Unleash the Power of Words

the WoRD BoMB Reports

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Dedicated to Mark Singletary, Terri TLT, and my "Buddy"…

WELCOME TO THE WORDBOMB REPORTS
AND CONTENT KIT!

Hello! The tools, strategies and reports included with this WordBomb package are not intended to be the "definitive collection", but were designed and developed specifically to compliment other strategies, resources and theories.

Words are the very foundation of search engine marketing, yet until now, there has been very little discussion of the basic building blocks of all Search Engine Marketing.

Not only do we hope the WordBomb Reports and tools help you explore the very roots of search engine marketing, we hope to show you new resources for adding words, traffic and revenue to your websites.

> With Search Engine Marketing, if you take care of your **words**, your websites will take care of themselves.

Disclaimer: All software and strategies included in this WordBomb package are "as is", and "use at your own risk".

While we have tested and installed all software contained in this package, this doesn't mean any or all of the software will work for you.

Computers can be configured in virtually limitless different ways, creating unique conditions and risks for each individual. It is strongly suggested you back up any and all vital or important data.

Also, your own skills, education, IQ, work habits and ethics will play a far greater roll in your success, or lack of, than strategies, techniques or software ever can, including this WordBomb Content Kit.

Please check each script or program's individual license for details, as well as the Terms of Service for each affiliate program you join.

COMMONLY USED AND RECOMMENDED **WORD**BOMB RESOURCES:

DomBom-Creates massive amounts of relevant money-making content about almost any subject, virtually instantly.

PowerBomb Pro-Discovers the most explosive words on the web. Powerful sort and save features.

Power Linking-The ultimate resource for reciprocal linking strategies and resources.

CBBOMB-Upgrade to dynamic power to add words and revenue streams from the ClickBank Market Place. CBBomb Free included.

DomBomber Forum-Tips, tricks and tech for DomBom, PowerBomb and CBBOMB.

SpiderBomb-Surfs the web and builds content for you fast and easy. Lets you recreate the content and revenue model of the Web's most successful sites, such as Yahoo!, Excite Lycos, Google and all the Big Boys.

SearchFeed-Add search engine links to your site and get paid for clicks. Great for content and revenue.

RevenuePilot- Add search engine links to your site and get paid for clicks. Great for content and revenue.

Amazon-Affiliate program gives access to millions of products (and words).

AllPosters-Lots and lots of posters for you to add graphics and keywords to your site, and you get paid.

ClickBank-Accept credit cards, start an affiliate program or sell products.

CherryBomb-Gives you the power to add and subtract pay per click affiliate programs. Imagine having the content of multiple search engines, full of links with profit potential, and you pick which ones.

You may pass along the entire WordBomb Content Kit, however please include everything, including all programs, reports and scripts, as the WordBomb Reports were written assuming all programs and scripts will be included.

THE 7EVEN INDISPUTABLE LAWS

OF SEARCH ENGINE MARKETING

By Kurt Melvin
DomBom.com

Also known as:
"OBVIOUS SEARCH ENGINE SECRETS EXPOSED"

I.   FIND **WORDS** WITH TRAFFIC AND VALUE FIRST, THEN BUILD PAGES.

II.   THE MORE **WORDS** YOU USE, THE MORE LIKELY SOME **WORDS** WILL STICK.

III.   SEARCH ENGINES ARE HANDCUFFED BY **WORDS** ON PAGES.

IV.   MULTIPLICITY-USE ALL REASONABLE VARIATIONS OF **WORDS**.

V.   KNOW THE RULES.

VI.   RELEVANCY IS RELEVANT TO **WORDS**, NOT THEMES OR DEFINITIONS.

VII.   HIGH RANKINGS DON'T BRING TRAFFIC, **WORDS** DO.

> **FEEL FREE** TO PASS ALONG THE **ENTIRE WORDBOMB KIT**
> INCLUDING THESE REPORTS

I. FIND **WORDS** WITH TRAFFIC AND VALUE FIRST...

It is far easier to find traffic first, and then make a site than to make a site and hope to find traffic. Most traditional search engine advice implies that you should create a page or entire website, and then look for the best keywords to use to promote this site.

To truly reach the fullest potential the search engines give you, you should strongly consider researching words and phrases before investing your time, effort and money creating pages and using words and phrases for which no one searches.

There are plenty of words and phrases that are just begging out loud for webpages. By finding these phrases, then creating pages for the phrases, you will exponentially increase your chances for lots of free search engine traffic.

Search engine marketing is unlike every other form of Internet marketing and can not be approached with the same strategies.

> Search engine marketing requires the understanding that the webmaster is totally at the mercy of the words and phrases entered at the search engines.

The act of searching has a very deliberate motivation. The person performing the search is physically typing letters into a search box.

This requires that the person performing the search must actually think about what to enter in the search box.

The good news is, since people actually have to type words and phrases, there are resources available such as PowerBomb which gives you some insight into the number of times a particular word or phrase has been searched.

If you are depending on search engine traffic, it is very highly recommended that you do a little research first. Other types of Internet marketing don't need the surfer/reader to take such a dramatic decision as thinking of the exact words, and then having to physically type these words.

Basic Marketing 101 tells us that we should find a "need or want" and then develop a product or service that fulfils this niche.

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In the "real world" and in other forms of online marketing, doing market research studies to get an idea of the market size of a niche, then a competitive analysis, was time consuming and expensive.

However, doing research for the market value of search engine phrases is fast, easy and rewarding.

If you study and research keyword niches BEFORE creating sites, you'll be giving yourself and your site a much greater chance for success.

There are three main factors that determine the
power of words and phrases:
1 Popularity and 2 Competition and 3 Value = Power

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1. POPULARITY (Demand).
Do a lot of people search for your words?

It should be obvious that if you want to have 1,000 people a month find your site for a particular word, that phrase actually needs to be searched for AT LEAST 1,000 times.

In reality, you'll need to find a word that is much more popular than this to get 1,000 visitors to your site, since you'll have to share the traffic with other sites.

Think of your typical weekly grocery list. On it, you have all the stuff you "need":

- *Milk*
- *Eggs*
- *Bread*
- *Juice*
- *Carrots*

But do you ever leave the store with only the items on your list?

If you're anything like me, what's actually on your list is just a small portion of the things in your shopping cart at the check-out counter.

Your cart probably also contains "impulse items" such as:

√ *Some items that were on sale*
√ *A new product or two that caught your eye*
√ *The snacks you promised yourself you wouldn't buy, but couldn't resist once you saw them*
√ *Some things you forgot to add to your list, but stumbled upon in the store.*

Simply put, search engine marketing means you need to pick words and phrases that are on surfers' "lists".

> *Impulse marketing does not apply to search engines.*

It should be obvious. Words and phrases that are searched for 10,000 times in a month have more potential than do words or phrases that were only searched for 17 times in a month.

If no one is actually searching for the words you use on your pages, I promise you will not get traffic search engines. There are still many viable marketing options, but the search engines are no longer one of them.

2. COMPETITION (SUPPLY).
*How many other websites are **competing** for the same **words**?*

Obviously, the more sites that there are in the search engines for any particular phrase, the harder it will be to get results.

If there are only 9 other sites, logic should tell you that if you can get your webpage indexed, you're guaranteed a spot in the Top 10.

However, if there are 2,000,000 other websites all competing for the same 10 spots, you can easily see that your job is much more difficult than if there were only the other nine sites, as in the previous example.

> The path of least resistance leads to search engine success.

Our goal now should be to look for words and phrases having as many searches as possible, but also have as few other sites competing for those same words and phrases.

There are also ways to avoid competitive words and phrases. If you're not getting traffic from Google for the plural version of a phrase, try changing it to the singular version.

Usually, the plural version has more searches performed for it, giving it more potential. But the plural version will also usually have more competition, making it harder to get traffic for those words and phrases.

If you're a SEO newbie, try the singular version of words and phrases, as they generally will have fewer competing sites.

In reality, you will probably want to create pages using both versions. Google and some of the other search engines tend to treat singulars and plurals differently. See "**The Law of Multiplicity**" below.

3. VALUE. *NOT ALL* **WORDS** *GENERATE TRAFFIC THAT IS OF* **VALUE.**

You need to uncover words and phrases that have value. Great words and phrases that have a lot of popularity, little competing sites and **have value** are like little nuggets of gold…

A good, fast and accurate way to determine the value of any word or phrase is to see the actual prices webmasters are willing to pay per click for a particular word or phrase.

Something is worth what you get for it. Despite what appraisers will lead us to believe, the *Free Market System* ensures that the real value of something is the price the product or service will actually sell.

If you have a home that is appraised at $150,000, but actually sells for $200,000, it is worth $200,000. If you have a car with the *Blue Book* value of $5000, but sold it for $100, it was worth $100, not what the *Blue Book* told you.

Auctions are a great way of determining the value or worth of products and services. The highest bidder(s) determine the value. No one is forcing the webmasters to make these bids. Assumably, they set their bids based on their expected return on investment (ROI).

If bids are significantly higher for one phrase than another, then we can theorize that the phrase with the higher bids is actually retuning more bottom-line-profit than those with lower bids.

Auctions are also an excellent way to determine the value of traffic for a particular keyword or phrase. And every major pay per click (PPC)

search engine uses an auction system to determine the value of a word or phrase.

If you do just a little bit of research on any PPC, you should immediately be aware that not all words and phrases have the same monetary values. This is the *Free Market System* at work, determining the value of words and phrases.

This isn't perfect. No statistical analysis is perfect. However, this line of reasoning does reveal valuable information.

**Psychographics are what your prospect is thinking…
At the exact moment of action.**

"*Psychographics*" now really come into play when analyzing phrases and the psychology of the surfer when they are entering words into a search box.

Demographics are exact statistics such as male/female, age, geographic location, etc. For example, the people most interested in football may be males between the ages of 18 and 45. This is an example of demographics.

However, psychographics don't care about your age, race, sex or where you live.

In our case, the "action" is the surfer filling out a text form at a search engine. The psychographics in play at this moment determine what **frame of mind the surfer is in at the exact point in time the surfer enters words into a search box.**

The psychographics of people change from moment to moment. What **they are thinking about right now** may change in, literally, a second. It is extremely important to reach people using "psychographically friendly searches".

And the very first step in taking full advantage of psychographically friendly searches is to have p*sychographically friendly* words on your webpages!

Here's an example of psychographics comparing two similar search phrases performed by two different "people":

buy wallpaper   free wallpaper

What do you theorize is the psychographics of these two people, at the exact time of the search? Which phrase do you feel has the best

chance to lead to an actual sale? Which phrase will generate more traffic?

With all else being equal, I'll take the psychographics of the surfer that uses the word "buy" in their search if I'm selling something, and "free" if I'm just looking for a lot of traffic.

Knowing the principles of psychographics can help your marketing efforts. While you're using PowerBomb, be sure to also check versions of your phrases containing "psychographic friendly" phrases.

These phrases include, but are not limited to:
For sale, buy, sell, discount, budget, cheap

The phrase "cheap" is an interesting one. Off-line and On-line, many marketers detest using "cheap" in their marketing campaigns.

They feel that it lessens the value of their offer in the eyes of the consumer. This may be true, but in the world of search engine marketing, this is a terrible opinion to have.

As said above, with the engines, you don't have control over what the surfer types into the box. If surfers use "cheap" in their searches relating to your pages, then it is advised that you use the word "cheap" on your pages.

Give the surfers what they type in the search form. If they search for "cheap stuff", give them "cheap stuff", not "reasonably priced stuff".

This doesn't even take into account the psychographics of the word "cheap". "Cheap" implies the surfer is looking to buy! What more could a true marketer want?

Using psychographics combined with PowerBomb, look for phrases that are *Psychographically Friendly*. If you spot some that have Popularity and low Competition, create a search engine campaign.

If you see *Psychographically Friendly* terms with low bids, it is possible that the "*free market system*" isn't perfect and you may want to invest in a PPC campaign. This may be an untapped niche waiting to be harvested, despite the low Bid Value in PowerBomb.

> If you find good *PowerWords* and don't have a site pertaining to these phrases, make a site!

Included in WordBomb Content Kit is BidBomb. BidBomb finds the top bids for keywords using the SearchFeed pay per click engine.

Pick some keywords and play around with the psychographics of the words by adding "free" and "discount" to appropriate keyword phrases and do a little research. See the Free Enterprise System at work.

Also included are tools such as Amazon.cgi and CBBomb Free, to help you build content for sites covering many topics. And/or, look for affiliate programs that will fill these niches.

Using PowerBomb (Not included) to find Power Words:

- If you're a newbie, pay more attention to those phrases with less competition, but making sure these words and phrases also have popularity/demand.

- If you're a seo expert, look more closely at the Power Rating.

- If your expertise is sales or your site deals with direct sales, look for **PowerWords** and phrases with psychographic opportunities to maximize your conversion rates and ROI.

There are many, many words and phrases that are begging for websites. Having sites that contain these words are search engine traffic magnets.

The key is to discover these nuggets of gold. To really utilize PowerBomb's true potential, clear your mind of any preconceived thoughts or ideas and be open to suggestions.

Let your keywords choose you.
Don't choose your keywords.

More Resources:
PowerBomb Strategies, Basics and More Info.
PowerBomb Forum-How to find keywords, tips and tools.
How to Really Be a Marketer-DomBomber Discussion Forum.
Keyword Armory-How and where to get keyword suggestions and lists.
How and Where to Spot Keyword Trends and Fads-DomBomber Forum.

II. THE MORE **WORDS** YOU USE...
...THE MORE LIKELY SOME **WORDS** WILL STICK

The simple truth is, the more words you have on the more websites/domains, the more likely you are to get traffic from the search engines.

This is **indisputable**.

This is not a suggestion to spam. It is a point that you must address and understand if you want to fully reap the true potential of the search engines.

Your goal simply has to be to create as much legitimate content, using as many possible search terms, as possible.

Idealistically, your goal should be to create content for every possible search phrase and spread every possible phrase across as many different webpages and domains as you can.

Of course, this is unrealistic, but it is an important concept to keep in mind. By using PowerBomb you can concentrate your efforts on the words and phrases that give you the best chances for success.

Each and every word or phrase on your webpages has the potential to bring you traffic. If you have a site about "shapes" and so do I, but you also have pages that contain the words "shapes", "squares", "ovals" and "circles" and I only use the word "shapes", you have four phrases that have the possibility to generate traffic to my one.

Search engines don't index air. You need words on a page and the **more words** you have on the **more pages**, the better.

One way to do this is to write...often and a lot. It is hard to argue against creating your own totally new and original content. But, writing takes a lot of time, effort, and usually talent.

Not all of us have those abilities. But most of us can write a little content. If you are willing and able to do a little writing, you can greatly expand even a little bit of writing into tons of original and unique content pages.

Instead of having one long page, use Amazon.cgi and CBBomb Free (included here) to stretch your content into two, three or even four pages. Use a few paragraphs of your own original content mixed with some or all of the resources described below.

Remember, every page of yours has a chance to get traffic from the engines. You may as well make as efficient use of your content as possible.

Words are how people find your site. Not only by creating multiple pages have you increased your chances of traffic by giving you two pages to be ranked, you have also increased the number of words and phrases that can bring search engine traffic.

You may want to strongly consider a new development with the major search engines and Internet technology that lets you easily add vast amounts of words from affiliate programs and other resources to your pages.

XML and other new Internet technologies allow large amounts of content to be automatically transferred from one site to the next.

This allows the small website owner to have access to large amounts of data.

An example of this is the Amazon affiliate program. If you join up for the Amazon affiliate program, Amazon.cgi will give you access to literally millions of books, products, cd's and even software. You can put all these items directly on your website so your site will get credit for the contents (words) by the search engines.

And since you have access to millions of Amazon products, you also enjoy the power of tens or even **hundreds of millions of words** just waiting for you to add to your webpages.

Amazon's content has a lot of valuable words and phrases that can be added to your pages, quickly easily and 100% free of cost. (And, you may sell something and make some money)

Another example of being able to add tons of powerful words and phrases is CBBomb Free. CBBomb Free is also included and it uses the famous ClickBank Market Place to help you add words, content and revenue.

What is great about these content creation tools is the fact that they all have built in revenue streams, each cover a wide array of topics, and they come complete with their own search engines/directories.

And best of all, **they add words** to your webpages. And it's words that search engines index, not webpages.

With the WordBomb Kit, you have the ability to add separate search engines, using different money generating data. You can put any or all on as many domains as you want.

Using these tools combined with your own content is a great way to really expand your keyword potential. The more keywords you have, the more potential you have. Plain and simple.

Why not put the power of both ClickBank AND Amazon on your site? It's easy and it's free. And they're both included in this WordBomb package.

Be sure to checkout the tech info included for each for help on getting them installed on your site.

For more powerful content creation, there are some even more explosive options. First, is the Pro version of ClickBankBomb. This is a beefed-up edition that automatically updates the database, to make sure your content is always up-to-date.

Another option to greatly increase the number of words (content) at your disposal are Domboms (Not included with this package).

Domboms are powerful, but simple, programs that use vast supplies of content from sources such as pay per click search engines, your own content as well as content from OPD. This allows you to place unlimited amounts of content about virtually any topic on you site in minutes.

For example, you can add custom niche search engines to your website and have the content indexed. Basically, you can create a content generating machine that will now get into search engines

And, as with the other tools mentioned above, Domboms content has also built in revenue streams so you don't have to sign up for a hundred different affiliate programs in order to have enough content for all of your ideas and needs.

If you find a great keyword niche using PowerBomb, use Amazon, CBBomb and the DomBoms to create sites that not only generate free search engine traffic, they also convert this traffic to money.

If you already have a site, use PowerBomb to help you choose your best words and phrases and for new content, page titles, etc.

III. SEARCH ENGINES ARE HANDCUFFED...
...BY THE WORDS ON A PAGE

Search engines are actually very limited in how they can determine relevancy. Sure, they can change their formulas (algorithms), but these algorithms will always be restricted to:

A. **The words on a page.**
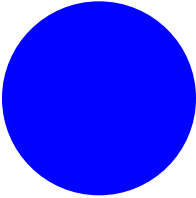The words can be either it the body text or the code of the webpage.

B. **The words on the pages that link to and from a page.**

The engines will **always** have to rank pages by the words on the pages and by the words on other web pages that link to or from a given page. If you have a web page about "big blue circles" and want to get traffic for this phrase, it is logical that you should have "big blue circles" on your webpage.

Try to put yourself in the mind frame of the algorithm's programmers. If your job depended on displaying the most relevant site for "**blue circles**", wouldn't you choose Page 1 to be most relevant?

Note: All red "links" are examples only. Blue links are clickable.

PAGE 1: BLUE CIRCLES	**PAGE 2: RED RECTANGLES**
Blue Circles	Red Rectangles
More stuff about all types of blue squares.	More stuff about all types of red rectangles.

This Indisputable Law is obvious, but this concept deserves mention if for nothing more than to jog your memory, as this will be referred to in this report.

> If you want traffic for certain words, the first and most vital step is to actually have these words on your web pages.

IV. MULTIPLICITY: USE ALL REASONABLE VARIATIONS OF WORDS

Multiplicity is similar to Indisputable Law II: *"The More Words You Use the More Likely Some Words Will Stick"*.

However, Multiplicity refers to using words in different variations, orders, densities and combinations, whereas Law II refers to the shear number of words and phrases.

Multiplicity addresses the problem of "the point of diminishing returns". Simply, this means at some point in time, you will have to work harder to achieve less search engine traffic for any given site.

The combinations of words and phrases you use will saturate their "market", making it harder and harder to increase your search engine traffic.

Once you reach the point of diminishing returns, where it becomes more and more difficult to increase your traffic, you have few choices.

- One option is to look at the many other viable methods of Internet Marketing.

- You can keep banging your head against the wall.

- You can develop another relevant sites and pages, using different words and phrases. Please refer to Indisputable Law VI*. Relevancy is Relevant to Words, not Themes or Definitions*.

If there is one lesson you should learn from this report is that the easiest way to get search engine traffic is to create more pages and sites using more and different words, not try to increase the traffic for a single website.

It is relatively easy to get a trickle of search engine traffic. Anyone with even a little skill at optimizing pages should be able to get a few hundred people a day to a site, assuming they used plenty of words and phrases with decent PowerRatings (See PowerBomb).

Once you find out how easy it is to get a few hundred people a day, you'll soon realize that if you can get 200 people to your site, all you need is four more sites (for a total of 5) and you'll be getting 1,000 people a day.

This is how to build huge streams of free search engine traffic. I have used this method to get over 1,000,000 free visitors from the search engines in a single month.

The key to this is the time it takes you to create sites with actual content. You'll find the tools included and discussed in the WordBomb Package will help you create search engine friendly content quickly and easily.

If you learn and utilize the tips and tools you're discovering here, you'll be able to create sites with 20-50 pages of unique, legitimate content, very quickly.

Multiplicity not only refers to multiplying the number of sites you have, it also refers to using multiple "formulas" of words and phrases.

This report doesn't address the typical search engine optimization techniques (SEO). With proper use of the Law of Multiplicity, the goal is to try to cover all the basic possibilities.

There are strategies that say to study keyword densities, counts, proximity (where keywords are on the page) and many other factors.

These concepts are important to understand, but from a theoretical point of view only, and not a practical view point.

It is too easy for the programmers of the search engine algorithms to include slightly random results, "if/then" statements, or even blending the results from 2 or more algorithms into their results pages.

Common sense dictates the engines use some type of masking of their algorithms.

One, because it is so easy to do.

And two, because the engine's algorithm is their product. To protect the validity of their results, keeping the algorithms secret needs to be a top priority for them.

A very simple example of this may be that it is possible that Google returns a mixture of results, some favoring high Page Rank, while other results prefer "On the page" optimization, yet others balancing PR and "On the page".

This is only an example and does not mean this is how Google returns results, but this would be very easy for Google to do.

One could argue that this type of results may be the most diverse, and possibly the most accurate...

And this is just the "tip of the iceberg" of variations the engines can use to play with the minds of those that are trying to calculate densities.

The **Law of Multiplicity** takes these factors into consideration.

By understanding **Indisputable Law III:** "*Search Engines Are Bound by Words on a Page*", we know that search engines are limited by the actual words used on the page and in pages linking to the page. This is just common sense.

We can also assume that there isn't one single algorithm. This theory is based on the fact that there is more than one search engine and that some engines return different results for the same search term than others.

And, if we accept the theory that a single engine may be using more than one algorithm for the same results, we can see there are too many variables to choose a "perfect" search engine template for optimization.

Instead of a perfect template, we need a flexible system that covers many possibilities.

A basic SEO term is known as "keyword density", or how often the word or phrase is used in any given context.

Most often, if you use a keyword density tool, you'll see suggestions to use a phrase once, twice or even three times in your page titles.

The Law of Multiplicity states that
ALL reasonable possibilities should be used.

Instead of trying to research exactly how many times to repeat your keyword in your title tag, if you have enough legitimate pages, you can cover the majority of reasonable possibilities.

For example, title tag proximity and density should be varied from page to page and domain to domain.

"Proximity" means where the phrase is located i.e., at the front, middle or end.

(Phrase = **big squares**)

<TITLE>**big squares**</TITLE>
<TITLE>cheap **big squares**</TITLE>
<TITLE>orange ovals and **big squares**</TITLE>
<TITLE>**big** savings on **big squares** and little **squares**</TITLE>
<TITLE>**big squares**, medium **squares** and small **squares**</TITLE>
<TITLE>My site</TITLE> (Note: this is zero density and should also be used, but rarely)

In the above examples, "big" and "squares" is used differently. Sometimes "big squares" is at the beginning, middle or end of the title tag (proximity).

Some title tags use "big squares" once, others more and another title didn't use the phrase at all.

In some title tags, "big squares" is the only phrase, while other titles use other relevant words. This mixes the keyword density of the title tag.

Here are some other uses of words where the Law of Multiplicity needs to be considered:

- A little or a lot of text on a web page
- Repeat the keyword in the text a little or a lot
- Have keywords in headers tags <h> sometimes. Sometimes don't.
- Sometimes use a lot of links in relation to text, sometimes use more text and less links.
- In your alt tags for images, sometimes use keywords, sometimes not at all.
- Use both singular and plural variations of words
- Check to see if compound words such as "cookbook" are better as a single word, or as two separate words: cook book. Even better, use both.

By mixing the densities and proximities of the keywords, and using Mulitplicity with as many words on as many pages as possible, we can cover many, many more possible search engine algorithms.

If a search engine changes, chances are you will have a page or two that "fits" their new algorithm.

CONTENT BREEDS MULTIPLICITY POSSIBILITIES

You've heard the old saying, "You need money to make money". In a way, this same idea applies to content. If you have a lot of content, then making even more content becomes easier.

Here's a new strategy just recently made possible by the fact that Google and others can now index dynamic pages.

By using "remotely hosted site search engines" you can use your existing content to create even more content, dynamically, and for free.

These are services that let you add a simple search engine that searches **only the content on your site**. The search engine script is technically hosted on server other than your own, hence "remotely hosted".

Before Google could index dynamic pages, the real reason to have a site search was for "surfer convenience". Now, these site search services can be turned into genuine content pages that can mix and match your content into even more webpages.

And since the site search is hosted on another server, you may even be building Google PR and relevancy, as well. Read WordBomb's "**Powerful Words for Powerful Linking"** for more information on how to use this strategy to improve your link power.

However, this "site search strategy" also applies to this Law of Multiplicity by giving you the ability to create even more unique, search engine friendly webpages without the need to actually write more pages.

Simply put, you can use remotely hosted site search services to basically be a content/doorway/hallway page generator. But you do need to have content first.

*Note: For you convenience, some of this is repeated in "**Powerful Words for Powerful Linking"**.*

For example, if you had a website about "**shapes**", create a remotely hosted site search engine. Then, using this engine, do a search for "**blue circles**". The search engine will now return the results for all of your pages about **blue** "**circles**". This page will have a URL something like:

http://RemotelyHostedSite.com/SearchResults.cgi?keywords=blue+circles

This is actually now a "webpage"!

The major engines, such as Google, that can now index dynamic pages now treat these search result as a "real" web pages.

Now, repeat the search, but this time for "**big ovals**":
This page will have a URL something like:

http://RemotelyHostedSite.com/SearchResults.cgi?keywords=big+ovals

All you need to do is make a link using the URL of your search results and put it on a page and this link becomes a "webpage".

Now, you have two new pages, one with links to your pages containing the words "blue squares" and the other with links to your pages containing "big ovals".

Repeat as necessary with all relevant keywords. Create a webpage on your site and list all the links you created to the search results on the remotely hosted site. Be sure to use the same words in the anchor text of your links that you used for the keywords for your searches. This will help increase your relevancy.

For example, if you are linking to this "page":
http://RemotelyHostedSite.com/SearchResults.cgi?keywords=blue+circles

Use the following (anchor) text for your link on the page on your site:
Blue Circles

This will help give relevancy to both pages, the ones on your site as well as the remotely hosted pages.

Upload this page to your own site with all the links pointing to the remote site, and **submit this single page only** to Google, Inktomi and Fast, as these engines can index dynamic pages.

The engines' spiders will follow the links on this page that all lead to your dynamic "pages" on the remotely hosted site search service. These pages now have a chance to get ranked and get free search engine traffic on their own.

And what's on these pages? These pages contain links and text to your "main" pages. These pages will utilize Multiplicity by using different combinations of words, densities, etc. and will give your main pages even more potential for exposure in the engines that index dynamic pages.

To take Multiplicity to the extreme, you could mix and match different remotely hosted site search services, to give your search results pages even more variety, since each services' results pages will be different.

Be sure to check that you have enough content on your site to generate pages at the remote search site that have unique content.

If you have a lot of content, you can create a lot of additional pages using the remote site search service. Just use the DomBom Keyword Armory to get lists and words and then use PowerBomb to determine your most powerful words and phrases. Use these words and phrases as your search queries for the remotely hosted search and for the anchor text linking to these queries/pages.

Also, try installing a site search script on your own domains. If you have a lot of content, such as a newsletter archive, you can really multiply your content by linking to the pages created by the search results.

Check the included article "**Powerful Words for Powerful Linking"** for how to use this strategy to improve your linking strategy.

SIDEWINDING WORDS FOR EXTREME MULTIPLICITY

By using the technique of "*Sidewinding*", you can often create traffic for a variety of words and phrases that don't have many, if any, searches performed for them.

Earlier in this **WordBomb Report** we discussed that in order to get search engine traffic, your words and phrases need to be searched for at the engines. The example given was of a shopping list and that the search phrases were like items on the list.

This example also made the point that shoppers don't always leave the store with only the items on their lists and that they often make "impulse" decisions. And, we also learned that a person's psychographics can change in a heartbeat.

By utilizing *Sidewinding*, you can exploit these two concepts to a great degree for your search engine marketing campaigns.

> **Sidewinding** is the technique of using popular words and phrases to attract traffic to words and phrases that aren't searched for often, but are in some way related to more popular words and phrases.

Here's a real life example: I have a site about Las Vegas. I have two phases containing "las vegas", which are related to each other and would be related without "las vegas" being part of the phrase.

Let's call them:
Las Vegas 11111
Las Vegas 22222

Las Vegas 11111 gets 12-15 times the number of searches according to Overture as does Las Vegas 22222, and has consistently for the past 5+ years.

Yet, when put side by side on the same page, Las Vegas 22222 actually gets about 52% of the clicks. This has been tested with 10,000's+ click-throughs for each link, not simply using pageviews for the stats.

What has happened is surfers have "las vegas 11111" on their "shopping lists", but when they really see "las vegas 22222" they are actually a little more likely to put "las vegas 22222" in their "shopping carts", and click on the "las vegas 22222" links.

I can (and do) use the more **popular** "las vegas 11111" to attract traffic to my more **profitable** phrase "las vegas 22222".

Here's a theoretical example of *Sidewinding*. Let's say you have an informational product that details how to create CD's. Of course, you'll probably want to use phrases such as "burn cd's" and "create cd's".

However, you may also want to consider trying to use more popular search phrases in an attempt to get "impulse shoppers". For example, "Britney Spears" is a very popular search phrase. It is quite possible that some of those searching for "Britney Spears" will also be interested in how to create their own custom cd's.

Sidewinding is not cloaking, redirecting or misleading. *Sidewinding* means to create legitimate and relevant content and use this content to prominently promote your other offers by placing links strategically throughout these pages.

Why pay for advertising when you can create your own "other" sites to "advertise" on for free?

In this example, we may want to use Amazon and the other DomBom resources to create some pages focusing on "Britney Spears" in the hopes we will draw traffic using this phrase. On these "Britney Spears" pages, we'll place big and bold links at the top and bottom of these pages:

"**Click here to learn how to create your own custom Britney Spears CD's!"**

We could repeat this with just about any singer, band or entertainer that has a CD. And while the search engine traffic for "burning cd's" is fairly limited, there's vast amounts of very popular "entertainer" type phrases you could use to promote a "How to create CD's" guide.

If you have a page about "the Beatles", simply customize your link to say,
  "Click here to learn how to create your own custom **Beatles** CD's".

And you could repeat this with every pop, rock, hip hop or classical cd you can think of. This is how to get real traffic!

> Use Sidewinding and **The Law of Multiplicity** to expand your keyword base and to maximize your search engine traffic to the fullest.

More Resources:

Remotely Hosted Site Searches (From cgi-resources.com)

DomBom MadBomber's Forum-If you need help knowing what to look for in a site search script or service, just join us at the Forum.

SpiderBomb-Creates your own site maps on your domain.

> FEEL FREE TO PASS ALONG THE **ENTIRE WORDBOMB KIT**
> INCLUDING THESE REPORTS
> **PLUS** AMAZON.CGI, CBBOMBFREE AND POWERBOMB LTD!

V. KNOW THE RULES

Each engine has its own Terms of Service. Often, you'll find tips on how to best optimize your pages on the search engines themselves. Take note, the engines are only going to tell you what they want you to know.

However, using just a little common sense will go along way in preventing your pages being classified as search engine spam.

Search engines want to deliver links to useful and relevant content. They dislike tricks such as redirections, cloaking, or hiding text and links using deceitful tactics.

Having your content relevant, unique, and useful and on topic will go a long way to protect yourself from spam allegations. Don't hide links or text, there is really no reason.

The definition of spam varies greatly. Maybe the best and simplest definition is if it looks like spam, it probably is spam.

Investing the time creating a graphically pleasing web design can go along way to making your pages not look like the typical doorway pages.

There are plenty of good free and inexpensive webpage templates available. Also, using a freelancer service such as Scriptlance.com, you can usually have a template customized for under $20.

Pick a design and color scheme that can easily be altered for different subjects. Once you have this, it will be easy to use it on many different domains covering an array of topics. Again, having a good looking site can be very beneficial.

For both newbies and the search engines, it is strongly suggested to use web page templates containing text links.

Text links are not only much easier and faster to customize, the words you use in the text of your links (called anchor text) also helps give relevancy to your other pages.

Probably even more important that "looking good" to the search engines, is looking good to your competition. It is very possible if

you're using some type of trickery, it won't be the engines that catch you.

It's very likely that it will be your competition that reports your pages to the engines' representatives.

It is fairly easy to get by the automated "spam detectors" the engines use. However, your goal shouldn't be to get by the automated spam detectors.

It should be to create legitimate pages of content that will pass the "inspections" of REAL people, such as a Google representative or your competition.

Any deception on your part, of any type, puts your search engine listings in jeopardy.

If you feel the need to deceive, use redirects, or hide text…
Then you're doing something wrong.

All of the following strategies may put your search engine campaigns at serious risk, either by engine representatives or competitors:

• Redirects-All types
• Hiding content in <no frames> tags
• Using CSS to hide content in layers behind graphics or Flash
• Having the same or similar color for text and backgrounds
• Pages that contain only "keywords", not actual content
• Content is irrelevant to keywords used on pages
• Cloaking-Showing one page to the engines, but another to visitors

Be sure to create pages that you would be willing to show to a Google rep. Make your pages of use to visitors.

If you're using some of the resources mentioned in these WordBomb Reports, be sure to put a personal touch on your pages. Use your "human brain" to mix and match content into unique combinations that a "machine" just can't match.

Your biggest threat to getting banned isn't directly from the engines themselves. Rather, it's far more likely that your competition will find your "tricks" and turn you in.

VI RELEVANCY IS RELEVANT TO WORDS...
...NOT THEMES OR DEFINITIONS.

Most webmasters limit their keyword potential by limiting their concepts of "relevant" content.

If your site was about "web designer", your inclination may be to create content for the phrase "web graphics".

This is fine, as well as relevant.

However, your "web designer" page will probably also be considered by the engines to be just as relevant to a "fashion designer" page as it would be to "web graphics".

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web graphics <----> web designer <----> fashion designer

Simply, if your page's phrase is a two or more words, any and all of those words provide some of the relevancy.

For example, a page focusing on "web designing" could easily link to other pages and sites containing phrases using "web".

web hosting	web dubois	web radio
web cams	web site hosting	web page
free web hosting	live web cams	web tv
web design	web washer	web graphics
free web space	best web sites	web of science
web cam	web designers	web space

But maybe more importantly, you could just as easily expand your content using phrases that share the word "designer".

web designer	designer guys	designer fabric
graphic designer	designer dresses	flash designer
fashion designer	interior designer	designer sunglasses
designer checks	website designer	designer protein
designer shoes	designer babies	web designer jobs
designer clothes	designer watches	designer wear
designer clothing	designer handbags	designer fragrances
designer furniture	designer simpson	designer fashion

This is a very important concept, especially when considering the First Indisputable Law that instructs to find traffic **first**, and then build pages.

By understanding the search engine relevancy of your phrases, you can greatly expand your potential.

For example, you can use PowerBomb for both "web" and "designer" keywords to analyze which phrases give you the best chance for success.

Then, develop your own content, and/or use Amazon, ClickBankBomb or Domboms to create content for these power phrases.

The chart below shows a simple mini-net of how to cross link four sites:

Squares.com   red squares   blue squares   green squares
Circles.com   red circles   blue circles   green circles
Ovals.com   red ovals   blue ovals   green ovals
Triangles.com   red triangles   blue triangles   green triangles

Not only would you want to cross link all pages relevant to "shapes" on the same domain, you'll also want to cross link all pages about the same "color" **across all domains**.

For example, on Squares.com, you have a page about "red squares". Of course you'll link this to all the other pages on Squares.com about squares.

But you should also link "redsquares.html" to all the other pages containing the word "red".

There are so many strong reasons for this strategy, that NOT doing this isn't an option.

The expenses associated with web site hosting and domain names have dropped dramatically. If you don't have multiple sites across multiple domains, you can bet your competition does.

By creating multiple domains and cross-linking "word relevant" pages, you will:

- Increase the search engine indexing speed and efficiency for all your pages. Just submit any page by hand and the rest of your pages will be indexed automatically by almost all major engines. This method eliminates the need for expensive submission software and services.

- Probably increase and influence your Google PR for all pages and domains, as well as your pages' relevancy.

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- Expand the number of words and phrases used, increasing search engine potential.

- Become your own "top referrer". I can **almost** state this as fact, if you create and cross link mini-nets of sites, you will see that your other sites "refer" more traffic to your sites than do the sites with which you've exchanged links. In other words, you have created you own "link exchanges".

It is important to note that everyone to your site is a visitor. This means that no matter what you do, at some point in time, your visitors will become "leavers".

If they are going to leave, they may as well "leave" to another site of yours…Think about this concept, as it has created a lot of additional traffic for me over the years.

Don't lock yourself into your past ideas of relevant content. The real search engine gold mines are not so much a single keyword with an extremely high PowerBomb Power Rating, but a more potent method is **finding niches with a lot of relevant words** and phrases that have decent PowerBomb ratings.

Use the tools and resources to find and develop websites that are in demand.

More resources:
DomBom.com-Creates massive amounts of relevant money-making content about almost any subject, virtually instantly.
CBBomb-Add words and revenue streams from the ClickBank Market Place.
AllPosters-Lots and lots of posters for you to add graphics and keywords to your site, and you get paid.
Amazon-Millions of products at your fingertips.
PowerBomb-Exploits the full power of words.

FEEL FREE TO PASS ALONG THE **ENTIRE WORDBOMB KIT**
INCLUDING THESE REPORTS
PLUS AMAZON.CGI, CBBOMBFREE AND POWERBOMB LTD!

VII HIGH RANKINGS DON'T BRING TRAFFIC...

...WORDS DO.

Are we supposed to salute websites simply because of their high rank?

Just because someone is boasting about their number one ranking in Google doesn't mean they are getting traffic.

On the DomBom.com homepage, I made up a phrase "bomboid atrimonium".

Do a search at Google and you'll see that DomBom.com is not only listed number 1, it is the only site listed (At the time of this report):

http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=bomboid+atrimonium

Of course, if you wanted to optimize a page for "bomboid atrimonium", you'd probably overtake my number one ranking.

But what is a ranking for my made-up phrase "bomboid atrimonium" actually worth? Nothing. Nada. Zero. Zilch.

No one searches for it. Enough said.

If you see an "expert" boasting about high ranking pages, use PowerBomb to research the actual power of the phrases used for these rankings.

You'll often find these phrases will generate very little traffic. After just a little experience with PowerBomb, you'll be able to quickly appraise the actual accomplishments of any expert.

> Your goal should be to **get traffic**, not to achieve top rankings.

Often, a number 50 ranking for a very popular phrase will bring a lot more traffic, and profit, than a high ranking for a less powerful phrase.

Most search engines now let users customize how many links are on the results pages. Personally, I have Google set to display the top 100 links for a search.

It used to be users had to click from page to page to get to the sites ranked in the 40's or lower, but now a page with a ranking of 43 has a much better chance of being found, since it may often still be on the first page on the results.

Sure, the higher up you are the better, but for shear traffic, I'll take #40 for "travel" over #1 for "bomboid atrimonium" any day. This includes both for traffic and profitability.

I've even had pages that ranked in the #70's for a very popular phrase get decent traffic.

Also, as surfers have become more educated about search engines, the number of multi-word phrases has also increased. A few years back, one and two word phrases made up the vast majority of searches.

However, my own observations over the past year or two show that I am getting a much higher percentage of traffic from the more obscure multi-word phrases than before.

While these phrases each only bring a few hits a month, there are so many of them that they actually add up to a lot of traffic.

This can happen only if you have a lot of content; some of it is bound to be ranked highly for the most obscure searches. Just by having a lot of words on a lot of pages will bring you traffic.

The best way to get a lot of free search engine traffic is to have a lot of words and phrases on many webpages, not high rankings for a few meaningless words or phrases.

In addition, even a lot of traffic may not have any value, while just a trickle of traffic for other words and phrases can be very high. The psychographics and particular market niche can greatly influence the value of a word or phrase.

Often, words such as "mesothemeola" or "gambling" related words and phrases bring traffic that is far more valuable than the traffic for many other niches.

To put it another way, it can frequently be more profitable to get 50 "hits" from one phrase that it is to get 1,000 hits from others.

Related Resources:
PowerBomb

POWER WORDS FOR POWERFUL LINKING AND DOMAINS

By Jack Humphrey
Power-Linking-Profits.com
And Kurt Melvin
PowBom.com

Links are made of words and phrases. The words you choose to use for your links and domain names are extremely important.

These words will determine what types of surfers come to your site, the words they use to find your pages, the search engines' definition of your site, the identity of your site, and so much more.

By doing a little research, we can even get a pretty good idea of which sites are getting the most search engine traffic.

In minutes, using PowerBomb you can really focus your reciprocal link efforts in a much more productive way by looking to trade links with sites that rank highly for the most popular and valuable search phrases relevant to your webpages.

If you use link exchange software such as Arelis and Zeus, or need a good "starting point" for SpiderBomb, you'll be asked to choose which keywords to use to start a search for potential link partners (Arelis/Zues) or to find content for your pages (SpiderBomb).

Link exchanges have to start somewhere and they usually start at the search engines. The words you choose to start your link campaign could very well determine the success of your effort.

To research your power linking words, you'll want to consider two factors: Popularity and Value. Use Overture Suggestions to determine popularity and use BidBomb to discover the bid values.

Do a quick comparison and the keywords you see that rank highly on both lists (popular and high bids) are your power words. These are the words that you need to use in your page titles, anchor text, link exchanges, domain names, etc.

There are not only popular, but by also factoring in the value of the bid, we can also control much of the psychographics of the visitors to our pages.

Even better, use PowerBomb (not included) to find your most explosive phrases to start Arelis or a do-it-yourself campaign.

When optimizing **for search engines**, competition (number of other sites indexed for same words/phrases) is extremely important.

However, when choosing sites **to exchange links** with, competition isn't a factor.

> You will want to choose to exchange links with sites that rank highly for the most popular and valuable words and phrases, and have value.

Pay attention to the value of the keyword, as well as the number of searches, as you will want to exchange links with sites that rank highly for popular AND valuable words and phrases.

Remember, the sites already listed highly aren't worried about the competition. They are the competition.

Simply:

- For domain names and the text for your link exchanges: Use the PowerBomb Power Rating or combine the results from Overture Suggestions and BidBomb (included).

- For potential link exchange partners: Use **only** the **Overture Searches and Value** to find other sites with whom to trade links.

Let's say you did some research and decided that your most powerful phrase is "blue squares". You will want to use "blue squares" in your link exchange text, if possible.

But, you'll probably want to exchange links with sites that rank highly for "circles", assuming these sites get more traffic and have higher bids than "blue squares".

> There are other ways to get links
> that do not require a link back from your site.

Some of the major engines, including Google now index forums and other dynamic content on the web. By posting in forums and guestbooks, it is now possible to build external links and relevancy without exchanging links.

It is even possible that Google is now counting links posted in Newsgroups. While there is no conclusive proof, there is circumstantial

evidence behind this theory, as well as very strong evidence to the contrary.

One bit of proof "for" is the URL Google uses to link Newsgroups, or "Groups".

Traditionally, Newsgroups had Internet addresses such as:

biz.americast.samples

And using news reader software, you would enter the above address. (Nowadays, most web browsers can read Newsgroups.)

However, if you use Google to search for newsgroups, the Internet address appears as a dynamically generated webpage, on a subdomain of Google's, using the http protocol:

http://groups.google.com/groups?hl=en&lr=&ie=UTF-8&group=biz.americast

Also, Google gives Page Rank to the pages it includes in its Groups. The popular theory with Page Rank is that pages with Page Rank pass along their Page Rank to the pages they link to.

These two examples tend to indicate that links in the Newsgroups that Google indexes would help increase a site's Page Rank.

Probably the strongest evidence against this theory is that when doing a search for external links, these results don't seem to include Newsgroup resources, although more research of this is definitely necessary. Plus, Google has "segregated" Google Groups to a "tab" on the homepage, separating Newsgroups from the web search results.

Whether Google "does or doesn't" is theory, and the examples above are not scientific, by any means.

With that said, it does appear that Google is including links made in **public forums in its Page Rank**. This is a great opportunity to control exactly what words to use for your external links to help your Page Rank, it is also an opportunity to get traffic directly from your posts.

Not all forums or Newsgroups allow you to post links to your site. You should check the FAQ and browse the other posts to get a feel of the forum or Newsgroup before posting links to your pages.

Since forums, and possibly Newsgroups, being indexed by Google is new, not much has been written on how to exploit this explosive development. But the same strategies for link exchanges should also be explored when posting in forums.

Traditional Page Rank and relevancy wisdom is that the anchor text of your links is very important. On forums and newsgroups, you can control the anchor text of your thread.

> Note: The anchor text is the words used in the "clickable" part of a link. It is usually underlined and of different color that the rest of the text.

> Anchor text example: Blue Circles (not a working link)

By using highly rated PowerBomb words and phrases in the subjects of your posts, you're helping to create the relevancy of the thread and should use relevant words and phrases in forum subjects, as the subjects are converted to anchor text.

If you create a post with a subject of "Info needed" instead of "Need info about blue squares" you won't be adding relevancy to your posts.

Again, it is the words in the subject you enter that will become the anchor text for that link in the forum or Newsgroup.

This is a very important concept for your own webpages, as well. Your own pages influence Page Rank and relevancy in addition to external pages.

Instead of having links to your homepage written as "Home", you need to also include powerful words and phrases, such as "Blue Squares Home".

Also, even if Google doesn't include links in Newsgroups in its Page Rank, the "Groups" link is featured very prominently on the Google homepage, front and center.

You can almost be certain that due to the amount of traffic Google gets, there are quite a few searches done from Google Groups. By using PowerWords in your body and subject for posts to Newsgroups, you are giving yourself just a little advantage.

Using highly rated PowerBomb words should become habit. Know your most valuable words and phrases and use them:

- To find sites with the most traffic with whom to exchange links.

- For the anchor text of your links.

- In the subjects and bodies of forum and newsgroup posts.

- In your page titles, domain names and webpages.

More resources:
Power Linking Profits by Jack Humphrey

PowerBomb-Exploits the true power of words.

Google Groups- http://groups.google.com

Remotely Hosted Site Search Services-From www.cgi-resources.com

Four Basic Principles of Domain Names-DomBomber Forum Thread. Let us know your ideas and questions.
SpiderBomb-Gives you the power of the remote site search scripts ON YOUR SITE.

POWERBOMB TIPS FOR MAXIMUM WORD USAGE

By Kurt Melvin
PowBom.com
DomBom.com

If there's a predominant theme throughout the WordBomb Reports, it can be summed up with the old expression "**The more the merrier**".

And this is equally true with PowerBomb.

The more words and phrases you check with PowerBomb, the more likely you are to make the best decisions or discover profitable niches.

Important note: Be sure to read below for information concerning all software that queries other resources.

The two resources I use the most are Google Sets and the Google Adwords "Sandbox", both available from:

http://dombom.com/keywordarmory.html

Here's a quick tutorial on how to use the Google Adwords Sandbox to create tons and tons of keywords in about 15-20 minutes.

1. You need a word, any word, to start.

2. Go to the Google Adwords Sandbox at:

https://adwords.google.com/select/main?cmd=KeywordSandbox

And type in your word or phrase. Let's use "shapes" as an example.
Here's a sample of the results I found for the word "**shapes**":

"Containing" Results	"Related" Results
• geometric shapes	• sizes
• heart shapes	• pictures
• 3d shapes	• designs
• visio shapes	• types
• star shapes	• images
• face shapes	• design

You should see two columns of words and phrases. The phrases in the left column all contain the word "**shapes**". While in the column on the right are words and phrases Google is suggesting as "**related**" but do not contain the word or phrase entered in the "Sandbox".

Note: I made up the "Containing" and "Related" titles to help this tutorial. You won't actually see these Column Titles on Google. Also, not all Sandbox results were shown.

3. Create a new text file and paste all the phrases from the left column into this text file and name it: **containing.txt**

4. Create **ANOTHER** text file and paste the words and phrases from the Right column into this text file and name it: **related.txt**

Now you have two text files: containing.txt and related.txt

5. Repeat steps 2-4, using a new word or phrase from **related.txt** each time. And don't forget to "**save**" each time.

As you do each new search, you'll be adding to both text files. In a very short time, you'll have a huge list of words and phrases ready to be checked with PowerBomb.

Important note: Be sure to read below for information concerning all software that queries other resources.

Go through the lists as needed and edit out any words/phrases that are irrelevant or inappropriate. If needed, be sure to delete all adult

related phrases, etc. Also, check for "junk" left-over from copy/paste webpages into text document. This should only take a minute.

> Tip: You can also use these word building techniques to create a huge amount of words and phrases for pay per click ad campaigns.

Then just run your words and phrases that are in **containing.txt** in PowerBomb and uncover which of your words and phrases have the most power.

Important Usage Warning:

All users of software that queries other resources (this isn't limited to PowerBomb) need to understand and obey the Terms of Service for each resource.

It is highly recommended you **check the Terms of Service** for the resources PowerBomb uses:

Google.com
Overture.com
FindWhat.com

Software that checks page rank or submits your sites to the search engines also need to be used with caution. Abuse of these resources could have your home IP address banned by these resources.

If used with respect and consideration, PowerBomb will perform very well.

If you search for thousands of phrases a day, in a short period of time, you could very well be in jeopardy of having your IP address banned.

Note that this is your home IP address, the one you use to connect to the Internet and probably not the IP address of your website(s), unless you are running your own server from this same IP.

If you connect using a popular dial-up service such as AOL or Earthlink, you will be assigned an new IP address every time you log on to the Internet, so this issue may not be as important if you have a dynamic (always changing) IP address as opposed to having a static (the same) IP address.

However, if you do get your IP address banned, you won't be able to use it to submit to Google and you won't be able to use PowerBomb.

Be considerate and only search for 20-40 keywords at a time, and space these searches out by at least a few minutes.

More Resources:

PowerBomb Forum-Including the **Keyword Armory** and Tips and Tricks.

PowerBomb-Find Extreme Keywords. Incredible functionality including unlimited phrases, powerful sort, plus unique save feature.

It is highly recommended you **check the Terms of Service** for the resources PowerBomb uses:

Google.com
Overture.com
FindWhat.com

FEEL FREE TO PASS ALONG THE **ENTIRE WORDBOMB KIT**
INCLUDING THESE REPORTS
AND SOFTWARE!

SearchFeed and RevenuePilot

These are both pay per click search engines with great affiliate programs. And, you can add them to your site for free. Plus, we'll show you a couple of low cost, but powerful tools to exploit the profit potential of SearchFeed and RevenuePilot affiliate programs.

These programs are a huge source of content, as well as revenue.

While most marketers probably think of pay per click engines as a way to pay for traffic, pay per click links can actually generate revenue for your sites.

Both SearchFeed and RevenuePilot have a great selection of links for many different words and phrases that you can convert to content and cash.

Remember, you get a percentage for each click you generate for SearchFeed.

Knowing how much you get paid is probably as important as whether a word or phrase is popular or has little competition.

For affiliates of SearchFeed and RevenuePilot, both BidBomb (included) and PowerBomb are very explosive tools for finding words and phrases that give you the best chance for profit, not just traffic.

Let's use the same example as before, "advertising" your info CD "How to Create Cd's" on webpages containing "Britney Spears" content using Amazon.

Again, Amazon (Included, see below) has many options to use for Britney Spears.

But now, you can add SearchFeed and RevenuePilot links to increase the "multiplicity" and profitability of your pages.

Here's an "all text example" of Sidewinding to use various Bombs to develop content and traffic for your "Customize CD's" e-book:

Your ad: "**Click here to learn how to create your own custom Britney Spears CD's!**"

SearchFeed links: "CDs" links (You get paid per click and add relevant words)

<div style="color:red">

CDs SearchFeed links
CDs SearchFeed links
CDs SearchFeed links
CDs SearchFeed links

</div>

Amazon CD Review: A review of a Britney Spears CD. The Amazon review pages contain a lot of text. A review of a Britney Spears CD. The Amazon review pages contain a lot of text. review of a Britney Spears CD. The Amazon review pages contain a lot of text. A review of a Britney Spears CD. The Amazon review pages contain a lot of text.

<div style="color:red">

ClickBankBomb links
ClickBankBomb links
ClickBankBomb links

</div>

(Red links are for example only and don't actually work)

Once you understand the Bomb system, creating a real page using the same resources as above will only take a minute or two. Think about the combinations of words and the possibility for *Multiplicity,* and how fast and easy it is.

Post this page on another domain and point it to your "Create CD's Site". You'll help your CD site's Google PR a little, plus increase your site's word potential to draw traffic.

If someone finds this page in the engines, you can have them click you your CD e-book link, click on a SearchFeed link or buy a CD or book from Amazon.

The great thing about the DomBom system is you can do add this type of content to your marketing mix in a minute or two.

You can add SearchFeed and RevenuePilot content and revenue to your site in two ways:

Free: Just become an affiliate for both SearchFeed and RevenuePilot and you'll be able to log into your account and create JavaScript links for just about any subject you can think of, then add them to your pages.

If you already have traffic, or have other means to get traffic, then these two affiliate programs can greatly help your revenue streams. By joining these two programs, you will have access to money making content for a very wide variety of topics.

This means you have revenue streams for many different topics and only need to join two affiliate programs, instead of dozens.

With SearchFeed's JavaScript you can control the look, such as font size and color, but RevenuePilot's JavaScript links don't allow for customization at this point in time.

Note: The JavaScript versions of both SearchFeed and RevenuePilot **WON'T be indexed** by any of the search engines. Using the JavaScript versions are a great way of adding revenue to sites that already have traffic or can get traffic in other ways.

However, the JavaScript links will not add words or content to your site that can be indexed by the engines. In some cases, this is good, as there may be times when you want to include revenue links and not be indexed by the engines.

DomBom SearchFeed and RevenuePilot Version:

- The DomBom scripts allow you to add content from SearchFeed and RevenuePilot in a way that will be indexed by the engines.

- You can fully control the look and style of the content.

- In addition, DomBom includes scripts that will compare the value of the links for SearchFeed and RevenuePilot, then calculate your profit, based on your commission and the bid for a link, and will list the links in the order that generate you the most revenue.

- Plus, DomBoms include a search engine that also maximizes your profit and lists content from both SearchFeed and RevenuePilot.

More Info: DomBoms

CHERRYBOMB ADDS A BUNCH OF
PROFITABLE WORDS TO YOUR SITE

CherryBomb (not included) is the "mother of all bombs" when it comes to adding pay per click affiliate programs to your site, because CherryBomb doesn't just add predetermined pay per click search engines.

CherryBomb adds any and all pay per click affiliate programs that offer an XML feed, and since XML is the standard for "feeds", virtually any ppc engine that allows you to include their listings on your site can be included in CherryBomb.

CherryBomb will let you mix and match pay per click affiliate programs with a snap of a finger.

This isn't just a simple perl script. **CherryBomb is actually a XML interpreter**.

That's the tech talk. What this really means is that you can add any XML ppc affiliate program you want to add, at any time you want. Or, you can drop a ppc as quickly as you can snap your fingers.

More Info: CherryBomb

SPIDERBOMB PUTS WORDS ON YOUR PAGES
JUST LIKE GOOGLE DOES!

If you're looking for an example to model your own site's content after, why not take a quick look at the business model of what are quite possibly the most successful sites on the Web?

You can make a very strong case that the concept of collecting links and using them as the content for your site is the most successful revenue model on the Net.

Using "spiders" to build massive amounts of content, sites like Google, Excite, MSN and others have built huge traffic numbers. Yahoo has paid millions of dollars for spidered links, most recently from Google.

Their recipe for success is simple. Go out and find some links by using an automated web spider (or pay someone else to do it for you), add a

few hand picked links and call it a directory, then add some "pay" links, where you earn money from clicks generated.

In the most simple definition, Google uses this recipe, so too MSN, AOL Search, Excite, Lycos, Go.com and all the major engines and directories.

You now have the power to do exactly the same thing. By collecting your own database of links automatically, you too can capitalize on this most powerful business model.

You too can spider websites to developing your very own database of links, creating your own original content. With the tips and resources included in the WordBomb Reports, you can add directory links, as well as pay per click links and even ODP directory links to generate revenue.

With [SpiderBomb](), creating content just like the Big Boys is not only easy, it's also fun!

If you're struggling to find that perfect Internet marketing idea, why not just "steal" an idea? Better yet, why not steal what is probably the most successful idea to date in Internet marketing and create your own original directory?

Remember, it's OK to steal ideas. Coke and Pepsi stole the idea of cola drinks from Royal Crown, Burger King "borrowed" the concept of fast food hamburgers from McDonald's…

What you can't do is steal content. It's illegal and unethical. But you have every right to take the idea all the major engines and directories use and create a profitable business of your own…

And with SpiderBomb, it's faster and easier than you may think…

More Info: SpiderBomb

The Open Directory Project

ODP/DMOZ is another tremendous FREE resource for gathering words and content for your site.

ODP is the largest collection of human picked links on the planet. ODP content is "public license" and can be used on any site you want.. (Be sure to read their TOS)

This gives you access to high quality links about almost any subject that you can use as words and phrases on your pages.

Just imagine how you can use this resource to benefit from the Laws of "The More Words" and "Multiplicity".

You can mix ODP content for "Britney Spears", with Amazon books about "creating cd's", add a little more content from CBBomb, and maybe even mix in a few SearchFeed and/or RevenuePilot links and use these pages to promo your CD e-book.

Another great thing about ODP content is that it seems that Google gives a bit of a boost to sites listed in ODP, figuring that if a real human, an ODP editor, has approved a site for a certain topic, it is probably a little above average.

Another factor is that Google likes pages that link to "good neighbors" and links listed in ODP are very likely considered good neighbors by Google.

So while ODP content doesn't pay you, having these links are your pages can potentially be a big boost to your pages.

ODP links are usually of high quality, so they will also add real value for the visitors to your pages, if the links are targeted and relevant to the rest of a page.

With ODP content, you can get real creative. You can mix ODP links about "Britney Spears fan clubs", with links about pop music news and blend these on the same page to create a whole new multiplicity of words.

If you have a site about New York, you can mix ODP links about "New York tourist info", "New York rental cars" and "New York maps" to create a unique and useful page.

You are smarter than any search engine, and with a little thought, you can put together multiplicities of links about different, but related topics, making your pages more interesting and informative.

This not only adds useful content for your readers, it is also an explosive way to increase your words. After all, words get traffic.

ODP Free: Just go to DMOZ.org and do some searches and copy/paste the relevant content into your pages. (Be sure to read their Terms of Service)

ODPBomb by DomBom-Adds ODP content (words) to your websites by simply pasting in a small line of code into your pages.

Also, ODPBomb includes a "cache" feature which means it will "grab" ODP links and store them on your website. This makes ODPBomb very fast. You can set the cache to update itself at any time interval you choose.

By using a cache, ODPBomb can grab new links every 10 days, for example.

This means all your ODPBomb content is automatically updated for you, eliminating the need for website maintenance checking for dead links…And Google hates dead links.

More Info: DomBom-OdpBomb

AllPosters.com-Offers you the ability to put 100,000's of posters on your site for a variety of topics**.**

I use the posters as "clip art" I can use on relevant sites. My feelings are, why pay for clip art when I can GET PAID to put art on my sites?

AllPosters has a great affiliate area that let's you customize the posters on your pages in a number of ways.

It's actually really fun to browse through all the possibilities and AllPosters makes it very easy to customize your results.

Although the AllPosters content is mostly graphic, the posters will add some keywords to anchor text to link to the posters, so AllPosters can help you mix your words and Multiplicity.

In Allan Gardyne's Associate Programs Newsletter #193, he featured a webmaster that created a network of sites containing AllPosters and made over $5,000 per month, **just from poster sales**.

Read about it here:

   Network of mini-sites earns $5,000 a month

If someone can make $5,000 a month just from posters, imagine all the possibilities if you also included the potential from more than ten thousand ClickBank affiliate programs, tons and tons of SearchFeed and RevenuePilot links, all of Amazon's content from its millions of available products, sprinkle in some ODP content, add a few AllPosters for graphics, and you have access to all sorts of content that can be created virtually instantly.

Plus, when you use PowerBomb to find your most powerful words and phrases, with all the content resources, you'll be free to discover the truly profitable words and phrases, build content from these pages, and have tons of profit potential.

More Resources:
CherryBomb-Puts a Bunch of Profitable Content on your sites.

DomBom Mad Bomber's Forum-Discover the Secrets of Bombing

PowerBomb-Uncovers your most powerful keywords fast and easy.

CB Bomb-Adds the Entire ClickBank Market Place to your pages.

SpiderBomb-Lets you exploit the same resources as the Big Boys

INCLUDED FREE BOMB SOFTWARE: TIPS AND USES

By Kurt Melvin
DomBom.com

- I. Amazon
- II. CBBomb Free
- III. Blogger Software
- IV. Content Management System
- V. BidBomb

The above programs should be included with your download of this report. Please check the "read me" files for each for the technical information and the DomBomber Forum for questions and answers.

The following information is for getting more use out of these three programs.

IF CONTENT IS KING...

THEN WORDS ARE YOUR KNIGHTS IN SHINING ARMOR

One of the most common phrases you'll ever hear in the Net marketing circles is that "content is king", and there's really no disputing this statement.

However, most experts just leave it at that…

What the WordBomb Reports and Content Kit hope to do is to give you easy access to a variety of resources to make content creation and management as efficient and effective as possible.

Not all content can be indexed by the search engines, since search engines index words. If you have a site with music downloads, the engines won't index the songs themselves, the engines will index only the words in the download links, and the words on the pages containing these download links.

Again, if you want to get search engine traffic, you have to put words on pages. Content, in the most general sense, isn't enough. Your content must be words, if you want a chance at search engine traffic.

Sure, your music download site may have great content and can generate traffic from link exchanges, word of mouth, email, etc. But if you want SE traffic, you'll need words, and the more the better…

USING AMAZON.COM ADDS MILLIONS OF PRODUCTS ...AND WORDS TO YOUR SITES
Included Free Bomb Software→Amazon

By Kurt Melvin
DomBom.com
Amazon Search Script by Mr. Rat

Amazon.com offers a plethora of products you can add to your own sites.

But you're not just getting products, you're also getting words.

Millions and millions of words you can use to create content AND have the major search engines index these words on **your** websites.

What may really surprise you is how MUCH stuff Amazon has to offer. You probably already know Amazon has the largest collection of books on the planet.

But did you know Amazon also has tons of other stuff? Take a look at all the **categories of products you can now put on your sites**:

• Books (of course)	• Electronics
• Baby Supplies	• Kitchens and Housewares
• Cameras and Photography	• Magazines
• Classical Music	• Outdoor Living
• Computer and Video Games	• Popular Music
• Computers	• Software
• DVD's	• Tools and Hardware
	• Toys and Games
	• Video

Each of these is an entire category chalk-full of stuff you can add to your webpages.

Earlier in the WordBomb Reports, you learned about **The Law of Multiplicity,** which explains the need to use different styles of pages. The Amazon Feed, included with the WordBomb Kit is a great tool for adding content to your pages in a variety of "flavors".

Here's an example of an Amazon page of 10 links to Britney Spears CD's:

http://dombom.com/cgi-bin/amazon.cgi?input_templates=2&input_language=1&input_string=britney+spears&input_mode=music

What you should notice is that this page is **heavy on the links** and light on text.

Now, if you click on a link to a particular CD on the above page, you'll be taken to an Amazon product page like this: http://dombom.com/cgi-bin/amazon.cgi?input_mode=music&input_item=B00005OM4N&input_templates=2&input_language=1

This second page has very **few links and a lot of t**ext, in the form of reviews, so it has a totally different "look" to the search engines.

This is important:
Any page you see through your Amazon directory, whether it's for a single product, a list of products, or a category, can be included on any webpage on your sites!

You can actually take the results of any of your Amazon pages (and there are literally millions and millions of combinations) and actually mix and match them with each other, or anything else you could possibly put on a webpage.

Not only does Amazon give you access to so many words, remember *Law II: The More Words You Use the More Likely Some Words Will Stick*, it also exploits *Law IV: Multiplicity*, by giving you access to a wide variety of content styles.

You have access to so much content that can be mixed into so many new and unique ways, you are now free to use PowerBomb to find powerful words and phrases and create sites for just about any topic.

Once you find powerful word niches, you can mix your Amazon results with CBBomb Free results to add more content and revenue streams.

Finding and filling niches is as easy as:
1. Use PowerBomb to find easy and profitable niches.
2. Use Amazon and CBBomb, in addition to other resources to build content, words and revenue.

3. Repeat.

If you already have a product or site that needs traffic, and it doesn't have powerful PowerBomb words, then refer to the "Sidewinding" strategy.

Find good niches that you can use to bring traffic for popular keywords, then "advertise" your other sites and/or products.

Let's use the Britney Spears example since we used her in "Sidewinding" and again just a minute ago in the Amazon page and product example.

In "Sidewinding", we used the example of having an e-book "How to Create Custom Cd's" and promoting it on Britney Spears pages, using Britney's search engine popularity to advertise our e-book.

Indisputable Law I:
It is far better to find popular and profitable **words first,** then create webpages.

We'll just put up some Amazon content, along with our ads for our Custom CD e-book and use pop music stars to grab some free traffic.

Amazon gives you access to cd's by artists, books, dvd's and more you can use to create content for many popular words, phrases and people.

You can now see how easy it is to create content for popular words, then advertise for other related products. This is a great way of expanding your search engine market.

Indisputable Law III:
Search Engines are Handcuffed by Words on Page.
In order to expand you search engine markets, you need to expand the number of words, pages and domains you use.

CLICKBANK AND CBBOMB: THE BASICS
Included Free Bomb Software→CBBomb FREE

By Gilberto Cintron
cbbomb.com

How ClickBank Works
ClickBank is an online distribution center for more than 10,000 digital products and services delivered exclusively over the Internet via websites, email or zip files.

To use ClickBank you must agree to some pretty standard things:

Sell ClickBank access to your digital product[s],

Place a ClickBank button on your site, and

Offer technical support for your product.

In exchange, ClickBank will:
Sell your digital products for you in real-time, facilitates there more 100,000 affiliates to promote your product, assist you in recruiting new affiliates to promote your product, provide real-time sales reporting and send you and your affiliates a paycheck twice each month

Additionally, your customers will be able to pay by Visa, Mastercard, American Express, Discover, Eurocard, Bravo, Visa Debit, Mastercard Debit, and Novus without your having to get a merchant credit card processing service. And, ClickBank now accepts online checks from the USA and Canada.

The ClickBank system offers a rare opportunity for home based businesses, those seeking extra income, as well as the serious marketer to jump into an online business with virtually no startup cost.

First the Merchant
So you want to sell some digital products online but don't have the wherewithal to establish a merchant account at your local bank, or with a credit card processing company.

What do you do? For a one time startup cost of just $49.00 ClickBank will act as your credit card processor, accountant and payroll manager.

Not a bad proposition, especially if one considers the exorbitant prices being charged by many credit card processing firms.

You set up your website, create thank you pages, pay your fee and you are open for business. It's that simple.

But if that's not enough, by becoming a ClickBank merchant, you have a ready made sales force to promote your wares. This sales force is called the "Affiliates."

Affiliates-The way ClickBank has its operations setup; anyone can become an affiliate for any of the thousands of products ClickBank sells. Just fill out the free application and instantly you are an affiliate.

Once you are an affiliate, you are free to market as many of their products as you like. The problem comes in selecting the right products to market. If you visit the ClickBank Marketplace, you will see listed there, the thousands of products you will have to choose from.

Commissions are established by each individual merchant, not by the ClickBank organization. As such, you can earn anywhere from 1% to 75% from each sale.

Now how can you best maximize your efforts while increasing your income earning potential with ClickBank?

CBBOMB-CBBOMB FREE, or the ClickBank Bomb, is an amazing product that will assist you in exactly such an effort. Maximize your efforts while increasing you earning potential with ClickBank.

But what is CBBOMB and how does it work? CBBOMB is system that will benefit you in ways that being a ClickBank regular affiliate without this system just can not.

Already above we discussed the difficulty one would have in knowing which ClickBank product[s] to market.

It would seem that marketing all the ClickBank products would be the surest way to guarantee an income of sorts. And, that is correct.

Simple math will tell you that the more products you offer, the more likely it is that someone will make a purchase, thus earning you a commission.

Now there are a few products on the market that enhances your ClickBank affiliation. I will not mention any in this report for fear of slander, but I will say that none benefits you the way CBBOMB does.

Ok here is what CBBOMB is and how it can help you. CBBOMB is your very own ClickBank "Marketplace." Once you get CBBOMB installed on your website, you will have those 10,000 products on your website, each embedded with YOUR ClickBank affiliate code.

But it gets better. These products, which are represented by actual links on your website can be searched via your own search box by title, product description, and/or category.

Not even the actual ClickBank Marketplace allows one to search for products in this manner. This single explosive feature will greatly assist you in garnering commissions.

The other fantastic way that CBBOMB will help you earn money is simply by driving traffic to your website. Most people still find what they want on the web by using search engines.

In fact, some of these search engines are become so popular that they have made into our every day vocabulary.

To get good traffic from the search engines, you must have a website that is pertinent, has good content, and is search engine friendly and contains plenty of profitable words.

CBBOMB helps you get there. The ClickBank links that CBBOMB adds to your website are more than just a link or URL.

It is an entire paragraph describing that product. Inserting these words into your website will help you with traffic because you will have fresh content.

But CBBOMB goes even further. Using SSI (server side includes) you will be able to strategically place these paragraphs anywhere you link on your website.

Suppose you have a gambling website. Everything on your website is geared toward gambling. You may have an article or two about gambling, you may have several banner ads and or links to casinos or other gambling related sites that you are an affiliate of.

Now because you have CBBOMB on your website, you can insert an SSI tag on your page (wherever you like) and add more content and link to keyword rich pages that will be spidered thus giving your website more words and greater possibilities for traffic from the search engines.

That's why we call it the **ClickBank Bomb**, because using it correctly will explode your profits, and blast traffic to your website.

More words means more traffic gets sent your way, and more traffic means more opportunities to make a sale.

Included in this package in a free, working demo of CBBOMB. Install it, customize it, play with it, and see what you can do with it to earn more money and traffic.

Once you are convinced, and we know you will be, go to http://cbbomb.com and purchase a full featured copy.

The complete CBBOMB has many **more features and options** to help you increase you profits.

Bombs away,

Gilberto Cintron

Gilberto Cintron
http://cbbomb.com

PS. We hope this report helps you with your online marketing, and if you have questions or need help concerning CBBOMB, please visit me at the:

CBBOMB Q & A Forum

Click here to upgrade to the FULL version of CBBomb for even more extreme results.

THE FAST WAY TO PUBLISH YOUR WORDS ONLINE
Included Free Bomb Software→BBlog

Have your own log! Publishing your own content on the web is fast and easy with your very own Blogger Software...

What is a "Blog"? Blog is just a nick name for we**b log**, an online journal of thoughts, ideas, articles, essays and creative writings. And a "blogger" usually refers to the software used to create and maintain a web log, or Blog.

Start building logs!

If you love to write, but don't want to mess with the technical aspects of publishing on the web, your own blogger may just be the ticket. Just log in to your blogger administration page and type (or copy/paste) your message into a form, then click the "Submit" button and your content is published in an instant, ending the need to learn and use FTP.

Not only is publishing easy, but your blogger software creates links to your new content automatically, increasing your chances that the search engines will find all your words...Search engines need links to find your pages, and a good blogger system handles all of this for you.

Plus, with the nifty "comments" feature, your readers can post their own messages, creating more content (words) for you!

The included blogger software combines ease of use and some really cool features, such as:

- Link to recent referrers-If another site sends you a hit, your Included Free Bomb Software will automatically add a link back to that site.

- Your recently created Included Free Bomb Software pages will have links automatically created to them and inserted into your home page. No need updating your homepage every time you want to create content.

- A powerful "calendar" that links to your articles that were created on a certain date. What makes this really handy is that the search engines can use this calendar as a sort of "site map" and follow the links contained in your calendar, giving your

pages the best possible chance to be found, and included, in the search engines.

If you remember **Indisputable Law II**, *"The More Words You Use the More Likely Some Words Will Stick"*, you'll know that getting your words on as many pages as possible is key.

And BBlog has a built in feature that allows you to syndicate your articles using what's know as an RSS feed.

What this means is, you can set up your Blog so that you can "feed" your news and headlines to other websites, and whenever you add new articles, your syndicated headlines will be automatically updated and inserted on all the websites that include your headlines.

In the past, only the Big Boys were syndicating content. Now, you have the ability to spread your headlines across a vast network of websites and domains.

Note: *Bloggers, such as BBlog and Content Management Systems (CMS) such as Geek Log, are similar in the functions they perform. The most fundamental use of both is to publish content to the web easily and effectively.*

Bloggers are generally more basic, having less features than a typical CMS, but are easier to install and will be the fastest way to publish your content.

Content Management Systems generally offer more control, such as password protection, and other advanced features. The trade-off for this extra power is installation and set-up take more work and "know how" than the "average" blogger.

POWERFUL CONTENT MANAGEMENT BOMB

Included Free Bomb Software→GeekLog

By Mark Singletary

ProtectYourProfits.com

*(With Kurt Melvin
DomBom.com)*

Are you a writer, planning on creating tons of original articles or essays (words), and don't want to mess with the technical aspects of the daily routine of uploading content and updating links with every new addition?

GeekLog Content Management System (CMS) could be a great choice for your needs. If you need something more robust, powerful and flexible than a Blogger, such as wanting to have some areas of your content public, and other articles in a private, members only section, you may want to check out GeekLog CMS.

Note: Mark Singletary is having serious health problems when he wrote this. Despite his illness, he "played with pain" and wrote a dozen reasons why he chose GeekLog for his own content management system.

Because of Mark's health, I've add a few comments. My comments follow Mark's and are parenthesis.

Thanks Mark!

After investigating over 30 content management systems and physically installing and playing with 15 or so GeeklLog is my system of choice for the following reasons:

1. Can easily change templates to be more search engine friendly, ie. add H1 tags, etc.

(This is very important. While programmers are often creative geniuses, they don't always get search engine optimization correct)

2. Already much more SE friendly than any other system I could get working:

a. Automatically puts each article title where it needs to be instead of having the same title for every page.

(The title tag may very well be the most important few words on your pages)

b. Can easily make links to articles from index page clickable instead of simply "read more" or "click here"

c. Has built-in and extended site maps available.

(Your pages need to be all linked together to make them as easy as possible for the search engines to find and index.)

d. Doesn't use sessions or too complex query strings

(Many programs use methods that aren't search engine friendly. If a program creates links that are too long, or have characters that cause search engines problems, they will be ignored. GeekLog's methods and links are search engine friendly)

3. Very secure and any holes that are found are fixed right away

4. Clean code that is remarked well so that even a PHP newbie can tell what's going on

5. Doesn't rely on Javascript for any of the basic functionality.

(While there are some benefits to javascript, there are also some disadvantages. Javascript isn't indexed by the search engines and call also cause problems with web browsers)

6. Customizable user groups - can add and 14 come built-in with pretty fair granularity - I can have a picture of my naked wife on the first page and only those users and groups that are authorized would see it.

7. Good support structure. Besides the main site there are 3 other "hubs" that include forums, etc. Also an active mailing list in several categories.

8. All the basic functionality of a content site without heavy overload of unnecessary extras. Articles, polls, search, link manager built-in. Forum, complete visitor tracking, extensive contact/client database, download manager, image gallery, super menu, mailing list manager, chat, and more all available as extras.

9. All extra plugins are easy to install and configure.

10. Over 50 themes(skins) available with 7 built-in.

11. Runs on Windows as well as *nix.

12. Some huge, commercial, content sites (1000s of articles) run on Geeklog.

Again, thanks to Mark Singletary and best wishes to you and yours…

BIDBOMB-FINDS WORDS THAT ARE WORTH A LOT.
Included Free Bomb Software→BidBomb

BidBomb is a great little php script from DomBom.com that finds the top bid values for keywords using the SearchFeed search engine.

SearchFeed has a great affiliate program which lets you add their links to your site, and you get paid a percentage of the value of each click you generate.

As we discussed earlier, all words don't have equal value. By using BidBomb, you can easily check to see the actual, real time value of any work or phrase.

BidBomb not only uncovers the top bids, it will show you ALL bids for each keyword (up to 30), to enable you to really examine the profit potential of any word or phrase.

Installation is quick and easy. In just a few minutes, you'll be discovering which words are treasure, and which are worthless.

Related Resources:

SearchFeed-Sign up for their FREE affiliate program and get paid a healthy percentage for clicks you send them.

PowerBomb-PowerBomb offers blazing speed, custom save, powerful sort functions. Plus, collects supply and demand market info and calculates an exclusive power ranking to discover the web's most powerful and dynamic keywords.

CherryBomb-Gives you the power to add and subtract pay per click affiliate programs. Image having the content of multiple search engines, full of links with profit potential, and you chose which ones.

FINAL WORDS AND THOUGHTS

It's all about the words. We hope you've learned that search engine marketing really isn't that complicated. But, it does take some common sense.

With search engine marketing, there is a "love triangle" with every page.

Every **GOOD** web page needs to fill the needs of three separate users:

1. **The Search Engines**-They want pages that are relative to the words used are honest (no redirects or hidden text).

2. **The Surfer**-Your page needs to be useful, unique for its visitors.

3. **You the Webmaster**-Your pages also need to please you. If your goal is to make money, then your pages should make you money. Or, if your goal is to inform, then you'll want to make your pages informative.

To be successful with the engines, your strategies must always incorporate the needs of all three above. If you find something that works, keep repeating it. If it doesn't work, then make some changes. Often, just a simple change or two can work wonders.

I've done search engine optimization for over 200 sites, some for clients and some for myself. I've had many great successes, but also there were some serious disasters.

After more than 6.5 years of examining my results, I can pinpoint two factors that were consistent with virtually 100% of the "disasters".

1. The words the disasters used either had too much competition or the words and phrases used just weren't searched for often enough to generate any significant traffic.

2. There was very little content (words) on the sites. One and two page "mini sites" were much more difficult to bring traffic to than "mega-sites".

Again, with experience of promoting more than 200 websites in the engines indicate that sites with 20+ pages of content get decent traffic, and that the more pages (words) added, the easier it was to get more traffic (and generate even more content).

Finally…Instead of getting all wrapped up in the latest search engine development, tricks or strategy, stick to the **7even Indisputable Laws of Search Engine Marketing** and concentrate on what search engines really love, and that is simply: **WORDS!**

Thanks for your time and good words to you!

Kurt Melvin

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AllPosters.com Affiliate Program-Offers you the ability to put 100,000's of posters on your site for a variety of topics.

Amazon Affiliate Program-Lets you add millions of products and words to your pages, including books, software, CD's, DVD's and plenty more at your fingertips.

CBBOMB Q & A Forum-For more information about ClickBank Bomb, help with installation, and more. From DomBomber.com

CBBomb-Upgrade-Add words, content and revenue streams from the ClickBank Market Place. CBBOMB full gives you the added ability to update your ClickBank products any time you like. You can totally automate the process by running cron, or just push a button whenever you're ready to update. CBBOMB FREE doesn't allow for updates.

CherryBomb-The Mother of all Bombs. Mix and match, add and subtract pay per click affiliate programs at will.

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Keyword Armory from DomBomber.com-Access to essential keyword resources is available from every page on the DomBom Mad Bomber's Forum.

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PowerBomb-Power tool for serious Word Bombers only. Powerful custom save and sort features, plus search numerous words and phrases at once.

PowerBomb Forum-Tips, tricks and more. Plus how to find keywords, resources and tools.

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