

Internet Marketing Secrets Newsletter

Issue #89 April 27 2006

In this issue: Get incoming links without reciprocal linking. How to spy on the search engine spiders. Exclusive SEO tips. A whole new way to build portals. Defining your niche market. Plus, the real honest truth about making money online. All this and a 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. Feel free to use them in your blogs, portals and 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 15 blogs to announce your pages
- incoming links so your pages get found
- tons of video showing how anyone can do it

Now it's easier than ever to build a website empire. You don't have to do any market research, writing, or reciprocal linking. 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 or 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

How to Get Incoming Links Without Reciprocal Linking

Are you considering reciprocal linking campaigns, or buying incoming links? Well... here's a better idea, that's a whole lot faster.

Imagine if you owned a network of 15 topic specific blogs. Any time that you created a new web page, that you wanted to get found, you'd simply link to it from one or more of your blogs.

The spider would come. The link to your new page would get found. Every link leaving that new page would get crawled. Meaning the whole site gets spidered and indexed, and starts to show up in the SERPs (search engine results pages.)

Now what if you took that a step further and let other people post to your network of 15 blogs? They'd increase in PageRank and link popularity very quickly, due to the vast number of pages that are being added.

Then what if you had RSS feeds on each one the blogs as well? They'd get spidered almost constantly as the search engines kept coming back for fresh content.

Hmmm... A network of interlinked hyperactive blogs, featuring user generated content, RSS feeds, links to you, and constant spidering by the search engines. Sounds pretty sweet, doesn't it?

Did you know that this system already exists and has been producing stellar results for its members over the past three months? It's one of the privileges of belonging to the Article Underground.

So far, I've received 1,600 royalty free articles from the Underground. But that's not the big news. (Anyone can get private label rights articles written for them... But you'd have a hard time beating the 400 a month, that you get from the Underground's 18 talented ghost writers.)

The big deal that everyones secretly raving about in the private forum (another perk), is the network of 15 blogs that's included with the membership. Think of it this way... You just set up a 20 page site using some of the articles. You've pasted in affiliate links and AdSense ads. Now all you need are incoming links.

You could start a reciprocal linking campaign. You could spend hours submitting your sites to the search engines. You could hire a firm and buy links... But why bother when you can get the incoming links in just minutes instead of hours?

You simply choose which of the 15 blogs in the network that you want to post to. Make a small one paragraph excerpt. Add a link to your site. Save the blog entry... then wait for a magical chain of events.

Due to the RSS feeds and constant posts to the blog network, the link to your site will get found within hours. Your entire site will be spidered within moments of being found. A week later, do a search, and your pages are likely to appear in the search results.

Currently, it's the fastest way to spidered and indexed, without resorting to cheap tricks, spammy press releases or black hat tactics. It doesn't matter if you're setting up portals, AdSense revenue sites, Mininets, affiliate revenue sites, blogs... whatever it is that you want to get found, just link to it from within the Article Underground Blog Network.

So if you're looking for incoming links, and you need them right away. Forget about reciprocal linking campaigns, or buying them from strangers and paying 20 bucks a month for a single incoming link. A monthly membership from the Article Underground gets you all the incoming links you'll need to get started.

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

How to Spy on the Search Engine Spiders

If you want to know how fast the search engines are spidering and indexing your pages, use a special id code for each page you want to track. For example, if you write an article or new web page, put a secret code at the end.

It's an old trick used by authors of technical papers. In addition to the paper itself, they usually include a synopsis, short bio, keywords and paper ID number. Initially it was used to track the paper and ensure against copyright violations... but it's also a little trick used by some of the top SEO firms.

A quick search on Google for QZX588A will show no matching results. So this code would be a good candidate to use. If you place it in the visible text at the end of the article, you can search for it every day, in each of the major engines. The intelligence you gather is when and how often the indices get updated.

Do it with a bunch of codes and different pages (like clients), and you can track the whole lot. You can also expand the idea by placing special codes in title tags, meta tags, comment tags and just about everything else.

You could gather intelligence like how many words in the titles are getting indexed. If certain meta tags like keywords are getting indexed and by which search engines. And if the comment tags and alt tags and others are being indexed.

Simply put unique codes in the page title, the keyword meta tag, the description and comments. Then link to this page, wait a week, and search for your special codes.

You'll know in a jiffy, what any particular engine is spidering and indexing. Take it to a larger scale, and you've got some pretty thorough research and insight into the engines, that your competition doesn't have.

Just make sure - like before you embark upon any new project - to get organized with a database right from the start. You'll want to track when each page was created, if and when they were modified, file size, codes used, and so on.

The information you gather could put you a few steps ahead of the competition. And when it comes to the highly competitive nature of the search, a few steps is the only thing separating the top 10 spots.

Exclusive SEO Secrets for Your Eyes Only (Shhh!)

It's often said that your online success will depend on two factors.... Who you know and what you know. Good news everyone. If you're a practice SEO... now you can have both.

Have you ever wanted to go to all the search engine conferences? Talk to the Google and Yahoo engineers? Get inside tips and strategies from people who are in the know?

Now what if you combined that inside information with a large private testing facility, with an exceptional staff, cranking out test pages day after day, and measuring the results? Now you'd be talking about the world's leading SEO authority Jerry West.

According to Jerry, "SEO is a game. Know more about your competition and you win. Plain and simple. Most of your competition are novice webmasters. You need to use this to your advantage." Or in other words... it's "what" you know.

Those of you lucky enough to be subscribers to Jerry's SEO Revolution Newsletter get several bulletins every week. Each time there's any change in the vital signs of the engines, Jerry's on top of it and filling us in.



Right now, Jerry just got back from another search engine conference, PubCon Boston. But he didn't blog about the usual yadda, and "official company dogma" that was said on stage, like everyone else who attended the show. No way.

Jerry focused on "Hallway Conversations" and "Social Engineering" which is referred to the art of "Getting people to tell you information that they aren't supposed to tell you." Imagine befriending some of the SEO elite and after enough pumping them with enough questions (and few drinks ;-) getting them to spill the beans and give up inside information.

Ya gotta love it. You and I get to save thousands in conference fees, accommodation and airfare, sit at home, read about it and soak it all in, while poor Jerry is there, slogging it out in the trenches. And just the other day, while on the way home from the conference, he sent his readers over 20 tools for spying on the competition. You can't get this kind of information anywhere else.

Oh, right... the reason I said, "if you are lucky enough" to be a subscriber to Jerry's newsletter, is because a while back, he shut the doors and stopped accepting new subscribers. It was his readership that pressured him into restricting access, blocking the "general public" or perhaps their competition ;-) from getting the same "unfair" SEO advantages.

Fortunately, I've known Jerry for a few years. I also know that a many people reading this newsletter are advanced SEOs and SEMs that have dozens or even hundreds of clients that rely on you. You need the most advanced and up-to-date search engine strategies in order to succeed.

So after dozens of email from people like you, lengthy negotiations and a lot of pleading on my part, Jerry has agreed to start accepting new subscribers to the SEO Revolution newsletter on a "referral only" basis. And I'm fortunate enough to be one of the very few people Jerry is trusting. In other words... in this case... I'm the "who" you know ;-)

Since you know me, and you're reading this... I'm inviting you to subscribe to Jerry's SEO Revolution. But please be advised, the information is extremely advanced and is intended for SEO and SEM professionals only. If that's you, and you want to gain access to Jerry's inside info, then use this special page that he set up for me.

[SEO Revolution](http://www.cdzn.com/jwr) ==> <http://www.cdzn.com/jwr>

And please keep this url in confidence as he doesn't want just anybody signing up. This is highly privileged knowledge and wisdom that you definitely do not want to be sharing with your competitors. Your position in the search engines - and the amount of dust your competition eats - depends on it.

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Content Desk is Accepting New Members

This is not your average private site, nor is it cheap. It's more like a private club. A very helpful and tightly knit community, made up of some of the best internet marketers on the planet.

You get an easy-to-use website builder, step-by-step training, blogging tools, unlimited hosting, over 200,000 articles and a very supportive community. So if you want excellent tools to build content rich, search engine friendly websites, then this may be a perfect match for you.



But don't wait too long, once the vacant Charter Memberships get filled, they close the doors again So don't wait to click this time, OK?

[Want a Desk Full of Content?](http://www.cdzn.com/cd) ==> <http://www.cdzn.com/cd>

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A New Way to Build Profitable Portals

A few months ago in [Internet Marketing Secrets #78](#) I wrote a complete tutorial on how to create portals for AdSense Revenue. In case you missed it, you can get it and the back issues here:

<http://www.internetmarketingsecrets.com/backissues/>

The Keyword Avalanche was a great success but unfortunately their membership sold out rather fast and there's often a waiting list to get in. If you're interested there may be a few spots left in this program from the last opening, but no promises though, as it's really popular and continues to generate its hard-working members huge paychecks.

[Keyword Avalanche](http://www.cdzn.com/ka) ==> <http://www.cdzn.com/ka>

But what I really wanted to tell you about, was a whole new way to make portals. Except this time we're using Clickbank products, instead of scraping results from the various search engines.

This "Clickbank Niche" system seems to be a lot more friendly, as the search engines are not likely to take exception to such a site and boot it out of their index. Afterall, the results are coming from Clickbank, not the engines, so they really can't get their noses out of joint, because you're not scraping their content.



The software is really easy to use. There's some good looking templates. You just choose your topic. Press a few buttons. And the software creates a nice looking site featuring the best selling Clickbank products.

It doesn't grab the whole Clickbank database, because some products don't offer affiliate programs... in other words zero commission. The software lets you weed those ones out and automatically embed your Clickbank ID into all the pages it generates.

To me, this looks like an easier way to set up portals than using other methods. Pretty much everything you need is included in the one piece of software. Heck, if you were to interweave a few articles - like the ones from Article Underground - you could have some really nice content sites, that no one in their right mind would ever complain about.

So if you've been considering going the portal route, or adding it into your marketing mix of web properties, this Clickbank niche maker might be the best software yet.

One thing's for sure. It makes it easy to set up a site and move on to the next. Then pretty soon, you've got a whole army of portals, on various niche topics, bringing in all sorts of revenue on autopilot.

So if you want to try your hand at portals, now is a good time, as I managed to get you a \$30 discount off the regular purchase price. Take five minutes to watch the Flash demo... it could change your life... ok, maybe not your life ;-) but at least it could change how much you're making in affiliate revenues.

[Clickbank Niche Builder](http://www.cdzn.com/cnb) ==> <http://www.cdzn.com/cnb>

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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.

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.

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

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Get Four Royalty Free eBooks Every Month

Here's a book of the month club of a different sort. You get to sell the books and keep all the profits. Your monthly membership fee ensures that you get four original ebooks per month, along with a sales letter for each and other advertising collateral... which is just a fancy way of saying support material like articles, graphics and ads.



A lot of people ask me if ebooks are still profitable. Yes, they are. Even though ebooks on marketing and ebooks on how to write ebooks sort of came and went. The majority of publishers are just starting to "get it" as more people turn to digital delivery systems, instead of conventional book publishing, which is prohibitively expensive.

And one of the nicest things, is that these ebooks cover a variety of niches, far away from the overcrowded marketing niche. You'll find everything from hearth and beauty topics to pet care.

Membership is capped at 300 people. This will prevent a glut of the books on the market and keep the competition relatively light across the internet. At the time of this writing, there are exactly 148 spots let, and I'm sure there must be a lot less by now.

So if you're looking for fresh content, that's royalty free, then this could be a very lucrative revenue stream for your online business. Pretty much everything you could wish for is included.

Best of all you can start selling these ebooks right away, through an affiliate sales force, PPC ads, or however you like. It's almost like having an instant online business.

[Get an Instant Online Business](http://www.cdzn.com/en) ==> <http://www.cdzn.com/en>

Public Opinion Polls Keep Your Customers Happy *(And helps define your market niche.)*

If you don't ask, you'll never know. You're missing the point. So go ahead and run in any direction. Because, if you don't know where you're going, then any road will take you there.

Successful businesses ask their customers what they want. They make them an essential part of the marketing plan, creating a feedback loop where the customers help define the brands, and the brand gives back what the customer wants.



Simply ask your customers... where they are now and where they want to be. The measure of the distance between the two, is where your greatest opportunity lies.

The best way to ask your customers what they want is by polling them. Either over the phone when they place an order, or online when they visit your site. Or if taken a step further, select 300 or so random names from your customer list or readership, and ask them...

What are you searching for that you can't seem to find?

What are you getting from us that you can't get elsewhere?

What is the biggest challenge facing your online business?

What are you likely to buy within the next three months?

What would you like to see more of?

What would you like to see less of?

Do you have any comments? Are you happy or mad about something. Say whatever you like! Let loose... we promise not to share your rant with anyone.

If you ask these questions, your customers will tell you why they are coming to you instead of someone else. This further defines your niche and unique selling proposition.

They'll also tell you what they are looking for. What they can't find. What they're problems and challenges are... in a nutshell... what they want!

I'll let you in on a little secret and save you the five thousand dollars, you might have spent on an internet marketing seminar. Here's what they'll tell you... "Identify a problem, solve the problem, sell the solution."

Personally I can't think of a better way to find out what someone's problems are... other than by asking. You might find that you've been addressing the wrong concerns all along. You may discover something that no one else is providing. Either way, it could save your business, or make it a lot more profitable.

[Find Out What Your Customers Want](http://www.cdzn.com/omp) ==> <http://www.cdzn.com/omp>

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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) ==> <http://www.cdzn.com/veo>

YOUR INTERNET MARKETING FAQs... ANSWERED

The Real Honest Truth About Making Money Online

(What I tell my family and friends about today's market.)

Q - *"I read Revenge of the Mininet and set a goal of \$2000 a month by July 15th or earlier. I understand that minisites and mininets can take a while to start making good money. And it depends on how many I put up as well, right?"*

I'm planning to work full time on this and want to make this happen. I also know that I need serious guidance. My questions are: How many coaching sessions do I need? And how often?

I'd like to have your help with selecting the right markets, analyzing the data and feasibility, writing the ad copy for the landing pages and setting up the PPC campaigns. I want to do the whole process starting from scratch, using both mininet models and the PPC to landing page models."

A - I'm writing this not only for you... but also for many friends like you, whom ask me these questions on a weekly basis. So not only do I hope to help you... but hundreds of other people, just like you.

It's great that you set goals for yourself and that you are planning on going full-time. I hope it works out well for you. And with your determination, I'm sure you'll succeed.

The best advice I can give you at this time, is to be sure you've read all three of my books. Since you've already read Revenge, and are familiar with mininets and linking strategies, the next step would be to read Nothing but 'Net and Clickin' it Rich.

[Revenge of the Mininet](http://www.cdzn.com/rev) ==> <http://www.cdzn.com/rev>

Nothing but 'Net will help you convert the prospect into a buyer. There's a whole chapter on getting the customer into a buying mood, by building confidence and removing all friction from the buying process. Best of all it's a free downloadable ebook that you can get here.

[Nothing but 'Net](http://www.cdzn.com/nbn) ==> <http://www.cdzn.com/nbn>

Clickin' it Rich (CIR) will help you master landing pages, persuasive copy writing, market selection, competition analysis and all the other marketing secrets. The only thing missing from CIR is in-depth PPC (pay per click) training, which you can easily get from Perry's Marshall's "Definitive Guide to Google AdWords" audio course.

[Clickin' it Rich](http://www.cdzn.com/cir) ==> <http://www.cdzn.com/cir>

[PPC Guide](http://www.cdzn.com/pmg) ==> <http://www.cdzn.com/pmg>

Then, as I wrote in the CIR Action Plan, you have several choices, or career paths to choose from. The Quick Start method is to join an affiliate program. Advertise that product using Google's AdWords. Send the traffic to a persuasive landing page. Get the click and let the sales letter at the destination site close the deal.

The most important element in this revenue stream, is to test and track. Constantly improve the ads and landing pages, until you are getting the maximum possible click-through and sell-through ratios. CIR and Perry's course will help you do just that.

If you choose to go the "organic search" path, you don't pay for advertising. You rely on free search engine traffic instead.

To succeed in the search path, start by pumping out content rich sites. Once you get one site done, you move on to the next, until you have a mininet, or "network" of related sites.

Here - in a nutshell - is how you can create a mininet empire. If you join something like the Article Underground, you'll get 400 royalty free articles per month... that's an awesome lot of instant content, that you can use however you want.

[Article Underground](http://www.cdzn.com/au) ==> <http://www.cdzn.com/au>

Modify the articles slightly and drop them into a website builder like XSite Pro for Windows, or Rapidweaver on the Mac. Either one makes instant sites, with gorgeous templates, that are search engine friendly and easy to use.

[XSite Pro](http://www.cdzn.com/xsp) ==> <http://www.cdzn.com/xsp>

Now comes the most important step. Monetize every inch of ad space. Join a couple of affiliate programs and weave affiliate links in context with your content. Paste in your AdSense code, so the Google ads appear on your site.

Then get a domain name, hosting, and publish your site to the web. Now you're ready to announce your site and get incoming traffic.

The most important thing with organic search results, is to get incoming links to your site. Simply use the Article Underground's network of 15 blogs to get as many links as you want. In addition, you can submit your site to High Rank Directories as time permits... but don't dwell on it.

[High Rank Directories](http://www.cdzn.com/hrd) ==> <http://www.cdzn.com/hrd>

Repeat the process by creating another content rich site - thematically related to the first one - using the Underground articles or your own content. Publish your second site and link it to your first site.

Continue the process until you have a mininet of five to eight related sites. Then leave it be. Let it mature in the search engines, while you move on to the next thematically related ring of sites.

Is it really that easy? Yes it is. But few people are willing to put in the work. They give up too soon. This is where determination and focus separates the whiners and winners. ;-).

Is it harder to do than it used to be? Well, yes and no. Yes, because it takes more sites and pages than it used to. Plus, the competition (thanks to Revenge and Clickin') is a lot more stiff.

But then again... in a way... no. Because never before, has there been such an abundance of keyword rich articles and ebooks to choose from.

So while it is harder on the website production level, having intellectual content "provided for us" by the likes of Article Underground, Ebook Niches, and Content Desk, has also made it a lot easier.

So the answer to your question is yes. Yes, it is possible. Yes, you'll probably get whatever you focus on. Let perseverance and determination drive you. Stay focused on your goals. And don't forget to celebrate each little milestone and accomplishment along the way.

That's really - from the heart - all the advice I can give you. As for the coaching thing, it was really only designed to give one or two sessions at most, to help people connect the dots.

So once you've read and applied all the materials, I don't mind doing a session or two with you. But then you'll have to set me free... so I can focus as well.

Let me ask you... what are you staying focused on? What goals are you pursuing with all your heart, mind and soul, at the risk of letting all else pass by? What is your passion that burns inside like a white hot flash of lightning? You'll surely get it... whatever it may be... so long as you stay focused on your goals long enough. Are you focused?

That's it for this issue my friend. Thank you for reading. We'll chat again soon. Until then, here's wishing you all the best for online success.

Michael Campbell

CEO Dynamic Media Corporation
Providing successful marketing strategies since 1988

Author of....

[Clickin' it Rich](http://www.cdzn.com/cir) ==> <http://www.cdzn.com/cir>
[Revenge of the Mininet](http://www.cdzn.com/rev) ==> <http://www.cdzn.com/rev>
[Nothing but 'Net](http://www.cdzn.com/nbn) ==> <http://www.cdzn.com/nbn>
[Internet Marketing Secrets](http://www.cdzn.com/yes) ==> <http://www.cdzn.com/yes>

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