



“How To Create A WordPress Powered Article Directory”

Written By Jerry McCoy

Offered to you by Daryl McCoy

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About Jerry McCoy

Jerry McCoy broke his neck in a diving accident on July 4, 1969 which left him paralyzed from the neck down. He grew up in a family of entrepreneurs and has been tutoring others since his high school days. He first started using computers in 1980 and has been online since 1994.

Jerry currently runs [New WordPress Plugin](#) which offers members' plugin reviews WordPress PLR Themes and more. He also owns [SEO Tips for Beginners](#) which teaches people how to make their websites and blogs more search engine friendly. [ItsAboutCash Teaches Marketing | Business Success](#) is Jerry's longest running site. As the name of the site implies, the focus is strictly on marketing and business success in as of this writing there's about five years' worth of content available for you to read.

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Table of Contents

Step 1:	<u>Article Directory Goals</u>	Page 5
Step 2:	<u>Choose Your Niche</u>	Page 7
Step 3:	<u>Do a Manual WordPress Install</u>	Page 8
Step 4:	<u>Recommended Plugins</u>	Page 9
Step 5:	<u>Article Directory Themes</u>	Page 15
Step 6:	<u>Wrapping It Up</u>	Page 16
Make Money	<u>Where to get rebrand rights</u>	Page 19

Article Directory Goals

Define why you are starting an article directory.

People that start article directories usually do so for one of two reasons:

1. To make money from other people's work.
2. To have quality backlinks to their primary site from a related niche site with an ever expanding set of posts without having to write a single word themselves.

A WordPress powered article directory is perfect for highly targeted niches that are competitive because there are usually a lot of articles being written on these subjects. A few of these niches are:

- ✓ Weight loss
- ✓ Psychic readings
- ✓ Forex
- ✓ And many more

Tip: Do **NOT** try to do a general article directory like EzineArticles to make money or get backlink power because you will **NOT** be satisfied with the results.

You need massive traffic to an article directory before monetizing with AdSense is worth the effort of maintaining the site. A niche article directory will increase the targeting BUT most authors don't structure their articles in a way for AdSense to bring in more than pennies per click.

Forget about using your authors as a mailing list because it will be unresponsive IF your message is even read.

As the owner of a niche article directory, you may profit by giving a free course on something related to the niche or by using a plugin that dynamically links to affiliate or CPA offers.

My personal preference is to place text links to my primary site in the sidebar using anchor text I choose so EVERY published article is also a backlink to my

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site. (When search engines index each page or post, the links on the sidebar are indexed with that page or post.)

Choose Your Niche

The niche you choose for your article directory depends on your primary niche.

If your primary business fits into the weight loss niche, you would probably want your article directory in that niche too.

Backlinks from this niche directory have the potential to carry more authority than other backlinks.

To maximize the authority and effectiveness of these backlinks, place your article directory on a different IP. **Example:** If your primary host is [HostGator](#), I recommend WordPress friendly [BlueHost](#).

You can use your own host IF you have hosting that includes multiple IP addresses. Search engines value incoming links from different IPs more than links from the same range of IPs even when the anchor text is on target.

Placing your niche article directory on the same hosting account as your primary site means you will need to work MUCH harder to get the backlink power you deserve.

Your niche article directory will also rank better if it is a .com, .net or .org with no monetization for at least the first 30 days.

Do a Manual WordPress Install

Scripts that automate your install may leave footprints that can be exploited.

Every site online is a potential target for hackers. The more visible your site is the more likely you will be targeted.

WordPress takes security seriously and every update usually fixes a few holes and some third party plugins add another layer of security to your blog.

Keep the script and plugins up to date AND back up both your files and database on a regular basis.

I rarely, if ever, use a one or two click WordPress installer because I know less than ethical people will study these web based installers to see if there are any weaknesses that can be exploited to gain entry into your WordPress installation.

You control a manual install and the information you provide is unlikely to be the same as someone else's.

I STRONGLY recommend that you use something other than just plain admin as the nickname for the blog administrator. This is a common footprint that makes one less thing that has to be figured out by someone attempting to break into your blog. blogadmin, blogboss, etc. are going to be harder to guess. You can enter your name in the user profile and display it so the username isn't revealed.

Recommended Plugins

These plugins WILL help you reach your goal.

[Add Sig](#) - This plugin lets you automatically define a signature that will be added to the footer of each post. This is a great place to put something like “Presented by XYZ article directory where we value of your comments on the articles that you read. Please take a minute to post your comments below thank you.” which will automatically be displayed at the end of the post.

[AdRotate](#) - This plugin is for monetization purposes. It is best used to create one or more groups of banners for advertising. Each of these groups can be placed in a different zone that you create somewhere on your theme. The zones can be in the header, above the post, below the post or in the sidebar.

[Advertising Manager](#) - This extremely useful plugin lets you easily add videos, PayPal buttons, CPA offers, other monetization scripts or opt-in boxes to your posts or theme without the WordPress script getting messed up by the code you add. You place a tag in your post where you want the data to be placed and the plugin places it without code being broken by WordPress.

[Akismet](#) - This spam catcher is included with the WordPress core files but you need a WordPress API key from www.wordpress.com (free) to use it.

[All in One SEO Pack](#) - This plugin is one most experienced WordPress users feel is essential to them for free targeted traffic from the search engines. Once set up, many search engine optimization tasks are completed automatically for you. Some of the things that can be done are:

- Automatic placement of the post or page title before the blog name. (This is important because the first 60 characters of the title are used to index your post or page.)
- Automatically use the tags you enter for a post as META keywords. (Meta crawlers like Dogpile still visit search engines and sites looking for websites that use META keywords to show their searchers.)
- Autogenerate a 160 character description for the posts you write and it will truncate at 160 characters. (Most search engines display the first 160 characters of a description and truncate the rest.) You can manually

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create your description when you write your posts and pages which I highly recommend. Truncated descriptions don't look as professional or entice clicks from prospects as well.

[Article Directory](#) - This plugin plus a few modifications to your theme is actually what turns your blog into an article directory. With this plugin people can register to be authors or contributors you define the role they are assigned when they register. This plugin automatically hides the dashboard from your authors or contributors. This plugin lets you determine the minimum length of each article that is submitted. You can also define whether the article is published immediately or whether it is held in moderation. There are multiple options in the configuration for the plugin that will let you determine how the categories will be displayed on the home page, the number of child categories to be displayed and many other options.

[Backlink Energizer](#) - This premium plugin is a great tool for building back links to your blog with minimal effort. If you take the time to increase the effectiveness of this plugin it will help you create a link wheel that has a lot of back links to your blog that you worked very little to generate and these back links will stick in the search engines much longer than many other types of backlinks.

[Broken Link Checker](#) - search engines penalize you when they encounter a broken link on your blog. This plugin scans your blog on a schedule that you set and reports any broken links that it encounters. The default setting for scan is every 72 hours.

[cbnet Ping Optimizer](#) - WordPress, by default, pings ping-o-matic on every post, edit or other update you do on your pages or posts. This could lead to excessive pinging which may get your blog banned from blog directories. Blog directories can be a source of both traffic and backlinks.

This plugin lets you ping blog directories only on new posts rather than with every edit and you can add additional sites for cbnet ping optimizer to ping.

[Dagon Design Sitemap Generator](#) - Dynamically generated visitor sitemap so visitors are never more than 2 clicks away from any post on your site. Search engines and visitors both love sitemaps.

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[Exec-PHP](#) - This plugin allows you to place PHP in posts, pages or text widgets. This is necessary for themes you modify for use with the article directory plugin IF you aren't comfortable editing the PHP code for the sidebar.

[Free Traffic Getting SEO Plugin™](#) - This free plugin in conjunction with plugins recommended by it can make a self-hosted WordPress blog approximately 77 percent SEO optimized with the click of a button. You do NOT need to understand search engine optimization to use this plugin. IF you choose to take the time to learn the basics of SEO, your content will be more search engine friendly and this plugin will help get you more targeted website visitors. **Note:** You **MUST** sign up for the creator's newsletter to use the plugin but the newsletter delivers some great content and tips in addition to the occasional advertisement.

[Google Analyticator](#) - This plugin lets you tap into the power of Google Analytics for visitor stats. This is a timesaver plugin that gives a nice summary on the blog dashboard so you don't have to visit another site to get a snapshot of how your blog is doing.

[Google XML Sitemaps](#) - This plugin generates a Google XML Sitemap and pings Google when you add posts or make changes. This plugin can also be set up to automatically ping the Bing, Ask and Yahoo search engines. This is essential for attracting the search engine spiders to new content and getting more of your site indexed faster.

[GZIP Output](#) - This plugin automatically compresses posts and pages. Many of today's browsers can read Gzipped files and this is very useful to help decrease the load times for these pages which makes for a better user experience. Anything that increases the user experience is appreciated by the search engines.

[Link Library](#) - This plugin takes anything that you enter into your blogroll and places both the links in the categories on pages instead of in the sidebar. This is very useful for people that want to use a service like linkmarket.net or some other service to gain reciprocal links which does help some in the search engines.

[Maintenance Mode](#) - This plugin is used when you want to work on your blog without interrupting the visitor experience by having them see things that

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might be broken. As an admin you will still be able to view the blog externally as well as the dashboard even though it's in maintenance mode. Your visitors will see nothing but the splash page that you can edit and put the content that you wish on it as well as the expected duration.

[MaxBlogPress Favicon](#) - This free plugin adds a little image next to your URL in the address bar. This help with branding because the image is added to the browser bookmarks of users that bookmark your site. **Note:** This link is an affiliate link but I'll only earn a commission if you choose to buy something from the creator. You **MUST** sign up for the creator's newsletter to use the plugin but it delivers some great content at times.

[MaxBlogPress Ninja Affiliate](#) - This premium plugin is used for monetization. You can enter affiliate links into it and assign them to keywords. These keywords can dynamically become hyperlinks within the post anywhere on your directory without ever having to edit a single post. You can tell the plugin how many of these keywords they should hyperlink within an article. You can set the links to automatically open in a new window. The plugin automatically tracks the number of unique clicks the number of raw clicks and a cloak sure link so that the visitor does not know it is an affiliate link.

[Other Posts From Cat](#) - This neat little plugin lets you automatically display the last X number of posts from within the same category. Can you think of a better way to keep your reader interested and on your site longer than by showing them more information without them having to search for it? These listings also increase the internal linking between similar posts on your blog. The search engines see and count internal links to each page. Both internal links and off site links to your pages have value in the eyes of the search engines. Highly targeted Inbound links from **any** quality source are important.

[Permalinks Moved Permanently](#) - This plugin is recommended by the **Free Traffic Getting SEO PluginTM**. It is used by existing blogs that wish to change their permalink structure to one that's more search engine friendly. It's a good idea to add it to new blogs too just in case you rename a post and change its slug (URL).

[Secure WordPress](#) - This plugin is used to add another layer of security to the WordPress installation.

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[SEO Friendly Images](#) - This plugin is used to automatically add the ALT and TITLE attributes to images in the post or page that does not have these attributes already assigned.

[SI CAPTCHA Anti-Spam](#) - This plugin requires people to enter the CAPTCHA image before they can make a comment or log into the blog. This is another little piece of security which helps slow down spam comments and hack attacks.

[Sociable](#) - This plugin lets your visitors add a bookmark to their favorite social bookmark site if they like the post or page. Search engines love inbound links generated from social bookmark sites by users because it's seen as a vote that the content offered value to them. Social proof from visitors can also generate highly targeted traffic from the social bookmark sites.

[Subscribe to Comments](#) - this Plugin lets people choose to receive notifications of comments on the post by email so that they can return and continue being part of the conversation.

[Unique Article Wizard](#) - This plugin can be used to have content automatically added to your article directory without waiting for authors to register at your site. Depending upon the niche that you have targeted there may or may not be an adequate supply of content to fulfill your needs. There are multiple configuration options within the plugin. Some of these include the number of articles that you receive per day, whether images are allowed, whether audio is allowed, whether video is allowed and how many posts you will accept per day within the range of numbers you specify.

I **strongly** suggest that you hold all posts that are submitted by this plugin for moderation because all posts that are submitted are generally submitted within a 1 hour time frame. It will look more natural if the posts are submitted throughout the day. By holding for moderation, you can do a quick edit and change the time the article is submitted as well as the status of the article. I use the FireFox browser and a plugin call Cool Preview which allows me to view a post without having to go into edit mode. This way, I can tell whether not the submitted spun article is good enough to be published. The vast majority of the articles I have received are worth publishing but there is some junk as there is with manually submit articles too.

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[Web Traffic Genius Pro](#) - This **premium plugin** automatically creates and submits a unique RSS Feed for EACH new post to about 20 different RSS Feed Aggregators. When the extra feeds part of the script is used, each new feed that's generated has multiple posts just like the feed produced by WordPress and other sites. These natural looking and unique RSS Feeds give you valuable inbound links with no extra effort once the plugin is completely set up.

Note: This plugin comes with a standalone version that can be used to submit RSS Feeds that are available at most of the Web 2.0 sites and an RSS feed creator that you can use to create feeds for sites that do not have them. (I have heard that the next release of this plugin will submit to about 50 aggregators and that there will more than likely be a price increase for the plugin.)

[What Would Seth Godin Do](#) - This plugin invites first time visitors to subscribe to your RSS Feed. Search engines are starting to pay attention to the number of RSS Feed subscribers a blog has because they are voluntary and seen as a positive vote for your site. Think of your RSS Feed as another list. People subscribe to be notified of new content added to your blog. Frequently add unique and quality content and they are more likely to remain subscribers. Google values RSS so much they bought feed burner to add to their arsenal of tools.

[WordPress Database Backup](#) - This plugin lets you schedule backups of your blog's database and store them on your server or have them emailed to you. Databases can and do become corrupted. This plugin reduces the frequency you need to log into cPanel to manually back up the database.

[WP Auto Tagger](#) - This is a nice little plugin that reads your content and suggests tags for your post. It's easy to delete the irrelevant tags and add ones that were missed. I find it saves me time and occasionally picks up a tag I overlooked. Think of tags as keywords your visitors can see. They can also click a tag to find content on your site using the same tag. The All In One SEO Pack plugin can be said to use the posts tags as the Meta keywords. Auto tagger will let you have articles that are submitted to your directory have Meta keywords even if the poster does not use them.

[WP Minify](#) - This plugin is used to decrease the page load speed. The gain in load speed is achieved by loading up to 15 different JavaScript and cascade style sheets within your WordPress blog all at the same time.

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Article Directory Themes

Your article directory theme is your store front so choose wisely.

As with any other website, the look of your article directory is important because it is your storefront. Search engines do not care about the appearance of your site but your visitors do. The search engines pay attention to the load times and how long each visitor stays on your site.

In the description for the article directory plugin at WordPress.org, you will read that most themes can be modified to work with the plugin. I have found that this is easier said than done.

The package that includes this report also has a theme that has been modified to work with the article directory plugin. This theme was created using the latest version of [Artisteer](#) which is theme creation software for content management systems such as WordPress, Joomla! and Drupal. This theme is best viewed at 1024 x 768 and above and it is centered at all the high resolutions.

The [Artisteer](#) generated theme can handle two custom menus plus widgets in multiple areas. This includes the two sidebars, above the post content, below the post content and in the footer.

Using a theme you create has the advantage of the look experienced by the visitors but it is more difficult to get set up to look right for the authors and search engines.

The theme offered by [Articlesss](#) is plain looking to start with but it has the top authors plugin built into the theme and the theme can be modified in color so that it looks the way you want it look. Users of this theme do not need the Exec-PHP plugin.

Wrapping It Up

What to expect from an Article Directory.

A WordPress powered article directory will not make you rich, it will NOT help you build a responsive list of article marketers, especially if you use the unique article wizard plugin. If you wish to build a responsive list from your article marketers and your visitors, you will need an enticing offer in the sidebar with an opt-in list there.

Not all plugins are compatible with each other on all WordPress installations. I have had good luck with these plugins working together on every Hostgator installation that I have made. Blue host is the web hosting provider recommended at WordPress.org. Many web hosting providers say they are WordPress compatible but I have found that this is not always the case.

An article directory is a great place to showcase your articles to get targeted traffic and high quality back links that you control to your primary site. The value of these backlinks will depend upon how frequently content is added to your article directory and how will you market your article directory.

You **MUST** build back links to your article directory in order to increase the value of each back link that you have on the site.

The Sociable plugin which is recommended above is designed to allow your visitors to social bookmark the articles that they like. Each bookmark is an incoming link to your article directory which increases the value of the backlinks to your primary site. The Backlink Energizer plugin designed to automatically generate back links to your article directory which will save you quite a bit of time. The Web Traffic Genius Pro plugin is another premium plugin that is worth the money it costs because of the time that it will save you in increasing the number of quality backlinks to your article directory and in the value of the back links to your primary site from the article directory.

The amount of time you spend moderating articles will depend on how many Manual submissions you get from authors and how many articles you accept from unique article wizard.

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I recommend that you wait at least 30 days after your article directory has been indexed by all of the major search engines before you do any monetization of it. Marketers that consistently test report that non-monetized sites consistently rank higher than those are monetized from the very beginning.

Resources

Some of these resources are very useful.

[GWA Auto-Responder](#) - This is a plugin that comes with both the free version and a paid version. The free version does not automatically add the unsubscribe link to each message that is sent and the size of the mailing list that you can create is limited. The pro version of this plugin lets you schedule your messages to go out in a time frame that is consistent with what your hosting allows and gives you a lot of the same functionality that you have with a responder that you pay a monthly fee for. For a one-time fee of about \$25.00, you can have an auto-responder that you administrate from within WordPress.

[Platinum slidein](#) - The pro version of this plugin allows you to add a banner and an Optin box to a slidein and have the slidein enter from the top, bottom, left or right. You can also configure how long the slidein stays visible, the height of the slide and many other features.

[HostGator](#) - This web host provider has been WordPress friendly to me for years.

[BlueHost](#) - WordPress.org recommends this web host and I see that they offer video streaming as part of their hosting package.

[Privacy Policy/Terms of Service Generator](#) - This free service will give you generic Privacy Policy and Terms Of Service documents for your website. It is best to consult with your legal counsel to create the documents that you need.

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