

A Theme-Based Website, Part 2- Choose A Theme

By Julie Georg

A Theme-Based Website, Part 2- Choose A Theme

Julie Georg
julia44rts@yahoo.com

No Site Listed <http://www.marketing-seek.com>

TITLE: A Theme-Based Website, Part 2- Choose A Theme
AUTHOR: Julie Georg
CONTACT: julia44rts@yahoo.com
COPYRIGHT: ©2002 by Julie Georg. All rights reserved.
WORD COUNT: 882 including resource box
FORMAT: This article is formatted to 60cpl.

You have permission to publish this article electronically or in print, free of charge, as long as the byline and resource box are included. A courtesy copy of your publication would be appreciated.

A Theme-Based Website, Part 2- Choose A Theme And Sub-Topics

©2002 by Julie Georg

In part 1, I said that a theme-based website is a site based on a single theme or concept. Every page of the site concentrates on a single topic that is related to the theme. Each page delivers great content on it's topic. We know this type of site scores with the search engines because it adds value to their search results. It also scores with visitors who are finding the valuable information they were looking for. And it scores for the merchants you represent because it will deliver ready to buy visitors to their sites. And, of course, you score with big commission checks.

I'm ready to build a theme-based site. What do I do first? Choose a theme, of course! For some, this may be very easy. But, some of us might not have the slightest idea what we could offer that would be of value to others. Let's brainstorm a bit. Are you an expert in your field with lots of information to share? Do you have a hobby that you're passionate about? A favorite subject you love to read about? Work experience from a current or previous

job? Think about your strengths. What do others come to you for? Do you, or could you, offer a service? Ask your friends and relatives. Others may see something that is not so obvious to you. Don't make the mistake of thinking your theme must be something "big" and "important". Believe me, many more people are looking for information on "fly fishing" than "rocket science"!

Once you have an idea (or two!) for a theme it's time to think about related topics. Remember, your site is going to consist of pages that offer content, each on a specific topic that is related to your theme. Back to the example of my "Italian cooking" theme. Possible topics included "Italian chefs", "Italian specialty foods", "Italian cooking methods", "Italian cookware", etc. I want as many related topics as I can find. I want to build a substantial site, offering my visitors what they are looking for, lots of valuable content. And let's not forget the search engines. I want to be sure their spiders are finding lots of related keywords so that I'm ranked high in their search results.

Now, I can come up with some topics off the top of my head. But I've only thought of a few, and how do I know if these are topics that people will actually search for on the Net? Luckily there are ways to discover both new ideas for topics AND if people are going to find you by searching for them. What I'm going to do is use a "keyword research" tool. These can be found at some of the engines like Overture or 7Search. Some pay-per-click advertising providers also have a keyword search tool, like Brainfox and Google's Adwords. If I use SiteBuildIt! to build my site, I have the Manager which does all the keyword searching and brainstorming for me, as well as showing profitability for each keyword. (You can see screenshots of the Manager in action by downloading the free SBI! Make Your SitePresell.. <http://freetrial.sitesell.com/assist3.html>).

A keyword search should give me lots of ideas for related topics for my theme. OK, it threw up some weird, totally unrelated stuff, too, but I'll just ignore that. What I want are keywords that suggest a topic that I can write (or find) valuable content about. For example, my search on "Italian cooking" brought up "lowfat cooking". Hmm, hadn't thought of that, but a lot of Italian recipes are low in fat, so perhaps I'll write a page on this topic. This is called a keyword-focused page, and once I have 10 or 20 of these, I know that anyone searching for these and related keywords is going to find my site.

Great, I've got a site based on a theme that I know about and/or interests me. (If we're talking Italian cooking, we're talking PASSION!) I've packed it with valuable

content on topics closely related to my theme. My visitors are going to love it, as are the search engines. But, well..... what about me?

Oh, did I forget? I do love Italian cooking, but I'm building this theme-based website to earn income. So, at least some of my pages will offer valuable content that is also designed to presell. Presell what? Any product, program or service that I represent as an affiliate. Of course, the product, program or service needs to "fit" with the content and the theme of my site. My "Italian cooking" site will include a page on "lowfat Italian cooking". Within my valuable content, I will recommend a favorite cookbook on lowfat Italian cooking and provide an in-text link to a bookseller who will then sell that book to my visitor. Content on Italian wine will link to a merchant where my visitor can mail-order Italian wines. Etc, etc.

How do I find the products, programs and services I want to represent? That is the topic of Part 3 of this series. Trouble coming up with a theme? Maybe I can help.
mailto:yourhelpline@mail.com

About the author:

Julie Georg is a consultant to individuals and small businesses interested in establishing a web presence. Step-by-step directions for building a theme-based site can be found in the excellent, free Affiliate Masters course. Blank email <mailto:tamsassist3@sitesell.net>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)