

Site Build It Ken Evoy

Contributed by Bryan Farrar

5 Star

Site Build It! is another one of those programs that I investigated and watched for a while before diving in myself and taking the plunge. One reason I hesitated in the beginning was that to sign up for the program it was \$299 for a one year membership which gives you total access to all (and I mean ALL - a tremendous wealth of tools and help) their resources. Now on the plus side of that is that Ken Evoy, the founder of Site Build It! and Site Sell, does offer you a money back guarantee, that if you are not satisfied in any way or you think this program is not for you, then he will prorate your refund based on the time you have left in the year. Once you see what he has to offer and the tremendous success that his member have, you will more than likely not be looking for the refund, but to create and develop additional sites as well.

Now Site Sell and founder Ken Evoy have been around a while and he has stood the test of time both in their success rate and reputation. Do any decent research on Ken and you'll see that he is well respected in the internet marketing community. His philosophy is summed up in the way of the tortoise. Slow and steady wins the race. If you are looking for the get rich quick, pie in the sky type of program, this is not it (as if that type of program really exists - as the saying goes, "If it sounds too good to be true, it probably is!"). Ken believes in building a web site that is going to last and stand the test of time. He doesn't live in playing the SEO games and trying to trick the search engines, which, by the way, will bite you in the end. He teaches you the way of C-T-P-M - Content - Traffic - Presell - Monetize.

Content is still king, no matter what some of the internet gurus preach! If you provide keyword rich, excellent and informative information on your site, the search engines will love you. That brings us to the next letter - T - which means good quality content will bring you the FREE traffic from the natural search engine results. Unlike paying for traffic, which means when you stop paying, no more traffic! If you want proof, check out some of the testimonials of Site Sell's success stories. Also, those that follow the C-T-P-M way to the letter, you will see that many of the Site Sell website's also rank in the top 5% of the Alexa rankings, ranking far better than many Fortune 500 companies that spend thousands of dollars on PPC or other pay for traffic methods.

Now that you have traffic, then you have already presold your visitors by providing them with great content which then makes it easier to Monetize your site and create an income. To quote Ken, most people have their way of thinking reversed, they think either Fire, Ready, Aim or Ready, Fire, Aim, which 9 out of 10 times will not work. With the Site Build It! way of thinking, it puts the order back into creating a site the way it should be with Ready, Aim, FIRE!!

With all this said, I highly recommend the Site Sell and Site Build It! program to both the beginner and experienced internet marketer. Especially to the beginner, as this is probably the most extensive step by step program that I have ever seen that will take you by the hand and lead you to building a quality website.

5 STARS - No doubt about it!!