CREATING AN AUTHORITY SITE:
Your Guide to Online Success

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Authority sites are websites that are devoted to one specific niche in which there is a very high quality website. The content that is on the site is very well respected by movers and shakers in the industry. An authority site has relevant and useful content that is updated on a regular basis. If you've ever landed on an authority site, you probably were thankful you did because you found the information about the topic that you wanted, and you trusted that it was accurate information.

Authority sites not only publish information that visitors can trust, they curate other trustworthy information for their audience. If you want to create an authority site, you will need to create a lot of accurate, trustworthy, detailed and valuable information and offer it free to your reader. You'll create a variety of different forms of content to inform, instruct, inspire and to encourage interaction. Essentially, you'll be giving away your knowledge, freely. This will encourage the readers to trust you and value any information that you give them.

For your site to pass from just another site to an authority site it needs to:

- **Be Relevant** -- Choose a niche and target audience and stick to it. You don't want to make your authority site confusing. If someone goes to it, it should be completely clear about what the niche is and who the audience is.

- **Be Detailed** -- All the content you put on your site has to be very detailed, accurate (fact checked). The content should cover your topic in a deeper way than a superficial website. It should have many, perhaps even hundreds of pages (eventually) of content related to your niche.

- **Have Regular News & Updates** -- What's more, the content needs to be updated on a regular basis. You'll want to cover any news in your niche and industry that's important to the audience and update your content continuously, daily if possible.

- **Garner Interaction, Participation & Feedback** -- Your content should ask for commentary, and be open to comments from readers. The feedback and participation you get from your audience when they comment on blogs, articles and other content on your site is very important to move you to authority status.

- **Rank High With Search Engines** -- At first your authority site will have a ranking of zero, but your job will be to move your ranking up high enough to be considered by others to be an authority on your given topic.
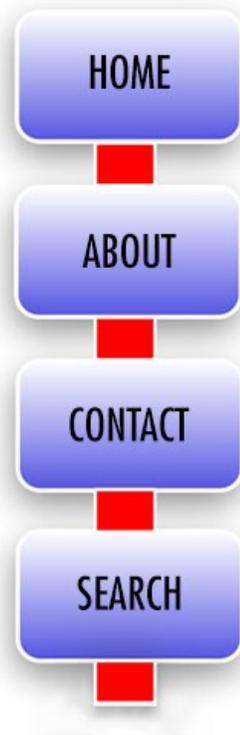

To create an authority site you'll need to understand your niche very well, and know the audience. Before you begin you'll want to understand a few things about creating an authority site in general about web design, brainstorming, understanding your audience, coming up with content, developing trust, getting traffic and finally monetizing your authority site.

The Best Website Design for Authority Sites

The most important aspect of an authority website is the content. Therefore, you want to put the content front and center. The best web design for an authority site is a blog focused design or a magazine design where the content takes center stage. The best way to build a website like this is to use self-hosted WordPress as your platform. There are many free and premium WordPress themes that you can use for your authority site. But whatever platform you use, it's important to follow basic website design rules.

- **Visually Pleasing** -- Using images, whitespace, colors and space in a visually pleasing manner means you need to understand how web design is different from designing something for print. People read the web differently than they read a book or a magazine. Understand how people scan

websites, compared to how they read magazines and you'll do a better job creating a visually pleasing website.

- **Easy Navigation** -- Don't try to be clever with the names of links. Give links the names they should have such as Signup, Contact, Subscribe and so forth. People know what these words mean, don't create a new word just because you want to be different. Instead you'll create confusion.

- **Fast Loading** -- No one is going to wait 5 minutes for your site to load. You'll be lucky if they want 30 seconds. Creating a fast loading site is essential to your success with an authority site. You want readers to be able to get to your content without any frustration.

- **Responsive Design** -- Today, with more people purchasing smartphone technology than personal computers it's imperative that your website be designed so that it's responsive to the type of devices being used to access the information. When determining your target market, find out how they typically access the web.

- **Unobtrusive Signup Forms & Ads** -- Don't put a bunch of popup and flashy, intrusive sign up forms and ads that will frustrate your readers. If you do use pop-ups or pop-unders use well-made designs that are easy to close so readers can get to the content.

- **Up Front & Center Features** -- If you want your readers to do something make it simple; put it up front and center. If your goal is to get readers to sign up for your newsletter, make it clear by putting the sign up form above the fold, and ask them to sign up. Tell them how; give them the steps in a clear manner.

- **Useful Content in Many Forms** -- Avoid promotional writing, and focus on creating informational content in text, video, imagery, and all the forms that you can. Some people enjoy reading short blog posts, some will enjoy getting deeper and reading a white paper, others will love watching your step-by-step video tutorials. Give them everything. Repurpose each piece of content into several forms for best results.

- **Don't Reinvent the Wheel** -- It can be tempting to make a totally different web design to be different but it's better to stick with current convention than to make a site so different that users are confused. Your readers have expectations that a website will look and behave like a website, don't scare them off by making your site too different.

- **Test Everything Always** -- Anytime you add a new feature to your website it's imperative that you test it to ensure that it works right. Get someone else to test it out, to make sure they understand how to get around your site without you leading them. Testing it yourself never works well because you understand what you did; get someone who has never seen it to test it.

Designing a website that works well as an authority site isn't much different from designing any website except that in the case of an authority site the content is the main thing, so you want the content to be front and center. A blog type design works very well for an authority site, and self-hosted WordPress works very well for this type of website. Once you understand the fundamentals of effective website design, you'll need to think about how to choose a niche.
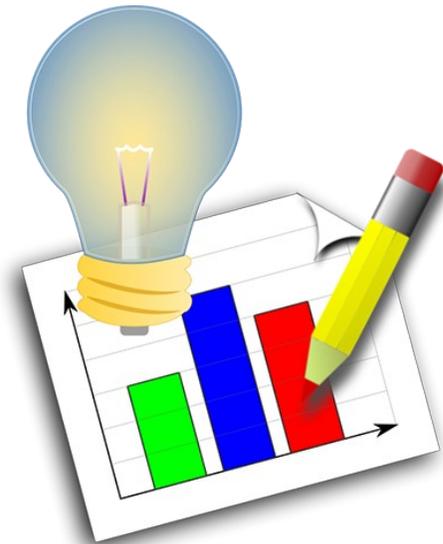
How to Brainstorm Ideas & Choose a Niche

You may think that all the good ideas are already taken, but the truth is, even if you pick an idea that is taken, you will offer something new that is unique to yourself on the topic. If you're going to run an authority site yourself, it's important that you have some sort of affinity to the topic and that you do some research to find out if you can easily monetize it when the time comes.

First sit down and make a list of all your interests, experiences you've had (or want to have), and anything you know about or want to learn about. In addition, look at the people around you and identify problems that they have where you can develop a solution. Your list might look something like this:

- Practicing Yoga
- Learning to Knit
- Cooking Vegan
- Learning to speak Italian

- How to Create Videos
- How to Flip a House

- Overcoming an Illness
- Love of Horses
- Passionate About Dogs

I think you get the idea. Once you create a big list, it's time to figure out what your talents are and whether or not you're the person to embark on creating an authority site for that particular niche.

Ask yourself the following questions:

- *What are my skills?*
- *If money were no object, what would I do?*
- *What advice am I asked for often?*
- *What do I want to learn about?*
- *What do I do for fun?*
- *What do I want to do for fun?*
- *What things do I do, that make me enter "flow" and not care about my surroundings or time?*
- *Can I find solutions to problems around me?*
- *What lessons have I learned from the experience of my life?*
- *How do my friends see me?*

If you're not sure, ask other people these same questions about you. Seeing yourself through other people's eyes can help you find a niche in which you can truly become an authority, if you're not already. You probably know a lot more than you think you know and friends and family can be a valuable source for you to use to discover more about yourself.

In addition, you can look at magazines, books, and on the net for more information about different niches that interest you or that come forth during your brainstorming. Remember not to worry if someone else is already covering the niche you want. In fact, if someone else is covering it, and they've managed to earn money, that just means that the idea is a good one. Don't be afraid of competition.

The truth is, any one of these ideas can become an authority site. But, are all of them a topic that can earn money? Can you monetize the niche? If no one else is doing it yet, is it because it's not a niche that can earn money? Can you find or create a product that offers solutions for people who are interested in the niche? If you can find at least 3 to 4 products or have an idea for at least 3 to 4 products that you can create to monetize the niche then you might have a winner.

Understand Your Audience

In order to truly excel in the niche you choose it's imperative that you understand the audience you're creating the content for. It's easier if you happen to be part of that audience, but even if you're not, you can do research to find out more about the audience. There are several ways in which you can research your audience.

- **Define Your Audience** -- It's very important to be able to define your audience in a very specific way. You should be able to describe a particular person within your audience. These are called personas. You need to know the demographics of your audience down to the T.

- **Use Social Media, Groups & Forums** -- Locate the people you've defined on social media, in groups and forums and observe them. Use the opportunity to show your expertise by answering questions that they may have. You can also use the opportunity to ask them questions and start discussions so that you can get to know your audience more.

- **Conduct Surveys & Polls** -- If you're not sure about what the audience likes, ask them. Surveys and Polls are a great way to find out what your audience wants, needs, fears, and thinks about a variety of topics.

- **Look up Scholarly Studies** -- If you don't have access to your audience directly, you can look up scholarly studies using Google Scholar about your audience. There are studies done of all kinds today and you are likely to find out a lot of information this way that is accurate.

During your research you want to learn what motivates your audience. What causes them to develop trust? How much disposable income do they have? What are their deepest fears? What problems do they have that need solutions? Where do they like getting information, do they like newspapers, the net, books or radio? Are there particular messages that resonate (or offend) with this audience? Are there movers & shakers within this community that your audience follows?

One of the most important aspects of creating your authority site is your ability to understand and connect to your audience.

Use Content to Develop Trust & Get Traffic

Once you understand what your niche is, and who your audience is you'll be able to develop and publish the right type of content for them. You'll want to develop and publish an abundance of content in all forms; text, video, articles, podcasts, books and more. Over time, your audience will learn to trust you because your content is accurate, fact-checked, and useful.

Just the fact that your content appears on a regular bases will endear you to your audience. As you create content, consider the following important factors that will help you build a powerful authority site.

- **Create Inbound Links** -- Use social media, guest blog posting, forum commenting, article marketing, as well as deep links inside your own website to create inbound links that will help your site rise in authority. Don't be tricky, your comments and contributions to other mediums need to be high quality and useful to rank authority. Remember quality over quantity.

- **Key Words** -- Use keywords in URLs, anchor text, alt tags, and within your content correctly. You want to develop a large list of keywords but only use one keyword per page and use variations of the keyword on subsequent pages.

- **Consistency** -- Be very consistent when it comes to adding content to your website. Think of your website as the center of the universe and all content should start there, and everything else should link back to that content. Content must be created regularly and be consistent in not only timeliness, but quality as well.

- **Quietly Monetize** -- Don't make everything on your site a pitch. Instead focus on providing good, accurate and focused information to your audience about your niche while also leading your audience to purchase important solutions from you. Focus on 3 or 4 superior products and / or services that solve problems for your audience in different price points, and you'll make good money.

- **Age Matters** -- When it comes to building authority, the age of your site is a factor in how your website ranks. So keep in mind that this just takes time. The other option is to purchase a domain name that is already aged, but there are pros and cons to that so do your homework and remember that sticking around matters.

Creating an authority site is not a short term task. It is a long term project that needs your focus, dedication and skill to make a success. You can do it if you make a plan and stick it; to act every single day on adding to and improving your authority site.

Final Thoughts

Finally, it should be clear that the most important aspects of creating an authority site are to understand

your audience, provide solutions to your audience, and to do so on a regular basis through the content that you create and publish on your authority site.

You'll want to create content in many forms. You can do this by repurposing content, for instance a book can become many blog posts, and vice versa. Blog posts can become podcasts, or inspiration for a "how-to" video or a webinar. The sky is the limit, only your imagination can stop you.

In addition, it's incumbent upon you to step outside of your comfort zone and market every piece of content that you create so that you continue to attract more viewers to your authority website. Once you get a respectable reputation and a following the products and services that you recommend will sell effortlessly because you are a trusted authority and an expert.

Internet Marketing Info Products

Niche Blueprint 2.0 - Affiliate Marketing Formula Program

Affiliate Launcher - Amazing Marketing Software

Ewen Chia Superaffiliates.com - Become a Master Affiliate Marketer

Ewen Chia's Beginner Internet Business - Beginner Internet Business: The Complete Guide To Making Real Money Online!

Hyper Facebook(tm) Traffic - Discover How We Use Cash Gateways, Social Magic, And The Media Influx Formula To Crush Our Servers With Traffic, Without Google, Yahoo, Or Bing To Bank Serious Affiliate Commissions

John Thornhill's Digital Mentorship Monthly - Follow A *real Life* Internet Marketer On The Road To Success. Step-by-step Videos Show You How.