AIOCPA EBook

EVERYTHING I do is included in the eBook, If you follow the tips you should easily be able to make a steady income. The information here is meant for mid-level internet marketers, so I do not go into extreme detail on many subjects. If you are confused by any area **feel free** to add me on **MSN: aiocpa@gmail.com** and I will answer any questions you have as well as give advice on your websites. I will be online nearly every day to help people and you can always send emails to aiocpa@gmail.com as well.

I will be releasing more updates for this eBook in the upcoming weeks including PPV details, making user friendly layouts, using Google Trends, and updating many areas that are already in the eBook based on users questions. Anytime I learn new techniques/methods you will automatically emailed on the news.

Search Engine Optimization & Building The Site

Top 5 Most Important Ranking Factors

1. Keyword focused anchor text with external sites

- This means that your back links from other website are often using a certain keyword such as 'Movies'. Understanding this is very simple, if 100 websites link to you using the anchor text of 'Movies', Google is going to say, "Hey, this site must be about movies!" and rank your site accordingly for this keyword. This is by far the most important factor and you can nearly rank a website with this alone!

2. Quantity/Quality of external sites

- This is the amount of sites and quality of the sites that are linking to you. The best way to understand this is by thinking of each site as having votes they can give your site. For example a link from a PR8 site can be worth 1000 votes while a link from a PR1 site is only worth 1 vote. You want to get the best sites possible to link to you!

3. Diversity of link sources

- Its often thought that you should only get links from similar websites but you want links from everyone! Getting a wide variety of links makes it seems more natural, telling Google that your site is of great quality since people from all over are linking to you.

4. Keyword use in the title tag

- Using the keyword in your H1,H2, and H3 tags.

5. Trust of your domain

- This is about how old your domain is, how many quality sites link to you, how long those sites have been linking to you, how often you update content, and much more.

Now that you know the most important factors, I will explain all the steps I follow when creating a site to achieve amazing SEO. I will be using a movie site for all examples I provide since this is what people are most familiar with.

1. Choosing your keywords

- The tools I use to find keywords is http://freekeywords.wordtracker.com/ - If you type "Watch Movies" it will give you a list of the most popular search terms similar to watch movies. You will want to pick one of the most popular search terms for your niche and focus on it until you are ranking well. For this eBook we will choose "Watch Movies Online Free"

watch movies 86,793 searches (top 100 only)   Want more *watch movies* keywords?

Keyword	Searches (?)
1 watch movies online free (search)	7,430
2 watch movies online (search)	7,231
3 watch full movies online (search)	4,868
4 watch free full movies (search)	3,947
5 watch movies (search)	3,201
6 watch free movies online (search)	3,048
7 watch free movies (search)	3,010
8 watch movies on internet (search)	2,844
9 watch movies net (search)	2,405
10 where can i watch movies absolutely free (search)	2,331
11 watch online movies (search)	2,217

2. Domain name

- You always want a .com when possible, it is what people are most familiar with. Don't go after a .net or .org unless you love the name. There was actually a study done where they asked over 1000 people to visit a .net, two weeks later they asked the same group of people to go back to the same website without telling them it was a .net again, over 25% of the people ended up typing .com. Now when choosing a domain you want to get a domain with a good keyword, if it's not available you want to get something that is brand able and easy to remember. Never use hyphens! For this eBook I would choose a domain such as watchmoviesfree.com, watchmoviesonlinenow.com, or moviesonlinefree.com. Not only is having the keywords in your title good for rankings, it is also good for conversions because these words will be **bold** in the search results causing people to click your site more often. However since this niche is very large none of these would be available, so I would create a memorable domain such as "moviemashers.com" (I don't know if this is taken, but we will use it for the eBook).

3. Content / Titles

- For my page title it would be "Watch Movies Online Free | MovieMashers.com". You should follow this same structure for internal pages by changing the page title slightly but keeping as many of the keywords as possible. An example internal page title would be "Watch Avatar Movie Online Free | MovieMashers.com". Now in the content for every page you want to have an H1 tag and H2 tag in the upper half of the page containing the keywords you want to rank for, this is extremely important. You also want to include a variety of content on each page, never have a page with ONLY text or ONLY images. You should always have a paragraph on each page containing many of your keywords inside the paragraph.

MOVIEMASHERS
<h1>Watch Movies Online Free<h1>

Home   New Movies   Popular Movies   Contact us

CATEGORIES
Action Movies
Comedy Movies
Romantic Movies
Adventure Movies
Scary Movies
Thriller Movies
Western Movies
SciFi Movies
Drama Movies
Action Movies
Comedy Movies
Romantic Movies
Adventure Movies
Scary Movies
Thriller Movies
Western Movies
SciFi Movies
Drama Movies

LINKS
Cool Site 1
Cool Site 2
Cool Site 3
Cool Site 4
Cool Site 5
Cool Site 6

<h1>Watch Avatar Movie Online</h1>

Picture

Link to watch the movie here

Link to watch the movie here

Link to watch the movie here

Link to watch the movie here

Link to watch the movie here

<h2>Avatar Movie - Description </h2>

When his brother is killed in a robbery, paraplegic Marine Jake Sully decides to take his place in a mission on the distant world of Pandora. There he learns of greedy corporate figurehead Parker Selfridge's intentions of driving off the native humanoid "Na'vi" in order to mine for the precious material scattered throughout their rich woodland. In exchange for the spinal surgery that will fix his legs, Jake gathers intel for the cooperating military unit spearheaded by gung-ho Colonel Quaritch, while simultaneously attempting to infiltrate the Na'vi people with the use of an "avatar" identity. While Jake begins to bond with the native tribe and quickly falls in love with the beautiful alien Neytiri, the restless Colonel moves forward with his ruthless extermination tactics, forcing the soldier to take a stand - and fight back in an epic battle for the fate of Pandora.

<h3>Similar Free Online Movies</h3>

Another Movie Here   Another Movie Here   Another Movie Here
Another Movie Here   Another Movie Here   Another Movie Here
Another Movie Here   Another Movie Here   Another Movie Here

<h2>Watch Movies Online Free</h2>

Valid CSS!   Valid XHTML 1.0

4. Friendly URLs

- The URLs of your internal pages should always be easy and contain the keywords when possible. Remember, every keyword in your URL will be **bold** in the search results.

  - **Good URL:** http://www.moviemashers.com/avatar-movie.html
  - **Bad URL:** http://www.moviemashers.com/ID=5466?

5. Sitemaps

- You should have two sitemaps for each site. One for the site itself and one for Google. The first sitemap should simple be a list of links to every page on your site. You will put a link to this sitemap in the footer. This is mainly to increase your indexing in Google. They crawlers love these sitemaps because it gives instant access to every page on your site. The second sitemap is an XML sitemap, there are many tools and add-ons to help you create an XML Sitemap.

- Once the XML sitemap and your site is ready for launch you need to submit the XML sitemap in your Google Webmaster Account. (http://*www.**google**.com/**webmaster***s/**tools/*) Once you add your site to Webmasters tools you will be able to add a sitemap under "Site Configuration". This will be downloaded by Google and let them know about every page on your site. VERY IMPORTANT!!!

6. Valid CSS/XHTML

- You need to get your site CSS and XHTML Validated. Once you fix all the errors on your site, you should provide a link in your footer to your validation pages.
- XHTML Validator: http://validator.w3.org/
- CSS Validator: http://jigsaw.w3.org/css-validator/

7. Frequent Updates

- You need to update multiple times per week, daily if possible. It is very important that Google doesn't index your site twice and see that you haven't updated anything. For a movie site this is easy, you can just add more movies. For other niches the easiest way is to add informational pages. I usually browse article sites such as ezinearticles.com and go articles.com to find good information. At a minimum, you can just take one of your pages and rewrite some of the sentences.

8. FREE FREE FREE

- Possibly the most important thing for you to do is make your site completely FREE. There is nothing that will make your site spread faster than providing quality content for free. In most case I leave my sites completely free until I hit page one for the desired keyword or until I reach 2000+ unique users per day. Adding the widget early will almost instantly stop the sites growth.
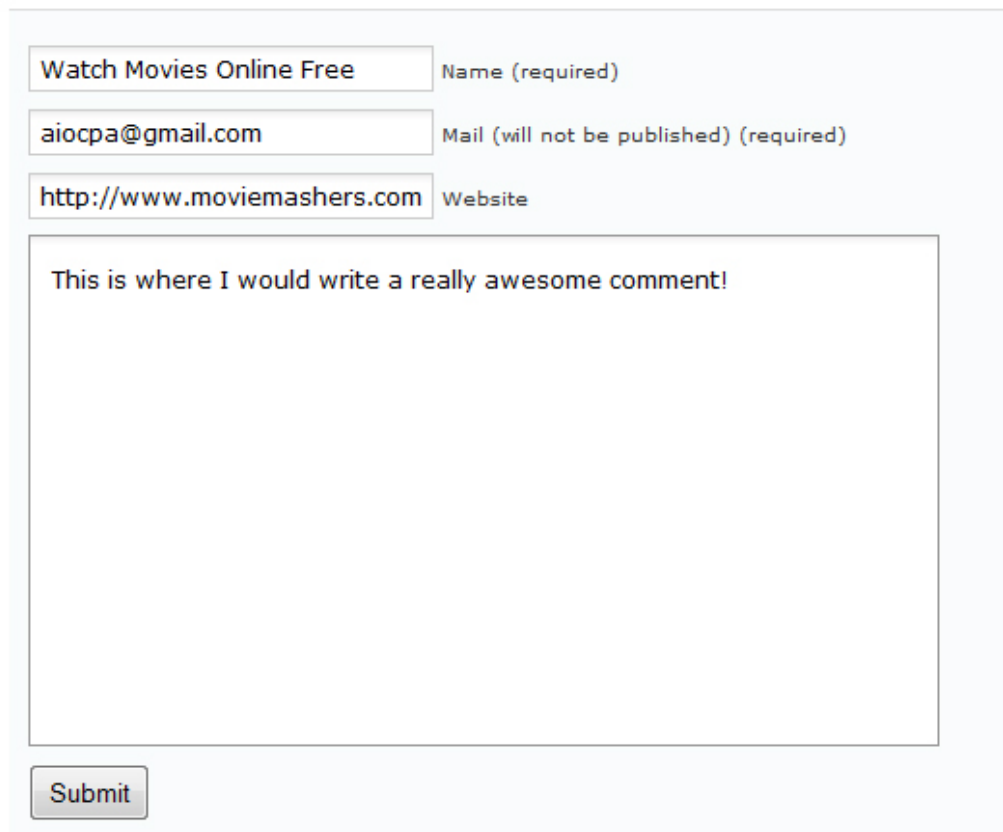
Building Back links

Building back links is by far the most important thing you need to do and also the most time consuming. Most people think that the more you have the better you will rank but this is far from the case. You need strong links and you also need them to last for a long time. There are many effective ways to build back links but I will review the ones that I use. NEVER USE ANY AUTOMATED SOFTWARE FOR BACKLINKS. If you build 5-10 back links per day for two weeks you will see great results during the next monthly Index.

1.Blog Commenting

- By far the best way to rank a site for the average user. All you need to do when leaving a comment is make your name your keyword (Watch Movies Online Free), enter the url for your site (Moviemashers.com), and then write a meaningful comment. This trick here is that you must not spam, you actually need to read the article and post a comment that relates to the article. This will ensure that the owner will not instantly delete your comment (Usually). What you need to do is find "dofollow" blogs, which means the blog allows crawlers to visit your link. When leaving a comment make sure it's at least a few sentences long, positive, doesn't include any links, and adds to the conversation. One good way is to leave a comment with a question at the end to provoke more conversation. Never leave a comment such as "This is great" or "I Agree".

Leave a Reply
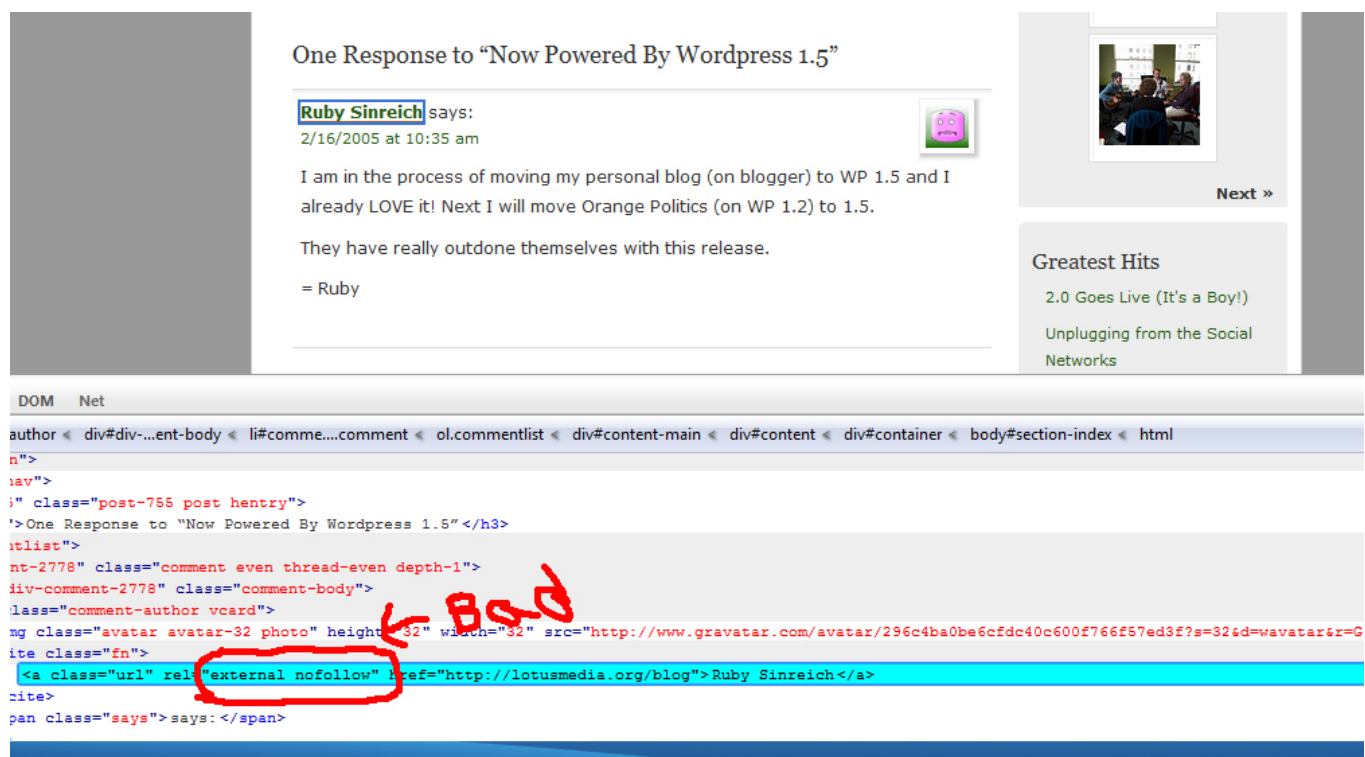
Watch Movies Online Free	Name (required)
aiocpa@gmail.com	Mail (will not be published) (required)
http://www.moviemashers.com	Website

This is where I would write a really awesome comment!

Submit

- The easiest way to find dofollow blogs is by searching Google and Forums by typing "dofollow blogs". You will easily find lists of hundreds of these blogs. The only problem you might find is that owners start changing their blogs to "nofollow" once they find out their site is on these lists.

- The next way is to find your own blogs, there are many tools you can use to do this that will find them fast but I don't recommend using them because that's what everyone does. Nothing is more valuable than having your own list of dofollow blogs (I've spent 3 years gathering blogs I've found and use the same ones for all my sites). If you want to use these tools just type "Find dofollow blogs" on Google. If you want to find them on your own use the following searches below on Google:

    - "KEYWORD HERE" "powered by wordpress" "leave a comment" -"no comments"

    - "KEYWORD HERE" "Remember my personal information" "Notify me of follow-up comments"

  Simply replace "KEYWORD HERE" with any keyword you like to find thousands of blogs about that keyword. Once you find a blog you also need to make sure it's a "dofollow" blog. This is done with a tool called Firebug for Firefox (https://addons.mozilla.org/en-US/firefox/addon/1843/). Once firebug is installed you click the little bug icon in the bottom right corner of Firefox to open it and click on the inspect tool. Now all you have to do is find previous comments on the blog and hover your mouse over their name to reveal the code. You need to make sure you do not see the code: rel="nofollow". Save every blog into a list and keep it for your other websites.

2. Galleries

- Any site that allows comments on their pictures can be a GOLD MINE for back links if you can find good ones that are dofollow. The best ones I've found are usually Wallpaper sites but you can also find others such as stock photography, portfolios, logos, and clipart. You can usually get away with commenting up to 10 pictures. I usually wait 2-3 days before commenting 10 more pictures. You leave comments just like a blog.

3. Tutorial Websites

- This is the same concept as blog comments, only on a tutorial site. This is actually a great source for traffic as well if you want to start a tutorial website. Users who read tutorials often look at the comments for addition resources and help.

4. My Secret Weapon

- The ultimate way to get a massive amount of back links that just keep on coming is by templates and wordpress themes. What I mean by this is creating/buying a template or wordpress theme and encrypting your link in the footer. Next you release this theme to the public for free by submitting it to template websites and posting it on forums. Once the sites using your theme start to gain page rank and get indexed, your site will shoot up in the rankings extremely fast. The better theme you give away, the better results you are going to see. You can buy themes very cheap on Digital Point/Odesk or you can design your own themes and hire people to code them for you. Either way it's worth every penny.

- For the eBook example I would embed a link in the footer that says "Watch Movies Online Free".

5. Link Trading

- Many niches such as Flash Games, Wallpapers, and MySpace Layouts love to exchange links. This means they will add a link to your site in their link area and you will do the same for them. In most cases this will greatly benefit you because you can "nofollow" their links while your links are "dofollow" on their site. This means you will receive back links from them but they won't receive any from you. The reason you do this is because every external link on your site will steal a little bit of your pages authority and give it to them! So be sure to "nofollow" every link that you can that's leaving your website. If the webmaster is smart and asks that you "dofollow" his link, it's OK as long as his site is better than yours. However, once your site begins to rank better you should remove his link and leave him in the dust!

- Don't worry if you don't see people linking to each other in your niche, just email them anyways and ask if they would like to trade links. Many people will be glad to do this. (You should remove your widgets when asking for link trades)

- Remember to make sure they link to you with the exact anchor text such as "Watch Movies Online Free".

6. Buying Links

- I would only recommend this if you have a lot of advertising money to spend. This is a great way to jump your rankings faster than building manually. The concept is simple, you just pay people monthly to have your link on their high PR sites. I wouldn't buy a link unless its page rank 5 or above and has a lot of pages indexed in Google (Search "site:sitename.com" to see how many indexed pages they have, 500+ is ideal). A great place to buy links is Digital Point and BuySellAds. Beware of any back link brokers (Sites that let you buy lots of back links from many sites), they will get your site banned very fast. You want to buy links directly from the actual site owners.

Wordpress

Wordpress is the easiest platform and I use it for almost all sites I create aside from a few that use custom scripts. Below is a list of sites where I get my themes and the add-ons I use.

1.Themes

- http://themeforest.net?ref=cogentjohn

- http://www.elegantthemes.com

- http://www.woothemes.com

- http://www.templatemonster.com

2. Add-ons

- All-In-One SEO: http://wordpress.org/extend/plugins/all-in-one-seo-pack/

    o Great SEO pack so you can modify Pages titles and descriptions

- Google XML Sitemap: http://wordpress.org/extend/plugins/google-sitemap-generator/

    o Automatically generate XML sitemaps when you update the site

- Contact Form: http://wordpress.org/extend/plugins/contact-form-7/

    o Great contact form with easy modification

- Social Bookmarks: http://wordpress.org/extend/plugins/sexybookmarks/

    o Great looking bookmarks so users can easily post your pages on social networks

- CPALead Plugin: http://wordpress.org/extend/plugins/cpaleadcom-wordpress-plugin/

    o CPA Plugin that will allow you to add the widget to your pages

- WP Super Cache: http://wordpress.org/extend/plugins/wp-super-cache/

    o Generate Static HTML versions of your pages to increase load times

- Breadcrumbs: http://wordpress.org/extend/plugins/breadcrumb-navxt/

    o Shows the users path as they navigate your site. Great for users and SEO

- Normal Sitemap: http://wordpress.org/extend/plugins/really-simple-sitemap/

    o Generates a normal sitemap for you to place in the footer

- Google Analytics: http://wordpress.org/extend/plugins/really-simple-sitemap/

Facebook

1. Tips that will make or break your Facebook operation

- Always use <u>aged</u> PVA accounts to create your pages. At least a few months old. A great place to get aged accounts is http://www.facebookfriendadder.com/

- Use HIDDEN characters in your page URL to help you stay undetected. There are many characters that will show up in your title like normal letters but will not show up in the URL! Here are some of the letters ive found in character map that do this: y,c,ŋ,s,ν,ɼ

- Create your application and page on <u>separate accounts</u>. This way if your application violates FB TOS and your account is banned, the page account might be left intact. You can then simply create another application and add it to the page again. This can often happen 2-3 times before your actual page gets deleted.

- NEVER post on your pages. What do I mean by this? Use other feeder pages to drive traffic to your widget page. (ex: purchase status updates) Pages that post direct updates get deleted twice as fast or even within a few hours. When you do a status update, it gives people easy access to the report button.

- When you create your application, name it something that sounds real and legit like "TopFriendsNow" or "FunGames". Random letters and nonsense will gets your application deleted much faster.

- Use proxies for everything you do on Facebook. I recommend using at least 10 proxies. I great place to get proxies is http://www.yourprivateproxy.com

- If you are using fake profiles, be sure to make them look as legit as possible by adding <u>multiple </u>pictures to your profile, tagging random people, adding a few normal wall posts, and filling it all the information. Empty Facebook accounts with only one picture are a dead giveaway.

- Perhaps the most important tip: Resist adding the widget to your growing page until you hit at least 20,000 fans. You might be thinking that you're losing money by not monetizing your page right away, but there is a method to my madness. When you add the widget and people get pissed about having to complete a survey to get what it is they came for, there is a great chance of them deleting their share to their friends and un-liking your page. Leaving the page widget-free allows it to go viral easier. The faster your page grows virally, the more money you make. This can literally mean the difference between $0 and $10,000 a day. I real viral page will be growing at around 20-50 likes each time you refresh the page!

2. Preparation

- What most people do for Facebook is create random pages that are funny or shocking to make money but this usually relies on a lot of luck or a lot of expensive status updates. You can use the script I provide to do this but I recommend doing what I discuss below if you don't already have access to very large fan pages or friends.

- They key to make a lot of money is having <u>targeted</u> friends on all of your accounts, this will make the difference between 4% and 10% conversions with mobile offers. The best way get targeted friends is through FarmVille, MafiaWars, and other games. What you will need to do is get 10-30 PVA accounts and begin adding friends from a specific game page. You need to add around 150-200 friends per day to all of the accounts. When you add friends be sure to use a delay of 15-20 seconds per add. There are tools such as http://www.facewizard.com and http://www.facebookblaster.com/ that can speed this process up for you, I would recommend FaceWizard because you can automate everything on a schedule and it has a lot more options. You will want 10,000-20,000 friends before you begin making any pages.

- You will need some form of real hosting for your application. I recommend http://www.dreamhost.com since I can give you a massive discount. Use promo code "AIOCPA" to get the discount.

3. Page and Application Creation

- Now when making a page, you want to create things that will really attract the game users such as glitches, cheats, and unreleased game items. I will provide you some premade images you can use attached with the book. Here is a link to unreleased FarmVille material: http://www.farmviller.com/index.php?title=Unreleased_items

- You need to make sure that you are NOT scamming anyone on these pages. This means on your Widget and landing page you need to provide something REAL and state what the users will be receiving. This can be things like Guides or Management Tools.

1. Navigate to http://facebook.com/pages/ and create the desired page - You can use Official Page area or Community Page, so far I haven't seen any difference in terms of uptime and earnings.

2. Page name is of utmost importance – it has to be very enticing, making it irresistible for people to find out what it is you want to show them. If you need some ideas or a hint to what other people have done, you can take a look at http://www.bypassfanpages.com/ **Important:** Whatever it is your widget offers, it has to be REAL. Don't make fake pages with widgets that don't deliver what they promise – this is against CPALead TOS**.**

3. Once you have your page made, upload a pretty picture relating to your subject (1 will do)

4. Now go here to create your application: http://www.facebook.com/developers/createapp.php

5. Name your application. The title can be anything, it only shows up when users share the page with their friends, it's best if the title is readable and sounds like something real. Click agree and hit create.

6. Click "Authentication" > check "Facebook Pages".

7. Click "Profiles" > in Tab Name, name your tab that will display on your page. Tab name should correspond to your widget offer / subject. In Tab URL enter some random letters not exceeding 8 characters for example: http://apps.facebook.com/[CANVAS_URL]/ **lcomens**

8. Click "Canvas" > Canvas Page URL will be the same as the Tab URL in previous step, in this case "lcomens". Canvas Callback URL follows in this format: *http://www.yoursite.com/folder?*
For example, if my website is google.com and I'm offering my eBook, I would make a folder in my ftp titled "eBook" and point the Canvas Callback URL to: *http://www.google.com/ebook?*
This folder you've created will contain your index.php and your other html files that I will explain below. Under Canvas Settings change Render Method to "FBML"

9. After saving changes you will be at the "My Applications" screen where you will now click on "View Application Profile" on the right hand side.

10. Click "Add To My Page" and select your page. If you are creating this application on another account you will need to copy the url of your application profile, login to the account with your page, and paste the URL in your browser to add the application to the page.

11. Navigate to your page once more http://www.facebook.com/pages/manage

12. Where your tabs are, click on the "+" to add the new tab you created in your application, just as you would an FBML tab.

13. Finally, edit the page to set the new tab as your default landing tab under "Wall settings" and remove unnecessary tabs such as discussion, photos, notes, links, and videos.

4. What to edit in Index.php

- Line 44 and 45, point to your css file location (These two css files were attached to the eBook)

- Lines 49 and 50, replace these sentences with your own text pertaining to your offer.
  "Please Click the like button to access my amazing content! This line will make you want to click! WOW!" and "Warning: Your jaw will drop to the floor!"

- Line 55, replace with your customized text.

  "Simply Follow the 2 Easy Steps Below to see my amazing content"

- Lines 108 and 116 in the share code "Don\'t Back Out Now! Click The Share button to see my amazing content!" - customize with your own text.

- Line 120 in the share code: "Your exciting message to join! http://tinyurl.com/YOURLINKHERE" customize this line. The tinyurl will point to your page's application tab URL

- Line 148 "CLICK THIS LINK", modify with your text.

- Line 150 bit.ly link will point to your http://www.website.com/folder/page1.html The one that's there now is just an example.

- Finally you will see the fake comment box with some comments, comment1 through comment6. Replace these with meaningful comments pertaining to your page. You can change the people's profile pics and names as well, I recommend this for every new page you make.

5. Triple Your FB Income

- This will be an "aha!" moment for most people. If you have a viral page that is doing really good, there is a great opportunity to turn this one page into two! All you have to do is switch the share link in index.php to redirect it to another IDENTICAL page (slightly different in spelling) and make the 2nd page go viral twice as fast as the first! The users will have no idea they are sharing a completely different page. This means your first page will have a temporary growth slow-down but your newly created page will experience super fast growth. Once the 2nd page hits around 20,000 fans you place the old share code back on the first page and voila! Now you have 2 viral pages. You can repeat this method over and over as long as you can keep at least one page going. You don't want to do this unless you page is growing very fast, meaning as fast as you can refresh the page you are growing 20-100 fans. Most people get so excited when one page goes viral that they don't do this and lose out on thousands of dollars. If done right, you can use this method to maintain pages for weeks!

6. Misc. FB Notes

- Never send suggestions to more than one page per day

- Never share more than one page per day

- You can use FaceWizard to post comments about your pages on other pages walls. You can schedule to do one post on 500 different pages a few time each day.

Differences Between The CPALead Widget VS The CPALead RSS Feed

- Many people have asked me, "Which is better? A widget or the RSS feed?!?". The question is of course loaded, since each tool is equally powerful depending on how you implement it into your website. In my experience, Widgets are best used for quick access to downloads or pages with low value content, while RSS feeds are better for scripts such as rewards sites.

Why is the widget better?

- As stated above, the CPALead widget is better than using the RSS feed because it blocks access to content that the user wants and can SEE behind the opacity of the widget overlay. This makes the user motivated to gain access to your content by filling out a short survey, plus there are many different types of widgets that will allow you to save time and energy when giving content to your users (such as the File Download Widget).

Why is the RSS feed better?

- The RSS feed is more powerful than the widgets since you can do everything that the widgets do with just your RSS feed and a little programming know-how. You can use variable stuffing in the subid $_GET to pass extra variables to unlock content without compromising user experience with a silly popup widget. This is ideal for rewards sites, since you can display ALL of your surveys in a neat table on your page with prices. The only issue with this is that you will have to convert some of the variables to DOUBLE variable types to handle the conversion rates programmatically.

The Middle Area.

- The only medium for the two is the Virtual Currency Widget. It blocks the content (although you should ALWAYS have the widget load with an onclick event so you don't compromise user experience!) and allows the user to keep track of how much they have earned in a neatly packaged bundle. Despite the fact that this widget is indeed powerful, it also lacks functionality. For example, you can't deduct the users' points that are displayed on the widget if they redeem a prize on your site and the points are deducted from your database then displayed on one of your pages. There IS a way to display the widget and cut off the display bar that shows their points by using an iframe nested in a div with fixed positions.

PPC Adwords

Pay Per click itself is actually not that hard once you understand how the system works. There are mainly two things you need to worry about, quality score and ad click through rate (CTR).

- Your quality score is most important because it directly influences how much you have to pay per click. You want to try and get a 10/10 quality score for each keyword you add. 7/10 and above is acceptable. The way you get a good quality score is by making sure you Ads, keywords, and landing page are all relevant and contain the same keywords. If you read my SEO tips and your site included H1, H2, and a good paragraph of text you should not have any problems. I bad quality score can literally mean the difference between 10 cents per click and 1 dollar per click.
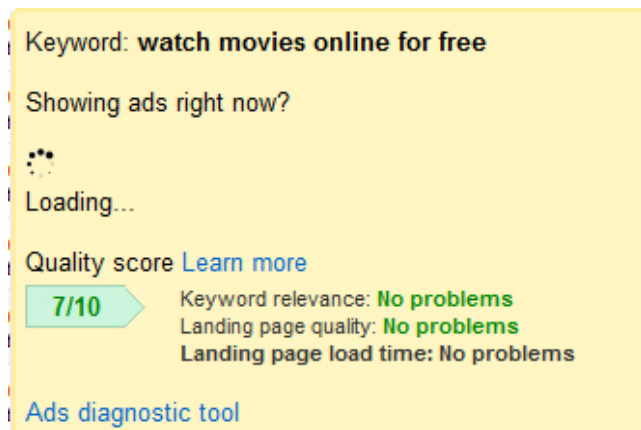
- Ad click through rate - This is the percentage shown based on how many times your ad is shown in searches versus how many times people clicked it. So if your ad was shown 100 times and only clicked 2 times, you would have a click through rate of 2%. If your keywords get a bad CTR for the ad you make, then your ad will be shown less and your competitors ads will be shown instead. In order to get a good CTR, you need to create 5-6 different ads and let them run for a while to find out which one gets the best CTR and delete the poorly performing ads.

- How often your ads are displayed and how high they are shown on the page - This is determined by your overall CTR on your keywords. This is where a lot of people go wrong, you add to many bad keywords that get a poor CTR. If you add 50 keywords and only 10 of them are getting clicked, the other 40 keywords are actually HURTING your ads!!! You want to try and stay above 3% on keywords, otherwise you should remove those bad performing keywords.

- Now there is two types of PPC you can use. SEO PPC and Profit PPC. For SEO PPC you are going to target the most high traffic keywords you can find for your niche and use your homepage as the landing page. The goal here is EXPOSURE. You are paying for clicks for the sole purpose of spreading awareness of the site, this means you will gain back links from people and earn loyal members to your site. In almost all cases you will be losing money while doing this, but it is possible to profit well if your site is highly optimized for conversions. In this eBook a example of a high traffic keywords would be Movies, Watch Movies, or Free Movies. I highly recommend this if you want to kick-start any website. Be sure to turn off the widget while doing this, you want the site to be free!

Clicks	Impr.	CTR ⑦	Avg. CPC ⑦	Cost	Avg. Pos.
104,549	3,153,441	3.32%	$0.05	$5,438.66	3.4
74,838	3,087,807	2.42%	$0.05	$3,849.60	3
70,524	1,554,993	4.54%	$0.05	$3,620.60	3
40,002	872,951	4.58%	$0.05	$2,077.46	3.1

- The next type of PPC is profit PPC, you goal here is to make money and get as many conversions as possible. For this you need to be choosing keywords carefully and your landing page MUST be the exact page you want them to convert on. For this eBook example I would make my landing page go to the Avatar Movie page. From this page they will be able to watch the movie with ONE CLICK. Now choosing keywords for profit PPC is very easy, all you need to do is think to yourself, "What keywords am I absolutely sure the searcher wants to watch Avatar online?". Good example keywords would be "Watch Avatar Online" and "Watch Avatar Free", with these keywords there is an extremely high probability that this user is going to convert. Examples of bad keywords would be "Avatar" and "Avatar Movie" because these are too broad and the users could be trying to do a dozen different things such as rent the movie, watch the trailer, read about it, and look for movie times.

- When creating your landing page for Profit PPC you need to do a few things to make sure you get good conversions. You want the user to be able to look at your page and say to himself without any doubt ,"I am definitely going to get what I need here!". If the user can say that, there is a high chance he will complete a survey. To achieve this you will need large pictures, extremely visible links to whatever you are giving away and a very large title on the top of the page so they are 100% sure they are in the right spot. When in doubt ask a few friends to look at the page and ask them if would complete a survey just from looking at your page. (Or ask me what I think)

Great Niches

1. Flash Games

- Perhaps my favorite choice for beginners and mid level users. This is a great site to start because you can download thousands of games from http://www.mochimedia.com. It's a double money maker because not only can you make money with the cpalead widget, mochimedia will also pay you when users play the games! Simply make an account on that site and get started.

- The best way to get started with traffic in this niche is by posting your link in the link section of forums and link trading. Flash game sites LOVE to trade links with other flash game sites.

2. Wordpress Themes & HTML Templates

- I'm actually starting one of these sites soon. There is currently a high demand for a free premium wordpress theme site, so it should grow at a rapid ate. You can get content for free from many forums such as digitalpoint but it's good to ask the author for permission. If you make a submission form and promote you site on forums a little bit, authors will usually submit their themes to you!
- Email other sites and ask if you can use their themes, many sites will allow you to do this as long as you link back to them.
- Hire someone to make premium themes, you can actually find people to do this on forums and freelancer sites for 50-100 each.

3. Wallpapers

- Wallpaper sites are very easy to start and high traffic like the flash niche. You can get an amazing script from wallpaperscript.com and get started with wallpaper packs from buywallpaperpacks.com. There is also an endless supply of free wallpapers on forums and many sites. There are rarely copyrights on wallpapers and if anyone complains just remove the wallpaper from your site.

Other great niches ideas that I recommend: Stock photography, Vector Art, Clip Art, MySpace Themes, Xbox Game cards

Viral Referral Site

I'm currently using Pilfer's viral script (bangormedia.com/ref/)and found the best way to promote it is by offering FarmVille Cash to FarmVillers! The site becomes extremely viral simply by adding friends from the FarmVille and suggesting to them as well as posting comments on the official FarmVille Fan Page. This is by far the best way I can think of to use a rewards script because it's easy for users to referrer their friends on Facebook. I have yet to do this on a large scale.

Another great way to use a rewards script is with Xbox Game cards, an easy way to make the site go viral is by creating simple YouTube videos that direct users to the site.

Conversion Rate Tips

- Never use red/yellow/orange in your designs. Studies have been done that this subconsciously puts users on edge because it's obviously the colors of "caution" and "warning".

- Make the content the user wants visible behind the widget.

- Lots of pictures! People love pictures and seeing what they are going to get.

- Add an easily spotted phone number in your header! Even if this just goes to a voicemail on skype, it will greatly add trust to your website.

- Add Hackersafe logo or other security logos.

- Make your widget match your site perfectly

- Never say the word "survey" in your widget, this instantly causes a large number of people to close your site instantly.

- Use as few clicks as possible for the users to get what they need. With each extra click you add more of a chance for the user to leave

- Contact me to get personal tips for your website!

List of Forums

Forums are usually the first thing I do when launching any new website. Why? because warez people LOVE free stuff and they love to spread it to their friends. This is perfect for you, simply post in the link section of each forum you can find and you will hit a few hundred visitors per day just from that!

- http://www.vanillashare.com
- http://www.iranjava.net
- http://www.warez-bb.org
- http://www.ebooktheguru.blogspot.com
- http://www.phazeddl.com
- http://www.astalavista.box.sk
- http://www.astalavista.ms
- http://www.warezrepublic.net
- http://www.scriptthief.com
- http://www.yagbu.net
- http://www.forum.astalavista.ms
- http://www.tsbay.org
- http://www.iwarez.org
- http://www.projectw.org
- http://www.portaliz.com
- http://www.mechodownload.com/forum
- http://www.epidem.ru
- http://www.rapidlinks.ru
- http://www.dl4all.com
- http://www.forumw.org
- http://www.4down.info
- http://www.digul.net
- http://www.gfxworld.ws
- http://www.phorum.ws/
- http://www.phileforum.com/
- http://www.warez-bb.org/
- http://www.appzone.org/
- http://www.forumempire.com/
- http://www.projectw.org/
- http://www.tsbay.org/
- http://www.w5awarez.com/
- http://www.warezforum.info/
- http://www.wtalk.org/
- http://www.puzo.org/
- http://www.big-warez.org/
- http://www.zeedownload.com/
- http://www.bayw.org/
- http://warezcafe.org/
- http://warez.fewett.net/
- http://www.iwarez.org/
- http://waz-warez.org/
- http://x-warez.info/
- http://t-warez.com/
- http://usawarez.com/
- http://www.notwarez.com/

- http://puntawarez.com.ar/
- http://www.daily-warez.org/
- http://www.deviantwarez.com/
- http://warez420.com/
- http://theburninggiraffe.org/
- http://vanillashare.com/
- http://warezpal.com/
- http://www.aioforum.com/
- http://waushare.com/
- http://www.downloadforum.ws/
- http://skdown.net/
- http://www.warezscene.org/
- http://www.lpuddl.com/
- http://theviperfiles.com/
- http://83.149.99.14/
- http://www.lpuddl.com/
- http://demonzdl.com/
- http://www.final4ever.com/
- http://www.skriptsz.net/
- http://www.thegreatforum.org/
- http://www.theynd.com/
- http://www.xsharex.info/
- http://www.forumshare.net/
- http://warezqueens.com/
- http://steelit.st.funpic.de/
- http://www.thehotzone.org/
- http://shareddl.info/