

Internet Marketing Secrets Newsletter

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In this issue: The truth about hyphens in domain names. Duplicate content filters... fact or myth. AOL starts charging for email. How to avoid the blog catcher. Why press releases stopped working. Plus, 10 big tips to help you master the search engines. All this and a whole lot more in this issue of IMS. Enjoy!.

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How To Get Easy Content, Links and Traffic

Now you can make a living online, even if you're lazy. Imagine getting 400 articles sent to you every single month. All you need to do is copy and paste them into your blogs, portals or websites. You get...



- keyword research into popular categories
- 18 professional ghost writers doing the work
- 400 keyword rich articles every month
- immediate and long term revenue strategies
- "ban proof" websites with valuable content
- a network of blogs to announce your pages
- incoming links so your pages get found
- tons of video showing how anyone can do it

So what are you waiting for? Now even lazy people can earn a living online without having to do any market research or writing. If you can copy and paste, you can make money with this system. Just upload the articles to your web properties, paste in your affiliate links and Google AdSense code, and start making money. It's as simple as that.

[Want Easy Content?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

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BREAKING INTERNET MARKETING NEWS

Dupe Content Filters... Fact or Myth?

If there really are dupe (duplicate) content filters, then why are there hundreds of copies of Abraham Lincoln's Gettysburg Address online. Shouldn't there only be one "official" copy?

What about the community newspaper sites? Nearly all their content is duplicate. Same deal with the ad copy for Noni Juice or any multi-tier system, all the copy is the same. Even chocolate cake recipes... same cake recipe on hundreds of sites.

So do the dupe filters even exist? Surprisingly yes they do, but in order for them to work, they need to compare one page to another. Or in other words, they need one spider to cache any particular web page, then run a second spider to compare what's in the cache.

Sure, it's doable... but they consume vast amounts of resources and computing power. So usually, the filter is run only when there's been a complaint like a violation of copyright, patent infringement, terms of service violation... or there's just way to much junk in the index.

So how do the search engines verify authenticity and nuke all the dupes? Well Duh ;-) ... it's the links. Links that lead to dupe content on your own sites. And links coming into your site from dupe content... that you may have created yourself!

If you write articles and put a "by line" and link to your site, the spider can use your article as the original for the cache spider. The second spider gets busy and gets rid of all the dupes... all those sites that link to you.

Some experts have gone so far as to suggest putting a nofollow link in articles that link to your site, but that may be a little extreme. If you don't go overboard on announcing your articles, you should be ok.

Or better yet, if you want to use a lot of articles on your site, use ones that do not require a link back, or even credit to the original author. I'm talking about articles written by ghost writers, where you buy the content from the author.

In ghost writing, the author willingly gives up copyright in the article in exchange for a one time compensation. Technically referred to as a "Work for Hire" agreement.

Did you know that you can get 400 articles per month for less than .25¢ each, and not have to worry about the dupe filters? These articles do not require you to link back to the author and you can modify them however you like. I'm talking about the Article Underground.

[Want to Join the Underground?](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

If you want to literally "ban proof" your website and make long term money, the Article Underground will show you how. They've done the research and the writing. They have videos showing you how to get traffic in just a few days, a network of blogs to announce your sites, and a private forum.

What more could you ask for? I'm totally convinced... if you can copy 'n paste text, you can make money with the Article Underground system, and never have to worry about the dupe filters again.

Who Let the Blogs Out? Avoid Google's Blog Catcher

If you've been posting to your blog automatically, you might get a visit by Google's Blog Catcher. While testing some "cheap" blogging software, my auto posting got caught in less than a week.

The note said something like, "Hi, I'm a Google robot and it appears as though your blog may be auto-generated. From now on you'll need to use a random password to post to your blog. You'll be given the password each time you log into your blog. If you think this is in error, please contact our editorial team to have the password removed." What the H?

So long as you continue to use the password to post, you'll do just fine. If you try to make a single automated post, even weeks later, the bot will shut your blog down. When you try to access it, you'll get a 404 not found error.

So what's a poor blogger to do? Well... for one, stop using cheap auto-blogging software that leaves a footprint (I won't mention the name) and start using professional blogging software like RSS to Blog (R2B).

With R2B, you can vary the posting times so you can post automatically without worrying that your blog will get shut off. In addition, you can load up articles like the ones provided by Article Underground so you have fresh content, even while you're on vacation.

And right now, Michelle Timothy is having a sale on her RSS to Blog Pro software. You can save money if you order it now.

[Save on R2B](http://www.cdzn.com/r2b) ==> <http://www.cdzn.com/r2b>

In addition, you can stop using blogging services that are hosted elsewhere. Put your blog on your own site, so you can say, what you want, when you want, without having to worry about the censorship of "Big Brother."

The easiest way to have total control over a blog, is to set up on your own website using the free Open Source WordPress software. To get started right away, Sherman Hu has 12 videos you can watch for free. Just sign up and enjoy!

[Sherman Hu Videos](http://www.cdzn.com/wpt) ==> <http://www.cdzn.com/wpt>

Learn Blogging in Less than a Day

Long time marketer Ken McCarthy was so impressed with the WordPress Tutorials, that he invited my friend Sherman Hu to be a speaker the prestigious System Seminar in Chicago. So what was it that caught Ken's eye? It was Sherman's clear instructions and attention to detail.

Screen capture videos like the WordPress Tutorials are the easiest way to learn software. Reading an ebook can be frustrating, even if there are screenshots. Listening to audio doesn't really "show you" how to do it.

So why blog? Well... you don't need to know any html. You can drop articles and pictures into your blogging software, push a button and it makes the website for you.



In addition, you can paste in audio and video. Just push the button and the software makes all the correct "podcasting" settings for you.

And, did you know, that if you have CPanel and Fantastico - like most Unix hosts - it's just a one click process to install a WordPress blog on your site? It's easy when you know how.

With Sherman's show and tell videos, not only will you have a profitable blog up and running in no time, you get access to the private forums. You can ask all the blogging and marketing questions you want, and get professional, courteous and timely answers to your problems.

The fact is... if you use Blogger - which is owned by Google - they host the blog and can shut you down without notice. With other services, you have to pay a monthly fee. With WordPress it's Open Source, so the software is free to use. And with the help of Sherman's videos, you'll be hosting your own blog in no time.

[Ready to Blog the Easy Way?](http://www.cdzn.com/wpt) ==> <http://www.cdzn.com/wpt>

AOL & Yahoo... Pay Us and We'll Deliver Spam ;-)

You may have heard that AOL and Yahoo are about to start charging a fee, if you want to send email to their networks. The company that will be providing the "certification" is Goodmail Systems.

(AOL and Yahoo represent almost half of the email audience in the USA, or roughly 73.5 million people, according to Goodmail.)

So what will it cost? About 2¢ per 1,000 email. So if you have have a big list, it could get pretty pricey.

Imagine spammers that send 100,000 email per hour. That works out to \$48 per day. Not enough to keep out "professional" copy writers that get results, but enough to keep out the riff raff.

If you can prove that you have a list of double confirmed subscribers you should be fine, and may avoid the "email tax" altogether. But if you've been "squeezing" people for email addresses before "sending that report" or "allowing access to your site" then you'll probably have to pay the tax.

Opposing the fee is a consortium of about 50 companies. Some are even threatening that if AOL charges us... then we'll charge AOL members if they want to send mail to our networks. Sheesh, what a mess!

Regardless of how this makes you feel, there's something even more troubling that underlies all this. The fact that AOL will allow - people and companies with money - to send broadcasts to their network, as long as they're willing to pay for it.

Don't believe me? Just look at how many companies are willing to spend 50¢ - where I live - on a postage stamp, just to deliver their junk mail to your home. They keep doing it, because it works.

Think about that for a second. If you're on AOL - and I understand it correctly - the amount of spam you get, could double or triple. Even if you've never given your email address to anyone except your Grandma. It doesn't matter. Soon you'll be getting fresh daily "paid" spam delivered to your inbox.

So if you're an AOL or Yahoo user, you might want to get involved in the discussions and read the news posts. It's gonna get ugly... real soon.

Laughing Out Loud

This one has nothing to do with marketing, unless you consider the extreme viral component of thousands of downloads. Really it's just a release and I hope you can laugh out loud where you are. It's a real break before going on to the next project.

[Want a Laugh?](http://www.stupidvideos.com) ==> <http://www.stupidvideos.com>

[Is This Your Neighbor?](http://www.youtube.com) ==> <http://www.youtube.com>

New Source for SEO Videos and Directory Listings

Seems like video is all the rage right now... as well it should be. When it comes to learning, people would rather be shown something and get up to speed quickly.

Now there's a new training source aimed directly at new comers in High Rank Directories Plus. Right now there are 16 videos on SEO (search engine optimization) and 100 directories to announce your sites to. Plus they plan on adding more videos on a monthly basis.

So if you can't make it to a hands-on SEO Workshop, or if night school is out of the question, then High Rank Directories Plus might just make an excellent alternative for you.

Once you gain access, you can watch the videos and use the high ranking directory list as often as you want.

[SEO Training for New Comers](http://www.cdzn.com/hrd) ==> <http://www.cdzn.com/hrd>

When No News is Good News

You've probably read that press releases are an easy way to get incoming links to your site. And yes, it's true. Now that the word is out... people are sending out press releases that are little more than spammy ads or blatant link grabs.

So what happened to the integrity of the system? I don't know. It seems like - as long as people are willing to pay money - the press release services will run just about anything. But a word of warning... if the abuse doesn't stop, the benefits from press releases will be a thing of the past.

One of the easiest things to do in programming is the if / then statement. A single line of code in the search engine spider. Why am I telling you this? Because it would be this easy to filter out press releases...

If the link url = "press release service" then nofollow. Yep, the "Source" link required by most PR Announcement Services is also their Achilles heel, making it very easy to discount the backlinks to your site.

So if you want to keep the link source open, use the wire services sparingly, and only when you have something truly newsworthy to say. Otherwise, the backlinks from press releases are sure to suffer the same demise as links from blog comments... nofollow.

Meaning that incoming links from press releases will be ignored by the search engines. No link pop, no PR, no spidering, and no indexing in the SERPs. And we don't want that happening to press releases now... do we? Remember... sometimes no news is good news.

- - Adv - -

The Future of Search Engine Optimization

Does Google trust you? Are you on the list of trusted sites? Do you ever wonder why some sites get the green light and rise to the top of the SERPs (search engine results pages) and why other sites never get anywhere? It's all about trust... Visitor Enhanced Optimization or VEO.

In VEO you don't play against the search engine algorithm, you ignore it completely. You don't focus on keyword densities, you aim for a happy visitor. You don't hard sell products like an affiliate, you brand the site first and then soft sell the products through articles.



Want the future of SEO? ==> <http://www.cdzn.com/veo>

- - /Adv - -

The Real Truth About Hyphens in Domain Names

There's been a lot of debate over hyphens in domain names of late. So after all the hype, speculation, and reading several "advanced" publications on the matter, all it takes is a simple test.

Go to Google and search for very competitive phrases. Choose categories that affiliates are known to battle over. The results are clear. (Even my hypothesis that old hyphenated domains - pre long domain era - would be grandfathered in was wrong.)

The first test search had just one occurrence of a hyphenated domain name in the top 20 results. It was way down in the 17th spot. Second try revealed no hyphenated domains in the top twenty results. Third try, only one in 14th spot.

The test was repeated several more times only to reveal similar results. Only on my eighteenth attempt, did I finally find a hyphenated domain name in a top five spot.

I can hear you saying... "But what about non competitive phrases?" Ok, lets take something simple like, "sourdough bread." There's only one PPC ad for the phrase, so it's not exactly a hotly contested category.

Again the results were clear. No domains names with two or three hyphens were found. And only one domain name with a single hyphen made it into the top 20 results. It was in 19th spot. Not exactly where you want to be if you're relying on search engine traffic. More tests revealed similar results.

Here's a few interesting things to note. In all of my searches, there was not a single occurrence of any domain name with more than one hyphen. And in competitive categories, an average 60% of domain names don't have any keywords in the domain name itself.

Where I did see keywords that matched the search string was in the url for the page. This makes it appear that naming subdirectories with single keywords (without hyphens) is back in vogue on Google... at least for the moment.

www.mysite.com/baking/breads/sourdough.html

At the heart of the controversy, you may have heard that a Google spokesperson said, "Google doesn't penalize for hyphens in domain names." But before you consider the validity, check when the statement was made, for as you know, the search engines are constantly changing. What was true last month may be a thing of the past.

(You can also read between the lines, putting a different spin on the same words... they don't "penalize" hyphenated domains... but they don't give them as much "weight" either, meaning they are less likely to show up in the results.)

If you ask me, it's mostly the spamfiliates and portal builders that register domains with more than one hyphen. Regular sites prefer something short, simple and memorable.

The reason why portal builders prefer hyphenated domains, is because they are 15% more likely to get clicked on. It's easier for the human eye to pick out keywords in domains when scanning the results page. (But that's not going to help if hyphenated domains are not showing up in the SERPs at all. ;-)

Also, in earlier SEO days, the hyphenated domains performed a little better in search results. The hyphen acted like a delimiter separating the keywords. But these days, search engines can easily "pick out" the search phrase from any long convoluted string of text.

Again, all it takes is a simple test. Go to Google and type in any phrase like "sourdough bread" and you'll see pages like this one.

www.mysite.com/whatisourdoughfaqs.html

The word sourdough is shown in bold and the rest of the url is not. So let's put that one to rest... Google can easily detect and extract search terms from within a string of text.

So in conclusion, here's a few things to consider at this time.

- 1) Stay away from hyphenated domain names.
- 2) Register any new names for at least three years.
- 3) Build your content and incoming links slowly.
- 4) Use articles to build valuable content over time.
- 5) Don't use articles requiring a backlink to the author.
- 6) Organize content using keywords in subdirectories.
- 7) Keywords in the domain name are not required.
- 8) Avoid variables like question marks in your url.
- 9) Use absolute urls if you want to pass PageRank.
- 10) Get incoming links from pages on related topics.

Follow these 10 tips and you'll be well on your way to the top of the search engines. Then sprinkle on the linking strategies from [Revenge of the Mininet](#), add content and traffic from from the [Article Underground](#), and you'll be virtually unstoppable. So what's stopping you?

Wishing you all the best for online success,

Michael Campbell

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P.S.

Please forward this newsletter to your friends.

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