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Thanks for buying this book. I'm going to keep it to the point without any fluff.

## **#1 How To Make a Site**

- Go to blogger.com
- Choose a URL and Create A New Blog
- Go to ezine.com and get atleast 5 articles and post them on your new blog. Backdate all the articles. E.g. if its 10<sup>th</sup> today choose the date for the 5 articles between 1<sup>st</sup> and 10<sup>th</sup>. The Option for choosing dates can be found in “Post Options” while creating/editing post.
- The more articles you post, the safer it is.
- Its better to get these articles partially re-written for uniqueness.
- Submit your blog to digg.com and ping it to Search Engines.
- Make sure that the posts you choose are around High Paying Keywords like mesothelioma, online degree Accounting, mortgages, debt consolidation etc. You can get more ideas of high paying keywords at <https://adwords.google.com/select/KeywordToolExternal>
- Go to the layout tab in blogger and add adsense ad blocks. To do so click “add gadgets” and choose adsense. Add a vertical banner in the sidebar and a rectangle block (large) just below the header.
- Your Blog is ready to go. In the end your blog should look something like this:

<http://bonuspromo.blogspot.com/> (made it just now in 3 minutes)

## **#2 Risks & Options**

- Now, first, I assume you know there are risks involved in Blackhat ways?
- Risks that can be minimized but not eliminated?
- We'll take all possible precautions to prevent detection but in the event you get detected, your other option is to use other networks like YPN, Bidvertiser, adbrite, adengage or Blacklabelads etc.
- Another Option is to sign-up for multiple adsense accounts (Covered later) like me (I own 8 :p)
- If you are doing this (or anything BlackHat) you should be always ready for a Ban. Knowing and accepting the risks is the most important part of Blackhat.

## **#3 Actual things**

- Where do we buy cheap ads?
  - <http://www.trekadvertising.com/?ref=65167> (remove ref code if you don't wish to sign up as my referral)
- They send "real people" to the site
- Those people are trained to click the ads
- From Trek Site:
  - *"Trek Advertising is a business that sends real people to your website. These people have done a search and are interested in your website content and related Ads. Trek will redirect these people to your website. These real people will visit your website directly from their own computer. Your website is not part of any so called "Traffic exchange" and held within frames. You do not have to understand this but this process protects publishers terms of agreements. We also go the extra mile: Our search feature only allows a person to access your website once per day. This protects our advertisers and publishers Ads from getting abused. We also give you the IP address of each visitor that we send to your website."*
- here are 2 types of visitors you can buy
- 1) normal (they just visit the site)
- 2) search (they click ads on our site)
- Normal visitors just visit your website and cost 0.02

cents

- While search visitors click ads and cost 0.06 cents
- Minimum traffic you buy in one go has to be \$5 worth
- So you can buy 250 normals or 84 searches for \$5
- Now, though normal visitors are not supposed to click ads we would trick them into doing so
- almost 20%-50% of normal visitors click ads
- in searches CTR is 60-80%
- so your ROI is basically the same whichever traffic you buy
- but a 20% CTR is easier to dilute so its safer
- but one can mix in searches from time to time
- I usually buy 1500 normals and 200 searches for 4 sites.
- Cost me around \$44 and return is around 400%-600%, i.e. \$180-\$265 spread in 5-8 accounts.

#### **#4 Precautions to avoid ban**

- 1<sup>st</sup> Precaution: Double Meta Refresh (DMR) is a PHP code which hides the referrer (which is Trek)
- This way Google will not know that your traffic is being sent by trek. (Very Very Important)
- DMR code is included at the end of the E-book.
- Basically in DMR you create 2 files. First say x.php which is set to redirect to y.php. y.php is set to redirect to one or more pages of your blog at random. So you always give the URL of x.php to trek for sending traffic. You can upload x and y to any free hosts like x10hosting (Use x.php and y.php as file names, don't use capital letters)
- 2<sup>nd</sup> precaution: Keep changing the domain every fortnight.
- Domain can be sub-domain too. Its okay if you don't do

it, but I prefer to be safe.

- The option can be found on the blogger interface under settings > publishing
- 3rd precaution: No greed
- Try not to over do it, in the beginning limit you income to \$10-20/day, and double it every week till you reach \$50/day. That should be your limit. I never go above \$30/ /day/account
- 4th and very important: Never disclose your site to anyone. Nor the Method. The reason is obvious.

### **#5 Lowering the CTR (Extremely Important, More Important than the Precautions)**

- Acceptable Limit: 10%
- Safe: 5%
- Totally safe: 2%
- These are levels we will be targeting.
- Below 10% as its the easiest and require much less time and money.
- But when starting with a new adsense account one may want to target 5%
- There are 2 ways of reducing CTR
- 1) Buying Junk traffic
- You might have seen people selling traffic in DP
- They sell pop-up/pop-under and framed traffic
- This kind of traffic is very cheap and can dilute CTR
- If you don't know where to buy junk traffic, Search @ google or buy from traffic sub-forum (<http://forums.digitalpoint.com/forumdisplay.php?f=99>) @ DP. I will not give out my source of junk traffic because if everyone use the same traffic sources then google might get suspicious. There

are plenty of Traffic sellers and you will have no problem finding one.

• 2) Another much more \*safer\* way would be to get real traffic.

• Real means Search Engine traffic/ Social Networking traffic (Twitter etc.)

• One should opt for a mixture of real and junk traffic

• Keep updating your blog with small posts around less searched/low competition topics so that they appear high in SE's

• Just take one big article break it into parts shuffle a few words and post as long as they make some sense. They are not unique but don't get caught as duplicate

• When you have to keep your CTR below 10 its not difficult.

• For CTR 10% you need 250 normal (trek) 250 junk and 100 real to make a perfect mixture.

• Expenditure would be around \$7 and returns \$20-40

• These are just precautions; it's your choice how many you want to put in place.

• If you try any other network rather than adsense then these would be unnecessary.

## **#6 Campaign @ trek**

• Create an account

at [www.trekadvertising.com?ref=65167](http://www.trekadvertising.com?ref=65167)

• Go here [https://www.trekadvertising.com/my\\_ads.asp](https://www.trekadvertising.com/my_ads.asp)

• In url field right the URL for x.php (DMR)

• Next field choose: standard visitors 0.02/visit

• Next field, Qty: 250

• Click purchase new

• Then you have to pay them \$5

- Now go to my ads again and now click the ad you just created
- The link URL would already be there
- Write in Link Text Label: "Please Click Google Ads & Get 3 Credits! Earn Money!" or anything to encourage them to click ads.
- Under keywords paste this: "ads, credits, searches, earn money online, free money, mesothelioma, consolidate, mortgage, trek pay best, high credits, referrals"
- Now, follow the instruction "Check this box and people will visit your website. Do not forget to click the "Submit Change" button when done."
- Check your adsense stats 30-60 minutes later and see \$\$\$\$

## **SPECIAL FEATURE OF VERSION 2**

- As promised, a special feature has been added in V2 to make the method many times more safer, easier and increase its potential.
- There's another source like Trek which sends you cheap ad clicking traffic but the traffic is safer.
- You can find it here: [http://www.logittraffic.com/index.php?ref\\_id=4568](http://www.logittraffic.com/index.php?ref_id=4568) (remove ref code if you don't wish to sign up as my referral)
- Its safer because they "cloak" all the traffic they send to you and send it at a much slower rate to avoid detection.
- If you use this as your traffic source, you don't need to give out the DMR (x.php) URL, you can give them the direct URL to your Site.
- From their Site:
  - **High Quality Unique Traffic - Guaranteed!**
    - We will not send you any traffic that's not high quality from fake outside sources. Nor will we send you any repeated traffic from the same IP

address. We guarantee it!

- **Traffic from Real People - That are interested with your Website Content.**

- The traffic you get from LogiTRAFFIC is from real-time users, and not from fake bot generated traffic. The user will actually see your website and generally browse through it.

- **Take Control - Specify the Amount and Type of Visitors you want to Receive**

- With our advanced filter technology, you can choose geographical visitors which will only deliver traffic to the country you specify. In addition to that, you may also specify a portion of your total visitors to be delivered on a daily basis rather than being delivered all at once.

- **Choice of Standard or Targeted Traffic - At a Great Value**

- You can choose from standard or targeted traffic to increase your exposure. Targeted traffic will be users that actually found your website based on their interest. We guarantee that they will be interested in your content.

- **Expand your Business / Website - Boost your Content Exposure**

- Why spend hours and hours trying to get quality traffic from search engines and advertisements when we can do it for you? By using LogiTRAFFIC, you won't have to do the work, and you can sit back and watch your visitor count hit new peaks.

- On all other accounts both Trek and Logi work same.

- You follow the instructions on the Logi site and set up your campaign.

- In the site name/title field write "Please click Google Ads and Earn Money"

- Select "Searches" as the type of visitors (0.04/click/visit)

- After Paying go to my ads and click the ad you just created.

- Click the edit/go button and check if its enabled, if not enable it.

- There are a few other parameters too which you can check out like: Max Visit/day and Timer.

- Remember don't give the URL of the x.php to logi (only trek) give them the direct URL since the traffic they send is cloaked.

- Difference between Trek and LogiTraffic:

1. Logi is safer, Trek is risky.

2. Logi is more expensive than Trek.

3. ROI is more at Trek than logi, though the difference is

small.

4. Logi can be scaled upto \$40-\$50/day safely but the safe limit at trek is \$20-\$30.

- You should use a mixture of logi and trek like I do.

Choose the mixture which best suits you. Even if you use Logi, please note that *\*all\** the precautions discussed above apply (except DMR).

### **#7 Getting more than one Adsense accounts.**

- you have to use real name as they'll write checks to that name

- but you can use relatives name or anyone who can encash checks for you

- and change the format of the address

- If your address is 1000, XYZ street

- Make it: House No.-1000, Street: XYZ etc....

- you can make 2-3 accounts for a single name as long as your address is different

- Since a bot checks for multiple accounts, its not smart enough to distinguish among address if the format its given in is different.

- So even a comma (,) makes it different in the programs eyes. But try to make it more different than just a comma.

- For the website, just register an .info domain with the name and address as you want it to be on the adsense account in the public whois.

- That's All!

- Remember to make/access all the accounts from different IP's after clearing cookies and cache. You may use VPN's or reset the modem if you have a dynamic IP but don't use public proxies.



- There are two more methods which are easier as you don't need a website:
  - <http://www.cheatad.com/2006/04/18/quick-applygoogle-adsense-account/>
  - <http://www.squidoo.com/instantadsense>
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## Double Meta Refresh Code:

DMR=Double Meta Refresh. Google it you'll get lots of info on it.

You need to copy those codes in a notepad file and save it as x.php and y.php resp. and then you have to upload them to your own host (can be free hosts)

Then give trek the URL of x.php to send traffic too.

### x.php

```
<?php echo "<meta http-equiv=\"refresh\"
content=\"0;url=y.php\">"; ?>
```

### y.php

```
<?php
$page1 = "URL #1"; $page2 = " URL #2"; $page3 = " URL
#3"; $page4 = " URL #4"; $referer =
$_SERVER['HTTP_REFERER']; $mypages = array($page1,
$page2, $page3, $page4); $myrandompage =
$mypages[mt_rand(0, count($mypages) -1)]; if($referer ==
"") { echo "<meta http-equiv=\"refresh\"
content=\"0;url=$myrandompage\">"; } else { echo "<meta
http-equiv=\"refresh\" content=\"0;url=x.php\">"; } ?>
```

**Replace URL #1/2/3/4.. with the URL of the pages you**

**want y.php to redirect to.** You have to replace URL1/2/3/4 with links to inner pages of your blog (like the top few articles on mesothelioma, debt etc.)