatment	250	20%	29,200		\$1.94	\$1.94	\$484.81
diabetes blood test	112	30%	5,040		\$2.88	\$5.76	\$321.75
diabetes and diet	205	24%	23,700		\$1.41	\$8.46	\$288.40
diabetes software	137	36%	27,500		\$2.09	\$8.36	\$285.28
american diabetes assoc	91	54%	17,500		\$2.68	\$10.72	\$244.26
ada diabetes	137	36%	26,400		\$1.72	\$1.72	\$234.78
diabetes books	137	36%	18,700		\$1.49	\$2.98	\$203.39
diabetes guidelines	374	30%	26,000		\$0.51	\$3.06	\$190.85
diabetes skin	205	24%	25,200		\$0.70	\$2.10	\$143.18

NOTE: A few people have reported problems with market Samuari recently. It seems to be working fine for me but if there are problems when you try the trial version I can highly recommend that you use Google's free keyword tool instead.

Instant Article Wizard

Instant Article Wizard is a great article research tool from Jonathan Ledger. Visit the [Instant Article Wizard](#) website for more details.

Instant Article Wizard 3.082

Keywords: atkins diet | Research | Trends | Suggest

Source: Google | Add to current project

401 Words

Topic	Frequency
atkins diet plan	511
atkins diet	267
weight	119
loss	59
weight loss	52
low	51
food	42
phase	38
people	37
carb	36
fat	33
lose	32
low carb	28
body	26
eat	25
carbohydrates	25
diets	23
protein	22
eating	22
high	21

Research | Article | Web | Versions

0% Rewritten

cardiologist Robert C. Atkins. Atkins diet is a dietary program devised by Dr. Robert Atkins.

Atkins diet is known to be a low carb diet followed by many. It is always being misinterpreted as having to be on a super low carb diet the whole time. It is very difficult for vegetarians to follow, particularly the first phase. It is lively and well gain than ever with these newly reformulated Atkins advantage bars. Atkins diet can be easily confused with South Beach diet.

Atkins diet is actually a craving control diet that can help suppress your appetite. It is not recommended for women experiencing menopause because of calcium depletion. It has raised some concerns over a possibility of increasing cholesterol levels and accelerating calcium loss. It has been proven time and time again to promote quick weight loss. Atkins diet is a technique that helps our body to lose weight naturally by inducing an adjustment in metabolism.

Atkins diet was about my tenth attempt, and the weight came out quick. It has recently become the hottest diet not only among Hollywood movie stars, but common people. It is known to have a diuretic effect. Low-carbohydrate diets, by limiting carbohydrate intake, It is based on the "lifetime nutritional philosophy" which focuses on the low-carbohydrate and high-fat combination of nutrition. Atkins diet is based on research material published in the Journal of the American Medical Association.

Atkins diet is based on the theory that eating carbohydrates stimulates the production of insulin. It is followed by several Hollywood celebrities, including Geri Halliwell, Catherine Zeta-Jones, Jennifer Lopez and Minnie Driver. It is one of about 20 plans that Diets can tailor to meet your exact needs.

Powered by The Best Spinner

Ready.

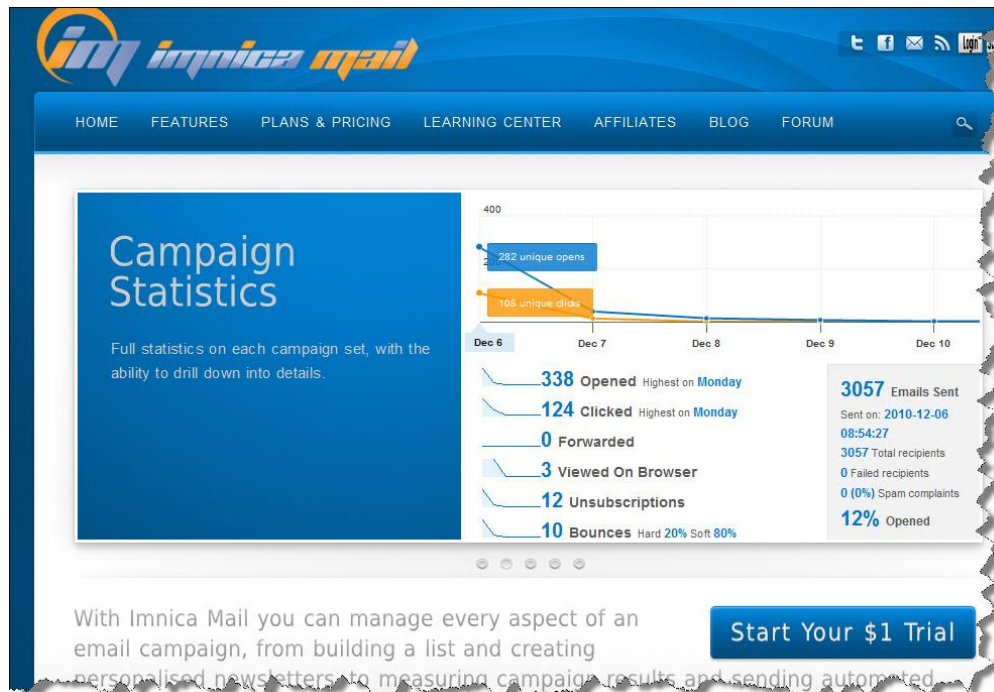
Aweber

Aweber is probably the #1 Mailing list choice of professionals. Visit the [Aweber](#) website for more details.



Imnica Mail

[Imnica Mail](#) is a lower priced, fully featured autoresponder service. This is the service I will be using on my niche sites from now on.



Affiliate Site Blueprint

Complete [FREE Course](#) on building websites. The course includes a 180 page manual, plus 15 video tutorials.

Affiliate Site Blueprint

Free 180 page manual detailing every step in creating a successful affiliate site.

Download **Read Online**

The following videos are part of the Affiliate Site Blueprint Course that you can download or read online by clicking the buttons above.

[Video 1: Getting Niche Ideas](#)
This video explores a number of ways to find ideas for your niche sites.

[Video 2: Merchant Reconnaissance](#)
This video shows you how to check up on merchants in your niche. Are there any, and are they any good?

[Video 3: Is there a demand?](#)
There?s no point creating an affiliate site if there is no demand for the products in the niche. This video shows you how to check the demand of a product (and niche) before you do all of the hard work.

[Video 4: Keyword Research](#)
How do you know what people are searching for? This tutorial shows you how to use the power of Wordtrack to find exactly that.

[Video 5: Deciding on main pages](#)
This video looks at how to choose main pages for your website.

Wordpress For Affiliate Sites

The original course that created my [Diabetic Website](#) (screenshot below).

Note that the course is no longer open, but you can buy a no-support version of the entire course for a much reduced price [here](#).

Details of the original course are [here](#).

The screenshot shows the homepage of Blood Sugar Diabetic.com. The site has a dark header with the logo and a disclaimer: "This site is for information only and MUST NOT be taken as medical advice. If you have a medical problem, consult your doctor." Below the header is a navigation menu with categories: DIABETES INFORMATION, GLOSSARY & DEFINITIONS OF DIABETES TERMS, GLYCEMIC INDEX BOOKS, and a search bar. A secondary menu includes: Conditions & Disease, Diabetes Treatment, Diabetic Pets, Diabetic Supplies, and In the News. The main content area is divided into three columns. The left column, titled "Diabetic Supplies", features three articles: "First Choice Cookbook", "The Great Chicken Cookbook for People with Diabetes", and "The Healthy Exchanges Diabetic Desserts Cookbook". The middle column, titled "News", lists three recent articles: "Oprah Winfrey targets diabetes", "Cause of Blindness in Diabetics discovered", and "Amylin Pharmaceuticals - New Version of Byetta". The right column, titled "eNews & Updates", includes a sign-up form and an "Amazon Best sellers" section listing products like ACCU-CHEK Aviva Mail Order Strips, Benecol Smart Chews, and Nature's Way Fenugreek Capsules.

Article Research Template

Google

Facts

A definition

Reviews

Products

Videos/Audio/images

Comments from real people

Most asked questions

History of the topic

Public domain resources

Relevant Articles

Quotations

Resources

Relevant News