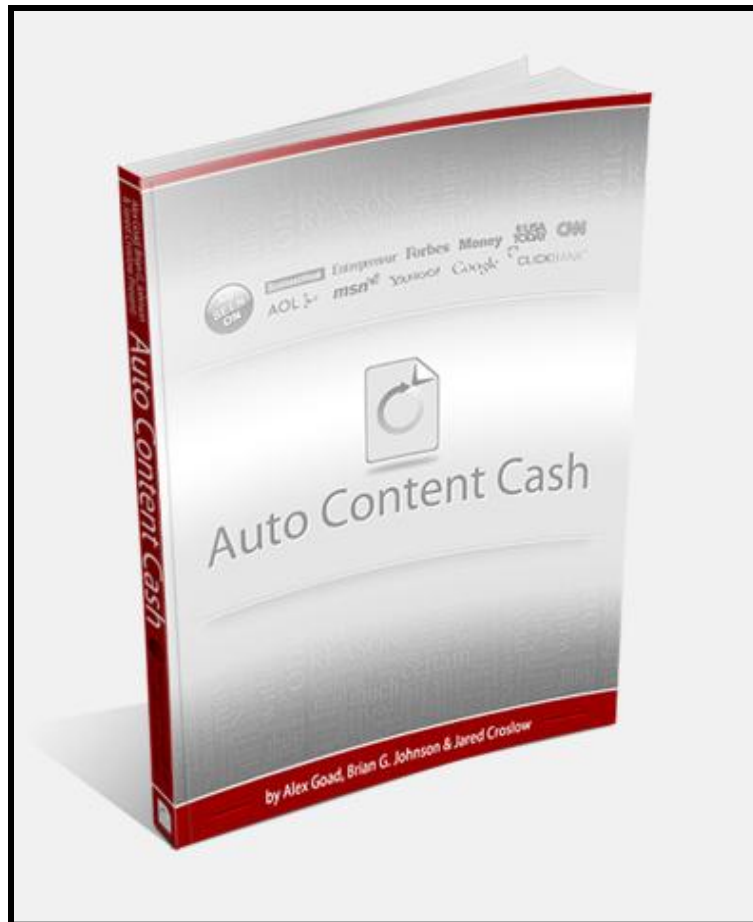


Auto Content Cash



**Less Writing ...
Higher Profits Through Automation**

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Getting Started

Auto Content Cash is a large course that packs a tremendous amount of information. However, it has been structured to allow you to begin implementing these tactics within hours of purchase.

Whether you're just getting started online, or have more experience, you will find what you need to take your business to the next level.

It should be stated that **you should NOT try to implement all of these various tactics** and strategies at once. Instead, simply read this document for an overview of the various methods, such as Piggyback Marketing, Batch Processing, Cloning, and more. I will also touch on the two included Auto Content Plugins to give you an idea of how they can be implemented, why they are excellent tools, and more.

Course Modules, Tactics, & Tools

Each module has been broken down into WordPress categories. That is, you can easily find more in-depth videos on at the members blog, and these videos have been organized categorically. This makes finding the information you need later a simple process. Furthermore, the categories are listed in order of how ACC should be consumed and studied.

Introduction - Auto Content *Cash*: Yes, You Can

Yes, it is not only possible to run a highly-profitable niche-marketing business without having to worry about content creation...it is also much easier than many make it out to be.

Like anything worthwhile, the methods contained within Auto Content Cash take work and effort. However, the work is not hard, and truth be told, many of the concepts you're about to learn can be outsourced altogether, leaving you with more time to enjoy life.

While the core focus of Auto Content Cash is about NOT, having to deal with creating content yourself, you will also learn how to greatly automate your business, allowing you to ultimately make more money. It starts with having an understanding of how search engines (notably Google), view various types of content, and specifically, duplicate content.

Duplicate content.

Few online marketing subjects have been covered more in-depth than duplicate content. I have spoken about it, written about it, and even uploaded videos to YouTube.com about it. Everyone seems to have an opinion about the subject, but few can provide actual information that's backed up with actual results and data.

What you need to know is this: duplicate content affects search rankings. This is especially true for Google, and since they own the search market share, we need to understand how they filter search results.

That last statement is quite important, and bears repeating.

“how they filter search results”

...Which brings up other terms that are often used when talking about SEO and ranking in Google and other search engines.

The Dreaded Sandbox

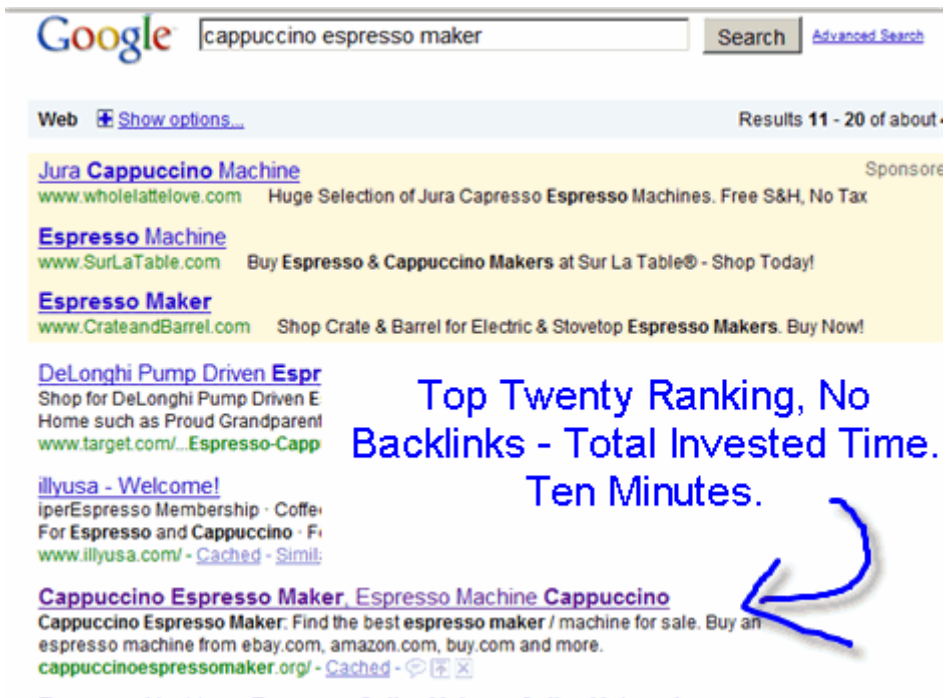
While some people believe the sandbox is a very real thing (these type of people often believe in the boogiemans as well) ***it simply does not exist.***

Rather, Google employs a filtering system that ultimately reduces the rankings of websites and pages online. The good news is that this filtering system is based on a robot and it is an automated process.

Thus, it is very possible to create auto content sites that drive traffic and make money as long as we understand some very basic SEO concepts (or guidelines). We will go over these fairly simple guidelines (ACC Guidelines) in the coming pages.

However, for now, this is what is entirely possible ...

Auto Content Cash - Case in Point



The site listed above (cappuccinoespressomaker.com) was launched in early January of this year, and was ranking in the top twenty of Google within days. This site drives traffic and makes money and...it is fully automated.

The content is generated through both Auto Content Answers & Auto Content Video and is truly set and forget. And one of the best things is that the site took about ten minutes to launch. If you do not like to build links, then with the ACC system, that is often not an issue. This site serves a good example of that: it has no backlinks at all. Period.

No Linking Required ...

- No social bookmarking
- No reciprocal link trades
- No video syndication
- No linking services of any kind

I will mention that it would be fairly easy to improve the ranking of this particular site by leveraging some of the automated link tools and services that we will cover in the coming pages. The need to build links is ultimately based on how competitive the niche and keyword that you're targeting are. But as you've just seen, the above screenshot represents what is very possible.

Daily Cash Flow

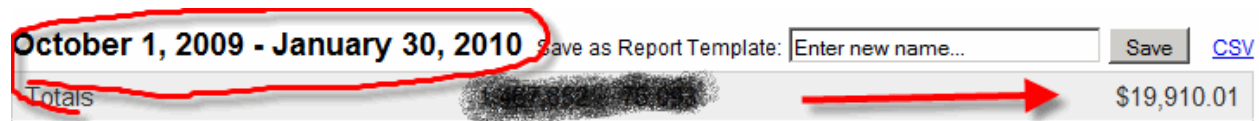
As of this writing the site has been live for several weeks and is earning about \$10 monthly with little work. This is a very typical result for these types of sites. However, it is quite possible to launch sites that make much more than that. What is important to understand is that most of the methods that you will learn about in ACC are based on a numbers game.

Not all of the sites you launch will be winners, and that is okay. That's okay because we're dealing in volume here, and if you follow the guidelines that are laid out in the course, you will find that enough of your sites do make money. Over time, your site portfolio will become quite profitable, and your cashflow will continue to increase.

Earnings Potential

Once I started to look at affiliate and Internet marketing with the understanding that some sites simply will not make any real significant income, while others will, my earnings really began to improve as I launched more and more sites.

At the time of this writing, over the past four months (Oct, Nov, Dec & January), I have earned nearly over \$19,000 from the AdSense program. I have also made numerous affiliate sales for dozens of products and services. These results are based on the very methods you now have in front of you.



October 1, 2009 - January 30, 2010	Save as Report Template: <input type="text" value="Enter new name..."/>	Save	CSV
Totals			\$19,910.01

Ad Impressions & CTR Removed To Comply with AdSense TOS

These earnings are a result of continued testing, tweaking and ultimately, staying on top of current trends. The very methods and tactics that I have leveraged to earn this type of income is listed within ACC. These are fresh ideas and methods that I have never seen released: strategies such as cloning, batch processing, and piggyback marketing.

Quick Profits: "The Auto Cash Grab"

Another method that we will discuss in the coming pages is one we like to call the Auto Cash Grab, which can be used to fund additional sites or to put a few hundred dollars (or more) into your pocket. This can be done fairly quickly.

There are numerous people online that are quite interested (and willing to spend) on revenue-producing websites, whether they are earning a few bucks a month, or a few thousand a month, there are plenty of interested buyers.

Imagine spending no more than a couple hours to launch a site that begins to produce AdSense revenue, and get's a page one listing on Google, in a matter of days. This is quite possible and can also be extremely profitable using another powerful ACC method called "batch processing".

Once the site is launched, you're done...really. Your work is over and you let the site pull in daily AdSense earnings for a period of several months, at which point you list the site on Flippa and make an Auto Cash Grab yourself.

Case in Point

A batch of twenty sites was launched in October of 2009. The process took two days, working about four to five hours a day. The launch process was sped up using the Cloning system / script. Cloning is one of the more advanced methods that will be covered, and is also dependent on using a paid product (however, we have included a free method which may also be used), but the results are tremendous savings of time.

Within days of launch, many of the sites (about 65%) were ranking one page one or two of Google, and revenue was being produced with AdSense.

After about two months, I listed one of the sites on Flippa.com, and did nothing to promote it. I only paid the base fee at Flippa (\$19) and had a bid of \$200. I set this listing up in about ten minutes.



Auction

Bidding open and reserve has been met!

Current Bid: \$200

Your Bid: \$ **PLACE BID ▶**
(Enter \$210 or more)

Buy It Now price: \$400 **BUY IT NOW ▶**

Success Fee: Buyer 5%, Seller 0%

[What is this?](#)

The following morning, I was contacted through Flippa by a woman who sells cat-related products, and she was interested in the domain / site. She used the Buy It Now

button, and within 24 hours that deal was completed. This one site alone had only two pages of content—that's it. And, I spent no more than a couple of hours—total—on the site.

Pure Profit - Auto Cash Grab in Action!



The image shows a screenshot of a website auction page. On the left, there is a thumbnail of a website titled "Cat Enclosures" with a picture of a cat. The main content area on the right displays the auction details:

- Auction**
- Congratulations to the winner!**
- Winning Bid:** **\$400** Buy It Now bid (The "\$400" is circled in red)
- Bid History:** [2 Bids](#) (0 Pending)
- Listed:** Sat, Jan 23 2010 (2 days ago)

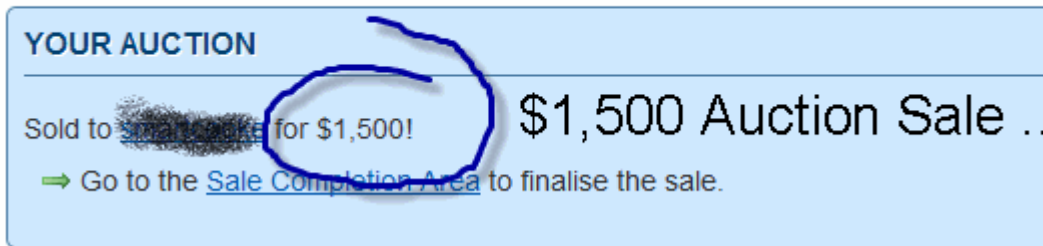
This is a powerful concept, at this point I still have 19 sites which are driving traffic and adding income to my overall cashflow, while this Auto Cash Grab just paid for all the expenses of the other 19 sites, including content outsourcing and domain fees for the first year.

People spend lots of money at Flippa daily, and there's no reason why that cash cannot get funneled into your account.

Furthermore, after you begin to develop your portfolio of sites, you'll want to let some of them develop some Page Rank and earnings history. Sites that are making anything above \$75 monthly revenue and have solid Google rankings can sell for thousands of dollars.

Mega Auto Cash Grab Profits ...

<http://americanbuzz.net/>



Auction

Congratulations to the winner!

Winning Bid: **\$1,500** Buy It Now bid

It should be noted that the site above (AmericanBuzz.net) was more established, was a Page Rank 3, and was launched in December of 2008. Nonetheless, this is what is possible when you understand some basic flipping tactics that most would-be flippers simply do not grasp or understand.

Piggyback Marketing, Spinning & Content Outsourcing

Piggyback marketing is yet another powerful method that can be used to bend the *traditional rules* of duplicate content. The principle is quite simple: launch sites on domain names that are pre-aged, trusted, and often already have substantial inbound links (backlinks) pointing to them.

Best of all, these domains are available in bulk, and are dirt cheap (if you know how and where to look). We have the goods, and soon, you will as well.

These are the core concepts that we're going to dig into. They are wickedly-effective, as long as you follow the Auto Content Guidelines. Before we move on to the next section, I want to reiterate something I touched on earlier...

It's a Numbers Game

You will see a far better return on your investment of time and money if you can attack Internet marketing and SEO with the understanding that this is a numbers game. Time and time again, many of these concepts work incredibly well, yet it is important to note that no one method, strategy, or tactic will work 100% of the time.

Thus, the idea will be to work in volume: to spend time taking action and launching sites, rather than over-analyzing, spending too much time on market research, or over-thinking.

Some will, some will not...the sooner you find the winners, the more money you can, and will, make.

Video: Introduction To ACC - 1 Introduction Video

Before We Get Started - Three Types of Core Content

As we move forward with actual tactics and strategies, it should be noted that we will be leveraging three core methods of sourcing content online. What is important to understand is that how we set up our sites will vary, depending on the uniqueness of the content found on our sites.

1) Syndicated Content, Private Label Rights Content, Ect ...

Most black hat / grey hat auto-blogging systems I have seen have been based on recycling or scraping content already found on the Web. Some systems will further tweak that content by spinning it, or altering the text in some way, in order to try to make the resulting content unique in Google's eyes.

All automated content plugins for WordPress are based on this type of syndicated content, and thus, this content is available to anyone with the same (or similar) plugin or other tool for publishing the content. Yahoo Answers and Youtube.com are both great examples of syndicated content that is available to anyone, and with the ease-of-use of various autoblog plugins, getting content from Yahoo Answers onto a Wordpress-powered site is extremely easy.

What that means for you and me is that we will set up our websites in a manner that leverages parts of our WordPress sites. Specifically, we will focus on *WordPress tag pages* within our sites.

Video: Introduction To ACC - 2 Syndicated Content

2) Unique Content That You Pay Someone For (outsourcing, hiring a ghost writer)

The best type of content to use for your websites is unique content that is not found anywhere else. Period. At some point, you may want to hire out or outsource content for a particular website you're going to launch.

In fact, I would advise that you NOT ONLY build sites with the automated plugins, but also build sites that are based on 100% unique content. You can do this after you have begun to generate a nice monthly cash flow.

These type of sites will be structured very differently than an auto blog—instead of focusing on Wordpress tag pages, we will structure our sites to take advantage of our unique content in the form of WordPress posts.

Video: Introduction To ACC - 3 Unique Content

3) Creating Your Own Semi-Unique Content Via Content Spinning

The last type of content that we will leverage is spun content. Content spinning is very interesting for this simple reason: you are creating content that has never been published online before, however, depending on how well you actually spin the content, Google may view the content as duplicate on your own site.

This means that how you structure your sites—that is, either focusing on WordPress tag pages or posts—will depend on how unique your spun content is.

Video: Introduction To ACC - 4 Content Spinning

In the next chapter, we're going to focus on guidelines that will help you to not only rank in Google and other search engines, but also to help you choose keyword phrases that are true money-makers.

Auto Content Cash Guidelines

Why the guidelines .. info here

xx

xx

1. Target Keyword Phrase

- a. Based on 3 or 4 words only**
- b. Based on a product or service that sells well online - think physical products at Amazon.com that have more than five user reviews, and are not luxury items.**

- c. **Global monthly search volume above 3,000 (AdWords Tool set to broad)**
- d. **Estimated Avg. CPC above \$1.00 (AdWords Tool)**
- e. **Exact match of the keyword (or keyword phrase) is available as a domain name
.com, .net, .org ONLY**
- f. **Less than 1 million results on the Google search results page for that keyword phrase**
- g. **User-generated content in top forty of Google (the more the better) for the given target keyword phrase**
we have provided a list of user-generated sites on the following page.

OrMicro Niche Finder Users...

If you own MNF, you can simply follow the criteria listed above, with the exception of step g. (user-generated content). Instead, simply focus on the MNF SOC score.

You can target any term that has an SOC score below 50 (video tutorials provided below)

2. Top-Level Domain Names

- a. .com
- b. .net
- c. .org

3. Incorporate LSI (Related Terms) Into Site Layouts

- a. Include LSI Terms in the outbound links section
- b. Pull content based on not only the target keyword phrase, but also, LSI terms

4. Slow & Steady Growth (site content and inbound links)

- a. 6 posts daily to any one blog
- b. No link building for the first month of a new site
- c. Very slow inbound link growth for sites 2 to 3 months old
(on average 3 to 5 inbound links daily and no more)

List of User-Generated Sites

- EzineArticles.com and other article directories

- Squidoo.com
- any Wiki sites (except, in most cases, Wikipedia)
- Folkd
- Digg and most other bookmarking sites, like Reddit
- Wikihow
- Yahoo Answers and other question-and-answer sites
- Buzzle
- Weebly
- Blogger (Blogspot)
- Tumblr
- Hubpages
- Wordpress.com
- WetPaint
- Youtube and other video submission sites
- eHow
- 43Things
- Technorati (This one depends on the keyword and how many sites have content around your keyword. Technorati may be a stronger competitor, but is still promising.)
- BlogCritics
- Forums
- Tutorialized and other tutorial sites
- Press release (or news release) sites
- Flickr, Photobucket and other photo- and media-sharing sites
- Slideshare.net, ScreenCast.com, and other presentation sites
- Scribd, DocStoc, and other document submission sites

Video: Auto Content Cash Guidelines

Bulk Keyword Research Using The Adwords Keyword Tool (Free)

Keyword research is vital to your success online. However, with that being said, time and time again, I see people spending far too much time with research when they could be publishing content, launching sites, and further monetizing their traffic.

This is especially true for those that have access to keyword tools like Micro Niche Finder. Thus as we move forward with how you will pin-point the right terms to target, the goal will be to use a systematic approach (almost a formula) to how you research potential keyword phrases. As you use the same research formula over and over again, you will find that you're able to make solid decisions faster, allowing you to spend more of your time building, instead of researching.

Launching sites makes you money, research does not.

Also Note:

We're going to be leveraging exact target keyword domain names for one simple reason: they rank better. Thus, as we move forward, we're going to filter keywords based on available exact keyword domain names.

The "How To" Process:

- 1) Brainstorm to find a potential money-making niche market. You can
- 2) use Amazon as a brainstorming tool.

- 2) Create a list of potential target keyword phrases based on the found niche.
- 3) Filter keyword phrases that do not meet the Auto Content Cash Guidelines.
- 4) Filter keywords that are not available as an exact domain name.
- 5) Further filter keywords based on competition.
- 6) Save available target keyword phrases to your ACC sites spreadsheet.

- 7) Purchase the domains in batches of five (or more if you're an advanced user). You should only buy domain names when the sites can be launched within one week. It is very easy to end up buying more than you can handle. Understand that each domain you purchase **MUST GET LAUNCHED** before you buy any additional names.

Video: Auto Content Cash Guidelines - Bulk Research & Registration (free)

Video: Auto Content Cash Guidelines - Bulk Research & Registration (preferred method)

Either research method can be used effectively. However, Micro Niche Finder should be on your shortlist of products to pick up to help research more quickly.

Visit: [Micro Niche Finder Bonus Offer From The Auto Content Cash Team](#)

In the next chapter, you will learn how to make best use of your time while also leveraging the fact that much of the time, SEO is simply a numbers game. Batch processing will allow you to drive more traffic and make more money no matter what type of site you create (unique content or syndicated *auto content* site).

Batch Processing

Batch Processing is something that I have personally leveraged over the last six months, and the results have been terrific. The concept is straight-forward, but is extremely powerful and lucrative. I began developing this new method during my usual Halloween marketing blitzkrieg, which resulted in \$22,000+ in revenue.

Let's Get Started

The idea is simple: forget about launching one site at a time, and instead, launch them in batches between 5 and 40. By working in batches, you're able to launch more sites than would be otherwise possible. Batch processing can and should be used regardless if you're launching sites with unique content, syndicated content, using the Auto Content plugins, or a combination. This means that batch processing can—and should be—used whenever you're launching sites online.

I will add that as you become more and more comfortable with WordPress, the speed at which you're able to move will increase dramatically. Add the *bonus cloning module* to the mix, and launching twenty to thirty websites in a two-day period is a breeze.

One Step at a Time—Beginners, Take Note:

If you're new to Internet marketing and WordPress, I suggest you first launch one or two sites to become comfortable with the process. At that point, you should think about launching sites in small batches of five. Over time, as you become more comfortable with WordPress and various marketing tools, you can increase that number. I typically launch between 20 and 35 sites per batch.

Video: Batch Processing Intro

Overview ...

Most webmasters / marketers launch single sites and they go through a process that often looks something like this.

1. Basic niche research to identify a potential term or market.
2. Further research to refine and pin-point an exact term to target within the given niche market.
3. Domain registration.

4. Identify monetization methods to be used (AdSense, cpa, affiliate programs)
5. Plan site layout, platform (static site, WordPress, drupal, ect).
6. Plan site content, articles to be published, timeline, ect.
7. Research secondary keywords to target into the site content.
8. Launch site, begin publishing content.
9. Incorporate affiliate offers / AdSense / cpa offers...
10. Continue to publish content to please Google and drive traffic.
11. Plan and organize a link building marketing plan to improve rankings.
12. Begin to implement link building (article marketing, video syndication, bookmarking, third party solutions)
13. Update site with content, while building links.
14. Split test various monetization methods to identify most profitable ads.

The Problem is Simple - This *Old School* Thinking is Too Time Consuming

Again, this is traditional thinking of how to launch a money making site with a high profit potential. However, this traditional thinking is flawed for one very simple (but very important) reason.

Time.

Too much time is spent working, waiting, researching, and hoping that the site will in fact drive traffic and make money. I have been down this path plenty, and often, it results with great site rankings (Google), great traffic, but little earnings (especially when considering how much time and effort was put into creating the site). Batch processing however leverages the Auto Content Cash Guidelines and focuses on only the essentials when launching a site. What used to take dozens if not hundreds of hours has been boiled down to just a few.

Furthermore, if you take advantage of the site cloning methods, you can literally launch a site in a matter of minutes (really). This is a site that is fully optimized, looks fantastic, and time and time again, ranks in Google and makes money.

Video: Batch Processing 2 - Old School Method

Putting The Numbers Game in Your Favor ...

Lastly, batch process puts you in a position of power when it comes to cashing in. Here's why:

The actual method allows you to leverage the amount of keywords you can easily rank for, while only spending minimal amounts of time on each site / target keyword. Thus, instead of spending weeks and months building one site with hopes of seeing a return on your investment, you're able to get in and get out quickly, while developing a network of sites. And, you know that a high percentage of these sites will earn.

Let me get you some facts and figures so you will have an idea of just what is possible.

To date, I have launched many "batches" of sites, and they have all performed quite well and made money.

The first batched was launched in September of 2009, and consisted of about twenty or so sites targeting cat products (physical products found listed on Amazon—more on this soon).

I was able to launch the twenty sites in about two days, working about 4 hours or so each day, content was outsourced (which we will go over in the coming pages) which also saved a tremendous amount of time.

Video: Batch Processing 3 - Numbers Game

Typical Batch Processing Expenses (with outsourced content) As Follows:

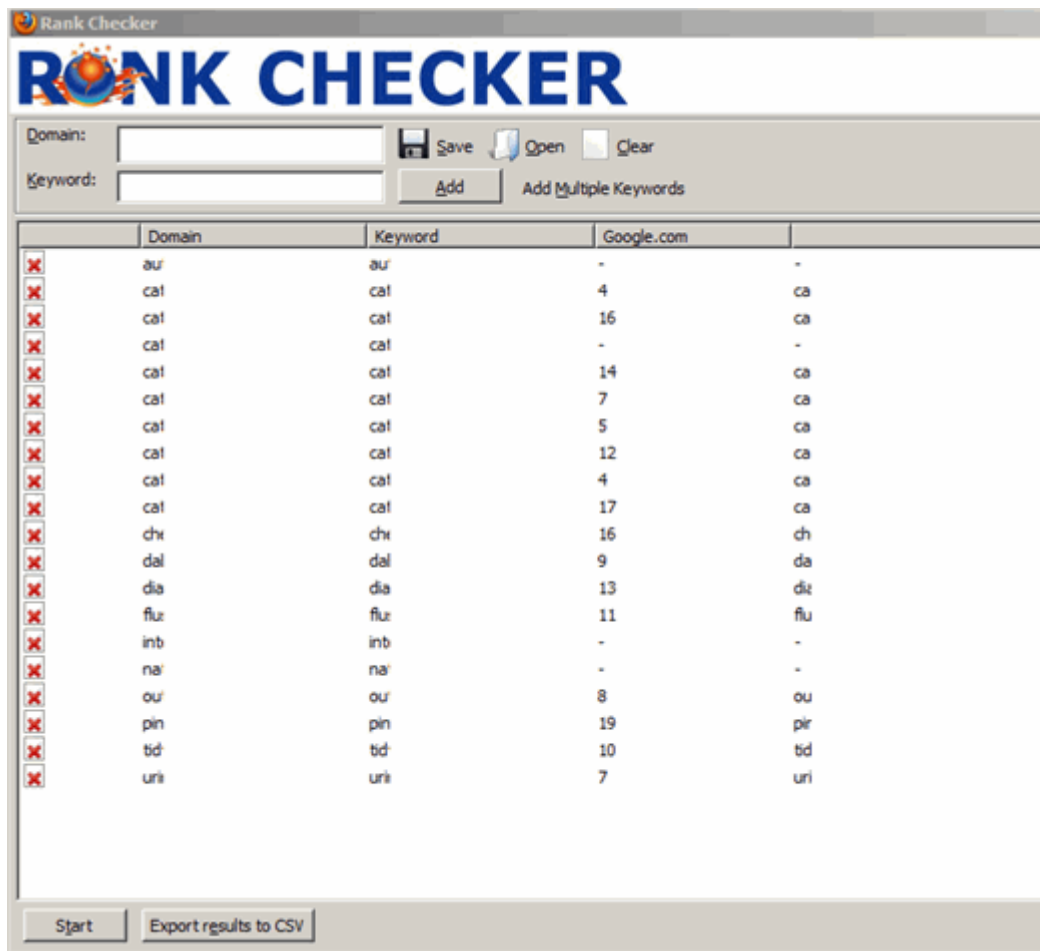
20 Domain Names - $\$7.99 \times 20 = \159.80

20 Articles @ \$10 each - \$200

Total Expense = \$359.80

What I got for my investment is twenty sites, of which about 50% are ranking on page one of Google and making money. Below, I have taken a screenshot of the free ranking tool we will be using to monitor our positions in Google. These sites have been online now for almost three months, and continue to rank very well.

Note: Domain address and target keywords have been removed for privacy.



Site Rankings As Follows

- 7 Sites on Page One of Google
- 8 Sites on Page Two of Google
- 4 Sites Not Ranking in the Top 200 of Google

That is about 70% of the sites ranking in the top twenty of Google. That is very powerful and quite profitable as well.

From mid-September to January 27th (the time of this writing), these sites have earned \$143.66 with AdSense - not bad for two days of work and an investment of about \$350 bucks. These types of sites can earn anywhere from 30 cents a day to as much as two or three dollars a day (depending on rankings and niche).

Thus, I figure that each site earns a total of 50 cents a day. This is a very, very realistic goal, as many of the sites I have launched are currently earning that now.

100 x 50 cents daily = \$50 daily

\$50 x 30 = \$1500 monthly

Using the batch process system, you could easily have 100 sites online and making you money. And with the quick Auto Cash Grab, you can quickly turn a profit after your first batch of sites. This way, you are not spending money out-of-pocket for domains and content.

Speaking of saving money

I will mention that if you're on a shoestring budget there are many ways to cut the costs even further

I purchased .org domain names, they are about \$1.50 more than .net address, which also rank darn well. Thus, if you need to cut as many corners as possible, you could get started with just .net domains.

Savings Potential with .Net Domain Names

Buying Only .net Domain Names = Savings of \$30

Savings - Write Your Own Content or Find Cheaper Alternatives

I pay my content writers well, they do great work, and I am now in a position to reward them. However, when I got started, I paid on average around \$6 to \$8 per article. Thus, you could save plenty by writing your own content or hiring someone at a lower rate.

For rock bottom domain registration prices, check out DomainCheapsters.com

Visit: DomainCheapsters.com

.com domains - \$7.49

.net domains - \$6.49

.org domains - \$7.99

No need to worry about special offers, coupons or buying in bulk, DomainCheapsters.com offers low prices daily.

Using the Quick Auto Cash Grab To Fund Further Projects

Once all the sites have been online and driving traffic for a period of about two months, you can easily analyze which sites are doing well (rankings and earnings), as we're going to take a site that is performing well and flip it for a profit.

Why Sell A Site That Is Doing Well?

This is a question that many people have a hard time understanding. Ultimately, we need to realize several factors.

1. Over 70% of the sites are on page one or two of Google and are driving traffic.
2. Many of the sites are earning money with AdSense.
3. The primary goal of selling a website is to generate \$300 to \$500 quickly to recoup the initial expense of the batch of sites. In the case study listed above (the cat sites) my expense was just over \$350 US.
4. Thus we can sell one site to recoup the expense and we will still have in our control 19 sites that are driving traffic and making money. At this point, two months in, I was profitable: the content had been paid for and the domains were paid for for about 9 more months. That is nine months of pure profit.

5. *The Quick "Flippa" Sale Method*

I will also mention that we want to flip the site for a profit (large profit at that) quickly by leveraging the market place at Flippa.com

Buyers are looking for:

- a. Revenue-producing sites.
- b. Sites that are driving traffic.
- c. Sites that have high Google rankings.

Many of the sites listed on Flippa **do not have these characteristics**. Therefore, most sites listed on Flippa do not sell. However, the site you list will have some or all of these elements, meaning that your chances of making a quick sale are dramatically increased.

At the end of the day, we still have lots of sites that will improve our cashflow daily, and over time, the rankings of these sites will most likely improve (rankings improve with age). We can then take the money generated by the sale at Flippa and launch a second batch of sites or we can take a chunk of the money and hire out for some additional content.

Most important ...

The first batch of sites goes profitable within about two months, and you can spend the money that was generated by the sale how you see fit.

Video: Batch Processing 4 - Costs / Earnings Potential

Batch Processing (How-To) Steps:

Before I get into the exact how-to steps, I want to mention several things:

- Each batch of sites should be based on the same niche and/or topic. This speeds up the process quite a bit. For example, if you outsource articles, you simply need a batch of articles on one topic, rather than needing one article on each of twenty different topics. When you do niche research, you simply need to dig and sort through one niche, and ultimately located 20 to 35 keyword phrases that are available as top-level domain names. Furthermore, you're able to use the same WordPress theme across multiple sites, which once again speeds up the process.
- No link-building is necessary (minus one or two links to get the sites indexed after launch) and it is actually advised that you do not build links over the first month or two of the sites' life. This is a massive time saver and helps to establish trust with Google over the short term. I will also mention that this frees you up to focus on other tasks at hand.

Batch Process Steps

Note: *The Batch Process steps listed below can also be found in video format on the members blog. Each step has a correlating video that further explains and details the process.*

1. Basic Niche Research To Uncover Three-Word Phrases that meet the Auto Content Guidelines
 - a. 3- or 4-word keyword phrase
 - b. keyword phrase based on physical products that sell well online, and are not luxury items
 - c. exact match of that keyword phrase available as a domain extension (.com, .net, .org)
 - d. less than one million results broad match
 - e. user-generated content found in the top forty results of Google (the more the better)
2. Buy The Domain Names
3. Add Domains To The Site Spreadsheet To Track Progress
(you will find the Sites Spreadsheet on the ACC downloads page)

4. Order Content Needed For Sites (one article per site), Or Outsource Or Write Yourself, Or Use the Auto Content Plugins
5. Prepare Cloning / Or Use Traditional Manual Install Of Wordpress
 - a. Cloning Mention here.
 - b. Or Manual Install Info Here.
6. Point DNS To Hosting Account
7. Add Domains To Hosting Account
8. Prepare Initial Launch Content
9. Install Wordpress On Individual Sites
10. Finalize Sites By Adding Content, Tweaking Wordpress Settings, Uploading Privacy Policies, Affiliate Disclaimer
11. Incorporate AdSense To The Sites
12. SEO Under Achievers Initial Link Building For Each Site

Video: Batch Processing - 5 Steps Overview

Step 8) Initial Launch Content—Huh...?

The above steps are fairly simple and straight-forward, except for step 8: *Prepare Initial Launch Content*. As I was developing and tweaking the batch process system in the winter of 2010, I found that having all the title tags, meta description, and keywords written for all the sites in the batch allowed me to move much faster.

Furthermore, I found that I could often launch the sites with no content (often I was waiting on the content from my ghost writers), and they would get indexed and often rank with these elements in place.

Video: Batch Processing - 6 Preparing Initial Launch Content

The next step is to leverage the SEO Under Achievers system, and then...relax. Do not think about link-building for at least 30 to 60 days (apart from the initial link building listed above). However, if you like, you can add additional content to your various sites, which will help in improving rankings. Or, you can just let the sites sit.

Video: Batch Processing - 7 SEO Under Achievers Link Building

Link-Building / Indexing Options (Free)

1) Use the free service ismysiteindexed.com - simply add your site.

Visit: IsMySiteIndexed.com

2) Next, head to pingomatic, add the newly created page on [ismysiteindexed](http://ismysiteindexed.com), and hit the magic submit button.

Visit: Pingomatic.com

3) Head over to Yahoo Answers, create an account and provide one answer to a question and add your site's full address to the answer (after the question).

Visit: YahooAnswers.com

Link Building Indexing Options (Paid)

1) Article Underground - Link

2) Blogging Underground - Link

Final Words - Batch Processing

This batch processing method is quite flexible, and is meant to be used in how you launch sites and develop them over the short term. However, over time you can begin to develop the sites with future content that you write, or that is automated.

I personally like to separate *unique content sites* from sites that have *auto generated* content on them. Thus, I tend to outsource content (unique content) for these types of sites. I will also mention that as the sites begin to age, you can and should begin to implement a link-building strategy to future improve the rankings.

Whether you want to hang on to most of the sites to improve your cash flow, or you like the excitement (and big pay days) of flipping sites, the potential here is tremendous. Over the past six months, my earnings have taken a big jump online with affiliate programs and AdSense (the two monetization methods that I focus on).

Video: Batch Processing - 8 Final Words

Auto Content Cash: *SEO Content* Principles

Principles

You too can get similar results as long as you understand some basic SEO principles and follow various Auto-Blogging guidelines listed below.

1) Not All "Auto" Content Is Created Equal

Simply put, not all content that is available online is created equal. This is an important issue, and one that is mis-understood by so many.

The more often content is used across the web, the harder a time you will have getting it to rank and drive traffic in Google.

This does not mean that you cannot get content that is widely distributed across the web to rank—you can. However, there is a much easier solution, and that is to use content that is not already syndicated across hundreds, or even dozens, of sites.

Case in Point - Article Directories

Where do marketers go when they need content to use on their sites? Oftentimes, it is article sites like EzineArticles.com. Thus, articles that are uploaded to EzineArticles.com and other popular article sites are syndicated widely across the web. Using content from these articles sites means we need to work harder to get them to rank.

I have personally seen articles that are listed in Google (but not fully indexed, more on that later) hundreds of times.

Thus, we will work smarter rather than hard, and we will take the seldom-used path when it comes to where we source our content from.

Bottom-line: Select content that is already not widely syndicated across the web.

Video: ACC SEO Content Principles - 1 Not All Content Is Created Equal

2) Leveraging Additional Google Ranking Factors Such As Trust Factor, PR, Links, Age, Keyword Driven Domain Names & More.

Another very important aspect of SEO that we will leverage is this: the same content will rank very differently on various domains, depending on issues such as:

- Age of the Domain
- Trust of the Domain
- Pagerank of the Domain
- On Page SEO of the Domain
- Inbound Links of the Domain
- Where the Content Is Located on the Domain (homepage, page or post)
- How Fresh the Content is in the Google Search Engine

What we're talking about, ultimately, is what Google thinks of the site / domain you're hosting the content on. Thus, we will do everything in our power to ensure that Google trusts the domain and ranks our content higher than others who are using the same content.

We will leverage domain names, content that is seldom used by others, and we will do things that most typical auto-bloggers would never do, such as linking out (using standard non-affiliate links) to sites within our niche that already rank well. We will also add content steadily, and slowly, over time. Another simple SEO strategy we will employ is use of related terms. SEO experts tend to call this LSI ...

What LSI means is that Google understands that certain words relate to one another.

Example: Google Understands That "Buy" Relates To The Following

- Purchase
- Store
- Buying
- Order
- Shop
- Price

Our competition rarely understand that by simply pulling in "related content" based on LSI, we can easily improve our "trust rank" in Google.

Improved trust rank = more traffic.

Piggyback Marketing

We will can leverage Piggyback Marketing to acquire cheap expired domain names that already have lots of the stuff that Google ranks high, such as:

- inbound links
- trust
- age

By leveraging this method, Google will time and time again rank our sites above our competitors. Google will do this because of the factors listed above. You'll see more of this in the coming pages.

Video: ACC SEO Content Principles - 2 Leveraging Google Ranking Factors

3) Tweaking "Auto" Content Ranking Advantage

Another simple method for out-ranking our competition is to make simple, small edits to content that is being used to power our sites. This helps to separate our sites from other sites using the very same content.

This can be done in various ways. Some ways require actual tweaking of site content, while other methods will simply rely on how we structure our sites and which sections of our sites we instruct Google to prioritize.

A great example for this is leveraging the WordPress tagging system. While using the two content plugins that come with Auto Content Cash, we will simply lay our sites out in a manner that instructs Google to focus (and rank higher) our tag pages, which will be filled with different content snippets, making these tag pages look more unique.

This is especially true when we use various autoblog plugins (answers and video) and also pull in content based on LSI terms.

Exact methods and tactics can be found in the *Content Plugin Category* videos (members blog).

Video: ACC SEO Content Principles - 3 Tweaking Auto Content Advantage

4) Selecting Target Terms That Are Extremely Easy To Rank For

A very basic concept that bears repeating is that we're only going to target search terms that are easy to rank for. Think 3- to 5-word keyword phrases, less than a million results in Google, and searching for these phrases returns user-generated content in the top forty of Google.

Another important element that we will put in our favor is domain power. We will ONLY register domains that are based on exact keyword phrases. If you find a term that looks interesting, but is NOT available as a .com, .net or .org, you will simply move on to the next keyword.

Video: ACC SEO Content Principles - 4 Selecting the Easy Terms to Target

5) SEO Under Achievers

Have you ever heard the saying, "Leave well enough alone"?

Or how about: *if it ain't broke, don't fix it*

Leaving well enough alone is something that most marketers have a major problem with when it comes to SEO, rankings and making money. I have seen it time and time again: someone launches a site and does a fantastic job with the seo and content.

Within days, the site is doing just great, possibly even ranking on Google, driving traffic and making money. However, from here the story often turns south as the marketer tries to improve upon the rankings by beginning to build links (often too fast .. too soon).

Google keeps a very close eye on new sites, and the filtering process that was mentioned earlier can be brutal if Google feels site growth is not natural. Thus, one concept that very few understand and leverage is this ...

We will not try to improve on rankings of brand new sites (less than 4 weeks old) through the process of link building minus using the Auto Deep Link plugin which links out to sites and may return inbound links via pingbacks.

Instead, we're cautious with new site launches, and slowly build the trust factor up with Google. We build up this trust factor by using slow and steady content growth...and virtually no link growth. Time and time again, we have found that sites that are launched in this manner have much more stable rankings over the long haul.

Furthermore ...

You will find that many of the sites you launch will rank very high within days of launch, and will make you money. Thus, you will still be driving traffic in the early days and making money.

Video: ACC SEO Content Principles - 5 - SEO Under Achievers University

6) Slow Content Growth

This last concept has much to do with other concepts already mentioned that leverage the trust factor with Google. When launching new sites it is important to avoid going too crazy with the "give me content" button.

Only publish 6 posts to a newer site per day, this rate of growth is quite normal, and does not raise any red flags with Google or trip any filters ... and that is the name of the game.

Video: ACC SEO Content Principles - 6 Slow Content Growth

Auto Content Cash - Advanced Auto Blogging

The Auto Content Plugins you have access to can be used in many ways. Over the next few pages, I will share with you various tactics and methods to get the most out of these plugins. The good news is that while these methods are very effective and have produced tremendous results for myself and others, they are, at their core, very simple.

Video: Auto Blogging - 1 Introduction Video

Various Options & The Auto Blog Site

Many people will use these two plugins in combination with one another to easily create set-and-forget sites that can begin to add to your daily cash flow. I have a number of these sites online right now that do just that for me. However, they can be incorporated and leveraged into a variety of site styles, and that is what I want to focus on now.

Added Into An Older Site You May Already Have











Both of these plugins can be used to pull in additional content to a site that you may already have online. Furthermore, you may find that creating content becomes much easier when you simply need to edit / tweak and approve a post draft that may contain and question (Auto Content Answers) or video (Auto Content Video).
















I have used this tactic on a number of sites with excellent results. I simply set up either plugin to post content as draft and then select which posts I want to actually add to a site. This works very well for sites that you may already maintain.













The Auto "Video" Site

Videos have become huge online over the last few years, and people spend lots of time viewing videos online. Oftentimes, they look for various types of video sites for specialized topics such as martial arts, tutorial lessons or even forex. These types of search terms could power some great video sites that are simple to set up and automatically update.

Various Keyword Terms I Found In Less Than Two Minutes

Keywords	Competition [?]	Search Volume [?]
Keywords related to term(s) entered - sort by relevance [?]		
kung fu video		33,100
kung fu videos		3,600
martial arts video		18,100
martial arts videos		12,100
kung fu fighting video		Not enough data
kung fu video game		Not enough data
kung fu video games		Not enough data
mixed martial arts videos		3,600
video martial art		1,900
martial art videos		1,300

cs4 tutorials video		Not enough data
design video tutorial		Not enough data
digital video tutorial		880
joomla video tutorials		Not enough data
microsoft video tutorials		1,000
video editing tutorials		1,600
video tutorial software		1,300
dj tutorial video		Not enough data
reason tutorial video		Not enough data
vb tutorial video		Not enough data
web video tutorials		Not enough data
word tutorial video		Not enough data
how to video tutorials		Not enough data
linux video tutorials		390
piano tutorial video		Not enough data
...

video forex		5,400
videos forex		1,600
forex training video		1,000
free forex video		Not enough data
forex trading video		590
forex trading videos		Not enough data
forex video tutorial		Not enough data
forex training videos		320
forex video course		Not enough data
learn forex video		Not enough data
forex video news		Not enough data
forex educational		...

Spend some time at the Adwords keyword tool site and brainstorm. It won't take too long until you begin to uncover some great video niche topics that could be used to power a "video only site".

Simply pair one word such as "Forex" with one of the terms listed below:

- watch
- video
- videos
- clips

This way, you're able to determine if there is indeed traffic and people searching. If, in fact, you do find that people are searching for a very specific type of video to watch, you may want to launch a site based on the topic to see what happens.

Google Trends To Power an "Auto" Site

Pants On The Ground! *mean anything to you?*

I am sure many who will read this document will laugh as they think about a crazy old dude that appeared on American Idol this past winter. He showed up ready to entertain and have some fun, the judges asked him what song he would sing and he replied, "A song that I wrote called "Pants on the Ground!"



His silly song quickly became an Internet smash ... and I saw the term appearing over and over on Google Trends. One of the hot search terms was:

pants on the ground video ;-)

Within minutes, I had launched:

PantsontheGroundVideo.com

The site is actually #15 (at the timing of writing) on Google, out of more than 15 million results. And in less than a month, the site made me about twenty bucks.

Case In Point: Keep Your Eyes Peeled On Google Trends For Potential Winning Terms

Hot Searches (USA)

Jan 13, 2010 - [change date](#)

1. [pants on the ground](#)
2. [teddy pendergrass](#)
3. [vonore tn](#)
4. [haiti earthquake tim...](#)
5. [haiti earthquake dam...](#)
6. [pants on the ground ...](#)
7. [general larry platt](#)
8. [jay reatard](#)
9. [lookin like a fool w...](#)
10. [haiti earthquake upd...](#)

pants on the ground

Hotness: **Volcanic**

Related searches:

pants on the ground lyrics, pants on the ground american idol, americ
the ground, general larry platt, lookin like a fool with your pants on the

Peak:
6PM (PST)

Gold in ya mouth ...

Hat turned sideways ...

Thinkin your a cool cat ...

<http://www.google.com/trends>

Video: Advanced Auto Blogging - 2 Several Types of Sites to Consider

Launching Your Own Auto-Blogging Site

As mentioned at the beginning of this chapter, the actual process is simple and straight-forward. All that needs to be done to ensure auto blog success is:

- Follow The Auto Content Cash Guidelines
- Configure the WordPress Sidebar in the Auto Content Style
- Configure the WordPress Homepage in the Auto Content Style

The following videos that are listed in the members blog will be paramount to your success with an auto blog.

- **WordPress - Plugins**
- **WordPress - Sidebar & Homepage Settings**
- **WordPress - Themes**
- **Monetize the Site / Tweak Overtimes to Improve Earnings**

- **Include the Batch Processing Tactics When Possible**

Video: Advanced Auto Blogging - 3 Site Setup

Auto Content - Spinning

Let's talk about another method, or strategy, for creating content quickly and easily for the various sites you launch. Content spinning will take some effort on your part, more so than using the Auto Content plugins. However, the reward is that you can create content that is NOT DUPLICATE content, and that is a massive advantage. Furthermore, you can create content to be used NOT ONLY on your own sites but at article directories, free web 2.0 sites such as WordPress.com, Blogger, Hubpages and Squidoo to be used for link building. It is this flexibility that makes content spinning a powerful weapon for the SEO marketer.

It should be also mentioned that NOBODY ELSE will have access to the content you spin. That means that you can crank out plenty of content use however you see fit, whatever your need may be.

Content spinning is quick and offers so many uses online:

- **Create Volumes of Content for Your Own Websites**
- **Create Volumes of Content for Free Web 2.0 Sites (Link Building)**
Squidoo, Hubpages, Wordpress.com, Blogger
- **Create Volumes of Content for Article Marketing (Link Building)**

The Best Spinner—It Lives Up To Its Name & Comes Recommended

As we move forward with this chapter on spinning, I will be sharing with you various tactics and strategies to get the most out of content spinning. I will also offer you several choices of spinning tools to use. I am going to urge you to put the Best Spinner (an actual content spinning software program) on your short list of items to purchase in the coming weeks or months. However, I will also provide you with a free option called Jet Spinner.

Note: *All videos within this section are based on the Best Spinner as this is the product that I personally use and recommend.*

- **Visit: The Best Spinner**
- **Visit: Jet Spinner**

Video: Spinning - 1 Introduction to Content Spinning

Spinning Content For Your Websites, Methods & Tactics

The more you spin, the better. That is, the more you change up and make your spun articles unique, the better. This is something that is very important to how well content spinning works for you.

Anytime I spin content that is going to be used many times, I make sure to spend enough time to ensure that the various articles I create read differently enough to pass the duplicate content filter with Google.

Just how much is enough when it comes to rewriting and spinning?

That is a good question, and one that could change as Google makes changes to the algorithm. However, I would personally shoot for at least 75% difference between the various articles you spin. Use whatever your spinner allows to modify the text as much as possible in the least amount of time.

Some spinners allow you to not only spin words, but actual sentences. This is quite helpful in making the various spun articles very unique. If you have the ability to spin actual sentences, it is advised that you spin the first three or four sentences of an article. This will further ensure your article is spun enough to pass through the Google duplicate content filter with ease.

Video: Spinning - 2 Spinning Sentences for Best Results

Another option that is often found in better spinners is the option to be able to merge data from a .csv file. Many CSV files can be found online. They can be preformatted affiliate data feeds, databases, or simply referred to a .csv files.

Download Affiliate Feeds Here: <http://www.feedshare.com/>

Video: Spinning - 3 Data Merge, Data Feeds & Databases Part One

Video: Spinning - 3.5 Data Merge, Data Feeds & Databases Part Two

What makes data merge so powerful is that we're taking content from two separate sources and were merging them together. This is a concept that can help us achieve great SEO results online. Anytime you can pull in content from different sources to create one piece of new content, you have a powerful advantage. Another option for doing just that is to leverage BOTH the Auto Content Plugins and spinning to further separate our sites from competitors who are using the same content.

Video: Spinning - 4 Merging Spun Content with the Auto Content Plugins

Auto Content - Outsourcing

When it comes to *Auto Content*, there are many methods and solutions that you can leverage to build a niche marketing business without having to write anything yourself. Plugins, scripts, and software are all a great solution that I have personally used to build my business. Another is outsourcing.

Fact is this: you can hire people online to do most any task you need accomplished. When it comes to getting quality content that is 100% unique, well-written, and makes you money, **it is really NOT** that hard.

Even more exciting are the prices, especially if you're able to leverage some of the very powerful SEO methods and tactics here such as Piggyback Marketing and Batch Processing.

Video: Outsourcing - 1 Introduction Video

Let's Break Down Some Costs

Scenario #1 - Batch Process Leveraging Outsourced Content

1 .net Domain (purchased at DomainCheapsters.com) - \$6.49

1 article purchased from ghost writer / or article service - \$7

Total Cost: \$13.49

Earnings Potential of This One Example Site

On average these little one page sites created with unique content can earn anywhere from 30 cents to a dollar a day in AdSense revenue. That means that, usually, they can break even around the second to fourth month online.

Once a site breaks even, the cost to maintain the site is very low. The only expense for a typical site like this after launch is domain renewal and hosting.

Scaling This Model - Profit Potential Is Massive

Using the prices listed above, let's say you were to launch 20 sites each month for a period of six months. Your monthly expenses would look something like this

20 domain registrations x \$6.49 = \$129.80

20 unique content articles x \$7.00 = \$140

Total Monthly Expense = \$269.80

Using the projected earnings of just 35 cents each day for each new site launched daily, your earnings would average about seven dollars daily.

20 sites x 20 cents = \$4.00 daily

Monthly revenue for such a network of sites would come in around \$120 monthly and it should be noted that these are very realistic revenue predictions.

Six Month Revenue Predictions

Month One: 20 sites x .35 daily x 30 days = \$210 monthly income stream

Month Two: 40 sites x .35 daily x 30 days = \$420 monthly income stream

Month Three: 60 sites x .35 daily x 30 days = \$630 monthly income stream

Month Four: 80 sites x .35 daily x 30 days = \$840 monthly income stream

Month Five: 100 sites x .35 daily x 30 days = \$1050 monthly income stream

Month Six: 120 sites x .35 daily x 30 days = \$1260 monthly income stream

Note: Once you're into month two, the income from your earning pays for the next batch of twenty sites to be launched. Actual earnings will vary depending on the niche markets and keywords you target, as well as ranking positions in Google.

What is most important, however is this: this is a real business model that can be leveraged to develop a network of long-lasting money making websites.

\$22,000+ In Revenue Leveraging Outsourcing

I leveraged this *content outsourcing + batch processing* method in the late summer/early fall leading up to Halloween. The result was a huge massive network of more than 125+ sites, and while the cost was also substantial (coming in around \$2500 for content and domain fees), earnings were far greater than my expenses, as I earned more than \$22,000 and generated more than 1400 costume sales.

Bottom line is that outsourcing can be extremely profitable when done right. In the coming pages, I will be sharing with you various methods and tactics that you can use to begin outsourcing yourself.

Video: Outsourcing - 2 Costs & Potential Earnings

Rentacoder.com

Rentacoder.com offers an auction-style environment. Buyers post jobs for work they need completed, thus you can use Rentacoder.com for a variety of projects, not just limited to content. I have paid for the following:

- Site Layouts
- Custom Wordpress Themes
- Costume Headers
- PHP Coding
- And Lots & Lots of Content

One of the things I like most about Rentacoder.com is that you have the ability to have two types of auctions:

1. Open Auctions (any coder can place a bid)
2. Private Auctions (only coders you invite are able to bid)

After you have used Rentacoder.com several times, you often will find a coder (Rentacoder.com call people that bid on potential jobs) that you like working with—one that provides you with reasonable prices and delivers quality content. Thus, you're able to offer them additional work through Rentacoder, but you also have the safety of rentacoder.com escrow system.

The Safety of Escrow

Another important element of working through Rentacoder.com is the fact that there is a buffer between you and the person who you hire to do the needed work, as well as the fact that Rentacoder uses an escrow service.

Here is how a typical transaction works

You post a job that needs to be completed: you post the information to the site, and coders then bid on your project. You're able to view information for each individual coder, including past jobs, job ratings, comments left by other buyers, and so on.

You're able to send questions and comments to various coders, and often times they will ask you about your project. Once you select a coder, you then make payment, this is to protect the coder ... they know that funds are available for the job and they do not lose out. At the same time, the funds DO NOT get transferred to the coder until the job has been completed and you're satisfied with the work.

If you're not happy with the work you simply mention issues that need to be addressed before you release the funds. The key is to be very thorough when posting a job, letting the coder know exactly what you want, how you want it delivered, and what kind of timeline you expect. If you do this and the coder does not meet your requirements, then you're protected and funds are not released.

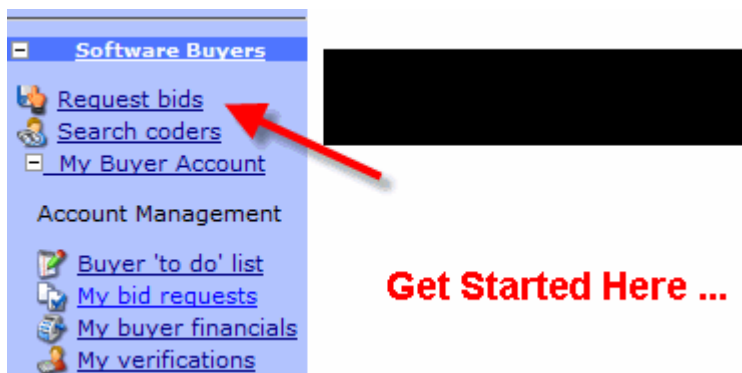
Video: Outsourcing - 3 Rentacoder Introduction

Posting Jobs That Attract Quality Coders / Writers

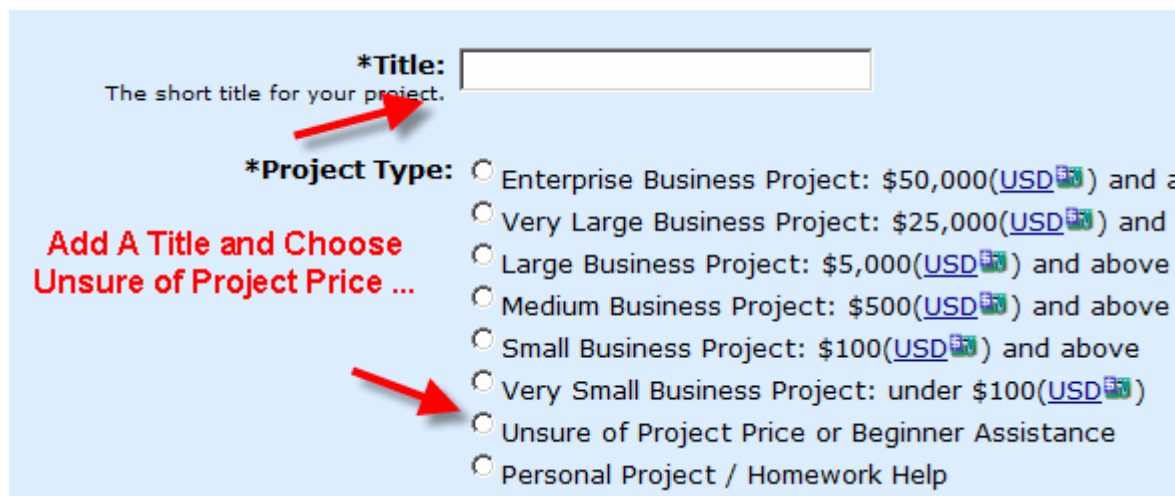
Rentacoder.com offers features that allow you to not only select the right person for your job, but you are also able to filter who can actually bid on your project, and most important, you're able to see the past performance of those people bidding on your job.

The process starts with you posting exactly what you need, when you need it by and how you want it delivered. This process begins when you post a project to the site.

First off, you will need to post a project. This is done using the "Request Bids" Link.



On the next screen, you will click another link to post a job and request bids. Once that is done, you're taken to the first page, where you will create a title for your project and select a price point for the job / project.



The screenshot shows a form with two main sections. The first section is labeled '*Title:' and has a text input field. Below it is the text 'The short title for your project.' A red arrow points from the text 'Add A Title and Choose Unsure of Project Price ...' to the title input field. The second section is labeled '*Project Type:' and contains a list of radio button options. A red arrow points from the same text to the 'Unsure of Project Price or Beginner Assistance' option.

***Title:**
The short title for your project.

***Project Type:**

- Enterprise Business Project: \$50,000(USD) and a
- Very Large Business Project: \$25,000(USD) and
- Large Business Project: \$5,000(USD) and above
- Medium Business Project: \$500(USD) and above
- Small Business Project: \$100(USD) and above
- Very Small Business Project: under \$100(USD)
- Unsure of Project Price or Beginner Assistance
- Personal Project / Homework Help

Add A Title and Choose Unsure of Project Price ...

I usually like to title my content projects such as:

- *Unique Content Article Needed: Dog Training*
- *Quality Content Needed: Your Niche Here*

Quality, Unique "**Niche / Topic**" Articles Needed and then I select "Unsure of project price" or "Small" to "medium business project" depending on the scope of the project.

On that same page, you will select bid type, usually you will select "open." However, over time, you might want to post private auctions only open to coders you have worked with in the past.

Medium Business Project: \$500(USD) and above


Small Business Project: \$100(USD) and above


Very Small Business Project: under \$100(USD)

Unsure of Project Price or Beginner Assistance


Personal Project / Homework Help

Bidding Type:

 Open Auction:
 To receive bids from all coders on the site.

 Private Auction:
 To receive bids only from coders that I invite.


 One-on-one Project / Enhancement:
 To give new or enhancement work to a coder I've worked with before.
 (*Note: 2.5% discount for coder on [pay for deliverable](#) projects)

 Bonus / Immediate Payment
 To give a fixed bonus or other immediate payment to a coder I've worked with before. Payment is sent immediately...NO escrowing occurs.
 (*Note: 5% discount for coder on [pay for deliverable](#) projects)

On the next screen, you will have the option to decide how you will pay the coder who completes the work. I have always used the option that is preselected which is pay-for-deliverables (this ensures that you will only pay the coder once the work is completed to your liking).

NEW Project payment type:

How would you like to pay the worker on this project?

 Pay-for-deliverables (recommended for new buyer)

You will pay the worker a fixed price for delivering your milestones). If the worker does not deliver to the code via arbitration.

Advantages

- You are guaranteed to receive either the completed del

Click the next button at the bottom of the page

Next, you will begin to describe your project. As you can see from the image below, you have several categories to choose from, such as software, graphic design, marketing, virtual assistant, writing, or other.







Select the category that makes the most sense for your project and continue.



Request Bids on my Project - Requirements Interview

NEW This requirements interview will help you explain what you want in detail faster, and at a lower price, than if you did not provide it.
(If you wish to bypass this interview, you can do so by [clicking here.](#))

What kind of work do you need done?

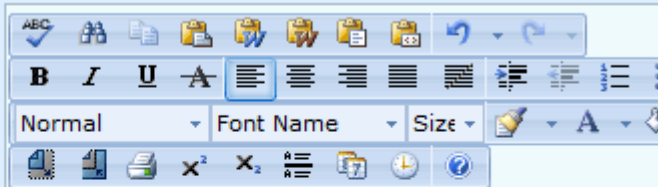
-  Software related (Includes desktop applications and internet websites)
-  Graphic Design (Includes graphics work, logo design and 3d modeling)
-  Marketing (Includes search engine marketing, ads, market research, pricing, etc.)
-  Virtual Assistant (Perform administrative tasks for you over the internet)
-  Writing (Includes website content writing, proposals and technical writing.)
-  Other (Choosing this option will bypass this wizard.)

Next >>

Click the next button and continue to the "Brief High Level Summary" which is shown below.

High Level Summary:

Enter 1 or 2 paragraphs to briefly describe your project. This summary allows bidders to see if they are a possible fit for your project (and if they are, you can invest further time to read the rest of your requirements).



Writers,

I am in need of twenty high quality, unique articles written by you for a dog training website.

Simply write a paragraph or so that outlines the project. You will have the chance to go into fuller detail in just a bit.

Click the next button which will take you to the legal form. This has already been filled out for you. You should review the legal issues and click next if you're satisfied with what is already typed out for you.

Otherwise, edit the content to your liking.

Click next

On the following page, you will access the **Finial Details** page. Here you should provide exactly what you need, what you expect from the coder, and the timeline for the project.

Below, I have included a template that I often use for new jobs. You're welcome to use it as well.

Finial Details Page Template (For Articles)

Below I have included a template I often use at Rentacoder.com. It is important to be thorough and post exactly what you want and how you want it to be delivered. As long as you do this, you're protected.

Finial Details Template

Hello Coders / Writers,

*I am in need of your original, high quality articles written in English for a **dog product** web site. I am looking to build a working relationship with a quality writer who I can work with on future projects. I am not looking to hire the coder who posts the cheapest bid, rather I will hire the coder I feel can write high quality content at a reasonable price.*

I am looking for quality unique content that is written from scratch by you, these articles will be copy scaped.

All articles:

- 1) Must be between 500 to 600 words in length.*
- 2) Must be on topic (I will provide a list of article titles)*
- 3) First sentence of article must include the article keyword and one or two other "commercial" keywords such as:*

- cheap

- *discount*
- *sale*
- *price*
- *buy*
- *order*
- *purchase*
- *value*
- *store*
- *save*
- *review*
- *coupon*
- *deal*
- *savings*
- *discounted*
- *cheaper*
- *special*
- *rebate*
- *save on*
- *buying*
- *purchasing*
- *where*
- *information*
- *ect ...*

4) *Articles must be sent in text file format. One article per file. Articles are to be labeled from my master list:*

Sample Mini Articles:

- 1) *dog collar*
- 2) *dog crate*

Example of file:

dog-collar.txt

Articles should be sent over in batches of five, articles zip files should be labeled like:

batch1.zip = 5 articles
batch2.zip = 5 articles

This method will help us both manage the large amount of articles.

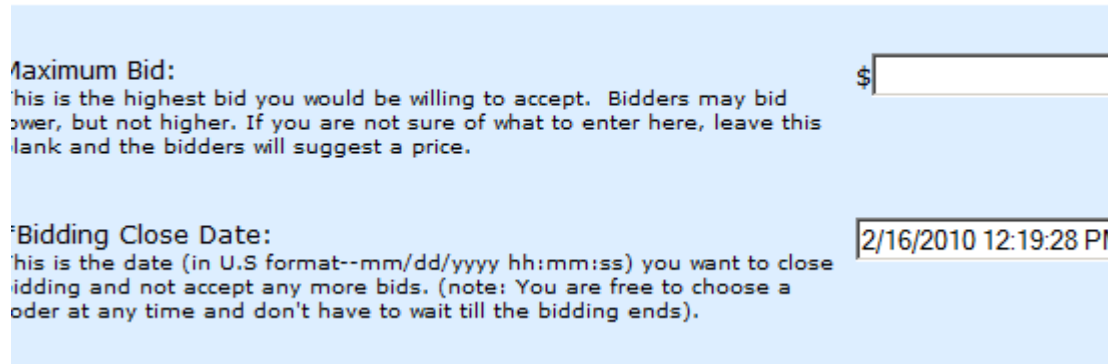
Again, I will hire the person I feel can complete this job in a timely manner while still creating quality articles within a reasonable budget.

I look forward to your bid.

Your Name

Request Bids on my Project - Misc

Once the final details are posted, click next, and you will be taken to the max bid page. Here you set the maximum bid price you're willing to accept. Quite often, I keep this blank. You will find you get many bids that are quite reasonable.



The screenshot shows a light blue background with two input fields. The first field is labeled 'Maximum Bid:' and has a dollar sign (\$) to its left. Below it is a text box containing the instruction: 'This is the highest bid you would be willing to accept. Bidders may bid lower, but not higher. If you are not sure of what to enter here, leave this blank and the bidders will suggest a price.' The second field is labeled 'Bidding Close Date:' and has a date and time '2/16/2010 12:19:28 PM' entered in the text box. Below it is a text box containing the instruction: 'This is the date (in U.S format--mm/dd/yyyy hh:mm:ss) you want to close bidding and not accept any more bids. (note: You are free to choose a date at any time and don't have to wait till the bidding ends).'

Also notice the bidding close date...

Over the years, I have hired many, many coders and heard that many buyers often want jobs rushed and tend not to give coders enough time to complete a job. I always am very patient with those I work with. Oftentimes, they will need an extension and I have always given it to them.

My mantra has always been

Quality content is more important to me than a deadline. Oftentimes, we're talking about an additional several days to a week which in the grand scheme of things is not much. Let the coders know you want great content and be patient with them.

Optional Info:

Require the coder to make an [Expert Guarantee \(EG\)](#): % (from 3.5%)
 Do you have a critical deadline, or need help separating the experts from the amateur bidders? If so, then this feature will limit bidding exclusively to coders who agree to guarantee completion by pledging a deposit. To learn how this works, click the ? icon to the right.

Require the coder to be [ExpertRating](#) certified: Check this box if you want more specific certification

Graphic:
 Use this to attach a graphic (.gif, .jpg or .png format only) (for example, a prototype screen-shot or company logo) .gif, .jpg or .png format only

I agree to all of the terms and conditions of the Rent A Coder [Custom Software](#) & Services

On this same page, you will have several other options available to you, such as:

- Expert Guarantee (EG)
- Expert Rating certified:

Requiring the coder to make an expert guarantee ultimately means that the coder will have to make a small deposit in order to place a bid, and that they will not get that deposit back unless they complete the job to your liking.

Expert Rating certified is similar in scope. Checking these box will greatly reduce the number of bids you receive, and those that bid will most likely bid higher than others. However, the quality of the work is often worth the price.

Lastly, make sure to click the rentacoder.com terms of service and click next.

This bring you to the following page:


Delivery Deadline Information:

This page gives you the opportunity to set the delivery deadline, here is a tip


Give people plenty of time to do solid work for you, I usually give people about 2 to 3 weeks per 25 articles or so.

Delivery Deadline Information:


When must this project be delivered?

 This project must be delivered in days.

The "clock" starts ticking once you select a coder, and all deposit verified (if required).

 Have the sellers who bid estimate how long it will take.

If you choose this option, then you can come back later and update. Updating it is important because it will allow the site to keep you and the coder when the deadline is getting close and has passed.

 I do not want to assign a deadline (not recommended)

If you choose this option, then the coder is under no obligation to complete the project. This is a dangerous because if you have a dispute and want to cancel the project, the coder will not be able to complete the project (because technically, the seller has until the end of time to complete the project). If you do not set an explicit deadline and give the coder a chance to either meet or miss the deadline with this scenario, we HIGHLY recommend that you choose another option.

I usually tick the first box and enter in the number of days I am willing for the work to be completed.

Managing Coder Estimates:

Even the best coders do not estimate accurately. If you don't want unnecessary problems.

Do you understand that it's wisest to multiply any coder estimate

No (or not sure)

If you choose this option, the site will explain why and how.

Yes

If you choose this option, the site will *not* explain more.

Next >>

On the same page, you will come to the "Managing Coder Estimates." I click the yes box, which means oftentimes, coders will need further time.

The following page is vastly important to the quality of work you get back. This is especially true when you're hiring someone to write content for you.

New Bid Request - Location

On this page, you're able to limit who writes your content based on several factors including economy and English fluency.

Obviously, if you're going to have content written for you, then something like fluency is vastly important. I like to choose the following options to weed out coders that are not fluent in English.

Economy Type(s): Emerging economy (includes most countries.

Pros:

- Cost: Price charged is often 40-75% ch

Cons:

- Time Zone: The coder's time zone may night for the coder when it is your morn communication difficult. If this is a con difference, before hiring them.
- Legal: If your project involves intellectu country may not have any laws that are unethical coder might try to resell your non-disclosure agreement, nor sue the attorney concerning the IP laws in the c Regardless of the laws in a country...if coder permanently from the site).

Usually More Expensive (but still reasonable)

Mature economy (U.S., Western Europe or Au

Pros:

Cheaper Option - However Quality May Be Lacking

On the same page, you will have additional options.

English fluency: Native English speaker

English as a second language

For most projects, we recommend that you choose bo receive and give you more options.

However, if your project requires the coder to do exte to native English speakers only. This will keep the qu

Limit Coders Even Further by Geography:
Check this box to further limit the coders who can bid on your project-by t the number of bids you receive.

Next >>

Select Native English Speaker

This is the best way to weed out coders / writers that are not fluent. However, this is still not a guarantee that the content will be well-written and grammatically correct.

Another Option That You May Want To Select ...

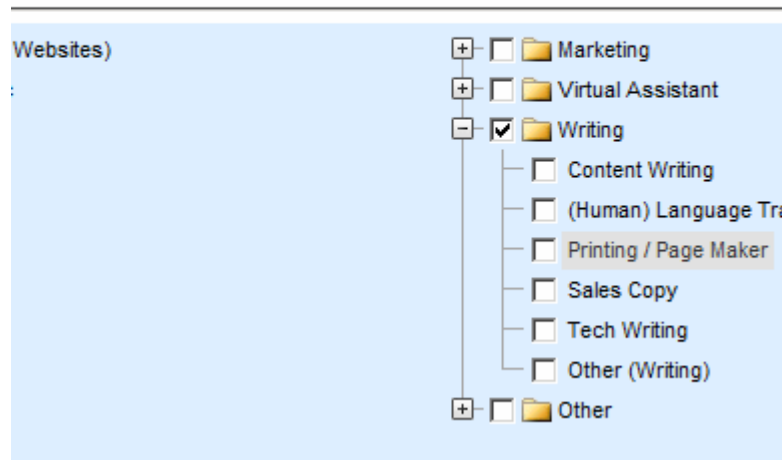
Limit Coders Even Further by Geography:

This way, you can only make your project available to people who live in English-speaking countries, such as the US, Canada and/or the UK. I want to say right here and now that I have no issues with people that live in other countries. However, I have posted dozens and dozens of jobs on Rentacoder, and I have found that following these guidelines has resulted in a higher caliber of article.

On the following page, you will simply choose which category your project should get posted to.

General Categories

general categories that your bid request falls under. Your s
about your project.



Hitting the next button on this page will result in your project being posted on Rentacoder.com

Video: Outsourcing - 4 Posting A Project At Rentacoder

Once Your Project Is Posted

Once your project is posted, you should give it several hours to a day before you examine various bids. You will find that within 24 hours of a new job being posted, you will receive many bids. This is especially true for projects based on content writing. I like to sort through a bunch of bids in one sitting, rather than checking back every few minutes.

Once you return to Rentacoder.com, you will find a page that has listed a snapshot of all the bids associated with your project. Here, you may wish to start filtering down bids right away, depending on the following:

- Ratings (number)
- Ratings (score)
- Price
- Feedback
- Location

Sticking with coders that have more ratings simply means they have completed more projects and are probably more dependable. Of course, the actual ratings are very important as well.

Below, you can see the three coders below all have rating above 9 ...

Date ↑↓	Name ↑↓	City ↑↓ / Country ↑↓	Rating Avg. ↑↓ / # of Ratings ↑↓	Coder Ranking ↑↓	Posts ↑↓	Last Bid ↑↓	My Notes	Hide / Unhide
Help Hide/unhide								
Note: Click here to see only the final selected bidder.								
11/18/2008 9:30:40 AM	Sales Text Writer	In Melbourne, United States (see local date/time)	9.71 (Excellent) out of 143 ratings.	Ranked #298 out of 279,502 (higher than 99.89% of their peers).	View 1 message(s) Reply	\$225.00		<input type="checkbox"/>
11/18/2008 11:37:39 AM	ORIGINAL DESIGNS	In Craiova, Romania (see local date/time)	9.7 (Excellent) out of 170 ratings.	Ranked #456 out of 279,502 (higher than 99.83% of their peers).	View 1 message(s) Reply	\$107.00		<input type="checkbox"/>
11/18/2008 11:40:17 AM	Article1	In Hua-Hin, Thailand (see local date/time)	10 (Excellent) out of 2 ratings.	Ranked #19,985 out of 279,502 (higher than 92.85% of their peers).	View 1 message(s) Reply	\$130.00		<input type="checkbox"/>




Work History & Ratings Page

Clicking on the actual ratings number for individual coders brings you to a page where you can read actual feedback. Again, this is a great way to identify a coder that has a solid background with rentacoder.com. The image below shows the ratings page.

Rent A Coder Work History

All ratings (and comments) by 3rd parties are the opinion of the poster and should be interpreted as such and official view of Rent A Coder.

Future Buyers and Sellers have a right to know if a cancellation or reduction in payment occurs. On those occasions offers a "trade" to the at-fault party, and agrees NOT to place a bad rating in exchange for a concession of some stop this practice, it also cannot allow it to taint the integrity of the rating system. To prevent this from happening and do indicate when a cancellation or reduction in payment occurs by placing their own rating and comment on (per both the Buyer and Seller agreements). Arbitrators are denoted with the words (RAC) after their name. This so that both ratings will be visible.

Rating	Rated For	Bid \$ / Approved Timecard \$	Rated By
 10 (Excellent)	 Landing page	\$127.50	Domenica (who themselves 10.00 - Excellent)
Excellent turnaround time. Professional, dedicated and went beyond what was required of her.			
N/A	 Instant bonus for Sales Text Writer (from bid request id 1,311,954) on 1/23/2010 5:31:35 PM	\$15.00	FrankLard (who themselves 6.67 - Good)

Thus, take your time and do not hire the first person to bid on your project. Use the tools available at Rentacoder to find the person who is right for your special project.

Video: Outsourcing - 5 Selecting The Best Coder Rentacoder

Article Service Sites - Textbroker.com & Articlez.com

Another option you have for outsourcing (content) is to use sites such as Textbroker and/or Articlez. Both of these sites have some favorable reviews online, and offer fair prices for content.

- <http://www.textbroker.com/>
- <http://www.articlez.com/>

Video: Outsourcing - 6 Article Sites

Craigslist.org

Another option that you may wish to consider is posting to Craigslist.org

<http://www.craigslist.org/about/sites>

Video: Outsourcing - 7 Craigslist

Piggyback Marketing

In the last several chapters, I have shared with you some tactics that have been responsible for some tremendous earnings online over the last nine months. This method, the Piggyback Marketing strategy, is a strategy that I have been leveraging for years, and it is a powerhouse.

Fact:

Piggyback marketing has been responsible for many of my top-producing websites. Think hundreds of thousands of dollars.

Even better is that these sites are as *set and forget* as you can imagine. I have some sites that have earned me tens of thousands of dollars (AdSense, Affiliate Programs, CPA) that I have spent maybe a total of twenty hours on over the course of several years.

They all have one thing in common: the domain name was once owned by someone else who *had* a site listed on the domain name which became very popular online and very trusted by Google.

And here is where the story gets very exciting

For whatever reason they let the domain name expire, possibly they lost interest in the site, maybe a business went belly up or possibly they simply did not have the time to run the site.

The reasons why do not matter. What does matter is that these domain names become available again to register, oftentimes for extremely low prices. In the last several months, I picked up two expired domain names: one was a Page Rank 3 site that used to be based on crafts, candles, and hobbies.

The other site was focused on a type of furniture style and was a Page Rank 1 website.

Do you think there is any money to be made with candles or furniture online?

As for candles, I can tell you yes, as I already have one "piggyback" site that is now a candle website that makes money with eBay and AdSense. I am fairly confident people buy furniture online as well.

Video: Piggyback Marketing - 1 Introduction

How Much Will These Domains Cost ...

First, you need to know this: these domains are sold auction-style on a daily basis, and oftentimes can be picked up cheap (under \$50). I have purchased dozens and dozens of domain names for as cheap as ten bucks (really). These piggyback domains also sell for lots of money. Think hundreds or even thousands of dollars and once in a while you might find yourself in a bidding war where you and several others all want the domain name.

For this reason it is important to set limits on what you can afford and what makes sense. Often times, I will find myself bidding on multiple domains in one day, thus, if the price begins to ramp up let the domain name go.

The key is to start off with low-priced domains that no one else is really interested in. As we move forward, I will share with you methods to ensure you're able to find low-cost domains that will give you an edge over your competition.

Video: Piggyback Marketing - 2 Your Budget & Spending Limits

Getting Started, The Right Kind of *Expired* Domain Name

The goal, of course, will be to purchase an expired domain name where once there was a website that was well liked and trusted by Google. Oftentimes, these types of domain names have Page Rank as well.

Bending the Auto Content Cash Guidelines

A big part of the ACC guidelines is based on obtaining domains that are based on the exact keyword phrase we will be targeting. However, with the Piggyback Marketing method, we're going to be leveraging other ranking factors. Therefore, you can throw out some of the Auto Content Cash Guidelines as we move forward—exactly what you're looking for will be further explained.

Video: Piggyback Marketing - 3 Exceptions to the ACC Guidelines

Great Expired Domains Posses The Following

- Inbound links (from a variety of sites)
- Inbound links (from Yahoo or DMOZ directories)
- Age - Length of time previously online
- Quality & scope of the previous site

These are the type of qualities were are looking for when it comes to expired domain names.

It Does Not Matter If The Domain Name

- Contains hyphens (dashes)
- Contains numbers
- Is NOT based on a search term

Again, were leveraging the age of the domain, the links that may be pointing into the site and the trust factor that may be present. Thus, the ACC guidelines can be tweaked.

Video: Piggyback Marketing - 4 Types of Domains to Buy

The Golden Rule of ... Expired Domain Names

Over the years I have purchased hundreds of expired domain names, and as I developed the Piggyback Marketing Method, it quickly became apparent that certain concepts or rules must be followed in order be able to maintain great rankings with Google over time.

Maintain Consistency with Site Topic & Content To That of The Old Site

This is paramount to your success

If you do not follow this rule, or you try to get tricky (I have and failed), this method will not work—Google will fight back and deindex the site, or...

...Simply kill the rankings of the site, which results in little to no traffic.

You must stick with the theme / niche / or topic of the previous site of the domain name. Failure to do so will result in pain, loss of rankings and generally, a wasting of your time.

If you buy a domain name where once there was a site on medical uniforms, then you launch a site on medical uniforms. If you purchase an expired domain name on children's toys ...then the site you launch **must be on the very same topic**, children's toys.

Video: Piggyback Marketing - 5 Golden Rule of Piggyback Marketing

Where & How ...

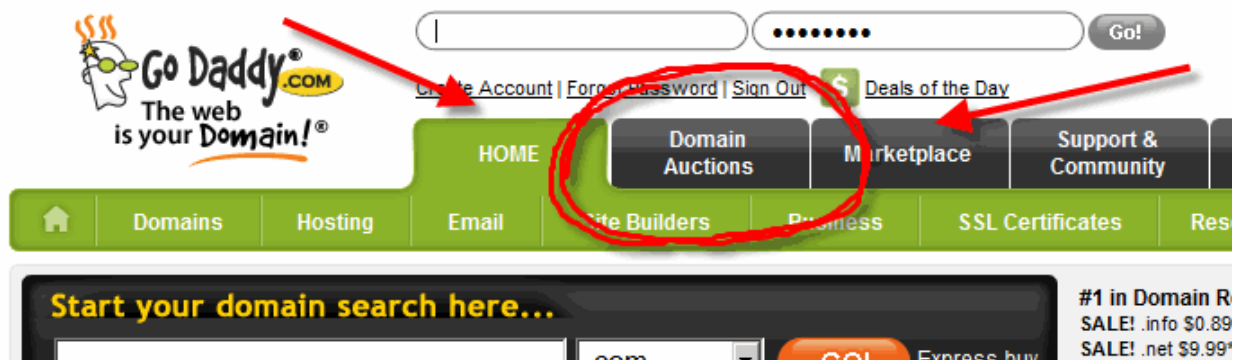
Many companies offer expired domain names for sale. Some of the bigger names are Snapnames.com, Afternic.com, and NameJet.com. Godaddy also offers expired domain names. and this is where I have personally focused much of my time, and thus this is where we will focus most of our attention. However, after you get your feet wet with Godaddy, you may want to venture out and try some of the other companies as well.

Years ago, when I got started, I did things manually, and truth be told you can still find some great names just by digging through the expired section of the Godaddy expired names. Before we get into details I want to set some ground rules that will apply to what type of domain names you buy,

Video: Piggyback Marketing - 6 Godaddy Auctions & Other Expired Domain Resellers


Godaddy Auctions - Buy & Sell Domain Names

You can access the expired domain name auctions from the Godaddy homepage by clicking on the "Domain's Auction" link in the top navigation, as listed below.

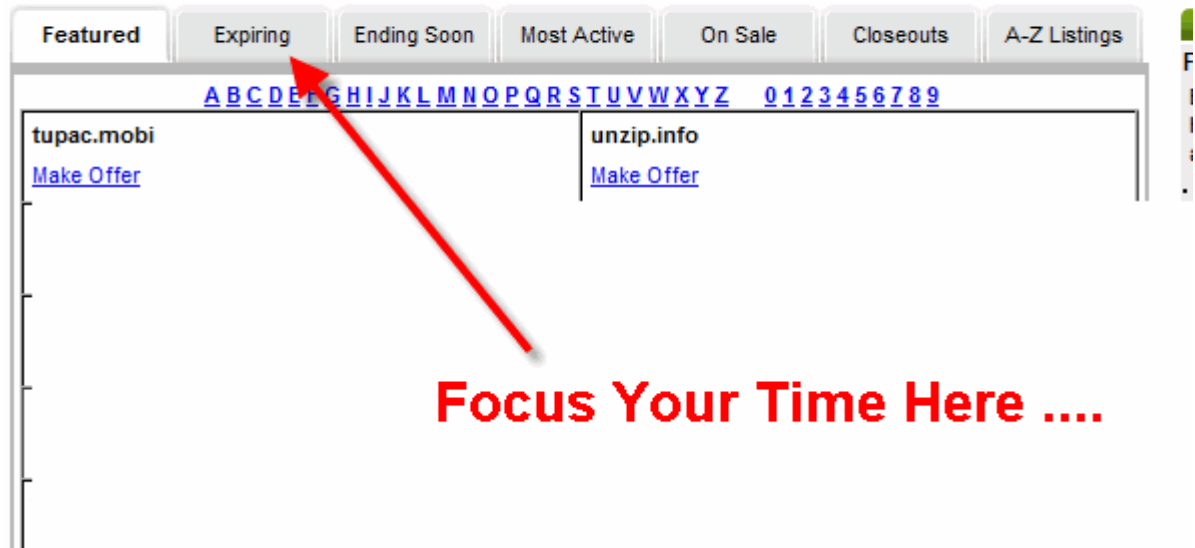


Now, chances are good that Godaddy may change the link or the link location, so just know that you're looking for domain auctions. Once you click that link, you will land on the following page:

[Save up to 65% on Bulk domain registrations](#)
[FREE Auctions membership with Premium CashParking®](#)
[Discount Domain Club: Big discounts & FREE Auctions membership](#)



Go Daddy Auctions™ sellers are responsible for ensuring that offered domain names do not infringe on third-party trademarks.



Focus Your Time Here

Notice The Tabs At The Top Of The Page

- Featured
- **Expiring** <<< Focus On The Expiring Section & Nothing Else
- Ending Soon
- Most Active
- On Sale
- Close Out's
- A - Z Listings

You're going to want to focus on the expired tab, as that's where the best deals are found. *Expired domain names* start at \$10 (plus regular domain registration fees) and I have picked up dozens at that price that have made me fantastic money over the last three to four years.

Sure, you can find expired domains in the "On Sale" section that are only \$5. However, I have rarely found a great name here. The good one's get purchased before they make it to the On Sale section.

If you already know about expired domains, but are hanging out at the sale section, the reason you're not getting any good domains is that others (like myself) are simply

buying them right as the action ends. This is known as auction sniping, and it is important to learn and understand.

Video: Piggyback Marketing - 7 Godaddy "Expired" Domains Only

The \$10 Expired Domain Snipe

In the coming pages, I am going to share with you how to sift and sort through the thousands of domain names in order to find the right domains to bid on. However, before I do that I want to touch on some very important points.

You are going to be doing some research. That takes time, and as they say, “Time is money.” The goal will be for you to find an expired domain that has some of the characteristics listed above, such as domain age, inbound links and Google trust. Once you find that, the last thing you want to do is start waving a flag and jumping up and down with excitement, which would draw attention to the domain name. Bidding too early on a domain name is doing just that—this is especially true if the domain has no other bids.

After all...you want to keep this to yourself, right?

Video: Piggyback Marketing - 8 Keeping Your Finding To Yourself

With that, you're going to make use of the watch list. This is vital to your success in getting these domains cheap. When you find a strong domain name, simply add it to your watch list and then set your alarm clock (really).

The screenshot shows a domain management interface. On the left, there is a navigation menu with categories: Domain Appraisals, Domains (with sub-item Domain Manager), and Hosting (with sub-item Show All My Products). Below this, there are two main sections: 'SELLING LIST' and 'BIDDING LIST'. The 'SELLING LIST' includes links for List a Domain, Selling, Sold, Didn't Sell, and Pending. The 'BIDDING LIST' includes links for Watching, Bidding, Multi-Bid, Won, and Didn't Win. A red arrow points to the 'Watching' link. To the right of the menu, there is a search filter box with the text 'Domain Name Begins With:' followed by an input field. Below the input field are two checkboxes: 'Item ID' and 'Domain Name', and a 'Select All' checkbox. At the bottom of this filter box is an orange button labeled 'Delete Checked Items'.

**Do Not Bid Too Early!
Instead Add To Watch
List**

For now, let's talk about how you can sort through the various auctions to find the real gems. When you first get started, you're going to want to create a special saved search that will filter out 95% of the expired domain names that are available.

Remember, we're looking for expired domain names where once there was a site. Most expired domain names will NOT have had this history, so we do not need to look at them. This means we will make use of the customized search feature as listed in the screen capture below.

SELLING LIST
[List a Domain](#)
[Selling](#)
[Sold](#)
[Didn't Sell](#)
[Pending](#)

BIDDING LIST
[Watching](#)
[Bidding](#)
[Multi-Bid](#)
[Won](#)
[Didn't Win](#)

SETTINGS
[Preferences](#)

SEARCH
[Advanced Search](#)
[Manage Saved Searches](#)
[PiggyBackMarketing](#)

Featured Expiring Ending Soon Most Active On Sa

ABCDEF...GHIJKLMNOPQR

<input type="checkbox"/>	Domain Name
<input type="checkbox"/>	timmy.com
<input type="checkbox"/>	asia111.com
<input type="checkbox"/>	monitorcg.com
<input type="checkbox"/>	liquidphotography.net
<input type="checkbox"/>	yesyemen.com
<input type="checkbox"/>	serious.com
<input type="checkbox"/>	quicklawamerica.com
<input type="checkbox"/>	o7u.com
<input type="checkbox"/>	karachiairport.com
<input type="checkbox"/>	marketvilla.com
<input type="checkbox"/>	oaxi.com
<input type="checkbox"/>	blogdup.com
<input type="checkbox"/>	4good.com
<input type="checkbox"/>	j1q.com
<input type="checkbox"/>	mobilenetwork.com
<input type="checkbox"/>	moreoldfortyfives.co

Notice The Advanced Search & The Saved Search Function

This Is How We Will Find The Gems For Cheap

I Have Created A Search For Myself ...

"PiggybackMarketing"

1) Click on the Advanced Search link and fill out the form as I have done in the image below.

Predefined Searches : CVCV VCVC CVVC VCCV

Advanced Search [Clear All](#)

Find domains that:

Extensions: [Select All](#)

<input checked="" type="checkbox"/> COM	<input checked="" type="checkbox"/> BIZ	<input type="checkbox"/> AM
<input checked="" type="checkbox"/> NET	<input type="checkbox"/> TV	<input type="checkbox"/> FM
<input checked="" type="checkbox"/> ORG	<input checked="" type="checkbox"/> US	<input type="checkbox"/> ME
<input type="checkbox"/> CC	<input type="checkbox"/> WS	<input type="checkbox"/> CA
<input type="checkbox"/> INFO	<input type="checkbox"/> MOBI	<input type="checkbox"/> BZ
<input type="checkbox"/> NAME	<input type="checkbox"/> DE	<input type="checkbox"/> COM.BZ
		<input type="checkbox"/> NET.BZ

Contains: # of characters

Include Only: Buy Now Option Web site Appraisal
 Featured Only Invite-Only Auctions

Do Not Include: Dashes Digits

Search By: Domain Name Description

Auction Type [Select All](#)

<input checked="" type="checkbox"/> Expiring Auctions	<input type="checkbox"/> Value Priced Names
<input type="checkbox"/> Public Auctions	<input type="checkbox"/> Offer/Counter-Offer
<input type="checkbox"/> Closeout Domains	

only these five domain extensions

only expiring auctions

- 2) Change the Ending in Date: 0
- 3) Next, change the rows per page to 500
- 4) Sort the list of expired domains by traffic as seen in the image below.
- 3) Lastly, save the search as "Piggyback Marketing" and your set.

The screenshot shows a search interface with several fields and buttons. Red circles and text annotations highlight specific settings:

- Categories:** All Categories (dropdown)
- Price:** [] to []
- Traffic:** [] to []
- Date:** Ending in 0 days (dropdown, circled in red)
- Rows per Page:** 500 (dropdown, circled in red)
- Sort by:** Traffic ↓ (dropdown, circled in red)
- Search name:** PiggyBackMarketing2 (text input, underlined in red)
- Buttons:** Save (orange), SEARCH (orange)

Red text annotations on the right side of the form:

- Date: Ending in 0 Days
- Rows per Page: 500
- Sort by: Traffic (arrow down)
- Lastly Save The Search: PiggybackMarketing

Below the form, there is a text prompt: "Enter a name to save this search under My Saved Searches. Otherwise, leave this field blank."

I want to mention about the "sort by" tab. We're sorting by traffic, which makes sense. But I do not want you to be thinking too much about what this number means—in fact, it means nothing to us.

However, this is how we will begin to sort through the many auctions which we will further filter using Google, Yahoo and the Internet Achieve or Wayback Machine.

You just created a saved search that you will use to find domains with traffic that are being auctioned off that very day. Anytime you look at the actions, plan on being able to access your PC anytime that day, as you may need to show up right when the auction starts to put in a bid.

Video: Piggyback Marketing - 9 Creating Your Piggyback Marketing Saved Search

Further Sorting - Finding That Gem

Domain Name	Traffic	# Bids	Price	Valuation	Time Left	
downloadgeneration.org	3235	17 Bid	\$133	\$198	4H 50M	Bid
eset-nod32-antivirus.com	2985	4 Bid	\$25	\$390	4H 38M	Bid
esamor.net	849	5 Bid	\$31	\$39	4H 39M	Bid
karachiairport.com	767	25 Bid	\$4,227	\$279	3H 37M	Bid
vnfriends.biz	454	1 Bid	\$10		1H 9M	Bid
mannyandgil.com	450	1 Bid	\$10	\$105	3H 16M	Bid
avermagic.com	408	3 Bid	\$20	\$60	5H 39M	Bid
sunshinecoastlowcosthousing.com	376	1 Bid	\$10	\$96	1H 45M	Bid
dhbventes.com	274	1 Bid	\$10	\$54	1H 55M	Bid

As you can see by the image above, the Piggyback Marketing saved search returns only today's auctions and many of them are cheap (for now). Now it is time to see if we can identify those gems I was speaking about.

Open up several additional browser tabs keeping the Godaddy Auctions tab on the far left, other open tabs should include:

- Google - google.com
- Yahoo Site Explore - http://siteexplorer.search.yahoo.com
- Wayback Machine (Archive.org) - http://www.archive.org

As you can see by this image I have all four tabs open and I am on the wayback machine page.



Any Domain You Bid On Must Have The Following:

1) Indexed Pages in Google

Google must have an indexed page for any site that you potentially bid on, simply search Google using this special search to return all indexed pages.

site: domain.com

Example:



site:downloadgeneration.org

Search

[Ad](#)

Web [+ Show options...](#)

downloadgeneration.org

Notice: This domain name expired on 12/25/09 and is pending renewal or deletion.
downloadgeneration.org. This page is parked free, courtesy of Domains ...

downloadgeneration.org/ - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

downloadgeneration.org

Notice: This domain name expired on 12/25/09 and is pending renewal or deletion.
downloadgeneration.org. This page is parked free, courtesy of Domains ...

downloadgeneration.org/forum/ - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

downloadgeneration.org

This page is parked free, courtesy of Domains Priced Right .com .info .net .org .me .mobi
.us .biz .es .mx .ca .it .ws .am .asia .at .be .bz .com .bz .net .bz ...

downloadgeneration.org/forum/index.php?showuser=435 - [Cached](#) - [🗨](#) [📄](#) [🗕](#)

The domain downloadgeneration.com was actually being auctioned off as I was writing ACC. This is a good start. We can learn some more just by using Google. Having the Google toolbar installed will help you to easily get what we need.

Next, we're going to check Google backlinks. Just one backlink on Google is a fantastic sign that the domain will have a lot of trust and ranking power.



link:http://downloadgeneration.org/

Search

[Advanced Sea](#)

Web [+ Show options...](#)

Results 1 - 1

[Scaricare film e telefilm gratis da Megaupload e Rapidshare | dreN](#) - [[Translate this page](#)]

È anche oggi vi suggerisco qualche link interessante per scaricare gratis film e telefilm da Megaupload e Rapidshare.

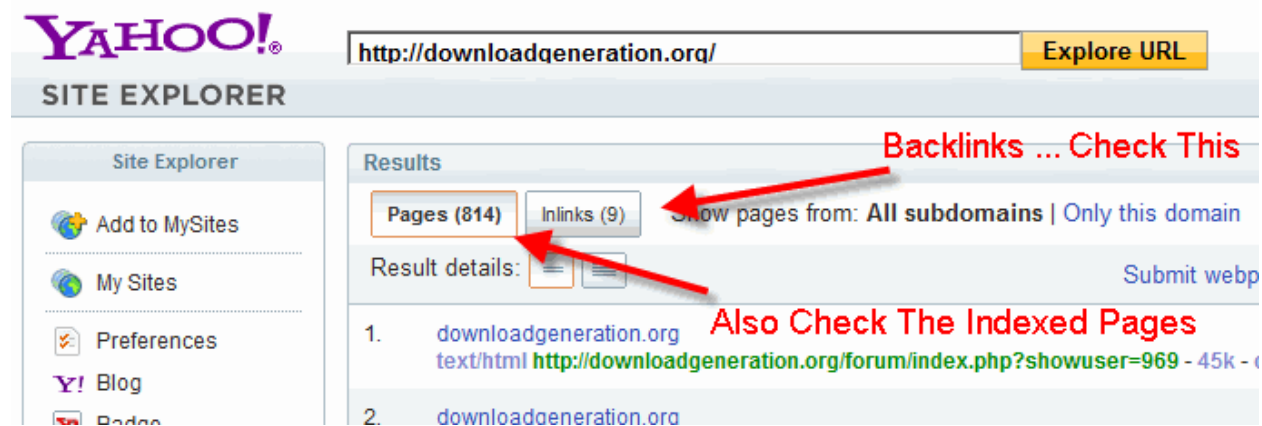
www.dren.it/ancora-link-per-scaricare-film-e-telefilm-da-megaupload-e-rapidshare/ - 16
hours ago - [Cached](#)

Google returns one backlink for the domain in question. However, the link is from a site that is **NOT based on the English language**, and that leads me to believe the actual site that used to exist may have been in another language as well. Further into this section, I will include a list that can be used to determine when it makes sense to walk away from an auction.

However, for the purpose of explaining the research further I will continue with the research for this domain. If I had a real interest in buying an expired domain name I would have passed on this example.

Using Yahoo Site Explore To Get A Better Understanding Of Inbound Links

Google only shows a very small percentage of backlinks to a site. For example, some of my personal sites return 25 or so backlinks in Google while the Yahoo Site Explore shows hundreds or even thousands. Thus, we can get a better idea of actual backlinks to a website by simply adding the full site address to the Site Explore.



Here you can see that Yahoo returns nine backlinks for this domain. That is a fairly small number. and I would again pass.

Note: *Make sure to watch the videos on the members blog pertaining to how to use these research sites to get the most information possible about the past life of these expired domain names.*

Domain / Site Age, Content Clues & More - Archive.org

We learn even more about some expired domain names using the site archive.org

This site actually takes a snap shot of sites with content, links and more about once a month. Not all sites and domains are listed. However, you will find that many of the expired domain names with traffic are listed.

While writing this very document, I saw another domain that looked interesting to me:

legendscustomcycles.com

This domain sounds like a possible store. If the store was still in business, I would pass and would not pick up the domain as their could potentially be issues that arise. However, many times physical store fronts close down and previous owners let their domain name go.

I entered the domain name: legendscustomcycles.com into the wayback machine / archive.org and this is what I saw.

INTERNET ARCHIVE
WayBackMachine

Enter Web Address: All [Adv. Search](#) [Compare Archive Pages](#)

Searched for <http://www.legendscustomcycles.com> 15 Results

* denotes when site was updated.
Material typically becomes available here 6 months after collection. [See FAQ.](#)

Search Results for Jan 01, 1996 - Aug 02, 2009

1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	0 pages	2 pages	6 pages	7 pages	0 pages
										Mar 03, 2006 * Mar 09, 2006	May 16, 2007 * May 18, 2007 Jun 16, 2007 Jul 02, 2007 Jul 17, 2007 Nov 23, 2007	Jan 23, 2008 * Mar 23, 2008 May 23, 2008 Jun 12, 2008 Jul 05, 2008 * Aug 01, 2008 Aug 22, 2008	

At this point I know for a fact that there was once a site online at this domain, and the site was active from 2006 ;-). Interesting indeed. You can click on any link to see what the actual site looked like for the date showed.

I clicked on one of the links for July and found this. Now, the image is fairly blank, which could be from the fact that much of the homepage was based on images or graphics ...

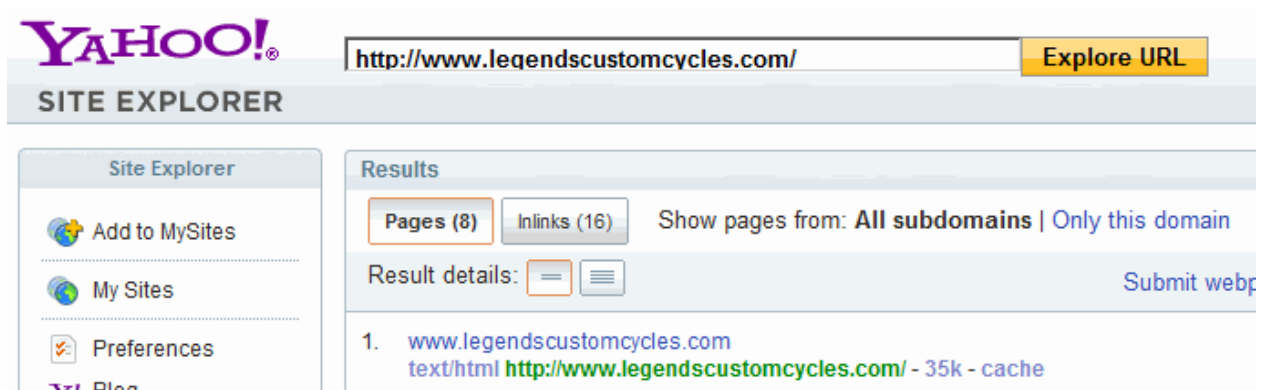
: page.



However, notice the address and a phone number. I would call the number to see if anyone is home ... (still open).

This is a prime example of a potentially great domain to snap up. The site was live for years, Probably never had an affiliate link on it, and chances are good that the site had some inbound links from other sites in the Indiana area.

Let's check for links and indexed pages.





site:legendscustomcycles.com/

Search

Advanced

Web Show options...

Results

Legends Custom Cycles

Custom Bikes, Cycles, Choppers, Parts and Accessories From Legends Custom Cycles, LLC.

legendscustomcycles.com/ - Cached - Similar -

Index of /sounds

Index of /sounds. Parent Directory - TheEnemy.wma - Track04.cda. Apache/2.2.11 (Unix) mod_ssl/2.2.11 OpenSSL/0.9.8i DAV/2 mod_auth_passthrough/2.1 ...

legendscustomcycles.com/sounds/ - Cached -

127 Raymond Drive

About Legends Custom Cycles, LLC. Legends Custom Cycles, LLC was established in 2005. Our company was formed with the hope and idea of being able to offer ...

www.legendscustomcycles.com/inside_LCC.htm - Cached -

127 Raymond Drive

LCC Custom Machined Products. Continue to view our products page, as Legends Custom Cycles will be showcasing some of the custom products that we machine ...

www.legendscustomcycles.com/products.htm - Cached -

This is the type of site that could easily generate some nice income online, the more inbound links the better, the more Page Rank, the better, and the more trusted the site looks, the better.

Video: Piggyback Marketing - 10 Researching with Yahoo Ex. Google & Archive.org

This is the process of finding which domain names you want to bid on. The next step would be to add this domain to my watch list and set the clock for the actual auction.

Go Daddy Auctions™ sellers are responsible for ensuring that offered domain names do not infringe on third-party trademarks.

Featured Expiring Ending Soon Most Active On Sale Closeouts A-Z Listings

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

<input type="checkbox"/>	Domain Name	Traffic	# Bids	Price	Valuation	Time Left
<input checked="" type="checkbox"/>	legendscustomcycles.com	241	1 Bid	\$10		1H 36M

Show 500 results per page

Register these Domains now!!

legendscustomcycles.mobi - Check domain to add to your cart

Add Watch Add Selected Review Selected Add Checked Domains to Cart

You can simply scroll down the list of domains that appear for your saved custom search "PiggybackMarketing," and when you find a name that looks interesting, simply click the checkbox and scroll to the bottom of the page, where you will find the add watch button. Click that, and the domain name is now saved in your "watching" list.

Go Daddy Auctions™ sellers are responsible for ensuring that offered domain names do not infringe on third-party trademarks.

Item ID	Domain Name	Current Price	Asking Price	Bids	Bid Status	Time Left
31175349	legendscustomcycles.com	\$10	\$10	1		01/29/2010 10:40 AM (PST) 1H 21M

Make sure you're logged in, and on the Auction page 10 to 15 minutes prior to the auction. If there are not too many bids and the bid price is low, there is a good chance that your last minute bid will win.

3 Minutes Prior to the End of the Auction

With three minutes remaining, place your bid. Either no one else bids (the domain is yours), or someone else may out-bid you. Which brings us to the point of knowing when to walk away.

Oftentimes, you can find amazing expired domains that have high Page Rank, amazing inbound links, and other powerful factors, such as age. These types of domain names get lots of attention, and usually, lots of bids. If you're just starting out, stay away from these types of domains.

You will be much better off if you were to buy...say...ten expired domain names over the course of several months, rather than spending one large lump sum on one domain. Thus, you should have a cap in mind that you will not cross prior to putting in that first bid. Again, I have purchased TONS of cheap names for ten to forty bucks.

Bottom line: *You do not want to find yourself in a bidding war over one name.*

Video: Piggyback Marketing - 11 Adding Potential Winners to Your Watch List

Once You Get Possession of the Domain Name

It is important to launch a site. Again, based on the exact subject as the old site, as soon as you gain access to the domain name. It can be easy to sit on the domain name figuring you will *do it tomorrow*—this can be very dangerous.

The domain / site has already been stagnant for some time, so the sooner Google finds content on the domain, the better. Launch that sucker as soon as possible.

Why Type of Content to Feature on the Site?

You can either use unique content that you outsource or write yourself, or you may want to leverage the Auto Content plugins, which will feed content and automate your new site.

I personally like to baby these expired domain names with quality content not found elsewhere. The reason is simple, these types of names have made me bundles of money and these domain names are special—this is no time to think throwaway if it does not work. One method I have used quite successfully is to pay someone for some starter content, figure five to ten articles for the site.

This way, I can get a nice site launched with unique content for another twenty five to fifty bucks. I then simply let the sites ride in true set and forget fashion. No further promotion or link building and I do not add any more content.

A month later, I check back in and see how much income they have generated, and I will also check for rankings. If the site has solid rankings for various keywords and is making money, I will oftentimes then take a percentage of the site's earnings and invest it back into more content. This very method has produced a handful of sites that, at the time of writing, are earning me amazing revenue.

Video: Piggyback Marketing - 12 Thoughts on Content / Piggyback Sites

Important Rules to Follow ...

Hanna - rewrite this please ... it is important to keep the list, however it needs to read a bit differently.

Here are a couple rules to keep in mind:

NEVER purchase an expired domain name that is based a trademarked product, name, word, product, service, company or anything for that matter. For example, buymicrosoftoffice.com -picking up any domain name with a term "Microsoft" is asking for trouble!

You can search for trademarks at: <http://www.uspto.gov/main/trademarks.htm>.

NEVER purchase an expired domain without fully understanding the domain and website history.

NEVER deviate from an expired domains history. If the site you purchased used to be about lamps, you build a site on lamps—no exceptions.

NEVER get caught up in a bidding war for a domain name! Have a final price limit before you sit down to bid. You may go slightly above your final provide limit, but just understand that if you research domain names over the course of a few months, you will find many fantastic cheap domains to buy. These are where the money is made, so I recommend you do not get caught up in a bidding war.

- Make good use of the watch list that is offered by sites such as GoDaddy Auctions. The idea is to NOT bid on a domain that is days out, but rather, simply add it to your watch list and wait for the day of the auction. On auction day, only bid on the domain name within about three minutes remaining. Adding an early bid to a domain name with zero bids is like showing your cards at a poker table.

- Only bid on expired domain names that had an old or existing website in English.

- Only bid on expired domain names with history that is commercial in nature. Once you get the hang of spotting Revenue Domains, you will find domains that pass all of the factors needed. However, the old site might have been on a subject that is not commercial in nature, making harder for you to earn through Adsense, affiliate programs and/or eBay. Always pass on these types of domain names.

NEVER bid on a domain name that does not have indexed pages listed in Google. Note: remember to check Google for both variations of a domain.

Hanna - stop rewrite.

FreshDrop.net

Lastly, a great service you can use to automate the process of sorting and filtering domain names is freshdop.net

FreshDrop.net allows you see to many ranking elements, such as link count, domain age, Page Rank, whether a domain name is listed in the Yahoo directory, the DMOZ directory, and lots more. You can get started with a free account, as well.

Video: Piggyback Marketing - 13 Using Freshdrop.net

Monetization Methods & Tactics

Over the coming pages, I will share with you simple, effective methods for making more money with your traffic. However, before we get started, I want to mention one factor that is critical to your success: time, and how it pertains to your online earnings. When it comes to making money online from FREE SEO traffic, time is an important element to understand, as it impacts our earnings.

How To Make Best Use of Your Time Online

Over the years I have spent dozens of hours tweaking, fiddling and monetizing sites with the hopes of increased earnings. However, oftentimes, the results were not worth the time invested. Usually, these sites were already fairly monetized and were earning solid income online. Further increasing the income potential was simply not worth my time.

However, it should also be mentioned that I have also spent mere minutes tweaking layouts, ads or affiliate links, and the results have been tremendous. Imagine being able to make a few adjustments to a website that resulted in earnings doubling.

The key is to understand the best possible usage of your time online. Sometimes you're best off launching new sites, building links, or adding content to a site. Other times, you need to evaluate a site to ensure maximum earnings.

Today, I am at a point where I make solid decisions from the get-go, thus I usually do not spend my time testing, tweaking and trying various AdSense layouts or various CPA offers. I prefer to focus on the building, knowing that with more sites and better rankings the income will come.

If You're Just Getting Started Building Your Empire ...

If you're just getting started and have no money-making sites online, then I suggest you spend most of the first three to four months building new sites. The reason for this is quite simple: the more keyword-targeted domain names you're in control of, the better, and the more traffic you will most likely drive in the future. After all, a well-monetized website that drives no traffic generates no income—this is fact.

Far too many spend far too much time trying to eke out income from sites with little to no traffic. This is a mistake that should be avoided at all costs. Your online earnings will be dependent on three factors.

1. Traffic to your site(s)
2. Conversions & or Click Through Ratio (advertising revenue such as AdSense)
3. Earning Per Sale / Earnings Per Click

Video: Monetization - 1 Introduction & the Best Use of Your Time 3 Earning Factors

Niche Market Selection & Chosen Keywords Will Affect Your Earnings

In the Auto Content Cash Guidelines, we covered criteria that should be present if you are to move forward and launch a site. I need to re-emphasize **emesis** just how important it is to select keywords that meet this criteria.

Again, make sure you're focused on physical products that can be sourced from Amazon.com (or similar big box online retailers), and that the products you select have a minimum of 5 user reviews.

I will also mention that you can select generic terms for product names, as long as the generic terms are very descriptive.

Example:

Product Type / Name: Da Bird Toy

Generic Term: Interactive Cat Toys

Video: Monetization - 2 Proper Keyword Selection Is Paramount To Your Success

Using Who See's Ads For Well Integrated Ad Placement / Split Testing

One of the advantages to using the Who See's Ads plugin is that it is simple to change ads site wide (all ads featured across the entire site), as actual ad code is not copied over to individual posts but the plugin code is placed in individual posts and pages.

Thus, one can easily change out various ad codes, change color palettes, or actual ad size for AdSense ads, or whatever. Who See's Ads makes split-testing much easier than it would be otherwise.

Video: Monetization - 3 Who See's Ads / Best Placement

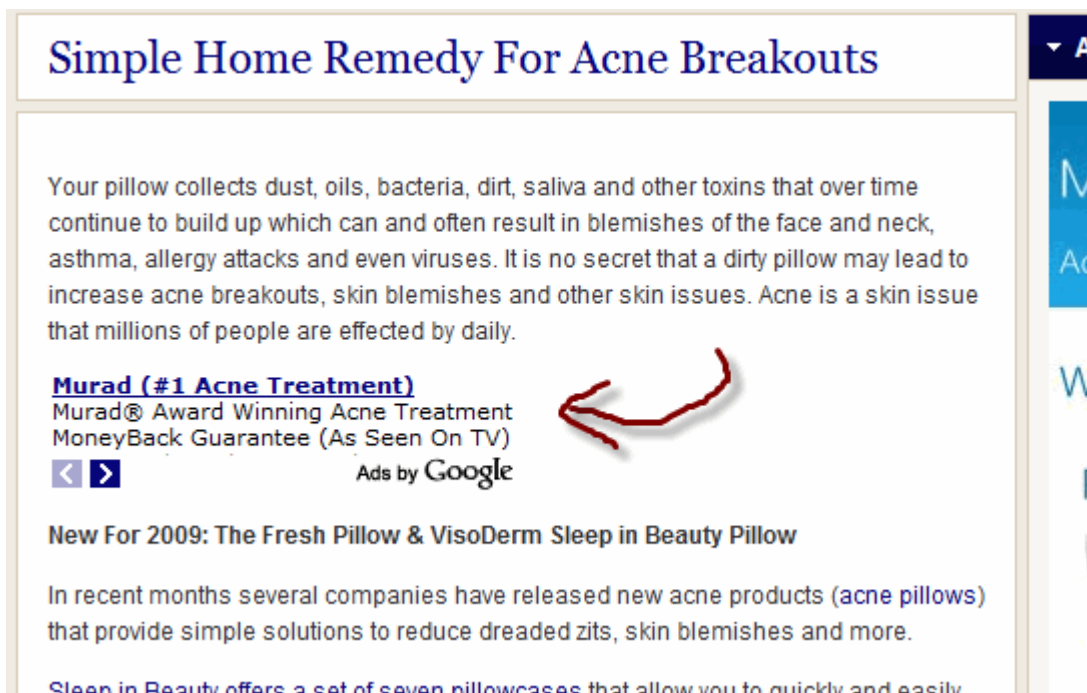
Leveraging the Google AdSense Program

Time and time again, I have read that AdSense is no longer worth the time and energy that it once was. I personally disagree with that statement, and at the time of this writing I am enjoying four figure monthly checks from Google. In fact, I now make more money with my AdSense income than I did working 50 hours six days a week as a chef.

What makes the program powerful is the simplicity. That is, you can post ad code to any site you own, and related adverts will magically appear on your site. Making great money with AdSense takes a tremendous amount of traffic, but there are several factors that can help you to easily earn more than you would otherwise have.

Ad Placement (content placement)

I have found that ads that are located between paragraphs of content often do better than ads that are placed above or below the content.



The screenshot shows a webpage with the title "Simple Home Remedy For Acne Breakouts". The main text reads: "Your pillow collects dust, oils, bacteria, dirt, saliva and other toxins that over time continue to build up which can and often result in blemishes of the face and neck, asthma, allergy attacks and even viruses. It is no secret that a dirty pillow may lead to increase acne breakouts, skin blemishes and other skin issues. Acne is a skin issue that millions of people are effected by daily." Below this text is an AdSense ad for "Murad (#1 Acne Treatment)". The ad includes the text: "Murad® Award Winning Acne Treatment MoneyBack Guarantee (As Seen On TV)", a "Ads by Google" logo, and a "New For 2009: The Fresh Pillow & VisoDerm Sleep in Beauty Pillow" headline. Below the headline, it says: "In recent months several companies have released new acne products (acne pillows) that provide simple solutions to reduce dreaded zits, skin blemishes and more." A red arrow points to the ad. To the right of the ad, there is a vertical navigation menu with letters A, M, Ac, W, F.

As you can see from the image above, this ad is placed between the first and second paragraph of the site. I like to test out using the half banner AdSense block when placing the ad between paragraphs.

This is the only AdSense ad block that only contains one link, thus it nearly blends as a "link" and often produces very good click through and earnings. If you're using the Auto Content Plugins, then this placement is not possible. However, you can place the ad blocks just before the content for a similar look.

Ad Placement (Top Sidebar)

Another ad placement that I often use is based on simply using a "text widget" and placing the widget above everything else in my sidebar. Doing this pushes down the navigation a bit which results in anything above the fold being an affiliate link and or an AdSense unit.

Simple Home Remedy For Acne Breakouts

Your pillow collects dust, oils, bacteria, dirt, saliva and other toxins that over time continue to build up which can and often result in blemishes of the face and neck, asthma, allergy attacks and even viruses. It i increase acne breakouts, skin blemishes at that millions of people are effected by daily.

Murad (#1 Acne Treatment)
Finally an Acne Product That Works!
Award-Winning Superior Acne System.

Ads by Google

New For 2009: The Fresh Pillow & VisoDerr

In recent months several companies have re that provide simple solutions to reduce drea

Additional Info

Murad | m
Acne Complex®

Why Murad Over Proactiv?

Video: Monetization - 4 AdSense Ad Placement / Above The Fold

Blending of Ads / When Ads Are No Longer Ads

One of the very best ways to improve a site's earnings is to employ a clean look and layout. It can be a real turn-off when people see nothing but ads, or when the ads stick out a lot.

However, when you're able to blend the ads seamlessly into the content of the site, and when they look like they are actually part of the site, CTR (click through ratio) usually improves, as do earnings.

In the image above, you can see that the half banner AdSense unit really blends well with the site. It looks like it belongs there.

I always use WordPress themes that offer a solid color for the content background section. 90% of the time, this section of the site is white. This way, I can seamlessly blend AdSense ads by matching the color of the site's content background and the ad units background and border. I also recommend matching your site's actual link text color. If your site links are dark blue, then make sure your AdSense ads have links that are dark blue as well.

Video: Monetization - 5 Blending of AdSense Ads - When Ads Are No Longer Ads

Leveraging Affiliate Programs & Creating Various Profit Streams of Income

Oftentimes, the very best way to monetize a site is to offer visitors a variety of offers/products on the page. This can easily be done by combining AdSense (or any other advert for that matter) with actual products based on the actual niche itself.

Furthermore, oftentimes, adding actual products to a site will improve the overall look of a site that has AdSense ads embedded into individual posts. This is due to the fact that AdSense will only display three ads on any one given page.

Thus, a sites homepage, tag and/or category pages may not fully show AdSense ads on each post (as these actual pages are made up of ten posts).

Example: Cappuccino Espresso Maker.org

The image shows a screenshot of a blog post titled "Best Coffee or Cappuccino Makers For Sale" dated Tuesday, February 9th, 2010 at 10:06 am. The post contains four affiliate links for coffee makers: Gaggia Latte Maker, Gaggia Espresso Machines, NEW Bosch Tassimo Brewer, and Buy Bialetti Coffee Maker. A sidebar on the right is titled "Coffee & Espresso". Red annotations with arrows point to the sidebar area, stating: "No AdSense Located In The Sidebar", "This Ad Block Is Present On All Posts On The Homepage ...", and "Resulting in the 3 Ad Units On This Page".

As you can see from the image above, AdSense is not showing up in the sidebar due to the fact that all three ad spaces are already being taken up by the blog posts on the homepage.

Thus, you can easily improve earnings by simply incorporating product images (with your affiliate link of course). I logged into my amazon.com associates account and quickly made a simple product sky scrapper. The result was a much more balanced homepage, with the products featured that my visitors will be looking for.

Best Coffee or Cappuccino Makers For Sale


Tuesday, February 9th, 2010 at 10:06 am Comments (2)

Dunkin Donuts Coffee
A Coffee Shop Experience at Home Available in Your Coffee Aisle
DunkinAtHome.com

Gaggia Cappuccino Maker
Huge Selection & Great Prices! Re Order Online.
www.WholeLatteLove.com

Commercial Espresso Maker
Over 100 Espresso Models in stock dealer & service center
www.SeattleCoffeeGear.com



Gevalia® Official Site
Gourmet Coffee For Only \$14.95/



Same Homepage ...

Now with both AdSense and Amazon Incorporated into the site

Coffee & Espresso

You could easily incorporate affiliate products from any of the following:

- Amazon.com
- CJ.com (offers hundreds of programs)
- Ebay
- CPA Offers - Affiliate.com

Video: Monetization - 6 Affiliate Programs / Linking

Auto Content Site Follow Up / Tags & StickyPost Method

As mentioned in the beginning of this chapter, it is important to focus on monetizing a site that truly has the potential to earn more. This is where the site follow-up really comes into play. I usually follow up with newly launched sites 30 to 90 days after they have been online and indexed.

This is especially important when managing a network of Auto Content sites, as the amount of posts to an individual site can really begin to add up and thus, tag pages can begin to get quite large.

By using the StickyPost plugin, we can configure tag pages for maximum earnings by sticking certain posts at the top of any of the following site pages:

- Tag Pages
- Category Pages
- Index (homepage)

I usually like to first create a series of adverts for a particular site. If I were working on the Cappuccino Espresso Maker site, I would create ads that could easily be embedded into the actual posts. The various ads would reflect the various posts, pages, and tag pages, and in this case would be like this:

- Ads for Cappuccino Machines / Makers
- Ads for Cappuccino Espresso Beans
- Ads for Coffee Mugs
- Ads for Coffee Filters

Logging into my Amazon.com account, I could easily create all the ads, which I would then upload into the Who See's Ads Plugin. The final step would be to stick commercial type posts to the appropriate tag pages. The following video below outlines the process start to finish.

To speed up the process, you could easily create ads for the above type of products for all the sites in a batch ... this example site (cappuccinoespressomaker.org)

Video: Monetization - 7 Auto Content Site Follow Up / Tags & StickyPost Method

Text Ad Links - Perfect for Piggyback Marketing

Another method I have used to increase my earnings is to simply incorporate links for the company Text Ad Links. In fact, I have been earnings hundreds of dollars monthly for work I did years ago.

The process is quite simple:

- 1. Create an account at Text Ad Links**
- 2. Add Individual Sites To Your Account**
Which Are Then Added Into The Marketplace
- 3. Upload a Special Plugin To Your Site**

The marketplace is driven and prices are established by several factors, including Page Rank of the site, link popularity, of the site and age of the site. Thus, you can frequently do quite well with domains / sites that are based on Piggyback Marketing, as these sites already have many of these demographics established such as Page Rank, link popularity, and age.

One of the great things about selling links through Text Ad Links is that it is very easy and quite hands-off. After the initial work has been done (adding sites to your account and installing the plugin), selling links on a site is seamless.

Types of Sites to List

The best type of sites to list with Text Ad Links are older sites that are established and have a Page Rank of at least 2. These sites can earn anywhere from \$25 to \$100 monthly. Sites with higher Page Rank and age can of course earn even more.

Video: Monetization - 8 Text Ad Links

Link Building: Auto Tools & Services

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Business Tools: Essentials

Getting started with ACC is fairly simple and straight forward. Furrthermore, you can get started on a shoestring budget. No need to worry about costly advertising like Google Adwords or other various PPC engines.

However, like any business, there will be several expenses that are essential, such as web hosting and domain names.

Domain Names

Over the last six months, I have launched hundreds of sites, and in doing so, I have seen time and time again that the following domain names rank better than others. Period. Only register the following domain names. Period.

.com
.net
.org

If you already have been using a domain registrar and are happy with the service I advise you stick with them. However, if you're just getting started, I recommend that you use a spin-off domain registrar: DomainCheapsters.com

DomainCheapsters.com offers rock bottom prices seven days a week - 365 days of the year. No need to worry about coupon codes and special offers, since the prices are always cheap.

Visit: DomainCheapsters.com

Web Hosting - Shared Hosting

You will need a hosting account to host the various sites you launch. Today, hosting is dirt cheap, and you can host unlimited domains / sites on most shared hosting accounts. I personally use and recommend Hostmonster.com

Visit: Hostmonster.com

Visit: Hostmonster.com (save \$2 monthly with this affiliate link)

Business Tools: Free

There are many excellent free tools available online that will help us to track various sites and statistics. This allows us to get the information we need quickly and easily (without spending a dime).

These tools include spreadsheets developed just for ACC and a handful of Firefox plugins.

[More?](#)

Business Tools: Recommended

As mentioned in the opening of ACC, you truly can get started on a shoestring budget. However, in time, you may want to add some additional tools, scripts and WordPress plugins that are listed here.

This course, is about leveraging time and getting more done in the hours spent in front of your pc. The following products can help you to do just that. Whenever possible, alternative free methods will be listed.

Any paid product that comes recommended will be listed here, this includes:

- Paid WordPress Plugins
- Software
- Scripts

[More?](#)

Wordpress: Plugins

With WordPress users can easily add additional functionality through the use of plugins. ACC comes with three very powerful plugins that will allow you to easy add content to your sites while also building deep links to individual posts.

- **Auto Content Answers**
Automatically drip feeds WordPress powered sites with questions and answers from Yahoo Answers.
- **Auto Content Video**
Automatically drip feeds WordPress-powered sites with videos (and content) and from Youtube.com
- **Deep Link Engine**
Automatically builds inbound links to each post / page added to a WordPress powered site.

We will also be leveraging additional plugins to accomplish two specific goals.

- Further Optimize Our Sites Content to Ultimately Drive More Traffic (SEO)
- Further Monetize Our Sites (Earning Us More Money)

Auto Content Cash Recommended Plugin Configuration

The following list of recommended plugins may change over time due to the fact that WordPress continues to be supported by a very large community of developers. As new plugins become available, or as older plugins fail to perform as they should, this list will be updated and tweaked, you will find the latest information on the Auto Content Cash members Blog.

- Auto Content Answers
- Auto Content Video
- Auto Deep Link Engine
- Akismet
- All in One SEO
- astickypostorder
- Do Follow
- Comment Luv
- Keyword LUV
- Comment Warning
- Internal Link Building
- Google XML Sitemap
- KB Robots Text
- Link Cloaking Plugin
- Ozh Who Sees Ads

At the members blog, you can learn how best to leverage these plugins to ultimately drive more traffic and make more money.

[Visit the Members Blog: WordPress Plugins Category](#)

Wordpress: Themes

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Wordpress: Sidebar & Homepage Settings

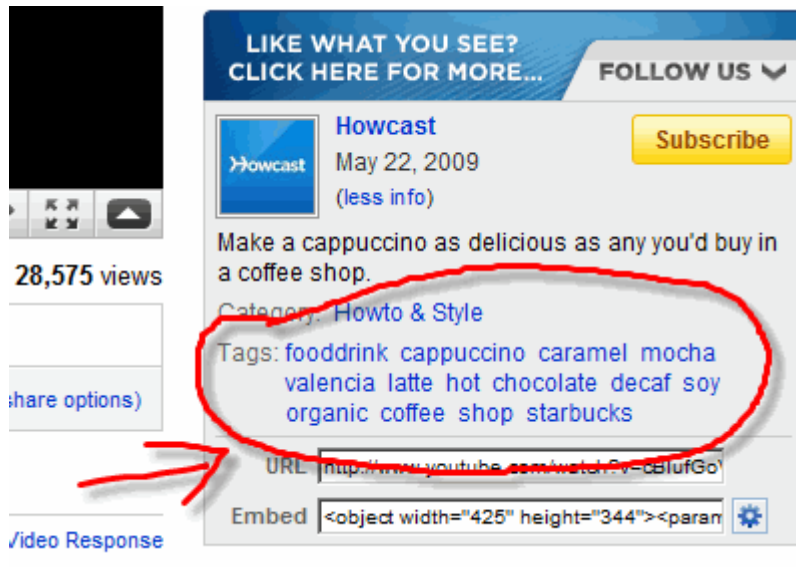
Unique Content Site or Auto Content Site?

Your site's navigation will be based on what is called the WordPress sidebar. Depending on what type of content you're using (syndicated or unique) how you set up your sidebar as well as your sites homepage will vary slightly.

Settings & Site Structure For *Auto Content* (Syndicated)

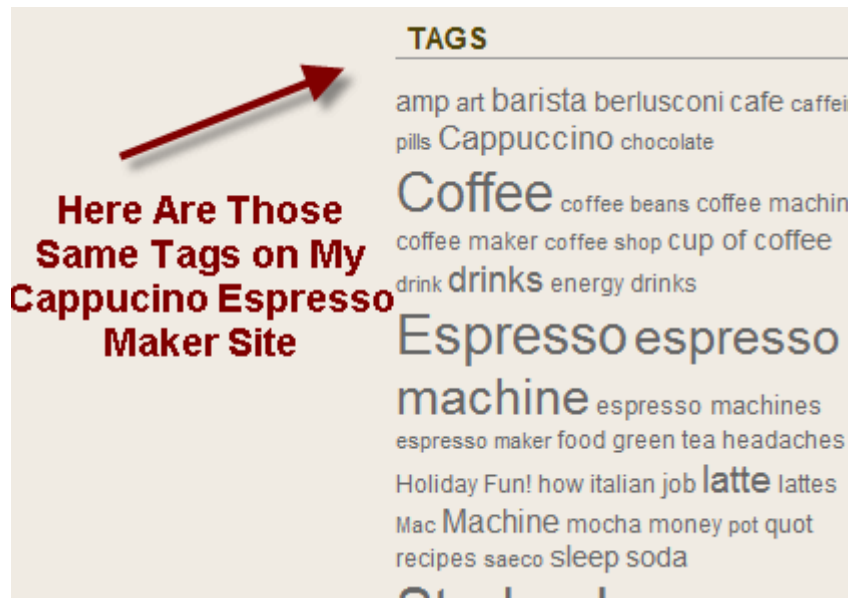
If you're using the *Auto Content* plugins, then the goal will be to structure your site in a way that emphasizes your *tag pages* rather than other sections of your site. This is due to how tags are used at both Yahoo Answers and Youtube as well as the actual *Auto Content* plugins.

In the screen capture below, you can see how tags are added to YouTube.com videos. (As users upload videos they tag them to categorize the videos.) These tags are utilized by both *Auto Content* plugins, and thus your site's content becomes tagged and organized automatically based on these user tags.



On My Cappuccino Espresso Maker Site

Below you can see that the sidebar of the cappuccinoespressomaker.org site is leveraging tags. This is also quite helpful for SEO and mentioned in the video below.



And in the screen capture below, you can see the individual tags that appear on a blog post.

The screenshot shows a sidebar widget with the following content:

- www.WholeLatteLove.com/Gaggia
- Coffee Espresso Machines**
- Great Prices on Espresso Coffee Machines. Brew A Perfect Espresso!
- www.SeattleCoffeeGear.com
- Fresh Coffee Every Time**
- Wake up to fresh coffee every day Coffee Makers, Pods and Cups
- www.CoolBeansPods.com
- Navigation arrows: < >
- Ads by Google
- ya know the little black cans of starbucks coffee, the espresso, how much caffeine in one can?
- Tagged with: [cans](#) • [Coffee](#) • [Espresso](#) • [Starbucks](#)
- Filed under: [Caffeine](#)
- Like this post? [Subscribe to my RSS feed](#) and get loads more!
- Comments RSS Feed
- TrackBack URI

A red arrow points from the text "Tags On Blog Posts ..." to the "Tagged with" section.

Video: WordPress Sidebar & Homepage Settings - 1 Auto Content Leveraging Tags

Auto Content Site Sidebar Settings (widgets)

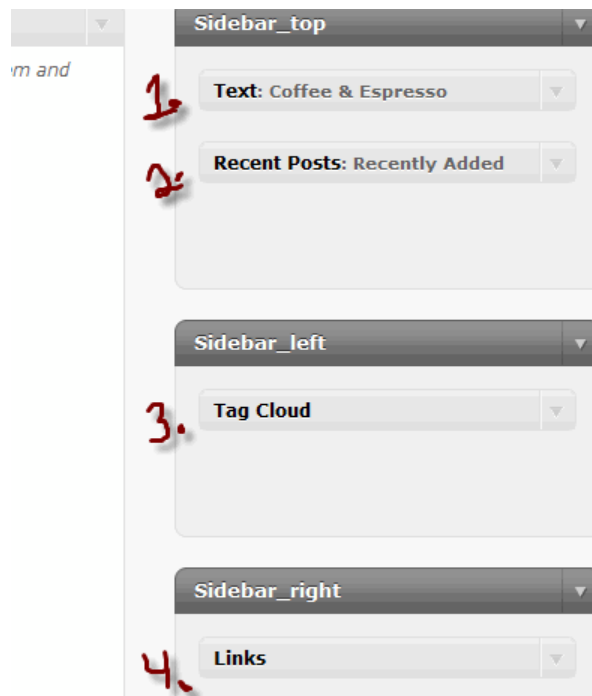
When configuring the sidebar settings for any *Auto Content* site, we will use four widgets, including:

- Text Widget (for ads)
- Recent Posts
- Tag Cloud
- Links

In order to configure the sidebar, navigate from the WordPress admin dashboard to Appearance, Widgets (image below).



Clicking on the widgets link will take you to the widget configuration page as seen in the image below.



Video: WordPress Sidebar & Homepage Settings - 2 Auto Content Widget Configuration

Homepage Setting's For An Auto Content Site

When it comes to homepage content, we will leverage two core principles that Google looks for when ranking sites online:

1. Unique Content
2. Fresh Content

When setting up an Auto Content site, unique content is not a card we can play. Simply put, the content is not unique; however, one advantage we can leverage for higher rankings is *fresh content*.

Fresh content keeps the Google bots coming back to your site often, and will appear in the Google serps (search engine results pages) with a time stamp on them, usually ranking higher than the content normally would.

This fresh ranking factor can be taken advantage of when launching our sites. Quite simply, we will have our homepages set to the classic blog layout where, as new content is posted to the homepage, older entries are pushed down.

This will keep the content that appears on our homepage in flux, which, as mentioned, will help us to rank quite well (especially since were also leveraging other factors such as keyword domains, LSI keywords and outbound links).



The screenshot shows a website homepage with a header banner for "Cappuccino Espresso Maker" featuring coffee beans and a machine. Below the banner is a featured article titled "How much caffeine can a pregnant woman have a day?" with a timestamp of "Thursday, February 11th, 2010 at 1:32 pm" and "Comments (3)". A red arrow points to the timestamp. Below the article are two advertisements: "DaVinci Gourmet Sauces" and "Gaggia Cappuccino Makers".

Number One Post On The Sites Homepage ... (notice the date)

Further Down the Homepage

When will the Philippine edition Starbucks Planner 2009 finally come out?

🕒 Wednesday, February 10th, 2010 at 6:47 pm

💬 Comments (1)

Affordable Quality Shadow

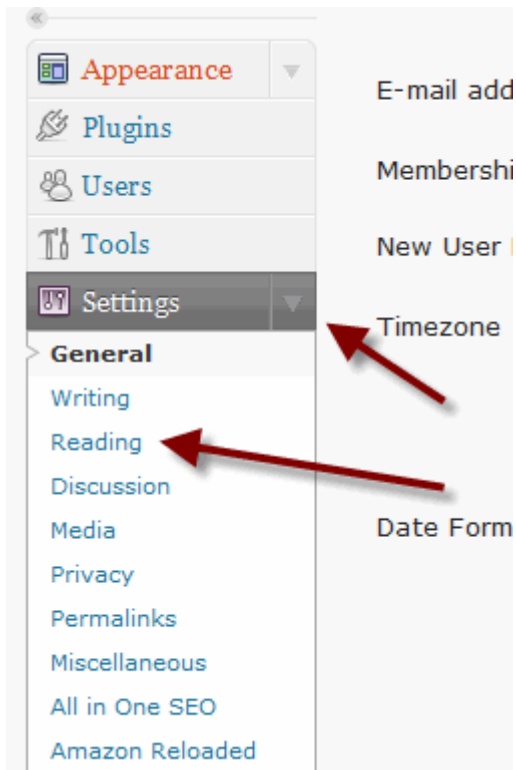
Professional Style Shades w/o Cost Our Shadows
Wont Crease Smudge Fade
www.luxxcosmetics.com

Quality Instant Coffee

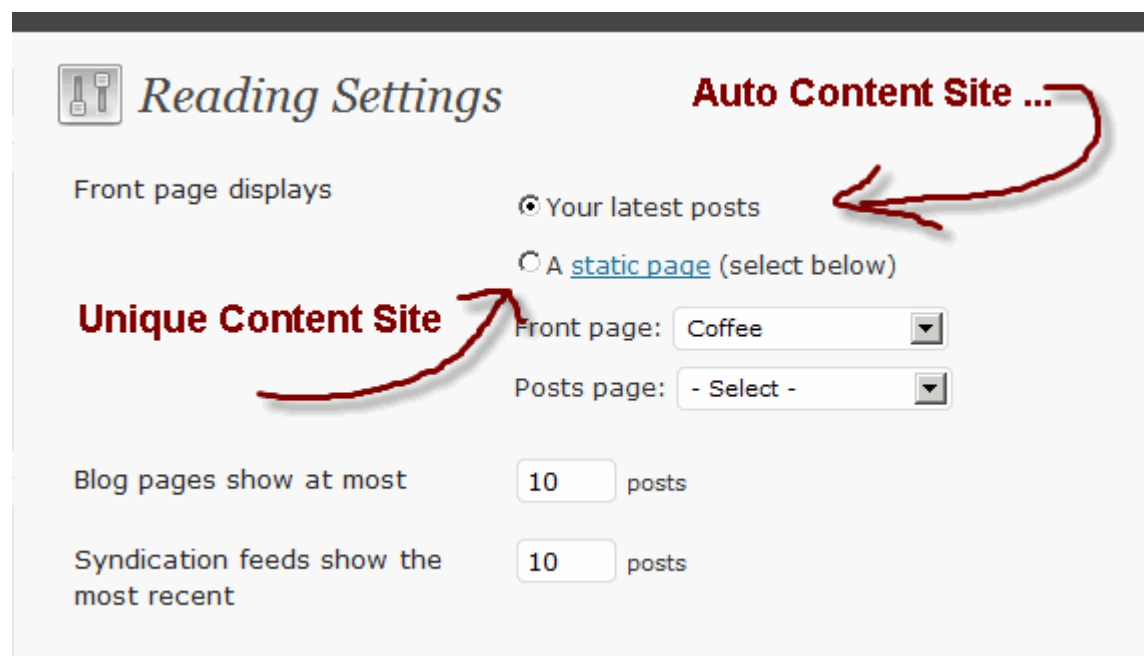
Get a Free Sample of Our Six Great Varieties of
Taster's Choice!

**Another Post From A Day
Earlier Further Down The
Page ...**

Make sure your Auto Blog has the Reading Settings set to default. You can access this page by navigating to: Settings > Reading from the WordPress admin dashboard.



The Reading / Settings page has two basic options, including *latest posts* (used for Auto Content Sites) and *static page* (used for unique content sites).



Video: WordPress Sidebar Homepage Settings - 3 Auto Content Homepage Settings

Settings & Site Structure For *Unique Content Site*

When setting up any type of site that is based on unique content then you should of the site will be on posts instead of tag pages and the homepage will be set to a static page (settings / reading). As mentioned previously, two factors that weigh heavily into Google's ranking algorithm include both unique content and how fresh the content is on your site.

Since we're using unique content, we will want to highlight that, and thus, we will use posts / static page settings mentioned above.

The Settings / Reading Configuration - Static Page

In order to configure the homepage settings to a *static page*, you will first have to create your static page in WordPress. If you have ten articles that you will feature on your site, you would then create one WordPress page using one of the articles. This would allow you to then set that page as the page that would be featured on your site's homepage.

Video: WordPress Sidebar Homepage Settings - 4 Unique Content Homepage Setting

Sidebar Settings For *Unique Content Site*

The sidebar settings for a unique content site are almost identical to that of a Auto Content site; however, we're simply going to change out the tag cloud widget for the categories widget. Depending on the size and scope of the site you're going to launch, you should create between one and five categories.

If you're planning on creating a large site with more than 50 article posts and pages, then I would suggest creating five categories. However, if you're going to be launching a small micro site with less than ten posts / pages, one category will be plenty.

Video: WordPress Sidebar Settings - 5 Unique Content Site

*** Cloning WordPress**

Cloning simply speeds up the process of launching individual sites using the WordPress platform. Traditionally, WordPress is installed on a server with basic default settings in place such as:

- Theme
- Plugins
- Writing Settings
- Reading Settings
- Permalink Settings
- Plugin Settings
- And More ...

Each new WordPress site needs to be tweaked for maximum SEO results. This process usually takes anywhere from one to three hours, depending on the user and how much customization needs to happen.

Thus, for intermediate- to advanced-level marketers that want and need to leverage dozens, if not hundreds, of sites, then that actual time spent launching sites, settings, plugins and what not can be tremendous. Adding insult to injury is the fact that nearly all niche sites should be launched based on a winning formula, one that could be easily duplicated.

Cloning of a preconfigured WordPress Installation Is the Answer

Cloning allows you to easily copy over settings, plugins, themes and more from one WordPress site to another. Combine the cloning process to batch processing and launching dozens of sites in the space of several days is very do-able.

Note: While cloning is a tremendous time saver, it does nothing to improve SEO, drive traffic or convert a higher percentage of clicks. It simply saves you time for each site you launch. Thus, if you're only planning on launching a couple sites a month, then cloning makes little sense. But, for those that are launching lots of sites, cloning is a massive time saver. If, on average, you spend two hours setting up a new WordPress install, then leveraging cloning would save you 200 hours for one hundred sites launched.

Cloning - Intermediate Skill Set Recommended

If you're just getting started with WordPress and making money online, then you would be better off to focus on fundamentals such as basic WordPress installs and other basic skills, or you may want to partner with someone who can help you with the basic installation of the script (more info on that soon).

If you plan on making use of cloning, you will need to understand basic FTP operations, file permissions and script installation.

Two Cloning Options, WP Cloner (Recommended) or the Manual Free Method

You have two options when it comes to cloning:

- 1) WP Cloner - Paid Product (special discount available for ACC members)
- 2) Free "Manual" Method

The free manual method is much more complicated, takes a bit longer .. but it's free. If you have the money, I suggest you pick up WP Cloner if you're planning on launching 100 or more sites in the coming 6 months.

For further information on cloning using the free manual method please access the main download page on the members blog and download the special bonus report there (cloning-free.pdf)

WP Cloner - The Video Walk Through

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Best,

Brian G. Johnson, Alex Goad & Jared Croslow

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