

# The Octopus Blog Method

How To Create Massive 6-Figure Blogs

In 6 Months Or Less

By David Eisner

# Table of Contents

<b>Product License Terms and Conditions .....</b>	<b>5</b>
<b>Licensing Rights.....</b>	<b>5</b>
<b>Disclaimer .....</b>	<b>5</b>
<b>Introduction:.....</b>	<b>6</b>
<b>Why Affiliate Marketing?.....</b>	<b>7</b>
<b>What's the GOAL of this? .....</b>	<b>8</b>
<b>Why Blogs? Why Wordpress?.....</b>	<b>9</b>
<b>This is a BUSINESS, y'all .....</b>	<b>10</b>
<b>How to read this manual .....</b>	<b>11</b>
<b>Keyword/Market Research: .....</b>	<b>12</b>
<b>Places to start with your research .....</b>	<b>13</b>
Searches.....	17
Competition .....	20
Keyword Value .....	24
<b>Domain Name Choice.....</b>	<b>26</b>
<b>Setting Up The Blog.....</b>	<b>27</b>
<b>Small But Important Tweaks To Your Blog.....</b>	<b>35</b>
<b>Making Posts .....</b>	<b>39</b>
<b>Internal Linking .....</b>	<b>43</b>
<b>Placing Outbound Authority Site Links .....</b>	<b>46</b>
<b>Copywriting and Testing.....</b>	<b>47</b>
<b>Backlinking/Marketing Strategy.....</b>	<b>49</b>
<b>Article Marketing.....</b>	<b>53</b>
Link Wheels .....	55
Link Magnet and The Backlink Booster .....	56

More Article Specifics .....	58
<b>Publicly Viewable Profile Links .....</b>	<b>61</b>
<b>Do-Follow Blog Commenting .....</b>	<b>67</b>
<b>Blog Content Links .....</b>	<b>68</b>
<b>Press Releases.....</b>	<b>70</b>
<b>Social Bookmarking.....</b>	<b>71</b>
<b>RSS Feeds.....</b>	<b>72</b>
<b>Video Marketing.....</b>	<b>75</b>
<b>Everything Else .....</b>	<b>77</b>
<b>Rankings.....</b>	<b>78</b>
<b>The GIANT Octopus Blog Method – From 6 To 7 Figures .....</b>	<b>79</b>
Mutate Your Octopus For Even Bigger Profits .....	81
Super-Mutating Unrecognizable Octopus Takes You Even Further .....	83
<b>Conclusion .....</b>	<b>85</b>
<b>Resources List.....</b>	<b>87</b>
Not included in the report .....	87
Included in the report.....	87
Free Learning Resources .....	87
Paid Learning Resources .....	88
Keyword/Market Research .....	88
SEO Tools .....	89
Hosting.....	90
Themes.....	90
Plugins.....	90
Outsourcing.....	91
Backlink Packets .....	91
Blog Content Submission .....	92
RSS Tools .....	92

Other Marketing.....	93
Affiliate sites .....	93
Important Directories .....	93
Article Sites .....	93
Miscellaneous .....	94
<b>Action Checklist.....</b>	<b>95</b>
<b>Necessary Initial Setup .....</b>	<b>95</b>
<b>Necessary After Indexing .....</b>	<b>95</b>
<b>Optional Automation .....</b>	<b>96</b>
<b>Backlinking.....</b>	<b>96</b>
<b>Optional Backlinking.....</b>	<b>96</b>
<b>Optional Marketing.....</b>	<b>97</b>

## Product License Terms and Conditions

### Licensing Rights

There are 3 actions you are permitted to take with this .pdf file and the contents within it:

1. You can download it to your personal computer.
2. You can read it.
3. You can print it and read that copy. You may not distribute that copy.

You are not granted any other permission regarding the use of this file or the contents within it. Keep in mind that this is a copyrighted piece of intellectual property. Please do not attempt to steal from me. Thank you.

### Disclaimer

The information contained within is supplied for informational and entertainment purposes only. It is not professional advice of any kind. There is absolutely no promise of earnings. Any results obtained in the past do not constitute predictions for the future. The reader is 100% responsible for his or her actions. By reading the

contents herein, the reader agrees that he or she holds the author free of any liability in any way.

## Introduction:

Hello there. Thank you for buying my report. By doing so, you have most likely taken a big step forward in the enhancement of your Internet Marketing knowledge. But whether you make any money from the ideas put forth in this report is entirely up to you. All I can guarantee is that the info is solid and this report is 100% unique (as in, I did not copy anything from another source without a quotation). Of course, yes, I have gotten most of my ideas from other people and products – but that’s just life in general.

I don’t want to fill this report with fluff, so things are going to be quick and to the point, as I think you will like them to be. I will be providing ideology, methodology, tools, and resources. In general, this report is geared towards “intermediate” IMers. Really, it’s for people who want to make one or several low-cost affiliates sites that have the potential to make them rich. (It can also be used to make a 6-figure site if you have a product, e-commerce website, etc. It is not limited to just being an affiliate website.) Having said that, if you’re a newbie, there will be enough information for you to make money within the system if you spend the time to learn.

**\*\*What this report IS NOT:** A manual for beginners to make a quick buck. See what I'm saying?

## **Why Affiliate Marketing?**

I'm not going to spend a lot of time on this but I just want to point out some of the benefits. You could potentially make millions without your own product, inventory, customer base, employees, partners, significant overhead, exit strategy, or any of the massive headaches or freedom crushers that could come from creating your own product and running a business in the "traditional" sense (whether it be online or brick and mortar). It also allows you to branch out and work with any products you want. You can work with 1 to 1000s of products. If one product goes down the tube, you can go onto the next one. Overall, if done correctly, affiliate marketing can create ultimate freedom for you. However, if you have a product or service to promote, this method can still work excellently. You just won't have as good of an ability to switch over if something goes wrong, will have less flexibility in keyword research, and you may have to deal with some of the negatives that I listed above. But you will most likely keep much more of the profits.

## What's the GOAL of this?

The goal here is to get **numerous pages** of your blog **ranking on the first page (preferably in the first spot)** of Google and maybe the other search engines (Google is the first priority, but if done right, the others will come along too) for **“buying”** search terms with **high search volume and/or specialized search volume**. Ultimately, we want our blog to be on lots of pages of search listings for dozens of different keywords, with **double listings**. This is why I call it The Octopus Blog Method. It reaches far in all directions and it's one of the smartest creatures in its territory. Also there's this,

**oc·to·pus** [**ok**-tuh-puhs]  
**–noun, plural –pus·es, –pi** [-pahy]

2. something likened to an octopus, as an organization with many forms of far-reaching influence or control.

(from <http://www.dictionary.com>)

The traffic we're going after is the best traffic you can get, plain and simple. This is search engine optimization (SEO... I hope you knew that already) – you are catching a buyer in the midst of looking for exactly what you are offering. Not only is it THE MOST powerful marketing method known to man, it is also the wave of the future. Yes, I know it's been around for 10+ years, but it isn't going anywhere and it's just getting bigger.



## Why Blogs? Why Wordpress?

There are many reasons:

1. Google loves blogs. Even more, they love Wordpress (a blogging platform). Matt Cutts always talks about how great WP is for SEO. Here's your first resource: [Matt Cutt's Blog](#). He's Senior Engineer at Google. You get the info straight from the horse's mouth here.
2. WP ranks awesome, especially for long tail (many words) keywords. Google looks at blogs as if they are offering **specified content**. This is key because when we are targeting the long tail, Google will be looking for blogs. Better yet, long tail is a user putting in a *more specific search*, therefore they are more likely to find what they're looking for when you're targeting it, which creates more buyers.
3. WP is basically free. All you have to do is setup hosting and you can get that for like \$60/year. And on that account you can setup like 1000 blogs.
4. On WP, you can create pages until you are blue in the face. More pages = more PageRank (PR) – I'll talk about this more.
5. Blogs are easy to setup. You don't need programming knowledge. I don't know about you but I have better things to do than learn how to program a site with HTML into existence.

6. They don't necessarily scream: "I'm selling something." You can actually provide good, free content to your visitors and then they can click to your offer. They have the ability to convert extremely well by giving you a chance to pre-sell your visitors.

### **This is a BUSINESS, y'all**

This report is FAR from a get rich quick scheme. In fact, any experienced marketer who knows anything about SEO will tell you that getting almost any page to the top page of Google is 1) Most likely a long-term solution to website traffic, 2) A lot of hard work, and 3) There's an outlying chance that it may not work out.

But I've got news for you folks, this is business. This isn't Mickey Mouse stuff that we're dealing with. This is real, serious, business. That means risk and reward. And if you're not looking to take some kind of risk on something, don't expect to make a lot of money. If you haven't inherited money, married into it, or stolen it, you're probably going to have to do some work for it. And work means risk, because you are risking your time for return. Even if you have a "day job" that gives you a paycheck every week, is that risk free? Do you not risk getting fired? Having the company go out of business? Hating your life for being in the rat race? Life is risk, and this won't be any different.

Look, this is what has worked for me. No, I will not tell you my niches or websites, but does it matter? How does the information sound to you? Make your own

informed decision. I recommend listening to product reviews and checking out the learning resources I provide to help validate what I say here. Actually, you truly should not believe a word of what I say blindly - find proof and other sources of info, because that's what a real businessperson would do. Long story short, treat this like a business and you will have a much better chance at success.

Oh, I should also mention, since we're on the topic, that you will need to spend money to make money. Yes, there are some solutions where you can make money from free sources and yes, I will be providing some solutions to help you save money. But overall, if you don't even have the money for a hosting account, you're not going to be able to do this. Having said that, much of the work that can be outsourced or researched for a fee can be done by hand or with free tools. But remember, if you commit to this plan, you are in business. Plan accordingly.

### How to read this manual

Obviously, the best thing to do is read it "cover to cover." If you skip around, that's fine, but there's no way to tell where YOUR golden nuggets of info are located in this report! FYI, there are affiliate links embedded in this report. Use them, don't use them, whatever! I had no problem with putting them in because I'm a firm believer in the fact that affiliate links create a symbiotic relationship where everybody benefits – don't you agree? Ultimately, the #1 reason I provided any and all of the links in this report is so that you can benefit from my years of scouring the internet for the best

resources. Only about 10% of all the links provided are affiliate links and you will need them for this project so I have included everything I've valued.

## **Keyword/Market Research:**

Keyword and market research are two separate but intertwined topics that I could write separate reports on. So in an effort to keep this somewhat brief, I will go through the major points. Ultimately, your success in this area will come from your own "street smarts", experience, and trial and error.

Spend A LOT of time on your keyword and market research. Do not get this part wrong. Because if you get deep into your website and you realized you messed up, you will not be happy. There will be an opportunity to create small blogs for one or two keywords but that's not what this report is about. It's about creating a massive money earner. So choose your niche and keywords carefully.

Your niche will need to satisfy many parameters. That's why it's so important to do excellent research. You will need to satisfy keyword, marketability, viability, affiliate, and content parameters all at the same time. Not sure what I mean? Read further.

## Places to start with your research

You could start with what you know. We are going to making a blog and if you have specialized knowledge on a topic or two, perhaps start there with a “seed keyword”. Because if you choose a topic you have knowledge on, you won’t be pulling your hair out with all the content you’ll be creating. Obviously, this won’t matter if you’re going to outsource your content creation but if you want to avoid the cost and hassles of outsourcing, you will want to consider writing the content yourself. Writing is something I like to do and do much better than most freelancers so it’s one of the few things I do not outsource too much. But if you do plan on outsourcing this, make it be a topic of lowered specialization. You don’t want somebody from the Philippines writing content on a seriously complicated topic.

Also keep in mind that when you are coming up with a niche, you will need at least one affiliate program to go with it. You can find a decent affiliate program for basically any niche, so this is not a huge concern. I’ll point out, it’s also a pretty good place to begin your research. If there’s a product you really like, go out there and see what keywords are available and see if it’s viable (this is what you’ll be doing if you have your own product). If you don’t know where to find affiliate programs, you are a brand newbie ☺. Just kidding you guys. There’s three main options: Affiliate networks, CPA networks, and Independent programs. There are pros and cons to each sector and each program. I’ll go over some of the majors from an ideology standpoint.

[Clickbank](#) specializes in info products only and the commissions can be ridiculously high percentages. They are a very popular and therefore have a lot of competition.

[Commission Junction](#) does all types of products but you need to be accepted into each program individually and from my experience, if your network sales are low or zero to that point, you'll get denied from many of them these days. However, before I made any money, I was accepted to many good ones. What I like about CJ is that it has products for sale and CPA (cost-per-action) offers too.

There are other popular affiliate networks like [Link Connector](#) and [Link Share](#). I wouldn't say to join these unless you find a product you really want to promote and they are using one of these networks.

CPA networks are a little different because they are based on the premise that you don't need to make a sale to get a commission, all you need to do is get someone to fill out an offer or give up some information. Depending on the offer, it will usually pay less but convert higher. It really all depends on the offer, your traffic, and your pre-sell though. Popular CPA networks are [Clickbooth](#) and [Neverblue](#). You know how to find more if you want (Big G). The problem with CPA networks is that it can be a pain in the butt to get accepted, especially if you're a newbie or don't have a website. My best advice is to be honest in your applications and to ACT like you're not new. When you're done reading this report, you should have enough knowledge to at least feign being a seasoned IMer.

But we all know, this is basic. By now, you're like, come on Dave, where's the good info? OK, OK... if you want to make a lot of money, a great way to do it is to go with an independent affiliate program. Why? Because undoubtedly there will be less competition. Also, there might be multiple tiers, which creates an opening for YOU to get affiliates. Additionally, they often pay directly right into your [Paypal](#) account, which is far better than waiting weeks for 90% of your Clickbank payment (don't get me wrong, I still love CB). Back in the day, I made a fortune with a couple independent programs, one of which was [Site Build It](#). I'm sure a couple of people reading this got a paycheck or 2 from them over the years. A good way to find an independent program in your niche is to type your "niche + affiliate program". I.E. "Dating women affiliate program." Not hard. Almost every successful website on the internet has an affiliate program. I wouldn't say they're all awesome payouts, but sometimes that doesn't matter. The mother of all affiliate programs is Amazon (which you can definitely use for almost any niche) but it only pays 4-6%. However, when you factor in their reputation and your resulting conversion % because of that factor, it can be worth it. See this [awesome Warrior Forum post on profiting from Amazon](#). You need to evaluate whether it would be the appropriate program for your niche. Also ask some other key questions. Are there stats on earning per click? Does it have recurring billing? Do they have more than just one landing page and one text link (tools) for affiliate to use?

Next, you can start your research looking at it from a pure marketability standpoint. What's hot right now? What has always been hot? Is there a smaller, more

specialized, but still large niche within an always hot niche? For example, instead of video editing software, maybe video editing software for Mac. See, video editing software is not going anywhere and Mac is rising. To get ideas, I like to look at Amazon's hot products and some of Google's free tools:

[Google Trends](#) - self-explanatory

[Google Sets](#) - just go there and use it – use your brain!

Google Wonder Wheel! – this tool can be very helpful. Here's how you work it: type a search into Google. Click on “show options” on the top left. Then you will see Wonder Wheel. Have fun with that one.

I also get ideas from looking around and seeing who's advertising. If a billion dollar company is advertising a product niche, you can almost bet it's hot because they probably wouldn't have wasted millions in market research to bring out an idea doomed to fail. But then again, they might – so research yourself and don't just follow along.

Another great tool to analyze your market is [Quantcast](#). Go there and see what your target market may be.

I recommend not focusing on any ONE product. In case something happens to that product or company, you won't be able to switch your site over. Also, you don't want the product name in your domain for a number of reasons. First off, in 99.9% of scenarios there's almost no way you'll be able to compete for the #1 spot with the



actual company that made the product. Also, you don't want to get any copyright infringement/ C+D letters. So instead of going with Flip video, go with portable video cameras, for example.

You can also start from a pure keyword standpoint. This is personally where I *usually* start. Because I could spend all my time on the above, like finding a niche I like, a program I like, and then come to keywords and the opportunity is just not there.

In the world of keywords, there are 3 major factors: Searches, Competition, and Value.

### Searches

Each term will have a certain amount of searches per day, month, etc. These numbers fluctuate seasonally, yearly, etc. Generally, one and two word search terms are searched far more often and have far more competition. You need to find terms with a minimum amount of searches per month. Most people I've heard will make their cutoff at 2,000-3,000 per month. I like to get more specific than that. See, we're going to be picking at least 10 keywords at first and targeting them in a specific order. Since the ones with more searches will have more competition, we'll be building our site up to compete with them at a later date. We're going to go after smaller competition and thus smaller searches FIRST. Usually this means "long-tail" keywords. Look out for 3-5 word terms that have a lot of searches – they will

probably not have very stiff competition. BUT, very important, when doing your research, look at “phrase match” numbers, not broad, and not exact. Why phrase? Because what is being searched will not have much variance from the phrase match, as opposed to broad which can have a ridiculous amount of variance. And [exact match] is all messed up in Google. I often see higher numbers for exact match than phrase match – WHAT?? So a good rule of thumb is to go with phrase match.

So incase you’re confused, this is an example keyword profile I would like to work out to START. You will want to expand later: (these are example, not real figures – also, I will take competition into account in the next section)

1. Weight Loss Program – 80,000/month
2. Lose weight fast – 60,000
3. Lose weight fast program – 20,000
4. Lose weight fast diet and exercise – 5,000
5. Extreme weight loss diet – 4,000
6. Extreme quick weight loss diet – 3,000
7. Extreme Fat loss diet exercise – 2,000

And on and on... (but start with 10-15 good ones)

And as you get more specific, you should be getting more specified towards your product. These smaller search keywords will have less searches so they will be more

easily conquered at first. But since they will be more specific, they'll potentially have higher conversion rates. Then as your site gains reputation, you'll have a better chance at moving up to those bigger keywords. Will you ever rank for "weight loss"? Maybe in a couple of years, depending on how much you push. But for now, be realistic about the markets you want to tap into.

### **For Free Tools:**

You want to check out [Google's Keyword Research Tool](#). Don't mess with the other free keyword tools. This one has many features and is the most accurate (um, it's FROM Google). Also, you can use put in a website here and it will give you keyword matches based on the website... very cool.

More from Google: [Search-Based Keyword Tool](#). This is for more ideas.

### **For paid tools:**

The absolute best is [Market Samurai](#).

[See a Warrior Forum thread comparing Market Samurai with competitors](#)

[See a Warrior Forum thread for best products ever purchased](#) (and see what the overwhelming favorite is)

It does far more than keyword research and actually is best for analyzing competition, Google's first page, links, and otherwise. It also has a rank tracker I can't live without. All-in-one tool, only \$97. Windows and Mac! Also, I think they let you try it for 12 days. Doesn't get much better than that.

Next best: [Keyword Elite](#) – has a bunch of great features, more expensive though, and only for Windows.

Next best: [Wordtracker](#) – SOOO expensive for what it is and monthly recurring. Internet based which is great though. But I think Google's tool almost does almost as much minus the competition analysis and long-tail research.

Next best: [Micro Niche Finder](#) – Only for windows, expensive, not as many features.

Next best: [Keyword Discovery](#) – It's good, but why? Just get Market Samurai!

Quite honestly though, many marketers, including myself, have many or all of these. They all have different value propositions in a way. But I wouldn't go spending all your money on keyword research tools. Start with one and if you want more, get another later.

## Competition

For each keyword, you need to evaluate the competition. There are a couple of ways to do this. # of competing pages is one way. This is a very "loosy goosy" method, if you will. One word keywords will have the most competing pages because duh, they

show up on the most pages. But that doesn't mean that competition is tough for the keyword "but". What kind of commercial ability does the word "but" have? How many people are building links with that as their anchor? Not many I would presume, though I haven't researched. So competing pages says one thing, but not everything. If you have a decent term and it has a small amount of competing pages (say, 20,000 or less), then you might want to think about cracking into it. Generally, I think competing pages counts more for how quickly your site gets indexed, instead of how your first page ranking will be.

What's MOST IMPORTANT is the *quality* of the competition on the first page. There are certain websites you don't want to go up against. You don't want to go up against huge authority sites like Wikipedia, About.com, ehow.com, etc., especially if they are sitting in the #1-3 spots. That will be very tough to get above because they literally might have trillions of backlinks, not to mention a number of other critical assets. This will basically translate into PageRank, which is a Google algorithm that determines how reputable a site is. (But as you will see, ranking is not all about PR.) Out of the 10 keywords we are picking, you should theoretically be trying to get to the #1 spot on all of them. If you don't think you can get the #1 spot, I wouldn't say to throw away the keyword, however. If you can get to the 2 or 3 spot, then consider holding on to it, judging it based on how many searches it gets. While the #1 spot has a far higher click-through rate (CTR) than the #2 spot, judge it based on traffic ability. If you're #2 for a 10,000 searches term, you can easily get 1000 clicks a month which can be quite valuable. If you're #1 on a 2,000 searches term, you would

yield about the same traffic as your other #2 spot. But that's as far as you want to go. If you can't get into #1-3, don't go for that keyword, at least not until you're site is kicking it hard.

Ok, if the term's SERP is clear of major authority sites, check for "On-site optimization." Are there any sites specifically using the keyword in their URL, Title, Meta description, and Headers? If not, it is very easy to optimize a blog for a specific keyword, and that might give you a leg up. Also, check to see if there are some weak players in terms of number of pages to the site. I won't give a number, but it's something to look out for.

Then check for "Off-site optimization." As you may or may not know, many gurus consider backlinks to be 90% of this game. And you can't just take the number as a guide, but you also need to look at the quality. It has been said that 1 link from a PR 5 domain could be more valuable than 100 PR 2 links – or something along those lines. Obviously Google is the only one who knows exactly. Also, backlinks to that exact page will be important. If it's a home domain and there are no backlinks, beware, because that's what I am going to teach you to do – it means they know how to build links to their site. But if it's a sub-domain that's ranking (let's say, from pure On-Site-Op), and it has very few backlinks, you can probably bump it off. But there's no exact formula here folks. The point is, you need to see an opening given the amount of on-page and off-page optimization you are seeing on the SERPS verses what you are going to do. Also, keep in mind a couple things. One is, as you build,

these other sites will probably be busy building as well. And the other is, most backlinks do not show up in reports. Inflate all backlink numbers by at least 5X.

There are other factors, such as domain age, internal links, etc. Overall, once you start doing the research, you will start to see trends and be able to tell which pages you might be able to squeeze in on. But since we are going to be diversifying our strategy to many keywords, you won't need to rely on just that ONE you found. This reduces risk dramatically and allows you to shoot for more competitive keywords in the long run. You will understand this more as we go along.

### **For Free Tools:**

[SEO Quake](#) plugin for Firefox: When you install it, you can see PR and backlinks come up in a search. Don't forget to shut it off when you're not using it. This is a great way to see front page competition. However, I would never bother using it for this purpose since I have Market Samurai.

[Yahoo Site Explorer](#): Don't use other search engine tools to see backlinks, Yahoo's is the best.

[WebCEO](#) – awesome PC software to help you analyze your site.

### **For Paid Tools:**

Um, Market Samurai anyone? If you don't have this for first page competition analysis, I feel sorry for you. It just blasts away anything else that's out there. You can see basically every factor for ranking that we know of. Also, use it enough and you will begin to see trends for everything – including markets, which is super important. My recommendation (besides buying MS), is to use this tool for a couple of hours, for a couple of days, before you make any decisions. Just do solid research with it for a while and see what you learn. Now THAT'S a valuable tip.

[SEO Elite](#) – From the maker of Keyword Elite, Brad Callon. I believe you can get this excellent tool (windows based again) for free with Keyword Elite.

[SEO Power Suite](#) – If you're really serious, then you'll want to check out the products from Link Assistant. You can buy their products separately or in a package. They aren't cheap, but they're good. Check out [Terry Kyle's analysis](#) of [SEO Spyglass](#) where it's finding 4-5x as many backlinks as Market Samurai. You can trial all of their products as well.

### Keyword Value

Commercial value, that is. Are the people coming to the page looking to buy or looking to research? Hopefully for us, a little bit of both. We don't want pure either. For example, you might do a search that yields 9/10 e-commerce sites. Now, it's possible that Google is just looking for a blog to put up on the first page, but how likely is that? Now, if you make your blog into an e-commerce site, then that might



work. Otherwise, beware. Also, we don't want to have a site where our searchers are not looking to buy. For example, any keyword with the word "free" in it would be a big red flag. UNLESS of course, you were promoting a CPA offer and/or giving good info about how to get something for free. In fact, many people who do SEO overlook that aspect of the game. They don't want to touch "free."

There's a tool out there that some people swear by, but I think it's basically bogus.

It's [Microsoft's OCI \(online commercial intention\) tool](#). You put in a website or a term and it spits out a percentage probability that the customer is going to want to buy. After extensive usage of this tool, I find it buggy and commonly inaccurate.

Based on what, you might ask? Based on me being a smart human being and the tool being a poorly working computer, IMHO.

There's a much better way to measure commercial intention. The way you do this is to see how much people are paying for [Google Adwords](#) clicks. You can find this data in Google's keyword tool, Market Samurai or the others. This data is usually not entirely accurate either but it can give you a decent sense of things. Are people paying \$.25 or \$10 a click? That's a big difference. If I were you, I'd try to keep it over \$1. If you go very high, like over \$8-10, be ready for some stiff competition. Can you even imagine paying \$10 a click?! I've seen reports of some keywords going for over \$50 a click! (FYI, you might want to research those crazies to see what their landing pages look like – because if they're paying that much, you know they're converting for big money).

Historically, there are niches where people pay money online. Weight loss, make money, dating advice, personal development, etc. The actual keyword may not be as important as the niche. Remember, if it's a long tail and people aren't paying a bunch for Adwords, it might actually be one of those little known keywords instead of one that doesn't convert. Or maybe it just doesn't convert on Adwords and it will kill on the organic listings? I don't really know because each situation is different. Use your brain! The point is, based on educated research, pick keywords that you think will create buyers or people who take action. This is SUPER important.

## Domain Name Choice

First off, pick a .com. Let's just end it there. Yes, you can get away with a .org but what is your site about? Are you in commerce or are you a non-profit? Come on. If you're worried about names being taken, you can easily add "info," "tips," "review", "the" (at the beginning), or the like to almost any domain. Get creative. It doesn't really matter how long it is. It also doesn't really matter if your main domain has the keyword in it right now because with the use of the All-in-one SEO pack, you'll get your keyword in there when it's added to your sub-domain URL. Better yet, I would use one of your "reach" keywords for your domain. Like I said, you will target your individual keywords with your blog posts. You might even want to consider choosing something that's easy to remember. If you create a really good site, people might want to return (this is also where having a .com kicks in).

[Ajax Who Is](#) is a cool site for searching domains. Really quick and easy, you'll see.

(Yes, you can obviously search on [GoDaddy](#) or others)

If you think aged domains are important (and they can help) and you can deal with how inflexible or expensive that may be, [DomainsBot](#) is a good website. There are many others too.

## Setting Up The Blog

Yeah, you got to set up the blog. And if you haven't done it before, it might seem daunting, but it's not that bad.

You'll need a domain first, then hosting. Or you can set up your hosting account and they will often give you one free domain name.

I like [BlueHost](#) because they are really cheap (\$7/month or less), have a nice cPanel, and very helpful 24 hour customer service. I also like BlueHost because you can take care of link cloaking with their redirect service, much easier than doing a php redirect or buying software.

[Host Gator](#) is very popular but a tad more expensive – highly recommended.

[GoDaddy Hosting](#) is also a perfectly fine option. I've been using them for years.

Any one of these are an excellent choice. Once you set up your hosting, choose a domain, and add it to your FTP, you're going to need to learn what an FTP is (haha, just kidding... maybe...).

From there, you can install Wordpress directly from your cPanel. This sounds confusing but I swear, if you can click a few buttons, you'll be able to figure it out. If not, call your hosting company. If you REALLY WANT a step by step walk through, I thought George Brown's [Google Sniper](#) gave an excellent WP walk-through for newbies, with videos and all that. Though we are doing something slightly different in this report, a lot of what he says is good information and complements this report. [See a Warrior Forum thread on Google Sniper reviews](#). There are a couple of things that I don't necessarily agree with him on and some things that we are going to do that he does not explain, but it is a good course and if you're new, it will definitely be a good resource to learn from. Basically, it's for "sniping" one keyword of very low competition. And while we aren't going after the BIG fish, we are not afraid of medium sized competition because we are doing more than 1 keyword and also doing massive backlinking, which I will definitely get into and George does not get into much. And as opposed to setting up 30 small blogs, we are going to make fewer big ones. It's a great program, but like I said, a slightly different approach.

Ok, so once you've got your domain and WP installed, it's time to get working. First thing to do is install themes and plugins. If you don't how to do this, refer to Google

Sniper or perhaps a free resource on the internet – it is really too simple for me to put into the manual. Plus, a little legwork on your part is not the worst thing.

## Themes:

When it comes to themes, most people say they're not that important. I find that to be a bit ridiculous. First off, you want your site to look good. You want to potentially match your product offering in some kind of way or to match your target audience. For example, is your audience 75% women? Should your theme be a pink or red color maybe? I'm honestly not an expert in this kind of psychology, but you might want to take a minute to analyze it. Also, the simpler is usually the better because it won't necessarily look like you're trying to sell something. It also won't distract the reader or have them leave the page immediately. This is why the default WP theme works well sometimes, but I'm not going to recommend it (just making a point).

More importantly, there are SEO optimized themes that have cleaner code. The cleaner the code, the easier it is for Google to crawl your site. This might make a very small difference since WP is already good at on-site SEO, but I've seen it make a difference in the speed of my site getting indexed. If the theme is choppy, you might have a problem. Also, some themes have more opportunities for customizations and many have a better history of ranking higher. All in all, I think you should consider some of the themes I'm going to suggest. FYI, I think the free themes can do the job excellently and my recommendation is to go with the ones known for SEO.

### **Free Themes I Like:**

[Vigilance](#) - Has extremely clean code, a nice plain look, customizable options, and my sites rank high with it. You can also upgrade to “Pro” status and get some other features/support.

[Atahualpa](#) - This is the most customizable free theme known to man! I absolutely love working with this theme. However, if you are one that gets caught up in a lot of details and can’t make decisions easily on design elements and features, you may want to consider a different theme.

[Semiologic Reloaded](#) - I know, some of you are saying, “it’s not free.” Ah, but the THEME is. Their [extensive plug-in package](#) is not. This guy knows SEO and this is a very customizable theme. It’s not the prettiest ever, but it’s plain and you can choose a ton of options for your site.

### **Paid Themes I Like:**

[Thesis](#) - A fully customizable theme, known for high rankings, and a very attractive theme. This theme is extremely popular amongst IMers but not for beginners.

[Frugal](#) - Want something extremely plain? Frugal is crazy customizable, known for great SEO, and comes with a buttload of plugins and options.

[Studio Press](#) - Check this one out if you want a really pretty theme. I cannot speak to their SEO or ranking ability. But damn, they look nice and you can customize a bunch.

[WP Flex](#) - Want the ultimate in WP flexibility? Check it out.

[Artisteer](#) - For the artist in you. Why did I even put this in? Uh, cause it's your site. You decide.

### Plug-ins:

Plugins are how you make your site what it will eventually be. Wordpress without plugins is not going to get you to the top of the rankings. There's a bunch that I like and a bunch that Matt Cutts likes. See this video - [Matt Cutts: SEO For Bloggers](#). Not all are necessary, but it's worth it to download all of them (as long as they're free) and activate them if you need them because getting them onto your site takes like 1 minute. [Search for Wordpress plugins here](#).

**Necessary Free Plugins:** (don't forget to activate and do settings for each one)

[All-In-One SEO](#) pack – you will need this to do our thang. Ok, in the settings, enable it, put your main keyword as your “Title”, put a catchy “meta description” so that people will click to your site (include your main keyword), put 3 keywords in there

for your “home keywords” (this is irrelevant anyways), and uncheck “auto-generate descriptions” because we’re going to make our own. Leave everything else the same.

[Google XML Sitemap Generator](#) – Do you want to be in their index or what? Don’t change the settings.

### **Highly Recommended Free Plugins:**

[Cookies For Comments](#) – helps with SPAM (staying out of bad neighborhoods)

[WP Super Cache](#) – JUST INCASE your server gets serious traffic

[Ultimate Google Analytics](#) – Great customizable plugin for tracking (yes, you will [need to set up a Google Analytics account](#)). I will talk about about tracking later.

[WP Database Manager](#) - Optimize, repair, backup, restore, or delete your WP database. Obviously a handy tool.

### **Optional Free Plugins:**

[WP Sticky](#) – Will keep one post as the top post on your homepage. This way you can keep the sales letter/pre-sell for your main keyword always at the top. Very cool. If you do use this plugin, make the post you want at the top an “announcement.”



[Date Exclusion SEO](#) – Just incase your posts get super old and you don't want people to think your blog is outdated. I would only use this in the future.

[Robots Meta](#) – Ok, this is an interesting plugin because it helps you keep pages on your site from being indexed and it also put's the no-follow tags on certain links that you have on your website. It's very customizable and also takes care of some other problems. For one, it gives you a place to authenticate your [Google Webmaster account](#). But this whole issue of "PR Sculpting" is a topic that needs addressing on it's own, so I will do that in another section.

[SEO Smart Links](#) – this is cool plugin for automatically doing internal anchor text linking which helps search engines identify which terms your page should be ranking for. FYI, don't link to the post the link is on. There's an option for this.

Any AdSense Plugin, you choose – here's a good link to a site that reviews that [10 best AdSense plugins](#). Obviously, you'll only use this if you choose to put AdSense on your site.

[WP-O-Matic](#) – Automatically post content to your site based on rss feeds you supply. This is killer for making sure you post on a daily basis. Combine this with the plugin below and WP Sticky and watch out.

I don't really believe that you *need* to pay for plugins but there are a couple that I think are worth it.

One that I think is REALLY worth it is [WP Unique](#) – OK, it is gray hat, but it rocks. And it works awesome with WP Sticky. Since Google loves when you update your blog on a daily basis, and that is a very difficult and time consuming thing to do, [WP Unique](#) is a life saver. You can cherry pick articles off the web based on your niche, put them on your blog, hit “uniquify” and it will change the source code on the article to make them look like it’s a original article to Google. It’s absolutely amazing because you’re not violating any TOS with the article sites and you’re not spinning without permission AND you’re not getting penalized for duplicate content. \$27 and it is well worth it, saves me a bunch of time. And with WP Sticky, those less than awesome articles I did not write never make it to the top of my blog!

[WPRobot](#) – If WP-O-Matic is not good enough for you (which it is not for me). You can go absolutely wild with monetization with this plugin, all automatically. Combine it with WP Unique (and set “uniquify” to every post) and WP Sticky for a sensational combo!

[Slick Social Pro WSO](#) – Ok, now we’re getting crazy with the automation because it’s not like we’re creating an auto-blog Adsense farm. But come on, this plugin sounds awesome (I haven’t gotten it YET) and we should capitalize on methods that save us time and money. When you submit a post, it automatically submits your post to 50 Web 2.0 properties. It has the ability to spread it out over different accounts and much more. If you are auto-posting one article a day, uniquifying it, and then backlinking it to 50 sites... WATCH OUT. That’s 1500 backlinks per month on straight

auto-pilot. And it's all inner-page linking to boot! (I just convinced myself to buy this plugin).

[Action Slider WSO](#) - This is a plugin that allows a small, nondescript form to slide up from the bottom of your page and capture email links. Very powerful tool if you want to build a list.

### Small But Important Tweaks To Your Blog

Here's a couple of small things you need to change to optimize your site.

You've got to change the links to permalinks. Under settings, go to permalinks, click "custom structure" and put in `/%category%//%postname%/`. If you don't want the category because you think it's overkill, leave it out. Except even Matt Cutts thinks it's a helpful place to put a keyword. Also, when you're making the slugs for your categories and posts, as per the Matt Cutts video, use dashes instead of either underscores or no spaces. Dashes apparently help separate it best for the robots and whatnot.

Make sure you change the tag line in your "general settings" so it doesn't read "just another wordpress blog." Make it something to do with your blog, obviously (and

use your main keyword but perhaps split it up a bit and make it look natural instead of just repeating your keyword all over the place).

Add some pages. You'll need an "About Me" or "About This Site" page, a "Contact" page, a "Privacy Policy" page, and maybe even a "Terms of Service" page. Put the appropriate content in. I absolutely ADORE this [site for automatically creating professional looking privacy policies](#) in a snap (yes, for free). In your TOS, you may want to mention a disclaimer about being an affiliate, although people have said this is NOT good enough for the FTC. You might want to have something written by a lawyer, that's up to you, I am certainly NOT giving legal advice.

Ok, what you MIGHT want to do for the FTC is this: Create a text widget on your sidebar. Put a title like, Who Am I? or something similar. Put in the HTML for the picture that you place on your About Me page. Adding a picture to your site will create a lot of trust for the user, so I highly recommend this. Add a smaller version of your "about me" blurb right below the picture, introducing yourself and what you're all about. If you need space between you and the photo, use the `<br>` code. Anyway, at the end of you're little blurb say, "oh, and by the way, yes, I'm a proud affiliate of XYZ Corp." That way it will be on every page of your blog and right in front of their faces. The FTC won't be able to say shit about that! (That last statement is for entertainment purposes only ;)

The only other widget that I use is "recent posts." I save the rest of my space for Adsense and banners that I'm going to place later. When you have a lot of pages,

you'll want to show the categories for user navigation. You can also use dates or tags. Just make it surf-able. The longer people stay, the better it will be for your rankings, guaranteed.

Cloaking affiliate links: This is important for conversions and link security. My favorite way to do it is to go to "redirects" in cPanel. Make a new url, put the redirected link in there and voila, you've got a cloaked link. Very easy, as opposed to the much more confusing php redirect which I could not get to work on Bluehost. When you're putting in your new link name, make it:

`www.yourdomain.com/recommends/productyouarepromoting`

or: `www.yourdomain.com/go/productyouarepromoting`.

Both should increase your CTR on those links over the usual nasty looking affiliate links and stop people from stealing from you. There is software but I don't find it necessary. You can check out [Phantom Link Cloaker 2.0](#) if you are curious.

"PageRank Sculpting" – I learned from [Stomping The Search Engines 2](#), considered one of the great SEO courses (only \$1 now!), that you want to control the flow of PR on your site so that only the sites you want to have the PR, hoard it. [Yes, you will need to understand how PR flows on a site to understand this concept - explanations are abound in many resources I recommend, particularly STSE2] This can be done by placing No-Follow links on your About, TOS, and other miscellaneous pages and also embedding it into outgoing links. You can also do it on your feeds, and more.

There are other concerns besides the flow or PR though. There's also duplicate content on your own site. A lot of people talk about a duplicate content penalty. But, based on a video I wish I had the link to, featuring two Google engineers, there is no duplicate content penalty in regards to your own site. For example, having `www.example.com` and `www.example.com/index.php` both indexed is not going to give you a penalty. But what might happen is that Google will pick the one it thinks should rank. You can submit your preference in your Webmaster Tools account, but it is not always honored, per se. Also there is an issue about site crawl-ability. You want GoogleBot to crawl deep into your site without leaving. So keeping pages from being indexed can supposedly help with this. I have not seen a difference and Matt Cutts said about 6 months ago, "let PR flow freely on your website." He said that they made a change, but nobody noticed and now he's telling us. I've got to go with the newer information from Google - sorry [StomperNet](#). So, I don't keep things from being indexed and I don't use no-follow tags, except for in commenting. I don't want people leaving links to bad neighborhoods on my blog. This is why the no-follow tag was invented. But I do state my preference in my Google Webmaster account whether I would like www or no www. I don't know which is better but I go with www. It won't effect how people find your site, so don't worry about that. It will just help with duplicate sites being indexed.

## Making Posts

Ok, I'm going to go with George Brown on this one as far as order of making posts and getting indexed fast. Ultimately though, this won't matter much for us because since we are going after more competition, the speed at which we get indexed won't be as important. Anyway, I like how he does this so I'm going to explain.

Make your first post 200-300 words. Make it an introduction to your site. Don't worry about it much because it will probably never get read. As opposed to George's approach, we're not going to be making 3-5 posts, we're going to be ideally be making them every day, to increase our PageRank (more pages = more PR) and get Google to love our site even more. Put your main keyword in the beginning of the title of the post and once or twice in the text. Don't stuff your keyword. There is such a thing as over-optimization. But don't fret about keyword density as it is not nearly as important as it used to be. FIRST AND FOREMOST, make your site for your users! If you make a good site that people like to read, they will stay longer, not bounce as much, and your ranking will increase in Google as a result. Don't worry about how many LSI (related) keywords you put in there, just make sure you are talking to your HUMAN niche and they will end up in there by default.

Make your second post 300-500 words. Put your second main keyword in there and make it about something else. Give value. You should have decided by now what the "angle" is of your site and what kind of value you are going to provide based on the

product that you are trying to sell and the keywords you are using. Again, this post will not normally be seen, so it doesn't matter much. Include your main keyword at least once and maybe some of your others.

For future posts, you're going to put whatever keyword you're targeting in the post title, that way it will show up in the URL. You'll also put it in the "excerpt", so it will show up in the meta description tag. Always make your excerpt interesting and catchy to the eye so people click on it. **\*\*BIG TIP:** If you're making a site where you want people to call you, like a local business or something, include the phone number. Or include any other pertinent information that you think they may just want to have off the bat from a search engine listing. This is free SE real estate.

On your posting page, you'll see spots for the all-in-one SEO pack. Under title, put the name of your post. Your keyword that you are targeting should be right up front. OK, now, the title on Google will show about 65 characters. If you have your post title that's, let's say, 50 characters, what will be seen in the title when you show up on the SERPS is, "Title of the post 50 characters | Title of the website..." This is good and bad. It will show more keywords in the title, but if it has ellipses, then that will lower your CTR. According to StomperNet testing, having ellipses in your title decreases the average click-through rate by 9%! So, to fix this, I either make sure both terms are going to fit, write a 65-character post title (that's a lot), or I just use spaces after I put in the post title. That way when it shows up in the SERPS, it just has my post title and I'm happy with that because that's all I need and the CTR will be higher because it's cleaner.



For the rest of the SEO pack, leave the description blank since we already did the excerpt and then put in some keywords. Put the one you are targeting and two others you like that are related. Take those and put them as the tags up on the right as well. Don't worry, these don't matter much. But just incase you're unsure, the Google Keyword Tool tells you the most related keywords by relevance.

Make a couple of categories using keywords but also remember that these categories are going to help your users navigate your site, so make them user friendly. Stick your post in the appropriate category and you're done. Also, remember to use dashes when making your category slugs. Or make them one word, which is just as good.

After you're done with 2 posts and you've done these little extras (which might seem like a lot but are really nothing, time-wise), and you've done all the pages I told you about and your site looks nice and pretty and ready to go, you should ping it over at [Ping-o-matic](#). Just put in the URL and maybe the feed if you want to and hit send pings. This is usually enough pinging. Then, submit your FIRST POST to a couple of social bookmarking sites. We're not going to do any backlinking to the main page, that's why I say do the first post, because it has your main keyword in it. For quick indexing, most people like Digg and Mixx. I found this to be 100% true. I also will do Jumptags. That's enough I think or you can do one more if you want. From this, depending on what your competition is, your site should be indexed in anywhere from a day to a week. In my experience, it has not been longer than that.

What will definitely help with the speed of your indexing is if you link to a youtube video. A great thing to do is to make a video of yourself talking into the camera and make it related to your post. Embed it into your post (or make another page, but I recommend putting it in the post) and that's it. If you don't want to make your own video, just link to a related video on youtube. But keep in mind that if you make it somebody else's video, you may lose traffic to that person. At least if it's you, people won't want to go to somebody else's site. If it's a crappy video and you're not proud of it, put it on a separate page instead of on the post and you can even take it down once your site is indexed or established. Better yet is to just improve the video to help your sales.

One last thing, don't add your affiliate links until your site is indexed, so Google doesn't think you're a spam site. It is fine to add a certain amount of links after that. There's a number of ways to check to see if you're in their index. One is going to Google and doing a search of "site: <http://www.yourdomain.com>" and seeing if your site shows up. If it does, you're in the index. Another is to do a rank checker status with Market Samurai or another rank checker tool. Yet another is to go to your Webmaster Tools account and look at your dashboard.

Once you're in their index, you should start making your keyword-targeted posts. Start with your "star" keyword. Do everything that I've said previously as far as posts are concerned and your pages should be optimized for the SERPS in terms of title, URL, meta description, on page keyword usage, and header.

## Internal Linking

This is a great way to get anchor text from within your site and should be used at least once in every post. What do I mean by this? Well, first off, if your header is a link to your home page, then it should be just your main keyword, that you will eventually want to rank for. For example, if your blog title is “Weight Loss Tips”, then that should be your “reach” keyword that you’re eventually trying to rank for. Every page on your blog will be internally linked to your home page with “weight loss tips” as the anchor text, which is exactly what you want. The next thing you want to do is link anchored keyword phrases in post #34 to post #27. For example, if post #27 is targeting the keyword “weight loss now”, then you will want to put a hyperlink to that post inside of post #34, with the anchor text “weight loss now.” It will also happen naturally in the sidebar sometimes, but doing it in the content is powerful and a good way to tell Google what keyword you want each page to rank for. I use the plugins I listed to do this automatically (either WP Unique or SEO smart links) but you can just as easily make a point of putting a keyword into a post and linking it manually. Some people say that only THE FIRST link on the page is counted by Google for anything as far as anchor text goes. I believe that it is the first link of that specific link that will be counted. So it makes sense to put anchor text of more than one link on a page, as long as they’re linked to different pages.

**\*\*TIP:** Keep a spreadsheet of all your post urls and their corresponding keywords. If you want, also keep affiliate links you use on the page, what kinds of backlinking you've done, and anything else you deem necessary. Believe me, this will be a big help and save you a bunch of time in the long run.

For these keyword-targeted posts, they're basically going to be sales letters or "pre-sell letters" that have rich content, so you have to write them as such. Remember, you are trying to make your individual posts rank on the SERPS (along with the homepage for a badass double listing) and when people click on your listing, they will be directed to your post (your content/sales page). Not all of your posts will be like this, only the ones you are targeting for the SERPS. For the "filler" posts you can put whatever you want (I use WP Unique and throw a decent article on there in 5 minutes or less just so Google sees I'm updating daily).

You will want to create 1-3 calls to action in each sales letter/keyword-targeted type post. Each CTA should say the words "click here." The reason why is obvious. People often do what you tell them to do. And you ultimately want them clicking on your affiliate links. You MAY want one as the 2<sup>nd</sup> or 3<sup>rd</sup> sentence of the post, one in the middle, and the main one in bold at the end, in slightly larger font. Also, make the anchor text make sense for where the CTA is located in the post. So I might write:

"But for those of you who want to start comparing prices now...

[Click Here To Compare The Best Quotes On Auto Insurance](#)"

Or something to that effect. Make it flow so people don't get pissed. If the rest of your page is not littered too hard with links, Adsense, and banners and the content is "easy to find," then people won't have a problem with your site. When in doubt, just ask yourself, how would you want to view a page? Then after you write those CTAs, obviously throw your cloaked affiliate links in. Very simple.

When you're ready, you'll want to think about banner placement. All of this really depends on how you set up your blog. Because if you have 2 sidebars, you'll have more flexibility where you place your ad. The "red zone," the place where people look the most, is the top and left sides of the page. So it might be good to have a static banner that is always on top of your post or on the top left. I don't do this because I want people to read the content and not necessarily just click the banner. But if you think people will buy despite reading content and having a pre-sell, then get a plugin so you can have a banner below your menu bar and above your first post. I have a small, very effective banner on top of my "who am I" box on the right sidebar and another, bigger banner below my recent posts. Below that I put Adsense. And since it's a blog, there's a lot of real estate down there that will just grow if you keep posting. If you please, you can also place Adsense above your posts, below your menu bar. What I would do is experiment with different approaches for what is most profitable once you start to get traffic. Before you get traffic, none of this even matters. For now, focus on your content and backlinking/marketing. Worry about your banner and Adsense placements later. Tracking and split testing, which I will

talk about, will ultimately determine these things anyway, not some predetermined “guru formula”.

## Placing Outbound Authority Site Links

I’ve heard Matt Cutts say that the algorithm takes into account sites that you are choosing to link to. And I’m not talking about affiliate sites. I’m talking about linking to reputable sites. I have heard people say that this has helped them, before I ever heard it from Matt’s mouth. So I’m thinking, it’s probably a good thing to do. I don’t have any solid proof here or testing to back it up, but I think it is logical. If you were a reputable site, you would probably link to other reputable sites. Yes, I know this may increase the number of folks who leave your page and don’t go to your affiliate site. But I think it is worth it. Call it a hunch. You don’t need to do it, but I do. I put a small links section in my sidebar with a couple of keyword-anchored links to Wikipedia, About.com, and Yahoo Answers. You can choose any 2 or 3 or more (I wouldn’t go overboard, you don’t want to lose too many people to these links). I make them go to relevant pages about my product because that just makes sense. I think this is also a Karma issue. We are all over the place borrowing authority from other sites, why don’t we give back a little link juice love and maybe some visitors? If you think this is a good idea but you don’t want to lose visitors, you can always put these links in small font on your footer. But if you ask me, that’s kinda lame and certainly gray hat (what would Google think about what you’re doing?). Plus, if you

are honestly concerned about your visitors, you will provide them with some value in the form of other sites besides your affiliate site. Those sites might as well be PR9.

## Copywriting and Testing

When you're writing, everything is going to come down to conversions. Thousands of visitors a day is nothing without a converting website. I am not a copywriting expert but I do fine because I test and I keep learning. However, I've also been trained in sales. And somebody who can write and knows about sales, and has seen enough sales letters, can probably get by. But this area is so vital that it would really do you well to study it and integrate it naturally into your writing.

I once saw Frank Kern in a video (I wish I had the link) say something very interesting to think about. I'm paraphrasing, "there's only 3 things that your prospect needs in order to make a decision: 1) What you've got, 2) What it will do for the prospect, and 3) What the prospect should do next. There is amazing simplicity to this. I like this for when writing quick posts or articles. It's an easy-to-remember framework to keep in mind while you're trying to churn something out quickly (as well as when you're taking your time).

If you want to learn about copywriting some more, this is the resource that I suggest:

[Ann Sieg's Ultimate Copywriting Crash Course](#) – Ann Sieg got me started in this business. All I have to say is that she is a friggin eloquent genius. Plus, a couple of her sales letters converted awesome for me so far. I'm going to recommend that you read this sales letter, whether or not you are interested in buying this sort of material. This is not to sell you. At all. This is for knowledge. What is better than reading a converting sales letter that *promotes* a copywriting course? The example you need is right there in front of you. Btw, in this course, they really get into the FTC, so if you're worried about that and you want to comply but still kick ass, then you should get this. I also recommend all materials by Ann Sieg, *especially* if the product you are going to promote on your blog is from a network marketing company. Another good sales letter that was recommended to me by a top-notch copywriter is [The Copywriting Crash Course](#) - funny how they have such similar names...

You need to track all of the actions on your site once you start getting visitors. Everything must be optimized based on "split testing". Split testing is trying two versions of a piece of copywriting but only changing one variable at a time. That way you know which variable is responsible for the change, if there is one. Use Google Analytics because it's just great for free software. I have been using Adtrackz all these years and I love still love it. I use GA as well. Why not?

\*Update: Matt Cutts will say it until he's blue in the face... Google doesn't use Google Analytics information in their ranking algorithm. Hmm... what do you think?

Recently I've seen evidence to point to the contrary and some people I really trust when it comes to SEO have told me that using GA could be a potential BIG negative.



No problem though, if you want to steer clear of this issue, just use [Stat Counter](#) and avoid GA all together.

The only thing that is not an option in this tracking/testing scenario is not to track/test. Unless you're special for some reason, you will undoubtedly face the consequences of not tracking/testing, which are loss of potential profits and increased vulnerability. Always use best practices when it is as ridiculously easy as this.

## **Backlinking/Marketing Strategy**

I mentioned before that some IM gurus believe off-page optimization is 90% of SEO. I would prefer to look at it like this. You can do 100% of that 90% of off-page SEO, but if you don't do the 10% of on-page, you're not even giving yourself a chance. So I don't believe you can just backlink to a site alone and you will rank for your keywords. Just do both as well as you can, is my philosophy. But having said that, also understand where most of your work is going to be concentrated - the 90%, which is off-page SEO.

There are virtually dozens of ways you can market your website. If they're free and you have unlimited time, try them, if they work then that's great. But if you're like

most of us, you want to optimize your time and money. So my strategy is streamlined to include what I think works best for the time and money.

Backlinking theory is littered with controversy. If you're an advanced IMer, you will agree with me on this. Almost every guru has a different opinion. Plus, it is hard to sift through what is biased or not because a lot of these "gurus" are trying to sell something. So yes, it boils down to what works. But hey, even the great tactics don't work for everybody or don't work all the time. Also, tactics are frequently misused, so people will say this works and this doesn't work, blah blah blah! That's why I'm just going to tell you what I think you should do and if you want to do it, then do it. If you know of "better" tactics or a way to supercharge my ideas, do it. I think there are only a couple of ways to "hurt" yourself while backlinking, but only in the short term. Ultimately, I don't think Google will kick your site off their index for any amount or type or amount of backlinks that you get. Just like Angela Edwards astutely points out, if this was the case, that some types of in-links hurt you, then your competitors could backlink to your site to make your rankings drop.

Overall, I go with the philosophy of Terry Kyle (who I will mention quite a bit because I think he's a mad genius who tests everything under the sun), who says to just get to backlinking as fast as you can. The only way I think you can sandbox your site is by backlinking 100 social bookmarks to the home page right away or something like that. So my recommendation is, once your site is indexed and you've written one keyword-targeted post, get going.

I think quality is important and I don't think quantity hurts either. If you look at the top pages of the SERPS, you don't usually see sites with under 100 awesome backlinks or something like that. If you were building reputation in the real world (let's say your site is a person), which is what PageRank/backlinking/anchor text is, wouldn't you want recognition not only from the most recognized people but also from the masses?? So I say quantity and quality will both help you.

I am a firm believer that anchor text will indicate to the search engines what term your site should be ranking for. It's part of that reputation again. "Hey, this site is known for THIS TERM." So, when backlinking to a specific keyword-targeting post (I hope you get this concept by now), always use the anchor text of that keyword and don't vary it. The only reason I would say to vary it is if you want it to rank for two keywords on the same post. But even in that situation I would say to make a separate post and backlink to that. Besides, both Angela Edwards and Terry Kyle both claim that NOT varying your anchor text is most effective. So if it's the most effective, makes the most sense, is the simplest to implement, then I'd say do it. Yes, I know it does not look the most natural. But I've got to go with no-varying anchor text. One keyword per inner page/post is what I do. At least this will create varying anchor text to your overall domain, based on our method. Another nice side effect.

Do not backlink to your homepage, at least for the first 3-6 months or until you're inner pages are ranking for the terms that you want. This has been said by many experts to be the method for not only getting more pages ranked, but also for getting your site ranked the fastest AND looking the most natural. To Google, the most

natural looking link profiles are the ones that have the majority of their links pointing from sub-page to sub-page and not homepage to homepage or sub-page to homepage. Of course, these other events happen, and that is fine and good, but most of our efforts are going to be pointed towards doing sub-page to sub-page linking.

While the actual PR of the sub-page that you put the link on will account for how much juice you get, don't fret if the sub-page is unranked or low PR, as long as the homepage of the website is high PR. Because either way, you are "borrowing" authority from these sites. This is what most gurus say is the best way to get "high quality" backlinks. Sub-pages of high PR domains to sub-pages of your site.

A word on "relevance": My opinion is that it doesn't matter. Don't spend your time trying to find sites that are in the same "niche" to place your backlinks on. It doesn't make the slightest bit of difference when it comes to link juice being passed on, reputation being borrowed, or achieving high rankings. So if you're worried about such a thing, don't be. The only time you should look out for it is if your link is in a highly visible place and completely irrelevant to what the page is about. For example, if you're posting a comment on a blog about weddings and your anchor text says "Internet Marketing Strategies." That link has a higher chance of being deleted. However, if it is not deleted, it will carry the same weight to your site as to another weddings site.

It is said that certain sites have more "authority" than other sites. Generally, Google respects sites with the .gov or .edu extension the most. Nobody knows (except G)

exactly what these sites are worth in comparison to .com, .net, and .org sites (and others). For example, we don't know that a PR5 .edu is more valuable than a PR7 .com. But it is generally accepted that a .edu or .gov site of the same PR as a .com site is more valuable than the .com. So when you can, try to get those valuable .edu or .gov links, not only for reputation but also for good neighborhood diversity. Ok, enough theory. Let's get into the main tactics, tools, and outsourcing.

## Article Marketing

As you probably know, there are many benefits to article marketing. I hear a lot of people say not to do it but I think that is just ridiculous. Here's why: First off, it gives you the opportunity to place your link on a high PR website with a lot of clout. Second, if you do some backlinking to it, that article may show up in the SERPS, giving you an opportunity to dominate the first page. Third, if you write a good article, there's a possibility that it may be picked up by other IMers and bloggers and syndicated around the internet. If people like what you write, you may get traffic from this and probably a bunch of backlinks as your article is placed on other sites.

The downside is that it does take time to write quality articles. You've already written one article for your website, now you have to write another on the same keyword. Yes, this can be a bit tedious. But for all the potential benefits, I think you're crazy not to do it.

Ok, so here are some specifics: I would only try to rank (that means spending time and/or money to backlink to) with 3 different article services; [Ezine Articles](#), [GoArticles](#), and [ArticleBase](#). According to many and by taking a quick glance at the SERPS, you can see that these are the ones that are consistently making the first page. That's not to say that others such as [Squidoo](#), [Amazines](#), and [HubPages](#) don't, but these are the ones that have the best shot. They all have high PR and high Alexa (don't tell me Alexa doesn't mean anything - many people who are visiting the site are doing so to search for an article, perhaps in your niche) but Articlebase is no-follow. And remember, no-follow does not pass PageRank or "link juice." However, there is a lot of controversy about the no-follow tag. Many on this say "a link, is a link, is a link." I believe that no-follow links may have an effect but it doesn't matter, I say always aim for do-follow links. I should mention that no-follow only applies to Google. So that link *will* count for Yahoo, Bing, etc. But Google has at least a 60% market share so I say, don't pay for or spend time on no-follow. So basically, if you're making an article on ArticleBase, then do it expecting to put in links that will have the no-follow tag on them. You would basically be doing this for the sake of ranking the article and syndicating it (I believe the major automatic content plugins use ArticleBase) and not for getting link juice. If you get link juice, consider it an awesome bonus.

[Here is a list of article directory sites](#) ranked by PR and Alexa. It also shows which ones are do-follow. Whoa, that's a helpful link! Thanks to that guy or gal.

You may also want to consider how much time it takes for an article to get approved. GoArticles and ArticleBase are faster than EzineArticles but once you submit some articles to Ezine, the articles can be approved within a day. This is a nice incentive to go out there and use EzineArticles. Ultimately, since this is a long term strategy, it doesn't matter too much but if you can speed things up by a week, then do it. If you can't, then make sure you don't wait around. Never wait around in SEO, there is always something you can be doing. If you want to wait for the results of something, that shouldn't stop you from typing articles or doing important research and continued development.

### Link Wheels

Traditional link wheels go like this: You write an article on GoArticles and link it to your page. You write a lens on Squidoo and you link it to your page AND the GoArticles article. You make a page on HubPages and you link it to your page, your Squidoo lens and maybe one of the other 8-10 properties you are going to create. This has all your articles getting backlinks from high PR pages and each giving a high PR link to your page. If you're going to do this, make it random. Flowing juice in a circle seems too easy for Google to pick up on. In fact, I think no matter how you slice it, people are starting to consider link wheels far less effective than they used to be. They are certainly better than not doing one though. Keep track of where you place links in a spreadsheet. This way you don't need to check back in the website to know which site you've already linked to.

## Link Magnet and The Backlink Booster

I've just recently become aware of a new tactic that is *like* a link wheel, but a little better, in my opinion. It's Sean Donahoe's "Link Magnet." I am not going to tell you what this tactic is right now for one major reason: I would just be jacking Sean's term and re-writing it while his book is still basically one month old. So I can't say exactly what it is. But, there is an easy solution here.

I want to talk about one of Sean's other products, the Backlink Booster first. After having set it up and used it, I consider it a necessary tool in my backlinking strategy.

- **Why?** Because it significantly increases the chance of your backlinks being indexed by Google instead of just crawled. This makes a huge difference.
- **How does it work?** It automatically pings the site you place a backlink on (say, one of your articles) to many pinging services. It then creates an rss feed for that link and you can submit that to as many directories as you can. I will tell you about tools later. Then, it automatically sends your link to [www.ping.fm](http://www.ping.fm), which, if you set it up completely, will automatically post to 47 social sites (I have 33 that work, not bad for free). And there are some real good ones on that list. I have also found ping.fm's success rate to be quite high, but obviously not perfect. Then you can also export the link information to a tool that will do more social bookmarking for you (like [Onlywire](#) or [SocialBot](#), etc.). After you set it up



completely, it is just 2 or 4 clicks of a button to do all this within 30 seconds. Get a ping.fm account even if you don't get the BB. It's too good not to use.

- **Will this hurt my site?** How can it? You're only backlinking to your backlinks with this tool so you can't overdo it in that sense (getting slapped by G, that is).
- **How long does it take to setup?** It think 2-4 hours is reasonable to say. I made all new accounts so it took me on the long side of that. You can shorten this process with [Roboform](#) for PC or [1Password](#) for Mac. Also, and I'm serious about this, quicken your typing and keyboard shortcut skills now. Excuse me for saying, but if using a computer and your programs isn't second nature to you, then all of these tasks will be much harder, believe me. I keep getting better and sometimes I'm shocked that I used to do something a certain way and it took me so much more time. Get over the hump immediately by taking the appropriate skills training.
- **How much does it cost?** \$47. I think it's reasonably priced for what it is. It saves me a bunch of time and if it helps my backlinks get indexed at even a 10% higher rate, then I assert that it will make me more than \$47. Also, I don't know of other tools that do the same thing.

Terry Kyle has put out an awesome free report that [you can find on his blog](#) called "Backlink Booster, er...Boosted?" [Part 1](#) and [Part 2](#). He shows you how you can vamp this program up to a ridiculous level by adding blog sites and sending your RSS feed

directly into a blog post on an unlimited amount of blogs. If you're going to get the BB, I suggest you read this report so you can supercharge it.

That brings me back to the Link Magnet. Sean Donahoe is currently offering a bundle package that includes the BB and the Link Magnet together for \$57. So it's only an extra \$10 to find out what the "Link Magnet" technique is. He also gives you his course, [Supercharged SEO](#), which is absolutely awesome, his reports on how to get highly valuable .edu backlinks, "[Edu Backlink Bonanza](#)", and his [Keyword Diamond Mine](#) report. For an extra \$10 bucks, you didn't need to convince me. And the information is top notch. Donahoe used to own a search engine, y'all. This guy knows the deal. If you're sold on the BB, then it'll only cost you \$10 more bucks for the info I couldn't tell you. I don't recommend you get the individual reports on their own. I recommend you get the \$57 [SEO Overload Pack](#). You can always get just the [Backlink Booster](#), which is \$10 cheaper.

### More Article Specifics

Moving on. When you're writing articles, make them 500-600 words. If you're over 600, take an excess idea and use it for inspiration for another article. If you're under 500, write more. It's like Charles Barkley says, if you're going to shoot a long 2 and your foot is on the line, just step back a little and hit a 3, it doesn't make sense to be on the line. How does that apply? Don't write 400 when you can take a few more minutes to give yourself a MUCH better shot at getting ranked. Google wants to see

content and the consensus minimum is 500. If you are not trying to rank a page and you're just writing for backlinks, then spun articles are fine and so are articles under 500 words. But if you're spinning an existing 500 word article, why would you spin it to less words? Make sure your spinings pass [Copyscape](#). You don't want your article to be relegated out of the index because it's considered duplicate content. Being indexed is quite valuable, so make sure you read over and edit your spinings. If you're not going to spin, then you can write less content. But remember, these exceptions are for the articles that you are not trying to get ranked or to syndicate. Don't forget to use your keyword page anchor text in the resource box or wherever the site lets you place HTML or BB code. If you don't know the code to place anchor text, go to [Wikipedia](#) and do a search.

If you're doing the link wheel, you can keep using the same 8-10 properties as long as you are switching keyword pages and anchor text. If you're not, then it makes no sense unless you are trying to rank a second article. In which case, that should only be attempted on the 3 services I listed above, unless *every other property* you want is ranking and you want to dominate even more. However, the more properties you use, the more IP diversity you will have, which is super important in backlinking. If two links are coming from the same IP, I don't believe they will have the same effect as from different IPs. I have to go with Terry Kyle on this one and emphasize IP diversity. You will have to balance which sites you use based on your own personal preferences. You may find some inoperable and others a breeze and you want to use some more often, etc. Ultimately, just do a lot of it, pretty much as much as you can.

This is where outsourcing comes in and tools come in. Because you can't be writing all day, that is not an effective use of your time. I currently write most of my content, but not all of it. I find some posts too important to hand off to another individual. I want to conceive it and draft it based on my vision and opinions. But that's just me and I like to write. You can get a decent article written for \$2-6 bucks, depending on how long and good you want it to be. I find that if the articles are that cheap, then the person probably is not a native speaker. Would you really want to use that as the sales letter/pre-sell on your blog or in your article that you are hoping to rank? How good is the grammar and spelling going to be? How much editing will you have to do yourself? But I find these services to be very worthwhile for articles you are submitting just for your Link Wheel or Link Magnet. You can find plenty of WSOs, Warriors for Hire, or find somebody on [Elance](#) or [GetAFreelancer](#). I like this [WSO from Hemux](#), he has very low prices and excellent reviews. You may even be able to find outsourcing where somebody writes *and* submits the articles for you. It's really up to you. And if you want to pay more, perhaps \$12+, you can get a great article written that you'd be proud to rank for. Just make sure it's worth your money.

For article spinning software, I'd say to check out [Magic Article Rewriter](#). There are many out there. To find reviews, just search for "article spinning software" on the Warrior Forum or Digital Point. There's also complimentary software, the [Magic Article Submitter](#), that will submit different spun versions to 700 directories or something like that, all automatically - it also makes and confirms the accounts for you, which is a big time saver.

There's also [SENUke](#) which is an amazing piece of software that will allow you to spin the article and submit the different ones to different article sites. It also does a bunch of other tasks like mass social bookmarking and rss submission. It even has "Profile Nuke" now, which let's you do automate public viewable profiles. It's really unique, awesome software that many people swear by, except for one thing, the price. It's \$127 a month. I currently am not an owner of it but I have been in the past. It's just too steep for the effectiveness. There's something about the human touch in this business. I would prefer to outsource if the product is monthly. Plus, to setup and get working costs time and effort.

There's also [Peter Drew's Evo 2.0](#) which is said to rival SENUke, but I have not tried it. It looks pretty badass. (I think his sales video is really funny too.)

If you get the Backlink Booster, boost every article you put up. Beyond that, only backlink the ones you want to rank. I am going to go over some more tactics now.

### **Publicly Viewable Profile Links**

PVP is all the rage this year. Every gray-hatter loves this technique because it creates great results if you do it correctly. The idea is to place anchored links on sub-pages of high PR domains that have profiles which spiders can view without a password.

These profiles generally have few links going out on the page, which is why I think they can be quite valuable. Besides boosting you tremendously in the SERPS though, this method has no other benefit.

The Cons: It's tedious and time consuming to create profiles and place anchored links. The absolute king of PVP links is Terry Kyle and he recommends you should wait at least one week after you create the profile before placing the link. This is probably best if you want to create the least suspicion to the moderator so s/he doesn't mark you as spam and delete your account. This is called "double-pass" backlinking. I don't know if it's worth it, personally. If I were doing it by hand, I may do it this way because the links are more costly to me time-wise. But I would rather get somebody to place the links for me and expect a 5-15% attrition rate built into the cost of the link building. If they disappear before 30 days, most services will give you a replacement as well. However, if you can get a service to charge you 50% extra or less per link for doing double-pass, then I would say that it is worth it in the long run.

There's one technique that I am very fond of that I learned from a WF thread, [Terry Kyle's Big 60 Day Backlink Experiment](#). If you read this thread from start to finish, it will be the most valuable free book you have ever read. It's an extremely good way to spend 4-5 hours. The technique goes like this: Let's say you wanted to place 30 links. And let's say 3 of those links were PR9 or PR10. And let's say the rest are PR8 to PR4. Now, what you want to do is link your top 3 PR9-10 "pumper" sites to your page. Then you want to link 9 of those remaining 27 to your page AND to 1 of your pumper sites. Link the 2<sup>nd</sup> 9 and 3<sup>rd</sup> 9 to the other 2 pumper sites and your page. This way, you're giving juice and authority to your best authority sites. Since you don't want to place more than 2 links on any of these profiles, I find this to be the

most effective method given what we're working with. Just keep repeating this process over and over. You can use 100 pumper sites and 200 regular, whatever. You decide on the ratio, but I think concentrating towards PR8-10 as pumpers is a good strategy.

If you're wondering where to find these sites, this is what I suggest you do: You can either pay for packets on a monthly basis, which can give you 30-120 sites each. Or you can buy reports that have hundreds of sites listed in them, like [Terry Kyle's Backlinking Black Belt Report](#). Listen guys, this is the best backlinking report out there, end of story. If you liked the thread from above, then this will blow you away. There's no affiliate program for this book. It's just the best. If you want to go even more advanced, [get his report, version 3.0](#). These tactics will blow you away. I have tried to implement some of them and they are very powerful, but beyond the scope of what is necessary here. If you want to learn about them and use them, I highly recommend both of these manuals, as well as the "60-day" thread.

In his first report, he also gives 800 PR4+ sites, including a PR10, do follow (UPDATE: This PR10 has declined to PR6, according to my research). They are all IP diverse and most of them accept anchor text. He explains frame by frame exactly how to place the links as well. He is much better with graphics than I am! Even more important than ANY of what has been mentioned, he teaches you the exact way you can go out there and EASILY (seriously, it's very easy) find high PR sites to link from. The only reason to pay for other backlink packets is to get more sites without doing the work to find them on your own – which is perfectly acceptable. \*\*The second

“3.0” report does not come with all this. Get both so you don’t miss anything (the second is free if you buy the first). UPDATE: Terry and Tom Goodwin just came out with a new [400 Premium Backlinks A Month WSO](#), which will probably be full by the time you read this. For \$37/month, you get 400 PR4-9 links that are only being sent out to 30 other people (which means that 1000s of other people aren’t flocking to the website and opening up SPAM accounts)! Absolutely amazing stuff from Terry and Tom, as usual. If it’s sold out by the time you get there, PM one of them and see if you can get on a waiting list. I say this because they have an absolutely amazing deal going with an outsourcing company to build out all these links, only for subscribers.

As far as other backlink packets go, there are many excellent ones. The most popular are [Angela Edward’s](#), [P.J. \(Paul Johnson\)](#), Terry Kyle, [KKChoon](#), [Steven Heron](#), and many others. I don’t think anybody’s links are better than others but some are cheaper prices. Angela is \$5 for 30-35. P.J. is \$8 for 50. The only problem with these packets is that they are only going to give you the sites and instructions. That’s only half the equation. Also, there’s the problem of so many accounts being opened at once, which will raise a red flag to the moderator (which is one of the benefits of finding sites on your own).

You can build them yourself if you want to save money. This is actually a very valuable activity. If you do want to build them yourself, make sure you check out Steve Hawkin’s semi-automatic software, [SEO Link Domination](#). It’s software that can help speed it up by 200% (my claim) to 5000% (his claim). You can upload pretty much any packet into it, which saves a lot of time. It’s only \$37 (with discount



code: WSODOM37). If you are going to spend 10 hours a month on PVP backlinking and do it by hand, would \$37 be worth 6 hours of your time (assuming you cut it down from 10 to 4 hours)? What about next month? And the one after that? Think like a businessperson.

I personally don't use the software. I might if I were operating a PC. I *could* run parallels on my Mac and use the software but it makes my computer slow down (and I can't have that) so I stay away from PC based software and outsource in those areas. Yes, it does limit me and I am considering getting a PC as a second computer just for programs like SEO Link Domination, SENuke, Keyword Elite, Magic Article Rewriter/Submitter, and more. Until then, I am going to outsource my link building.

In my first draft of this report, I was not going to release the name of the outsourcer I use to build my profile links because I understood that he was at capacity. After speaking with him, he has hired more people to his team and asked me to send people his way, which I am glad to do. John and his [Backlinks Philippines](#) service is the best outsourcing company I have ever used (nope, no affiliate link, just a strong endorsement). He has rock bottom prices, gives superb customer service, does it just the way I like, provides a great report, and integrates the Backlink Booster. You can't ask for much more than that. Some people think using Philippine outsourcers is wrong for some reason. As I understand it, they are making a decent living from this work.

Most services I see charge from \$.25 a link to \$3 a link. I think \$1.50 per link is the absolute max you should pay. Aim for much lower. But if you pay this much, they should be perfectly done, on the best sites, with the least spammy profiles (all filled out with bios and pictures). Ask them to do the link technique above. It is simple and they should agree. Also ask them to use your Backlink Booster on each site (which you should do on your own if you're not outsourcing). This should not be much more expensive. UPDATE: The Backlink Booster now has a bulk import and a drip feeder feature, which is absolutely amazing. Once you get your report back from the outsourcer, just throw it unto the bulk import, set the drip-feed and you're done.

To test your link security and to see if your outsourcers do it correctly, I highly recommend getting this software that will allow you to see if the link exists in a couple of seconds - Warrior Andy Blacks, [Profile Link Checker](#). What else are you going to do? Click on hundreds of links individually to check the sites. This literally will save you hours and give you the information you need immediately.

If you are going to do anything with PVP links, you **MUST** listen to this interview I did with Terry Kyle and Tom Goodwin. It will clear up any issues you have and give you a lot more important, detailed information on the process. I've covered most of the important stuff here, but I guarantee you, there is more. You can get it for free, without opt-in at <http://theoctoblog.com/backlinksroundtable.html>.

Overall, if you do PVP right, it is possibly the most powerful backlinking technique that you will use.

## Do-Follow Blog Commenting

Many people do not like this method, many people do. What can I say? It works for me. I believe it helps bring QUANTITY of backlinks and anchor text to my page for a cheap price. It also brings IP diversity and PR. After all, the links are do-follow.

There is an issue with link security with this method. I am willing to take the risk because almost every time I run one of these campaigns, I see a spike in my rankings. By no means do I believe this is a solution on it's own, I just like it as part of our backlinking profile. It's also great if you're stuck in a certain spot and you want to do something it give your rankings a "jolt."

You can do this by hand at [Do-Follow Diver](#). But it is so cheap that I think it's easiest to just outsource it. Overall, I don't think it is worth doing by hand on .com sites. For software you can check out [The Scrapebox Software WSO](#) - this is advanced software not for newbies that does much more than blog commenting, by the way.

With [UltraSEOSolutions WSO](#), you can get them as cheap as \$.05 and expensive as \$.08 a link. He always over-delivers incase some comments get deleted and sends a detailed report of every link. He works fast and you can promote an unlimited number of "deeplinks" from your domain in any campaign, which is perfect for us. Check the WSO and see how many people are placing repeat orders. It is cheap, so I think it is worth trying out. If you like it, continue. If not, discontinue.

One method that *is* worth doing by hand, is getting .edu blog comment backlinks. Because if you just do even a couple of these and make them stick, they can really boost your rankings. Sean Donahoe's .edu Backlink Bonanza will teach you how to do this (and 3 other very powerful methods for getting .edu backlinks). You can also try the same techniques on .gov websites. Be careful not to SPAM .gov links though. ;)

### Blog Content Links

Um, this method is really questionable in my opinion. The cost is usually high and the results don't really seem worth it. But some services have made me take notice so I'm including it.

If you want to try one of the really pricey services, check out [Linkvana](#). You have to pay like \$150 a month and that doesn't even cover your links. Then you have to spin your content as well or pay them for it. It just doesn't seem reasonable. But some people swear by this service. One thing that I find really curious about Linkvana is that they don't say how much it is per link before you sign up. I may be wrong of course, but I couldn't find it on their site.

You can also try your hand at [Free Traffic System](#), [Article Marketing Automation](#), and [My Article Network](#). Of all 3 of these, I've heard good/decent reviews for all of them except FTS. But I've read that you often do a lot of work with few results when you submit to these systems. But then again, I haven't tried them so that leaves this up to you!

I just learned about this [Wordpress MU Blog Links WSO](#), which I haven't tried but looks EXCELLENT. He takes one article, spins it 500 or 1000 times (20-30% uniqueness - not great but perhaps good enough to not be considered duplicate content), then submits it to 500 or 1000 WP MU (multi-user) blogs which are PR0-7. He also says these blogs get read and can actually create some traffic too. It's got good reviews and for the price (\$.06/link?!), I think it is worth a try. Not to mention, you can place up to 3 links per article (now \$.02/link)! I am fully planning to use this service.

You can also check out this [Dirt-Cheap Blog Links WSO](#). This guy is offering 12,420 links for \$115. I honestly don't know if he delivers. I am not giving my endorsement to this service, I am just telling you about it because the links are less than \$.01 a piece, which is truly insane if you're actually get all those links.

Want to get even more insane on price? Then you need to check out [Link Racer](#). I'm just starting with this service and I honestly do not know whether it will deliver or not. But it does have a great deal of promise. You can submit as small as a 50 word article with up to three backlinks in it and it will send it out to up to 5,000 blogs. Theoretically, you can get 605, 540 backlinks for \$84.25. You do the math. Even if it delivers just 10% of the promised backlinks, it would still be an amazing service for the money.

Also looking extremely cheap and effective in this same area is a relatively new service by Brad Callen called [SEO Link Vine](#). You can spin your articles and get them

out to thousands of sites. The cool thing about this service is that it's a monthly fee. So if you get locked in for a low monthly fee, your backlinks could end up being ridiculously cheap.

## Press Releases

It turns out that doing press releases can be an awesome way to get lots of natural looking backlinks to your website. Up until recently, I didn't really see the merit in this approach too much because most big services will not let you place anchor text in your press release. But a well-respected person on the Warrior Forum, Daniel Tan, recently came out with a list of 25 PR sites that will pass around your press release for free and include up to two links for anchor text. Each time you do this, it is possible to get thousands of free links. Daniel found 4,300 sites with one of his PR pieces on it - from one go around of this method. But the amount of backlinks you get obviously depends how many sites pick up your PR and keep the article intact. Check out the [Backlink Syndication](#) report that explains how to optimize it.

And there's more good news. Daniel and my friend Oz came out with some software that automates the whole process. Before the software existed, I was paying \$10 each time to let an outsourcer do it. As of right now, the software has not been released publicly on the Warrior Forum or on Clickbank so I can't give you a link - both are coming soon, though. Look out for the "Backlink Syndicator Software."

## Social Bookmarking

Besides doing Mixx, Digg, and Jumptags in the beginning, to help your site get indexed, I wouldn't do much bookmarking to your pages. I don't see the value proposition being worth the risk of getting sandboxed (given the Google "cold shoulder" until your site is aged a bit). So instead, I would bookmark your main do-follow article pages from GoArticles or EzineArticles. Also, you can bookmark all your articles, your youtube videos, other web 2.0 properties, or any other backlinks to pass link juice and help with indexing. I don't think it matters much which ones you do, besides in the case of Digg, Mixx, and Jumptags. I'd generally say that more is better, as long as it's automated. BTW, I do not believe that bookmarks to the same page from different accounts on the same site does anything but waste your time or money because of the lack of IP diversity. Changing the anchor text might change things a bit, but not enough in my opinion.

This is a task I would DEFINITELY automate. Paying over and over for this kind of job does not make sense in my opinion when there is a litany of software out there to choose from.

I would use the Backlink Booster to post to ping.fm. With two more quick clicks it will go into Onlywire, which is VERY buggy but free. Onlywire will post from 6-12 bookmarks automatically on any given try. It has capacity for many more but I either don't like them or they overlap with ping.fm. I don't know why it doesn't work half the time, but hey, it is basically free (all you have to do is put a button on your

website that actually benefits you) or \$2.99/month. So for free, you can easily automate the posting of at least 40 web 2.0 properties including social bookmarks, blogs, and social networking sites. Very nice, indeed.

I would use SocialBot as well to get as many as you can. For \$27 bucks you can't beat it. Also, people often get this product for under \$10 with some kind of sale Big Mike is always running. I don't use this anymore because it's PC, but I would otherwise.

You can use SENuke as well. You can automatically set up and confirm a ton of sites on SENuke. I'm not sure how many but I think it's 40-50. Again, is it worth the price tag when you can do ping.fm, Onlywire, and SocialBot for \$27, not recurring? You can actually try SENuke for 7 days to see if you like it.

There is an opportunity to outsource bookmarking if you don't want to do it or you want the links to come from authority accounts. These authority accounts might help for link juice, but I am honestly unsure. They may be more likely to not get flagged and deleted as well. I like this [Bookmarking WSO](#), although it can take a long time for an order to get processed here. Do some shopping around and don't pay more than \$.05 a link.

## RSS Feeds

Quickly, I'll put in a word about submitting to RSS Feeds. I agree with Terry Kyle when he says, he is convinced that Google is more impressed by blog posts than



adding a feed to an existing feed. I think you should do both. I take care of all my RSS needs once with the backlink booster. If I didn't have the BB, I'd be making a feed for each link I place – oy vey.

But that's why submission software exists.

**Free:**

- You can use [AllScoop's RSS Submission Software](#). That automatically submits them to about 35 rss feeders. But I'm honestly not sure if it works for all them. I don't have the time or patience to check the validity of each account. If I did, then I would have submitted the feeds by hand.
- I just found and used <http://feedsubmitter.com/>. This is what my report looked like:

**Started: 01/6/2010 00:43:18 am**

**email:** xyz@jkl.com

**confirm:** yes

**Submitting:** <http://www.xyzmix.com/u/xxxxx/rss.xml>

Contacting 'BlogDigger'...Connected...**Success**

Contacting 'BlogStreet: Add '...Connected...**Submission Failed**

Contacting 'BloogZ'...**Connection Failed (404: Not Found)**

Contacting 'Daypop'...**Connection Failed (500: Can't connect to www.daypop.com:80 (connect: timeout))**

Contacting 'Google Blog Search'...Connected...**Success**

Contacting 'Google Sitemap Ping'...Connected...**Success**

Contacting 'Technorati'...**Connection Failed (301: Moved Permanently)**

Finished: 01/6/2010 00:43:24 am

## **Sending Confirmation**

Processing Email...Done.

3 of the 7 it tried (3 good ones though). Not horrible, but certain not robust.

- [Extralabs free rss submission software](#). I haven't tried it because it's for PC.

## **Paid:**

- [Ksoft](#) has a very good software but it is expensive. \$115 will get you submitted to 130+ sites. If you get 75 of those, that's still pretty good. Um, I don't think it's worth it but you might. Only for PC.
- There's also [RSSBot](#) by Incansoft again. Very cheap software and much more reliable than the free options. Only runs on PC though ):
- SENuke again has an RSS component. It really is a do-it-all software. Also only for PC. Won't anybody besides Market Samurai make any Mac software?
- Peter Drew also has a submitter called [BadAss RSS](#). I love the name. Peter usually puts out great products. You can check it out here.

You can outsource this if you want to, but don't pay too much. I like this idea if you're going to use the BB, since you'll only be submitting once. If you're planning to be submitting frequently on your own, use software.

## Video Marketing

I myself am just getting into video marketing seriously. I put a youtube of me talking about my post in each one of my posts. I believe if you put even a half decent effort of talking into the camera, that you will add a lot of credibility to your site. The topic is already there, it's your post. Just talk about it and maybe elaborate a little bit. You can make it a summary instead. Do whatever you want, but the point is that video gets around the web nicely and can create some traffic. I make my videos on [youtube](#), but you may want something more advanced or for a different purpose, so you can check out [Camtasia Studio](#). Many top IM gurus use this software. But I think I get a bunch of love from Google if I keep linking related videos to my keyword-targeted pages. Call me crazy.

When you make your video on youtube, this is how you should fill it out: Your keyword should be first thing in the title, if not the only part of your title. In your description, put your website and write one sentence on either 1) what your video is about or 2) what the prospect should do (like, "visit my site for more info on this").

Don't make a long description, I believe Google likes shorter descriptions. Add tags with your keyword and related keywords.

You can also go ahead and syndicate your videos to a number of services. You can also create podcasts of your video and syndicate those. Here are some helpful services and programs:

- The best service I know of is [Tube Mogul](#). They do distribution and analytics of your videos for free.
- For something more educational about tactics and strategies, I recommend Sean Donahoe's [Video Assassin 2 WSO](#). Sean really does put out amazing products, info and software alike and he has bar-none, the best customer service I've seen to date.
- There is this really awesome software that I came upon called [Tube Detonator](#). It will let you take one video and "rebrand it" and upload it for dozens of other keywords. If you think about it, this is perfect for the Octoblog method. It also does a lot of other cool stuff... I suggest you check it out.
- I believe yet again, SENuke has a video module, but I have never used it.

Though I use it, video is not exactly my expertise, so this is what I have to offer so far. So do your own research and see what's out there. Either way, get involved in video marketing, it's quite powerful. Also, the concept of a "video sales page" is getting a lot of publicity and use right now because it's *very* effective. Look into it.

## Everything Else

I think the above is enough for marketing and backlinking. Some people will want to do more. I respect that. It can only hurt in opportunity cost. But on the flip side, if you try something and it works well, then you've discovered something good on your own. I'll give a few more opinions on a couple methods:

- Directory Submission: The only ones worth your time are [Yahoo Directory](#) and [DMOZ](#). They both cost A LOT for one link. Only consider applying once your website is making money and is super legit. They are both hard to get into. If you get into Yahoo, then Yahoo is way more likely to give you SERP love. DMOZ will give you a good rep because it's like impossible to get in.
- Forum posting: Very risky, only do under the right circumstances. Terry Kyle puts this much better than I can when he shows you how to do "forum clustering" in his manual. Totally sweet.
- Yahoo Answers: I like it. It's just one link but it's a good one. Make your answers real and interesting and it can drive traffic too by ranking on the SERPS.
- Email Marketing: Do it if you can work it into your site. Building a list is one of the best assets you can create in IM. My absolute favorite course on the subject is Sean Donahoe's [Kick Ass List Building](#). Also check out this awesome plugin, [Action Slider WSO](#), which can help you get opt-ins. For auto-responders, I'm

pretty sure that [AWeber](#) is still on top as far as popularity is concerned. I WAS using [Oprius](#) because they are MUCH cheaper as your list grows but then I did an AWeber trial and quite honestly, AWeber makes Oprius look like child's play. In fairness, AWeber is a pure email marketing machine while Oprius is a Contact Management System. I wish I could combine the two but obviously I can't! Bottom line, if you're an IMer, get AWeber. Oprius is better for Network Marketing.

- Driving traffic not associated with backlinking: This is a great thing to do if you want to test to see if your sales page is going to convert. If it does, then you can keep that traffic if you want to keep paying or cut it off until the SEO kicks in. If it doesn't, it will give you time to make your page convert before you get the traffic you've been waiting for. That's another manual though. Maybe a PPC/CPV manual will be next.
- Search Engine Submission: Don't do it. Period. XML Sitemap Generator: Done.

## Rankings

There's a number of ways to check your rankings. But I'm literally writing this to tell you not to check them too often. Once or twice a week is fine. Once a day is pushing

it and twice a day is obsessive. It takes time to rank. And even when you do, you're bound to do the "Google dance." You may even see your pages drop off the rankings for weeks at a time. Don't fret. If you were up there, you can get back there. And you probably will when Google is ready to take you back into their loving arms again... or something like that. Obviously you should use a rank checker program to save time. Searching terms and clicking through pages is about the most absurd waste of time I have ever heard of. Just remember, stay positive and keep building and your rankings will come along.

[Search Engine Genie](#) is for free.

Market Samurai will do it, so will the Link Assistant rank checking program and SEO Elite, amongst many others.

## **The GIANT Octopus Blog Method – From 6 To 7 Figures**

When you're done with everything for your first 10 keywords, add more posts and keywords. If you do 10 keywords a month (which is ambitious), you can have 30 backlinked keywords-targeted pages along with all the articles, etc. in 3 months. If you do one post a day, you can have 90+ pages on your site. Yes, this is going to cost you either a lot of time or a lot of money or both, especially if you don't automate.

But by 3-6 months, you should be ranking all over the place for all sorts of keywords, perhaps many double listings, perhaps your web 2.0 properties as well, perhaps dominating entire pages of the SERPS. As time goes on and you continue your efforts, and you add more keywords, more properties, more links, you can create more traffic and more PageRank. Even if your sales letter or product is not converting great, if you chose a keyword set with a high CPC on Adwords, then your Adsense clicks can be worth a fortune and you can move Adsense into a prominent spot on your site if you want to.

You can also make more than one site. I think it's a great idea to branch out if you have the ambition and the resources. If you're not going to do it correctly, I say don't go for the risk. But if you think you can make more sites, go ahead and do it. Two \$100,000 blogs is much better than one \$200,000 blog, risk wise. Also, keep in mind that in SEO, nothing is for sure. You may put your heart and soul into a site and it will be a total flop. That's okay, try again. Or give up. Whatever you want. You already know all the benefits. If you read this far, I don't need to convince you how good this can be if you get it right. And I've tried to make it viable for people who are serious about putting in a moderate amount of work and effort towards this kind of business. Let's do some quick numbers. We'll use a 50% commission on a \$27 product. If you can generate 50,000 visitors a month and convert at .5%, you will make around 3500. If you can either triple your visitors, triple your conversions or a combination of the two, you'll have a 6-figure blog. If you find other ways to monetize your blog or use it to expand your business, then you can talk 7 figures.



It's a long-term effort but you can start seeing amazing results within a year. What kind of sustainable business springs up overnight? But the internet is not going anywhere and neither is your niche. So where are your sites going? Standard maintenance and continued backlinking should hold your positions. Of course, because you want to protect your asset, you'll keep up to date on any Google changes, so you can update your strategy accordingly. You'll also keep up to date with the new trends so you can stay ahead of the game and make sure your site keeps rocking. If for some reason you'd like to exit, you can sell your site at [Flippa](#).

### **Mutate Your Octopus For Even Bigger Profits**

I've spent this whole book using the premise of affiliate marketing for greater freedom, and while I think it's great and I use it, there is a way you can potentially bring in even more profits with your own products, if you are willing to sacrifice a little bit of business freedom.

What are the benefits? Well, obviously, the major benefit is that on any sales you make, you'll get 100% of the profit. Also, the only competition for the product that you will have is with your own affiliates, which is obviously a good thing. If your product really takes off, you will be able to drive traffic based on the brand name, which can save you a lot in costs. And if your actual name becomes synonymous with your brand name, then it will be a lot easier to create a responsive mailing list and sell more products in the future. Overall, you will have much more flexibility in how

you sell and market your product if you create it yourself. I suspect that *most* (not all), of all of the internet millionaires sell their own products, in some way or fashion.

What are the drawbacks? You will have increased startup and overhead costs, any way you slice it. The costs *can* be minimal, but they are there. You will need hosting, a sales page, a delivery and charging script (which you can buy dirt cheap at [\\$7 Scripts](#) or pay a little extra for more at [Rapid Action Profits](#)), graphics, etc. These costs can be *considerably more* if you create a physical product that you need to keep inventory for and figure out a way to ship. You may also need to provide customer service, depending on the type of product you create. If it's an information product, like an ebook, you may only need to do refunds. If it's a physical product or a monthly membership site, you may need to hire staff to handle the service.

Depending on how big you want to get, you may be dealing with more costs and more headaches. I think it's all about where you stand on the "willing to incur hassles scale." Because if you're willing to make your business more dynamic, by offering more than just an information product, you will probably give yourself an opportunity to make more money, but you will also be opening yourself up to a lot more hassle. My personal threshold at the current moment is creating an information product (as you can see). You don't need inventory, customer service, or physical delivery. And I get to keep 100% of the profits (unless sold by an affiliate - BTW, I am offering 100% commissions on the sale of this ebook - click here to learn how to become an affiliate). And oh yea, I forgot to mention that you will actually

have to create a product if you want something unique. To save time and effort (and if you don't have an idea), you can buy private label rights or master resale rights products, rebrand your item, make a couple of good changes, and sell it as your own. MANY people do this and make a killing. Overall, I think you'll be most successful with products you make from scratch that have high-value, fresh, relevant content for the times. Of course, this is not what this ebook is about, but if you don't want to be an affiliate, I recommend exploring this avenue when you use the method I outline in this report.

### Super-Mutating Unrecognizable Octopus Takes You Even Further

Once you've created your own product, or have created a list of buyers who have given you their contact information, it may be time to supercharge your efforts. Yep, this is for the absolute BIG BOYS. Warning, I do not do this. Well, at least not yet. I'm just not ready to make the necessary sacrifices to get to 8 figures. I'm not there in my life yet, but you may be. So I am giving you this information just incase you are one of those entrepreneurs who dreams BIG (super-mutating, that is). Russell Brunson says, "For every 1 dollar I make online, I make 6 or 7 offline." Yep, you read that right. The money is *outside* the internet, apparently. Russell, a mad, money-making genius, uses the internet to create LEADS. He then takes those leads and makes his killing off the internet. It's really a brilliant strategy. And if you have the initiative, you can do

what he teaches and make more money than the CEOs of the largest corporations on Earth.

If this is what appeals to you, the product that I recommend getting is [The 12 Month Internet Millionaire v2.0](#). This is actually a free product, minus the shipping and handling. And when you go and order it, you will get an idea of how his system works (because duh, he actually uses his system to sell his products). When I got this product, it was the first time I was learning the information and therefor I understood a lot more just by going through his sales funnel. Imagine that. :) The product is an interview of life-changing potential. He does a 6 hour interview with somebody who literally makes 100 million dollars a year. They talk about everything from product creation, to direct mailing campaigns, to setting up a support staff. Like I said, this is ridiculously high level information ONLY for people who are serious about making asinine amounts of cash. In the same vein, I also want to mention another great business coach, Mike Filsaime. He's famous for his Butterfly Marketing Script and now runs a top-notch training program. He's actually giving away his [Z-Figure Code](#) course, which is worth \$1297. I know, an insane deal. Either one of these guys can help you bring your business to the next level. And with the addition of this section, I officially feel like I have given you enough resources and information to put you on the millionaire's path.

## Conclusion

I hope you enjoyed the information in this report and got some value out of it. For many advanced IMers, you probably knew most, if not all of what is in this report. But hopefully you found at least one nugget of info that will help you with your business. For the newbies and intermediates, I hope you found the report something you can run with. You may have found it to be too much for you all at once, but I tried to get you from start to finish. I tried not to leave anything out. If you have questions, there's always the Warrior Forum and the Digital Point Forum.

I want to thank all of the people who contributed to this knowledge. Obviously we get 99.99% of our thoughts and ideas from others. Specifically, I'd like to thank (in no specific order) the StomperNet guys, Terry Kyle, Ann Sieg, Sean Donahoe, Mike Filsaime, Russell Brunson, George Brown, Matt Cutts, the Noble Samurai guys, SEOMoz, and everybody on the Warrior Forum.

I have provided a condensed resource section below for your convenience. I hope this is of value to you because it took a lot of time and effort to put together. I wanted you to have the sites I've taken years to come across at the tip of your fingers.

If you liked the book, please leave a review on the WF or PM me with your testimonial. If you can't PM then you can email me at [david@theoctoblog.com](mailto:david@theoctoblog.com).

My last word is, if you want to do the thing, then do the thing. Brainstorm, plan, commit, and follow through. Don't drop out because of adversity. Stay positive.

What's the saying? If you think you can or you think you can't, you're right either way.

To your success,

David Eisner

\*If you enjoyed the report, please let others know what you think by leaving a review on [my Warrior Forum thread](#). Thanks a lot!

### **Special Free Bonus!**

As you could tell from my report, I'm a big fan of Terry Kyle and Tom Goodwin. So much so that I asked them to do an interview with me, talking exclusively about their expertise, backlinks. It ended up being a whopping 3 hours long! I highly suggest listening to this interview. You can get it for free, without opt-in at <http://theoctoblog.com/backlinksroundtable.html>.

### **My Other WSO**

The Octoblog was my first WSO and I'm thrilled to say, I had great success selling it and readers gave me excellent reviews. So I went ahead and made another WSO. This time I outlined my success with the exact method I used to sell The Octoblog: WSOs!

It's a comprehensive manual on exactly how to explode your business with the power of Warrior Special Offer. It's selling for a ridiculously low price, but that keeps increasing. So if this is something you're interested in, I recommend you go ahead and check it out quick before the price goes up: [WSO Bible](#)

## Resources List

### Not included in the report

[Free Directories List](#) – Incase you want to try other high PR directories, big list here.

[Bubbl.us](#) – Awesome tool for organizing backlinks

[Wordpress Arena](#) – Do unusual things to your blog with plugins (e-commerce sites)

[RSS Forward](#) – Send RSS to your email

[SEOBook](#) and [SEOMoz](#) – So, so good for free SEO knowledge

[Terry Kyle talking sense about business](#) – relates a ton to what we're doing here

[Website SEO Cost Calculator](#) – Finding trends here is better than relying on the data

[SEO Return On Investment Calculator](#) – try it out

[Full Time Virtual Assistant for \\$300/month WSO](#) – gotta love the Philippines

### Included in the report

#### Free Learning Resources

[Matt Cutt's Blog](#)

[Matt Cutts: SEO For Bloggers](#)

[See a Warrior Forum thread for best products ever purchased](#)

[awesome Warrior Forum post on profiting from Amazon](#)

[Terry Kyle's blog](#)

[Backlink Booster...er...boosted? Part 1](#)

[Backlink Booster...er...boosted? Part 2](#)

[Terry Kyle's Big 60 Day Backlink Experiment](#)

[Terry Kyle's analysis](#) of SEO Spyglass

### **Paid Learning Resources**

[StomperNet](#) – Their membership with an asinine amount of tools included.

[Stomping The Search Engines 2](#) for \$1

[Terry Kyle's Backlinking Black Belt Report](#) [version 3.0](#)

[Google Sniper](#) [See a Warrior Forum thread on Google Sniper reviews](#)

[Ann Sieg's Ultimate Copywriting Crash Course](#)

[The Copywriting Crash Course](#)

[Video Assassin 2 WSO](#)

[The 12 Month Internet Millionaire v2.0](#)

[7-Figure Code](#)

### **Keyword/Market Research**

[Google Trends](#)

[Google Sets](#)

[Quantcast](#)

[Google's Keyword Research Tool](#)



[Search-Based Keyword Tool](#)

[Market Samurai](#)

[See a Warrior Forum thread comparing Market Samurai with competitors](#)

[Keyword Elite](#)

[Wordtracker](#)

[Micro Niche Finder](#)

[Keyword Discovery](#)

## **SEO Tools**

[SEO Quake](#)

[Yahoo Site Explorer](#)

[WebCEO](#)

[SEO Elite](#)

[SEO Power Suite](#)

[SEO Spyglass](#)

[Microsoft's OCI \(online commercial intention\) tool](#)

[Ajax Who Is](#)

[GoDaddy](#)

[DomainsBot](#)

[Supercharged SEO](#)

[Keyword Diamond Mine](#)

[SEO Overload Pack](#)

[Backlink Booster](#)

[SENUke](#)

[SEO Link Domination](#)

[Profile Link Checker](#)

[Do-Follow Diver](#)

[The Scrapebox Software WSO](#)

[Backlink Syndication](#)

[Magic Article Rewriter](#)

[Magic Article Submitter](#)

[Search Engine Genie](#)

## Hosting

[BlueHost](#)

[Host Gator](#)

[GoDaddy Hosting](#)

## Themes

[Vigilance](#)

[Atahualpa](#)

Semiologic's [extensive plug-in package](#)

[Thesis](#)

[Frugal](#)

[Studio Press](#)

[WP Flex](#)

[Artisteer](#)

## Plugins

[Search for Wordpress plugins here](#)

[Cookies For Comments](#)

[WP Super Cache](#)

[Ultimate Google Analytics](#)

[WP Database Manager](#)

[WP Sticky](#)

[Date Exclusion SEO](#)

[Robots Meta](#)

[SEO Smart Links](#)

[10 best Adsense plugins](#)

[WP-O-Matic](#)

[WP Unique WSO](#)

[WPRobot](#)

[Slick Social Pro WSO](#)

[Action Slider WSO](#)

## **Outsourcing**

[E lance](#)

[GetAFreelancer](#)

[WSO from Hemux](#)

[UltraSEOSolutions WSO](#)

[Bookmarking WSO](#)

[Backlinks Philippines](#)

## **Backlink Packets**

[Terry/Tom's 400 Premium Backlinks A Month WSO](#)

[Angela Edward's](#)

[PJ \(Paul Johnson\)](#)

[Terry Kyle's](#)

[KKChoon](#)

[Steven Heron](#)

### **Blog Content Submission**

[Free Traffic System](#)

[Article Marketing Automation](#)

[My Article Network](#)

[Linkvana](#)

[Wordpress MU Blog Links WSO](#)

[Dirt-Cheap Blog Links WSO](#)

[Link Racer](#)

[SEO Link Vine](#)

### **RSS Tools**

[AllScoop's RSS Submission Software](#)

<http://feedsubmitter.com/>

[Extralabs free rss submission software](#)

[Ksoft](#)

[RSSBot](#)

[BadAss RSS](#)

### **Other Marketing**

[Tube Mogul](#)

[Tube Detonator](#)

[Kick Ass List Building](#)

### **Affiliate sites**

[Clickbank](#)

[Commission Junction](#)

[Link Connector](#)

[Link Share](#)

[Clickbooth](#)

[Neverblue](#)

### **Important Directories**

[Yahoo Directory](#)

[DMOZ](#)

### **Article Sites**

[Ezine Articles](#)

[GoArticles](#)

[ArticleBase](#)

[Squidoo](#)

[Amazines](#)

[HubPages](#)

[Here is a list of article directory sites](#)

## Miscellaneous

[Paypal](#)

[Google Adwords](#) [Google Analytics](#) [Google Webmaster Tools](#)

[Stat Counter](#)

[Copyscape](#)

[Phantom Link Cloaker 2.0](#)

[site for automatically creating professional looking privacy policies](#)

[Ping-o-matic](#)

[Flippa](#)

[Camtasia Studio](#)

[AWeber](#)

[Oprius](#)

[\\$7 Scripts](#)

[Rapid Action Profits](#)

[Roboform](#)

[1Password](#)

## Action Checklist

### Necessary Initial Setup

- ☒ Read The Octopus Blog Method
- ☐ Brainstorm and research niches for profitable opportunities
- ☐ Decide on a niche and 10-15 keywords (2 reach, the rest specified “long-tail”)
- ☐ Decide on *at least* one monetization method (affiliate program, CPA, Adsense...)
- ☐ Buy a hosting plan
- ☐ Decide on and purchase a domain name
- ☐ Install Wordpress on domain
- ☐ Install Theme and Plugins
- ☐ Configure Theme and Plugins as directed
- ☐ Change permalinks and tag line
- ☐ Create About Me, Privacy Policy, Contact, and TOS pages
- ☐ Configure sidebar(s), including “who I am?” section
- ☐ Create a couple related, keyword-dense categories
- ☐ Create your first 2 posts as directed (remembering tags, excerpts, A-I-O SEO etc.)
- ☐ Make youtube video and link it to the blog.
- ☐ Ping to ping service and bookmark to Digg, Mixx, and Jumptags

### Necessary After Indexing

- ☐ Create your first keyword-targeted post/sales-letter (remembering CTAs).
- ☐ Add affiliate links, banners, and any monetizations efforts.
- ☐ Post daily or regularly with either filler posts or keyword-optimized posts.

## Optional Automation

- ☐ Use WPSticky to place main sales page at the top of the home page.
- ☐ Use WPRobot to automate feeding of content from article sites, Yahoo Answers, Clickbank, Amazon, or anything else you feel useful for your audience.
- ☐ Use WPUnique to “uniquify” all your posts to avoid duplicate content.
- ☐ Use Slick Social plugin to build automatic backlinks to any posts.
- ☐ Use Action Slider to create a mailing list.
- ☐ \*Set up an auto-responder like AWeber to drip feed emails to your prospects.

## Backlinking

- ☐ Set up the Backlink Booster, ping.fm, Onlywire, and/or SocialBot/RSSBot.
- ☐ Write main articles that you want to rank, corresponding to keyword-targeted posts.
- ☐ Map out and implement at least one link wheel or “link magnet” for each keyword.
- ☐ Make High PR publicly viewable profile links to each keyword (start with approximately 25 each, as a general guideline - determine based on your budget).
- ☐ Boost each article or PVP profile for indexing and link juice.
- ☐ Implement do-follow blog commenting on each keyword (maybe 50 each? determine based on your budget). Boosting not necessary.
- ☐ Make a video for each keyword-targeted post and embed from youtube. Submit to Tube Mogul. Boost as many as you can.

## Optional Backlinking

- ☐ Submit posts to Yahoo Answers.
- ☐ See if Blog content backlinks work for you.
- ☐ Try some of Terry’s badass “forum clustering” (forum posting).



- ☐ Do press release syndication.
- ☐ Try to get into directories after 6 months, maybe less if you are kicking ass.
- ☐ Try other stuff, like submission to software sites. No backlink can hurt your site, only your wallet and watch (so to speak).

### Optional Marketing

- ☐ Try pay-per-click to check sales-letter conversions and perform split-testing (and maybe make some money too).
- ☐ Try cost-per-view advertising to do the same.
- ☐ If you have a VERY generic offering that is for all demographics, you can try “run of network” traffic. You can buy ridiculously cheap from [ebay](#) (\$7 can get you 25,000 unique visitors).
- ☐ You can submit even more spun articles to more directories using Magic Article Submitter. Backlink back to an article and not your site.
- ☐ Build up your Twitter account(s) and get traffic within seconds. I don’t love the quality of traffic, some people do. Apparently, it’s *how* you do it. I’ve made sales but most of those sales were Twitter-related products.
- ☐ Get creative, try the new rage, surf the forums, ask the experts... just do it! :)