

NICHE STORE WORKSHEET

Date Started: _____

DOMAIN: _____

CJ PID: _____

| Task | Time Spent | Money Spent |
|--|------------|-------------|
| STEP 1: RESEARCH NICHE - TARGET TERMS | | |
| | | |
| | | |
| NICHE MARKET: | | |

| Task | Time Spent | Money Spent |
|--|------------|-------------|
| STEP 2: RESEARCH & REGISTER DOMAIN NAME | | |
| | | |
| | | |

Write main domain at top of sheet - If you registered more than one domain, write them all in the space above

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|---|------------------------------|-----------------------------|--------------------------|---------------------|--------------------------|--------------------------|---|---------------------|--------------------------|---|---------------------|--------------------------|---|------------------------------|--------------------------|---|---------------------|--------------------------|--|--|
| STEP 3: SETUP DOMAIN ON HOST : SETUP DBASE : INSTALL SITE | | | | | | | | | | | | | | | | | | | | |
| Account Login: _____ | | | | | | | | | | | | | | | | | | | | |
| Password: _____ | | | | | | | | | | | | | | | | | | | | |
| Directory or Folder: _____ | | | | | | | | | | | | | | | | | | | | |
| <table border="0"> <tr> <td>1</td> <td>Setup Database</td> <td><input type="checkbox"/></td> <td>4</td> <td>Delete Install.php</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2</td> <td>Install BANS Script</td> <td><input type="checkbox"/></td> <td>5</td> <td>Delete Database.sql</td> <td><input type="checkbox"/></td> </tr> <tr> <td>3</td> <td>Change BANS Login / Password</td> <td><input type="checkbox"/></td> <td>6</td> <td>Protect Directories</td> <td><input type="checkbox"/></td> </tr> </table> | 1 | Setup Database | <input type="checkbox"/> | 4 | Delete Install.php | <input type="checkbox"/> | 2 | Install BANS Script | <input type="checkbox"/> | 5 | Delete Database.sql | <input type="checkbox"/> | 3 | Change BANS Login / Password | <input type="checkbox"/> | 6 | Protect Directories | <input type="checkbox"/> | | |
| 1 | Setup Database | <input type="checkbox"/> | 4 | Delete Install.php | <input type="checkbox"/> | | | | | | | | | | | | | | | |
| 2 | Install BANS Script | <input type="checkbox"/> | 5 | Delete Database.sql | <input type="checkbox"/> | | | | | | | | | | | | | | | |
| 3 | Change BANS Login / Password | <input type="checkbox"/> | 6 | Protect Directories | <input type="checkbox"/> | | | | | | | | | | | | | | | |
| SQL Database Name: _____ | | BANS Login _____ | | | | | | | | | | | | | | | | | | |
| Database Password _____ | | BANS PASSWORD: _____ | | | | | | | | | | | | | | | | | | |

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|---|-----------------------------|-----------------------------|--------------------------|-----------------------|--------------------------|--------------------------|---|-----------------|--------------------------|---|-----------------------|--------------------------|--|--|
| STEP 4: CONFIGURE BANS | | | | | | | | | | | | | | |
| Admin Email: _____ | | | | | | | | | | | | | | |
| Main eBay Category _____ (If using multiple categories - List below) | | | | | | | | | | | | | | |
| Multi Categories: _____ | | | | | | | | | | | | | | |
| <table border="0"> <tr> <td>1</td> <td>Keyword Rich Title in Place</td> <td><input type="checkbox"/></td> <td>3</td> <td>Basic Template Chosen</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2</td> <td>CJ PID in Place</td> <td><input type="checkbox"/></td> <td>4</td> <td>Set Site Search Query</td> <td><input type="checkbox"/></td> </tr> </table> | 1 | Keyword Rich Title in Place | <input type="checkbox"/> | 3 | Basic Template Chosen | <input type="checkbox"/> | 2 | CJ PID in Place | <input type="checkbox"/> | 4 | Set Site Search Query | <input type="checkbox"/> | | |
| 1 | Keyword Rich Title in Place | <input type="checkbox"/> | 3 | Basic Template Chosen | <input type="checkbox"/> | | | | | | | | | |
| 2 | CJ PID in Place | <input type="checkbox"/> | 4 | Set Site Search Query | <input type="checkbox"/> | | | | | | | | | |
| | | Site Query Term _____ | | | | | | | | | | | | |

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|---------------------------------|------------|-------------|
| TIME / COST ON STEPS 1-4 | | |

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|--|--------------------------|-----------------------------|
| STEP 5: RESEARCH LONGTAIL PHRASES FOR MAIN CATEGORIES | | |
| Complete the top level main Categories for your site. 10-20 is expected a good target. | | |
| MAIN Category Link Titles (Anchor Text) | Meta Title | Meta Desc. Meta Keys |
| 1 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 _____ | <input type="checkbox"/> | <input type="checkbox"/> |

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| STEP 6: INSTALL BASIC MODS OR UPDATES TO BANS | | |
| 1 Update to Latest BANS Version <input type="checkbox"/> | 4 _____ | <input type="checkbox"/> |
| 2 Install Public Sitemap MOD <input type="checkbox"/> | 5 _____ | <input type="checkbox"/> |
| 3 Link Directory <input type="checkbox"/> | 6 _____ | <input type="checkbox"/> |

| Task | Time Spent | Money Spent |
|---|------------|--------------------------|
| STEP 7: LOCATE/POST 10 INBOUND LINKS TO 10 SITE PAGES | | |
| When you post your links - link to sitemap first, and 9 category pages with the category titles as anchor text | | |
| 1 Link to SiteMap page <input type="checkbox"/> | 6 _____ | <input type="checkbox"/> |
| 2 _____ <input type="checkbox"/> | 7 _____ | <input type="checkbox"/> |
| 3 _____ <input type="checkbox"/> | 8 _____ | <input type="checkbox"/> |
| 4 _____ <input type="checkbox"/> | 9 _____ | <input type="checkbox"/> |
| 5 _____ <input type="checkbox"/> | 10 _____ | <input type="checkbox"/> |
| TIME / COST ON STEPS 5-7 | | |
| | | |

STOP AND READ BELOW

If you plan to build more than just this Niche Store - Print a fresh copy of this document and start developing your next domain!

or

If this is your LAST Niche Store - Complete the rest of this worksheet

At this point of development, you should print out 1 new copy of step 8 (pg 3) and complete it as often as possible, until the site is complete. Each category should take approx: 30-60 minutes, with links
After you complete 1 subcategory or product page, you can proceed to step 9.

| | | |
|--|------------|-------------|
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| STEP 8a: RESEARCH & DEVELOP SUBCATEGORY/PRODUCT PAGES | | |

MAIN Category Title: _____

| SUB Category Link Titles (Anchor Text) | Meta Title | Meta Desc. | Meta Keys |
|--|--------------------------|--------------------------|--------------------------|
| 1 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| 14 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| 20 _____ | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| | | |
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| STEP 8b: 10 INBOUND LINKS TO 10 SUBCAT/PRODUCT PAGES | | |

When you post your links - link to sitemap first, and 9 subcategory/product pages with the **category titles** as anchor text

| | |
|---|-----------------------------------|
| 1 Link to SiteMap page <input type="checkbox"/> | 6 _____ <input type="checkbox"/> |
| 2 _____ <input type="checkbox"/> | 7 _____ <input type="checkbox"/> |
| 3 _____ <input type="checkbox"/> | 8 _____ <input type="checkbox"/> |
| 4 _____ <input type="checkbox"/> | 9 _____ <input type="checkbox"/> |
| 5 _____ <input type="checkbox"/> | 10 _____ <input type="checkbox"/> |

| | | |
|-------------------------------|------------|-------------|
| | Time Spent | Money Spent |
| TIME / COST ON STEPS 8 | | |

