Advanced Training – what to do with the domain once you have it

Option 1 is to redirect the domain to your preferred destination within your domain registration account. How you do this depends on your domain registrar setup, and I won't be covering this here.

Option 2 is to simply add the domain to your hosting as an add-on domain and then redirect it within cPanel. I show you how to do this in the video, and explain below.

Option 3 is way more powerful, and is what I usually do. You add your domain to your hosting as an add-on domain, then…

- Your hosting will contain a folder called yourdomainname.com. Into this, you will load a redirect script (I give you this below).
- Your redirect script can contain a Facebook tracking pixel, so that you can retarget people later who went to yourdomainname.com, and advertise to them.
- Your redirect script can also contain Google Analytics code if you like, so you can track people who have visited that domain name.

I show you how to do all of this in the video, and the notes below should help.

Add-On Domain

When you bought hosting, you should have got hosting with a cPanel, and unlimited (or at least lots) of add-on domains allowed. Note that there are some hosting companies like BlueHost that don't use the same type of cPanel as what you see on my video. The hosting company I use is HostNine, and they use the standard cPanel setup. If yours is different, please find out how to do the cPanel stuff from your hosting company.

Note that before you can add a domain to your hosting you need to have correctly set the nameservers on the domain so that they match your hosting. If you don't know what the nameserver settings should be, ask your web hosting company. If you don't know how to set the nameservers, ask your domain registration company.

In your cPanel, go to AddOn Domains. You will enter your domain name and hit the Add Domain button. Depending on what version of cPanel you have, you might also be asked to enter a password – use the password suggestion tool to create a tricky one, and store it somewhere safe.

You won't need the ftp account, but just choose all the default settings.

Once this has been successful, a folder will be created in your hosting that has the same name as your domain name.

Redirect your Domain (Don't do this if you are doing Option 3)

If you simply want to redirect people to your affiliate link or money site, and don't want to use a Facebook tracking pixel or Google Analytics code, you can do the redirect within cPanel.

To do this, go to Redirects in cPanel's front page.

Keep the redirect type as Permanent (301).

Choose your domain that you just added from the drop-down list of domain names on your hosting.

The next box (after the /), leave empty. You would use this only if you want to redirect some subdomains to different places, but let's assume you don't want to do that.

In the Redirects to box, put the URL you want to redirect people to (in my case, an affiliate link). Or yours might be some other money site.

Make sure the "Redirect with or without www" is checked – you don't know when the link the visitor clicked on will and won't have it, so you want to redirect both.

Tick the Wild Card Redirect box, to make sure all subdomains or other addresses within that domain get redirected.

Click Add. And you are done. Wait a few minutes, then you can test it by entering your domain name in a browser, and you should see it takes you to your desired destination.

If you change your mind later and want to redirect to somewhere else, or remove the redirect, you can come back to this screen and edit or delete it.

Redirect Script (this is what you do for Option 3)

The alternative way to redirect a visitor is to use a redirect script.

Here is an actual redirect script I am using. Yes, it is complex, but don't worry – I will break it down for you and show you the important stuff...

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html><head><title>The Fat Burner 3 Week Diet</title>
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');

fbq('init', '1493413124227167');
fbq('track', "PageView");</script>
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=1493413124227167&ev=PageView&noscript=1"
/></noscript>
<!-- End Facebook Pixel Code -->
```

```
<script>
  (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
  (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
  m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
  })(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

  ga('create', 'UA-76839710-1', 'auto');
  ga('send', 'pageview');

</script>

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta name="robots" content="noindex,nofollow">

<meta http-equiv="refresh" content="0;
URL='http://32ad29q0mhilp7z272u9t5gd7g.hop.clickbank.net/?tid=THEFATBURNER'" />
</head>
<body>
</body></html>
```

OK, so what do we have here? The first line is standard. The second line, `<html><head><title>The Fat Burner 3 Week Diet</title>`
says what is to be displayed (very briefly) at the top of the browser when someone is redirected.

The part between
`<!-- Facebook Pixel Code -->`
and
`<!-- End Facebook Pixel Code -->`
is supplied by Facebook (I will show you how to get this).

And the part between
`<script>`
and
`</script>`
is supplied by Google Analytics (I will show you how to get this too).

The next two lines are
`<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">`
`<meta name="robots" content="noindex,nofollow">`

The main thing to note here is the "nofollow". This tells Google and other search engines not to try to rank this domain. This might seem counter-intuitive, but you really don't want Google banning you because you have a permanent redirect in place. Google isn't going to try to rank a site that is simply a redirect anyway, so you might as well stay on their good side and tell them you don't want this ranked thank you.

The next part,
`<meta http-equiv="refresh" content="0;`
`URL='http://32ad29q0mhilp7z272u9t5gd7g.hop.clickbank.net/?tid=THEFATBURNER'" />`
Is where the actual redirect happens. You will need to change the URL (between the ' and the ') with your URL.

The rest of the code stays the same.

So, breaking it down, we have this template…

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html><head><title>Your Page Title Here</title>
Your Facebook code Here

Your Google Analytics code Here

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta name="robots" content="noindex,nofollow">

<meta http-equiv="refresh" content="0; URL='Your destination URL here'" />
</head>
<body>
</body></html>
```

You need to fill in the bits in red. Note that the Facebook code and the Google Analytics code are optional. Facebook really likes the tracking pixel to go as high as possible in the code. Also, the redirect bit (where your destination URL is) needs to go last, so that it doesn't redirect before the Facebook code or the Google Analytics code has been run.

Editing your HTML code

On your computer, you need to create a file called index.html

On a PC, you create this as a txt file. I'm sorry but I am not familiar with how to do this on a Mac. Perhaps if someone can let me know, I will edit these instructions and put it in later.

Once you have created your index.html file, paste in the template code above. Edit the page title part, and the destination URL, and save it. Then you are ready to go and get the Facebook tracking code and the Google Analytics code.

How to get the Facebook tracking pixel code

I show you two ways in the video. I have found that some people have one setup in their Facebook accounts, and some have another. The most important thing is to use a Chrome (or Chrome-based) browser. I can't seem to get it working in Firefox.

Log into your Facebook account. In the top right corner you will see a down-arrow. Click on that and a drop-down menu appears.

On my own Facebook account, I have two options, Manage Adverts and Create Adverts. I have found that a lot of other people don't have the Manage Ads option – only Create Ads and Advertising On Facebook.

Note that Facebook can, and does, change the following. It was correct as of April 2016.

Using Manage Adverts

If you have the Manage Adverts option, this is what you do.

Click on Manage Adverts.

At the top of the page, on the right side of a menu, there is a menu item called Tools. Click on that, then click on Audiences.

Click on the blue Create Audience button, then click on Custom Audience.

Click on Website Traffic.

Change 30 days to 90 (that's the maximum).

Give it a name in the last box. I like to use the name of the domain where I am going to be using it.

Leave all the rest of that form as the default settings. Then click Create Audience. Then click OK on the next pop-up.

You should see your new Audience at the top of the list. Tick the box on the left of the one you just created, then click on the Actions drop-down at the right of the menu above. Click on View Pixel.

The pop-up will give you the code you need to copy and paste into your html. After you have copied, it, click on Done to close the pop-up.

Using Create Ads

If you don't have the Manage Adverts option, you will need to use the Create Ads option.

Click on Create Ads. You will see a circle going from 0 to 100 creating your ad account. (I'm not sure if this happens after the first time you have created an ad).

You will find you are in a screen called Ads Manager. Facebook has done a really good job of hiding the next bit. See at the top left between the F icon and the words "Ads Manager", there are three horizontal lines – menu? Click on that.

On the menu that comes up, find Audiences. I found it in the Assets column. Click on Audiences.

Once the Audiences page loads, click on the blue Create Audience button, then click on Custom Audience.

Click on Website Traffic.

Change 30 days to 90 (that's the maximum).

Give it a name in the last box. I like to use the name of the domain where I am going to be using it.

Leave all the rest of that form as the default settings. Then click Create Audience. Then click OK on the next pop-up.

You should see your new Audience at the top of the list. Tick the box on the left of the one you just created, then click on the Actions drop-down at the right of the menu above. Click on View Pixel.

The pop-up will give you the code you need to copy and paste into your html. After you have copied, it, click on Done to close the pop-up.

Add the Facebook code to your index.html

Paste the Facebook tracking pixel code into your index.html file on your computer, overwriting the "Your Facebook code Here" bit.

Getting the Google Analytics code

Google Analytics is a tool that will help you to know how many people are coming to your domain. It will show you where they are coming from, when, and a whole lot of other information. Note that there are excellent videos within Google Analytics that will teach you how to get the most from it.

To get set up with Google Analytics, you need to first have a Google account. If you have a gmail or YouTube account, that is also a Google account. It is not within the scope of this training to show you how to get a Google account – I assume that if you are using VTG you probably at least have a YouTube account.

Before I get into the details of what to do, let me explain that Google Analytics has a two-tier structure – Accounts and Websites. You can have up to 100 accounts, and each can have up to 50 websites. So that's 5000 sites. I like to group my websites together by niche, or the type of thing I am doing with them. So one Account might be Health, and within that I have all the websites related to weight loss, dieting, exercise, medical conditions, etc.

You can organise yours how you like of course. If you don't think you will have many, just call the Account and the Website after the website name.

Go to http://google.com/analytics , when you are logged into your Google account. In the top right corner, click on SIGN IN, then click on Google Analytics.

If you haven't used Google Analytics before

If you haven't used Google Analytics before, you will see a screen that explains what it is, and a button that says "Sign Up". Click on that. Then proceed as below ("Proceed from here").

If you have used Google Analytics before

Click on Admin at the top of the screen. There are three columns – Account, Property and View. Under Account, you will be given a list of all the accounts you have used in the past.

If you want to create a new account, click on Create New Account at the bottom of that list. Then proceed as below.

If you want to set up a new website within an existing account, click on the account you want to use. The, in the Property column, click on the drop-down list of Properties (websites) and click Create new property. You will be taken to a screen that is called New Property. Proceed as below, except you don't have to fill out the Account name.

Proceed from here

You will be taken to a screen that is called New Account. Fill in the Account Name, Website name, website URL (this is the domain name you just bought, NOT your money site or affiliate link), Industry Category and Reporting Time Zone information. Leave the other boxes ticked, and click on Get Tracking ID.

The next popup will ask you to Accept the Terms of Service. Make sure you select your country at the top of the box.

The next screen will give you the tracking code. You need to copy it all, including the <script> and </script> parts.

Add the Google Analytics code to your index.html

Paste the Google Analytics code into your index.html file on your computer, overwriting the "Your Google Analytics code Here" bit.

Stay logged into Google Analytics for now, as we are about to do a test and you will want to see what happens.

What to do with your index.html file

We are nearly finished. Go back to your cPanel, and find File Manager. Click on it.

Here you can see the list of all the folders in your hosting. Do NOT delete anything. You need to find the folder with the same name as the domain you added as an add-on domain earlier. It will probably be under a folder called public_html. Use the + signs in the left column to expand the folders, and click on the folder name when you find the one you are looking for.

Along the top of the screen you should see a button called Upload. Click on that.

The exact look of the next screen will vary depending on what version of cPanel you are using, but the basic principle is that you upload the index.html file from your computer. See my video for an example using the current cPanel version.

Then you are done! You need to test it all works though. So, in your browser, go to your domain name and see what happens. It should redirect to your money /affiliate site, and you should see a visitor in Google Analytics.

Checking Google Analytics is working

In Google Analytics, at the top of the page you should see a link to Reporting. Click on that. (Or, if you have just logged in and have several accounts, use the Home page and click on the account you want to look at).

In the column on the left, click on Real Time, then click on Overview. You should see that there is 1 active user on the site, and you will see a vertical line move across the screen from right to left that shows how long ago that visitor was there.

You are done

This is a slightly more "clever" way to do the redirect than simply sending traffic to your money site. With this method, you can see a lot of information about your traffic (using Google Analytics). You can also, if you want to, later advertise on Facebook to the people who came to your site while logged into Facebook in the previous 90 days.

If you want to get even more "clever", you would of course set up a website on that domain. It would have information about the topic, so that it becomes a traffic tool in it's own right. That way, if the video owner works out what you are doing and removes the link, your traffic won't dry up overnight.

Your website could also include an opt-in box for an email mailing list, links to a Facebook page you set up about the topic, and so much more. Invite comments and have an active community. And of course, you monetise the whole shebang by including banner ads for your affiliate product.

This is basically what I am doing. First I find an affiliate product I like the look of. Then I find (using VTG) a domain name that is available but already have a lot of backlinks to it from videos. I am not so worried if the videos have a lot of views or not, because I can SEO the videos to get the traffic up (that's a whole other training – lol). The first step is just to do Option 2, a simple redirect, to see whether this gets some clicks and sales. I know this by looking on the affiliate site reports.

If it looks like this is a good earner (I give it a week), I then do Option 3 as I have described above, and add a Facebook tracking pixel and Google Analytics.

Then I wait a month (or less if the thing is blowing up!), and if it looks like this is going to be huge I will build the whole website etc to support it. The website could be big, with lots of pages and blog posts etc, or it can be a fairly simple landing page / sniper site type of thing. It depends on the niche.

If you are interested in knowing more about all this, find me on Facebook – Christine F. Abela
https://www.facebook.com/christine.abela1 . I have a friend who is doing a really good training program on building these types of websites, and I can send you their way.

Or, if you are interested in me doing other training on how to increase the views on the videos I am getting the traffic from, send me a message and let me know and I will get that together for you too (but I warn you I use a lot of products and ninja high-tech stuff, and some of it doesn't come cheap).

I hope you enjoyed this training, and that it gets you as excited as I am about using Video Traffic Genie!

Christine F. Abela.