Whitehat Copycat
Traffic BluePrint

Tim Bekker introducing Copycat Sites...

6

Special Early Bird Report for Fellow Warriors

This report describes the essentials and features of Tim Bekker new IM Product Whitehat Copycat launching Tuesday January 26th (with prelaunch starting at Tuesday January 19th). This information is not meant for the public and we ask you to not redistribute this report. Thanks!

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Introduction

In the traffic blueprint I am going to take you by the hand and tell you the exact steps you should take to get your copycat sites up in the organic (free) rakings of the big search engines like Yahoo, MSN and Google.

It's probably not a big secret that this is done by getting links to your copycat sites from other sites (for those that didn't know this. I have included one chapter with some more explanation). Only what most people don't know is that these links should follow a number of strict rules!

Google and other search engines have advanced algorithms. They don't want people to mess around with their search engine results. They want to offer their customers just good search results.
If they suspect that people use automatic systems to increase the ranks you get penalized.

SEO Should look natural or human.

Humans can't get 1000 backlinks in one day. Or you must be computer aholic ➔

- ✓ Your number of backlinks should increase over time. Don't simply get yourself 1000 backlinks in one day. Google for instance will disregard it or punish your site.

So create not hundreds of links in one day. It won't help you!

The Second issue is: Do not always use the same anchor text. Use your main anchor text like 70% of the time and vary the other 30% of the time you post a link.

- ✓ Use different anchor texts (the anchor text are the words you use to link your site)

The third and also a very important issue is that the sites where the links to your site are coming from should have a quite similar topic as your own site.

If a site that sells flowers links to a site that sells fitness equipment the link is from a much lower quality than if a site that sells fitness nutritition links to a site that sells fitness equipment.

Ok…what does this tell us for links to our copycat sites and how do you get these links? I will tell you that soon, but first some essential information about search engines, SEO and how to create links (for the real newbies under us ☺!

Newbie 1: Few facts About Search Engines

Search engines are the **internet's most popular type of web site** and internet users will quite often adopt a search engine as their home page.

Some search engine facts:

- **93% of consumers worldwide use search engines to find and access websites.**
  Source: Forrester Research
- **57% of internet users search the web every day and 46% of those searches are for product information or services.**
  Source: SRI
- **Attracting a loyal audience to your website is best achieved through top search engine listings.**
  Source: Forrester Research Media Field Study
- **85% of qualified Internet traffic is driven through search engines, however 75% of search engine users never scroll past the first page of results.**
  Source: Seventh WWW User Survey - Georgia Institute of Technology
- Users looking for products on-line are far more likely to **type the what they search for into a search engine (28%)** rather than go into an engine's "shopping" channel (5%) or click on banner ads (4%)
  Source: March 2001 Jupiter Media Metrix and NPD

Newbie 2: Search Engine Optimization (SEO)

Does the term Search Engine Optimization ring a bell?

Search Engine Optimization or SEO stands for optimizing your pages for good organic results ==>

Getting your pages to the first 2 pages of Google, Yahoo, MSN (Bing) and others.

Yep, your pages should be in the first 20 results and of course the higher the better. If your site isn't ranked on the first 2 pages you will have very less free search engine traffic.

Most people don't look further!

SEO is a part of SEM (Search Engine Marketing), the other part of SEM is SEA ➔ Search Engine Advertising.

Search Engine Advertising includes PPC advertising like Google Adwords and MSN Adcenter.

Basically SEO has 2 sides. On page SEO & Off Page SEO.

On page SEO stands for the actual optimization of your pages. Adding the right content and elements so the search engines spiders

(the bot that searches your page) can index and scroll your pages easily.

Off page SEO stands for the SEO Job that you do off page to increase your website's popularity in the search engines or just simply put "linkbuilding".

Everyone with a little help and knowhow can optimize his pages for the search engine spiders. So on page optimization does not give search engines enough information to rank the sites.

That's where the off page optimization part comes in play.

It's far more important then the ON page part.

To not make things unnecessary difficult ==>

Search Engines look at the number of sites that link to your page (that's why it is called off page optimization). The more sites link to your page the better your rank. (of course there are some rules here that I will discuss later on)

It's logical, think of it. If many sites link to your site you must have an important site, right?

That’s why Search Engines love sites with many links to them and give these websites a good ranking in the search results.

Newbie 3: Creating a link

Some of you may be totally new to internet marketing and have no understanding of html I will tell you how you should post a link to your sites first.

Some of the websites you want to post a link on will create the link for you so you will only have to enter your anchor text (The anchor text is the text/keywords that you use to link to your copycat sites) and your websites URL/domain.

Other will require you to post an html version of your link. This will look like →

<a href=http://www.WhitehatCopycat.com>Whitehat Copycat</a>

That's all. If you paste this piece of the code to the source of your website it will show this on your website:

Whitehat Copycat

The text Whitehat Copycat is linked to http://www.WhitehatCopycat.com

Rephrased, if you would click on the Whitehat Copycat link on your website your are forwarded to http://www.WhitehatCopycat.com

Just copy/paste this code if you want to post a link to your website and replace the url and the anchor text with your own. That's all!

<a href=http://www.WhitehatCopycat.com>Whitehat Copycat</a>

➔

<a href=http://www.yourdomain.com>Your Keywords</a>

The Linking Plan for your copycat sites

So we need quality links preferable from sites with the same topic and the anchor texts or linking texts should not all be the same. Furthermore they should com form sites with different IP addresses or sites that are hosted from different hosting accounts.

Here for we need matching sites where we can put our links on and we don't want to link just to one copycat site/program or to the main page (index) page, but rather to multiple copycat sites/program pages (or inner pages).

> *Example if you created 3 copycat sites: One for winrar, one for winzip and one for internet explorer. And you are getting yourself 4 links. You don't want to link all 4 links to your winrar page (like www.yoursite.com/winrar).*
>
> *You want to divide the links to all pages. Like 2 links going to your winrar page, one to your winzip page and one to your internet explorer page (of course also with the correct/different anchor texts)*

Plan 1: The Whitehat Copycat Unique Linking Structure!

He, I told you I was going to help you out to get to that first pages faster, right?

Remember what I just told you we need links from sites with the same topic. These will do best for you. So you need links from other sites that also have the download topic.

That's a coincidence. At this moment while you are creating your copycat sites thousands of other copycat sites are being created by my other members. Do you get it? ☺

Thousands of other pages within the download niche are being prepared right now and we are going to get your copycat site links on some of them.

The copycat site templates include a link page. You are going to include up to 20 links on this link page and so are all my other customers.

Everybody gets 15 COMPLETELY free links on the copycat sites of other marketers. 15 of the strongest kind of links you can get. Targeted back links coming from sites with the same topic! What about that?

That's going to do something for your rankings believe me!

When you are done with your copycat sites please send a list with up to 15 links (RECALL: link to different copycat pages and different anchor texts) to whitehatcopycat@gmail.com

Send an email with the subject: **Tim, here are MY 15 links!**
(this will speed things up for you)

We will return with a list of 15 links you should add to your pages!

Now I can also finally tell you why the first one time offer for the new set of professional designed templates (value $750+) each month is so incredible valuable!

Because there is more to this offer than just a set of templates. I am planning to hit new macro niches like every 2 or 3 months.

People that have taken this amazing offer will not only receive the new set of professional designed templates each and every month they also have bought themselves a free spot in my unique linking system when we hit the next Macro niche (in months).

We work as a team. Every one that took this offer will automatically get another 15 links, and another, and another…when we are going to take over other macro niches as a GROUP!

If you didn't take the offer for a new set professional designed set every month you will have to pay much more if you want to enroll later when we hit another MACRO niche (for the current set + the 15 backlinks)

If you regret that you didn't enroll in the monthly program for a new set of professional designed copycat templates every month + automatic enrolling in the Unique Linking Program when are hitting the next MACRO niche (read: Free Powerful 15 links) then you can still enroll now

(this offer will be closed soon and believe me when you have to enroll separate for every set or niche it will cost at least 3 x the money you pay now!):

➔ Take me back to the page where I can order this great offer!

➔ http://www.WhitehatCopycat.com/171082oto1.php

Plan 2: Getting backlinks from free web properties

There are many spots online where you can add links to your site at absolutely no cost to you. I will tell you which I recommend!

Link Directories

I start with the link directories. Link directories are sites where you post your links and often exist of huge link collection ordered by subject or topic.

Most of these sites are free to post to and don't require you to link back to them.

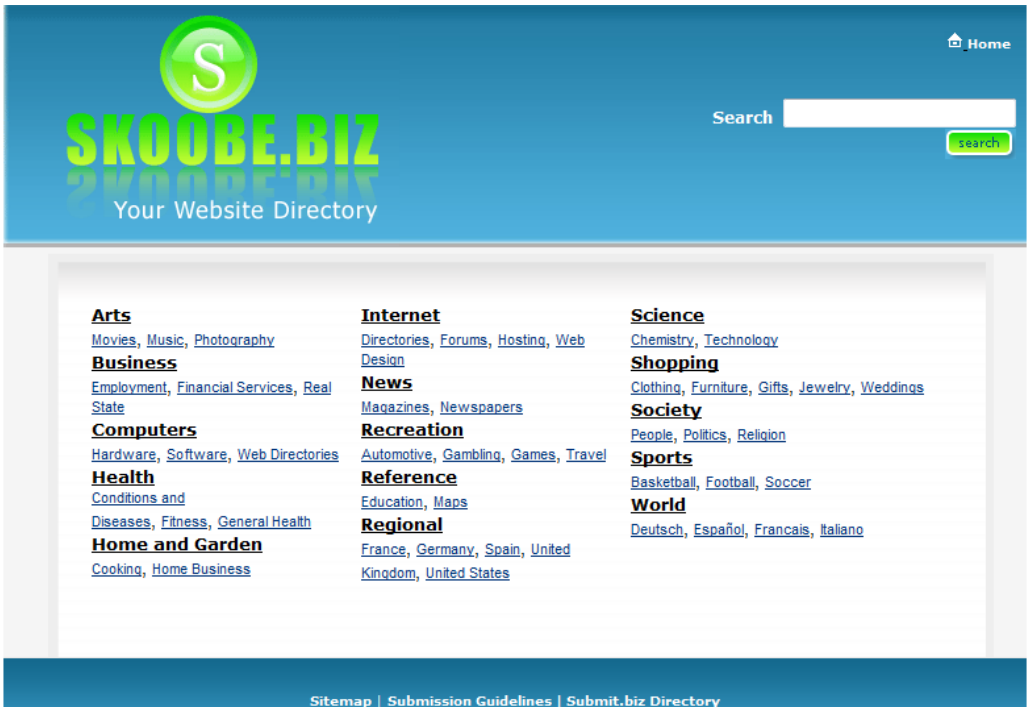
These sites are great to get some back links to your site. You can find a big collection of quality link directories here →

http://www.onewaytextlink.com/links.php?type=free&pagenum=1

Onewaytextlink is a nice site and they have ordered the directories on pagerank (quality).

Just surf to the directories and post some links to your sites.

Take for example Skoope.biz →



Other good directories are:

1 www.dmoz.org

2 www.lii.org

3 www.hotfrog.com

4 www.somuch.com

5 www.skoobe.biz

6 www.netinsert.com

7 www.jayde.com

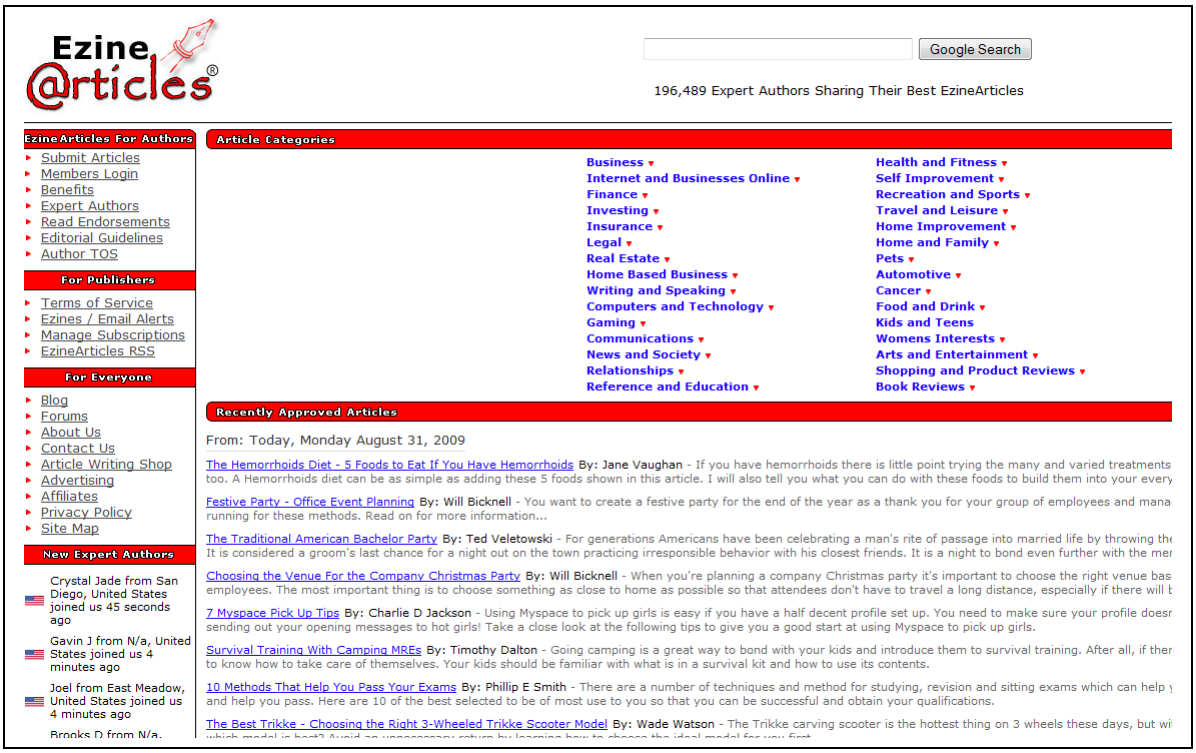
8 www.info-listings.com

9 www.gimpsy.com

10 www.geniusfind.com

Article Directories

After that we move on to the article directories. Like EzineArticles.



Write some articles about your subject and post them to the main article directories

Good article directories are:

1. EzineArticles

2. GoArticles

3. WebProNews

4. ArticleDashboard

5. SearchWarp

6. PubsACS

7. ArticleBase

8. Isnare

9. Buzzle

10. ArticleCity

Don't spend ages correcting your articles. Just make sure they can be read well and they follow the rules below)

Article marketing is a very straight forward technique. Follow the right steps and you can't go wrong.

1) Write an article with number of words between 300-500

2) Optimize every article for 1 or 2 keyword/key phrases

3) Use a keyword density of no more then 5-7% in your articles. So if you are optimizing your article for Whitehat Copycat Course and you write a article of 500 words and you stick to a density of 5% a simple calculation will tell you how often to use Whitehat Copycat Course.

article:500 words

Whitehat Copycat Course: 3 words

density: 5%

500/3/100*5= 8,3 times.

You can use the words Whitehat Copycat Course about 8 times in your article.

4) Place links to your website in the article. No more than 3 times. (link your primary keywords, so again link Whitehat Copycat Course to your site)

Press Releases

Just like writing some articles and posting them to article directories you can also write a few press release and post them to press release directories.

Use the same rules for writing press releases as I gave you for writing articles.

Post your press release to known press release portals like:

Fast Pitch

Newswire Today

Press World

PR Web

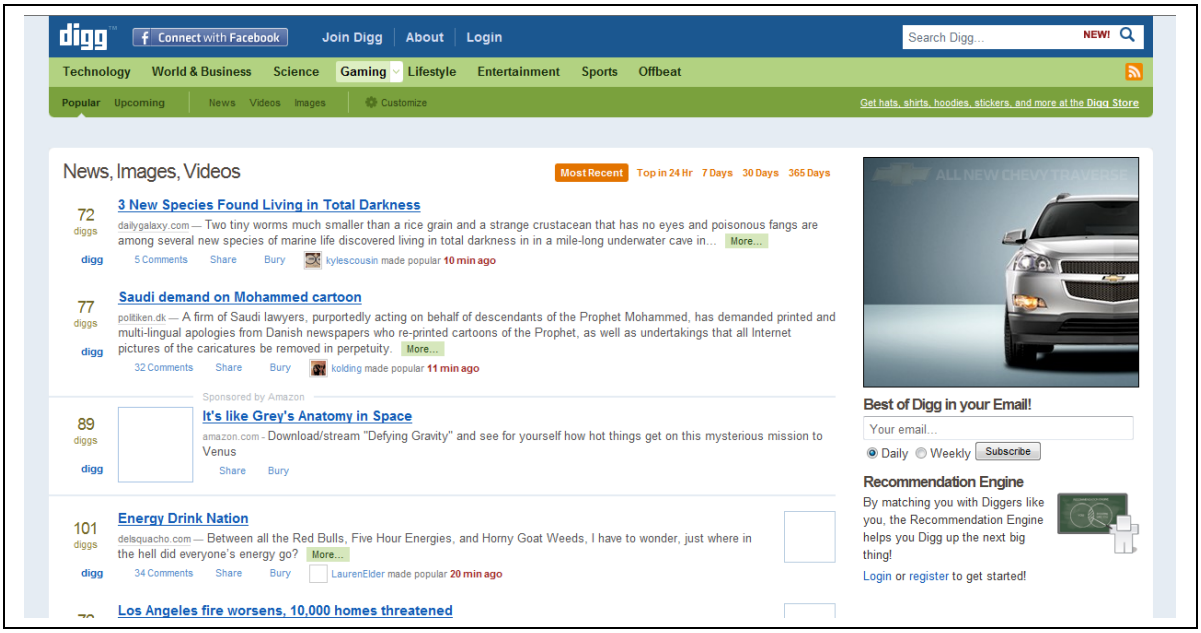
24-7 Press Release

Social Bookmarking Sites

You can leave a small post on social bookmarking sites. Search Engines love links to your site from social sites.

You can just drop short (link)posts on bookmarking sites to get some very strong links to your sites.

A good example is Digg →



As I said, Search engines happen to love these web 2.0 social sites. Every link you can get from these kind of sites could be very good for your ranks.

Known 2.0 bookmarking sites are:

* Digg
* Yahoo Buzz
* StumbleUpon
* Delicious
* twitter
* and many more...

Simply go to the social bookmarking sites and create an acccount. After that search for the spot where you can leave a short buzz about your pages. That's all. Repeat this process every 3-4 weeks.

Social Networking Sites

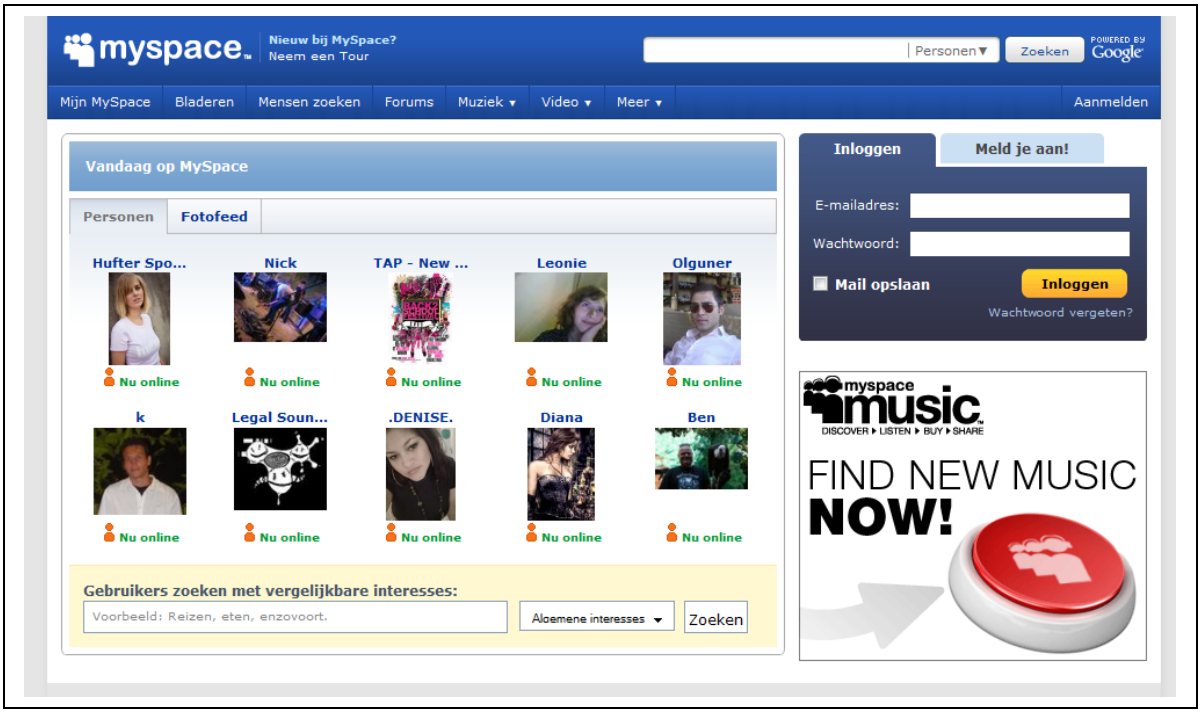
And if that is still not enough link juice for your Copycat Sites I have another real winner for you.

Another kind of web 2.0 sites are the social networking sites. Many of you may be using them everyday already for personal use.

Some companies position themselves on social networking sites for the only reason to build a brand or community.

Not knowing that these social sites could also do wonders for their seo campaigns.

One that you probably all know is MySpace →



Try to get links from as many as these web 2.0 properties as you can get.

- ✓ Facebook
- ✓ MySpace
- ✓ Faceparty
- ✓ Faces.com
- ✓ Fetlife
- ✓ Filmaffinity
- ✓ FledgeWing
- ✓ Flixster
- ✓ Flickr
- ✓ Fotolog
- ✓ Friends Reunited
- ✓ Friendster
- ✓ Frühstückstreff
- ✓ Fubar

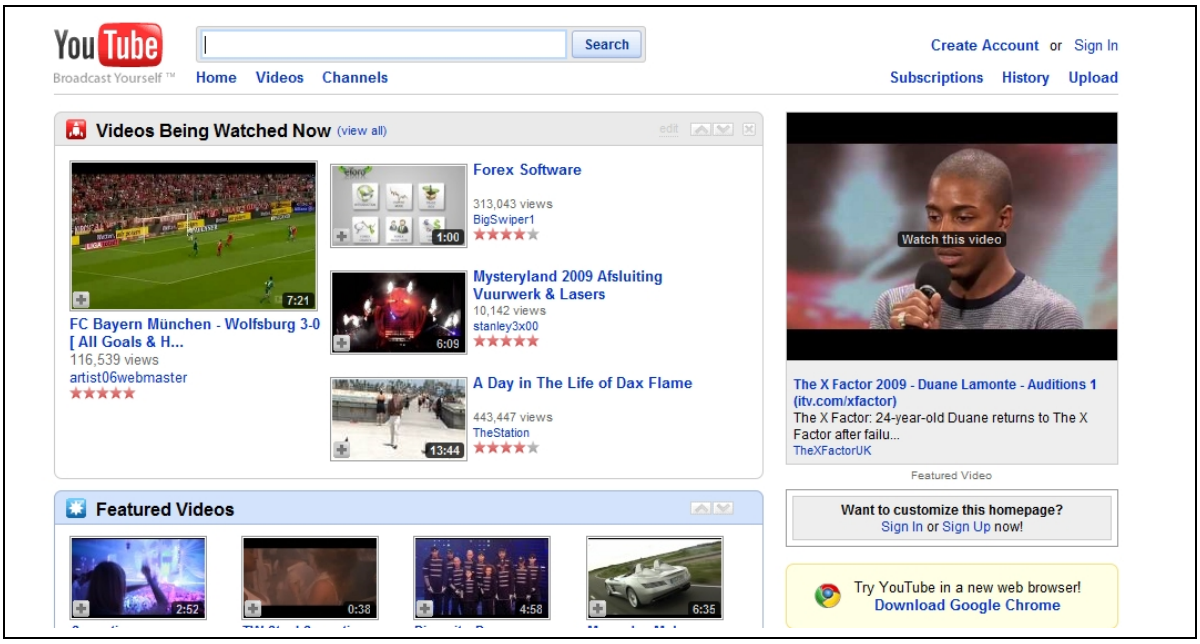
Follow these guidelines for posting your links →

1. Setup your account. If possible use your keywords in the username.
2. Search for the parts where you can drop your links. Maybe at “about me” or “my favourite website”
3. Be creative search good spots to drop links on your social pages

4. Don’t spam. Try to give some other content to in your account. Maybe upload some pictures and some other information.

This method will be discussed further in Secret Bonus Module K.K.’s patented Traffic Formula. When it is done properly it can be very good for your SEO activities.

Video Sites



Just like the social networking 2.0 sites you can also post links to your video sites profiles. Like to YouTube.

Other popular video sites are:

- ✓ Yahoo Video
- ✓ Video.qq

- ✓ You.video.sina.cn
- ✓ Flickr
- ✓ Photobucket
- ✓ Youku
- ✓ Daily Motion
- ✓ Rediff
- ✓ Rambler Vision
- ✓ 4Shared
- ✓ Your File Host
- ✓ Tudou
- ✓ Metacafe

Once again don't spam. I guess all of you have some home videos somewhere.

If you sign up for accounts at video site don't just drop your links. Upload 1 or 2 videos to look like you are an active member of the community.

He, maybe your funny video itself will get you some traffic your landing pages.

If you just follow the above guidelines you should get enough linkjuice to skyrocket your pages to the top of the search listings.

Important…

We figured out some hidden secret in the linking structure you should use when linking to your landing pages from these kind of free web properties.

So don't run off and start creating links to your landing pages right now, but first read the Secret Bonus Module K.K.'s Patented Traffic Formula to get the most out of your link building campaigns and efforts.

Plan 3: Get your links in my network of sites!

If you really want to put your link juice on steroids than you can secure one of the 100 spots in my private link network!

I have build a network of 100's of sites in which I interlink and rotate my sites for instant link juice.

Advantages:

- Instant link juice for sites
- 100 of sites floating around on the internet make sure that your sites are indexed in search engines like Google, Yahoo & MSN (Bing) in a matter of hours (or day) instead of weeks.
- Muktiple anchor texts

I want to keep this link network very exclusive and I don't want to have too many links rotating in the network. If you want to secure a spot then do so right away! ➔

http://www.OneWayPageLinks.com