Whitehat Copycat
Download Page Blueprint

Tim Bekker introducing <u>Copycat Sites...</u>

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Introduction

In the Download Page blueprint I will tell you how to setup your download pages. These download pages will be the pages where your copycat sites redirect the traffic to. The download pages contain the actual download link (matching to the copycat site) and the ad for the offer you promote!

The Download Page Concept

Let's recall the screenshot from blueprint 1 about download.com and their earning model ➔

Just free products and ads.

Let's follow their example. So basically our download pages should have these 2 sections: the free download and the ads.

download page

Ad(s)

_____

Free download

That's not too hard to replicate, is it? However of course I have included some bonus templates for these download pages.

Creating your Download Pages

Once again you don't have to code anything yourself. Just open one of the bonus download page templates in your kompozer.

It should look like:

The ad part

As you can see I don't like to use that custom made banners that come with all those affiliate or CPA programs. Most banners convert really like Shi*. People just don't click on it.

What I mostly do (like in this example) is making a screenshot of the offer I promote. Just hit printscreen. Go to a drawing program like paint (that everyone has running. Or a similar kind of program when you run MaC) and paste your printscreen. Now select only the part you want within paint and skip the rest.

If you are not happy with the free download button in the printscreen then just go to "Google"and search for a cool image.

Example search for: free download icon. That goes for every picture you need btw.

In the download page example above I have made a printscreen of myfuncards.com and pasted another free download button in the printscreen within the Paint program.

This goes for every offer you want to promote. Just create an easy attractive ad and paste it that top part

Simply change the name of the free download to the right program name (matching your copycat site) and link the name to the right setup file.

There are 3 ways to link to the right installer:

1. One download the installer from a download site to your local system (computer). After that upload the installer to your hosting account. Now just link the program name on your download page to this installer.

2. Go to a download site. And go the page where you can download the right installer. Now hit your right mouse button and hit properties. Copy/paste the link of the target url of the installer and link the program link on your download page to that url.
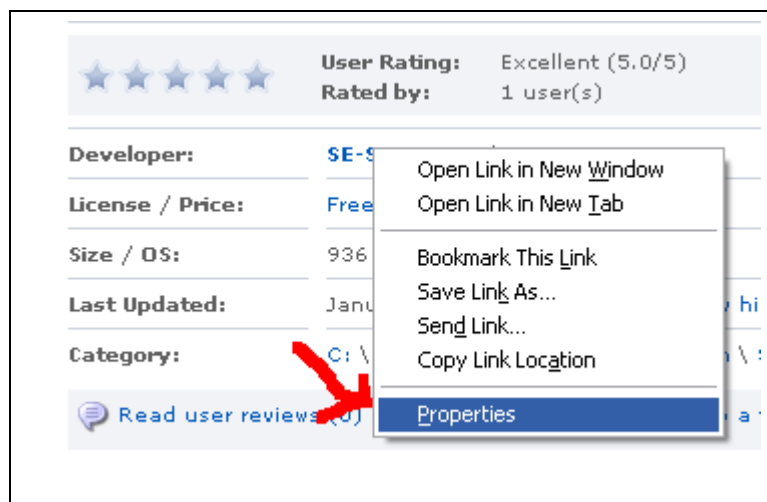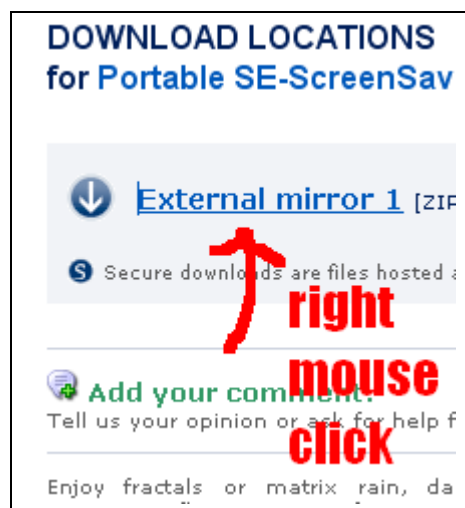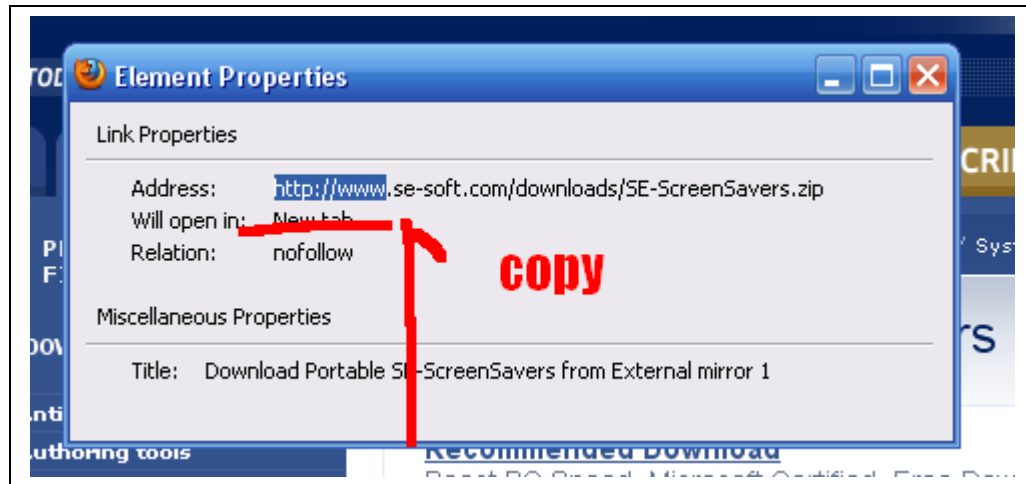
3. Check Blueprint 1 about the dMayBelFire.com download and CPA offer platform. Run your own kind download.com site for just $349. Upload new programs with the ease of mouse click from your administration panel!

Where to upload your download pages

This part is also cover in the Copycat BluePrint.

Basically you could upload the download pages to the same domain as your copycat sites as download.html for instance.

Example

http://www.yourdomain.com/copycatsitename/download.html

You can also choose to have your copycat sites on one domain and your download pages on another. Up to you! If you have a separate download pages domain. You could choose to call the file just like programname.html

Example

http://www.yourdomaincopycatsites.com/programname/
http://www.yourdomaindownloadpages.com/programname.html

Get another domain for your download page site here:
http://www.whitehatcopycat.com/godaddy.html

Something for lazy marketers

Of course you could link all copycat sites to just one download page ➔

With all downloads on 1 download page like:

- **No registration required!**
- Over 1,000 eCards to choose from!
- No Spyware. No Adware. We take pride in products!
- Bonus: Also includes Smiley Central™, Cursor Mania™, Popular Screensavers™, th MyWebSearch search box and Search Assistant - relevant search results in respo to misspelled or incorrectly formatted brow address requests.
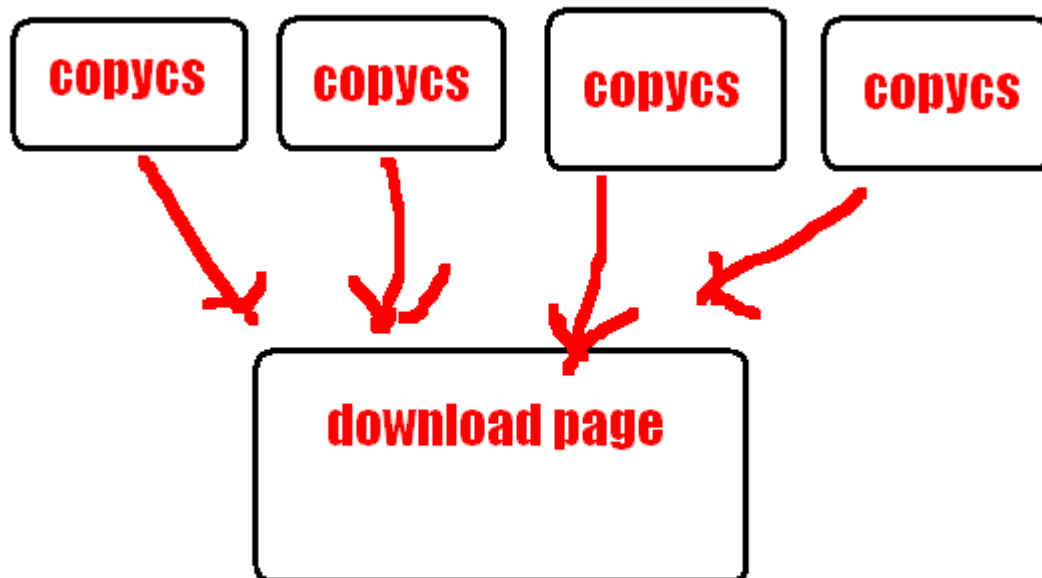
Download: Realplayer Media Player

Download ...

Download ...

I wouldn't do it though. The page may become pretty long and it may focus the attention of your traffic on the wrong part ➔ the other downloads instead of the ad.

It's handy though if you ever want to promote another offer. You only have to change one page…

Your call!