

ADSENSE

BlackHat

Edition

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AdSense.BlackHatEdition.com

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Introduction

Hello all and thank you for downloading this ebook. My name is Vince Tan and over the span of 2 years, I have mastered the art of monetizing websites and am now averaging a five figure monthly income using only AdSense to do it. This book, while assuming you have already have a working knowledge of HTML and AdSense, will show how you can too.

Even if you're still a beginner, once you are familiar with AdSense, chances are that you will be able to use apply these techniques on your own to start earning revenue in only hours.

"BlackHattin," a term which refers to the methods and techniques contained within this ebook, is often considered by industry professionals as being closely related to spamming. Some may even say it is unethical. However, to a skilled BlackHatter, it's a matter of semantics. To be successful, a BlackHatter will do whatever it takes to achieve their objectives. For instance, if a particular search engine prefers sites that are heavily linked to, we will find every corner of the web where we can plant our links in an effort to appease that engine. In fact, this is a huge part of the overall SEO process.

Now, if we can drive traffic to 100 pages, we can drive traffic to 1,000,000 pages. The key to being successful is being able to instantly create those pages on the fly, and keep them relevant so traffic will keep being directed to them. It's really as simple as that.

The most important rule, regardless of your approach is to NEVER, and I mean, EVER click on your own links! That is defined by law as fraud and will certainly, in the least, get your accounts frozen. What we want to do is to build sites and then have them indexed by the search engines and, hopefully, ranked fairly high.

When a visitor comes across one of my sites, that's good. If they click the ads, that's fantastic. Getting traffic is your first objective. Once you have that, whether they click an ad is up to them. You can't put a gun to your visitor's heads and make them click on your ads. So don't put

a gun to your own head and force yourself to click on ads for them. Always, always, always be smart.

Obviously, by now some of you reading this may have realized that this is not your cup of tea. In fact, you may not even accept or be comfortable with the techniques and concepts I'm putting forth. That's perfectly okay. Thanks for downloading this ebook. I'm sorry it didn't work out for you. However, don't feel the need to e-mail me to tell me what I'm doing is "wrong." It's just a waste of your time and mine.

With that out of the way and for those still reading, remember always, even beyond just BlackHating, to be successful in any endeavor, you must be able to think outside of the box! I am sharing my intimate knowledge and explaining why BlackHating is effective and how it's being done. However, you may develop even more intuitive methods and if you do, congratulations. Ultimately, it is up to you to decide what to do with the knowledge you acquire throughout your life and only you can be responsible for your own actions. Using my techniques as a starting point, or even if you go no further than I have, I am very sure, you will be successful whether you are considered a WhiteHatter, GrayHatter, or even just some strange, bald dude.

The truth is, the majority of today's AdSense Publishers, no matter their size, in one way or another on the verge, or if not already, participating in BlackHat methods. Even if they do not even realize it! Creating a website, indiscriminant of the site's actual content or lack thereof, for the main goal of monetizing it using AdSense, is, by definition, already in violation of existing AdSense policies. Just to reference: *"No Google ad may be placed on pages published specifically for the purpose of showing ads, whether or not the page content is relevant."*

"Relevant." Keep that word in mind, as it truly is a keyword, and the one of the most interesting things you may discover while BlackHating is that with the development of relevant advertising, and the subsequent massive success of it, Google has inadvertently created an environment where being "relevant" in the traditional sense of the word, is fast becoming irrelevant.

Most everyone using AdSense has the desire to increase their clickthrough rate. Perhaps, an image gets placed next to their ads. That happens because, as both you are I know, we are in some way, regardless of how minor or harmless it may feel, attempting to trick our traffic. Why? To make them click on our ads and bring us revenue.

Google may state: *"Web pages may not include incentives of any kind for users to click on ads. This includes encouraging users to click on the ads or to visit the advertisers' sites as well as drawing any undue attention to the ads,"* but the ugly truth is that the action of strategically placing ads on a website is doing just that. What I do isn't any more unethical than the entire usage of the ads are in the first place.

Okay, okay. Are we ready to start talking technique now? Almost. Let me just put out a standard disclaimer and state that I can't guarantee how much actual work you will do with the techniques I am going to divulge here. How much you profit is entirely up to you. I can take you to water, but you're going to have to drink it by yourself, know what I mean?

My techniques are accumulated over two years of solid work and are my own personal refinements of existing methods. Ever wonder why all the material you read pertaining to a topic, will in some fashion or another, tell you basically the same thing? Because that's what works! Twist it a little and it works even more. Twist it the other way and it doesn't. So do not whine about why it is not working for you. You twisted it the wrong way or, like the vast nameless majority, you didn't twist at all.

I work extremely hard, sometimes clocking over 20 hours a day, countless spent with a team of developers, doing research, testing, development, and refinement. Fortunes aren't made overnight and without hard work. My AdSense operation is a business and I run as such. So everyday is looked at as a new opportunity to streamline my business process and further improve it. You'll never hit a homerun if you take your eye off the ball.

Just as much time was put into the development of the ebook you're reading. So, I hope you enjoy the subsequent pages and the confessions of a BlackHatter. Feel free to give me any relevant feedback you might have.

How Does Google Feel About This?

Over the last 2 years, on occasion, I've gotten e-mails from Google for certain violations I may or may not have committed, such as unplanned usage on my behalf of mature content. However, I've never been banned, nor have I ever been seriously threatened by it. The only thing Google constantly monitors right now is what they deem to be click fraud. So, as I said in the beginning, never click on your own ads. If you do that, you'll fly right under the radar and should be fine.

I have also been notified about "image placement" as Google has felt the need to remind me about placing images beside ads. A random image may mislead visitors by appearing in such a way that if they click on the ads, they will be brought to a full size version of it. This is inconsequential in the big picture, but I will address the issue much more closely in the coming chapters, as we examine it on a smaller picture.

Understanding that you will be dealing with millions of keywords will help you realize that some keywords just trigger mature content. Simple words like "personal," "natural," or "webcam," when used with absolutely no intention of finding mature content can easily suggest something else to a search engine. This can make things tricky, but Google, thankfully understands this and, for the most part, will just "warn" about it.

In the worst cases, domains I own have been banned and I can no longer display AdSense on them anymore. But my AdSense account, which includes many, many more domains, has never been banned. You may hear about webmasters who get away with only warning and

are requested to get it changed within a day or two. But, they just aren't BlackHating like a master yet.

However again, using my techniques does run the potential risk of getting banned one day. I am sure if you get banned, so will I. What we do isn't 100% safe, but neither is crossing a busy intersection. .

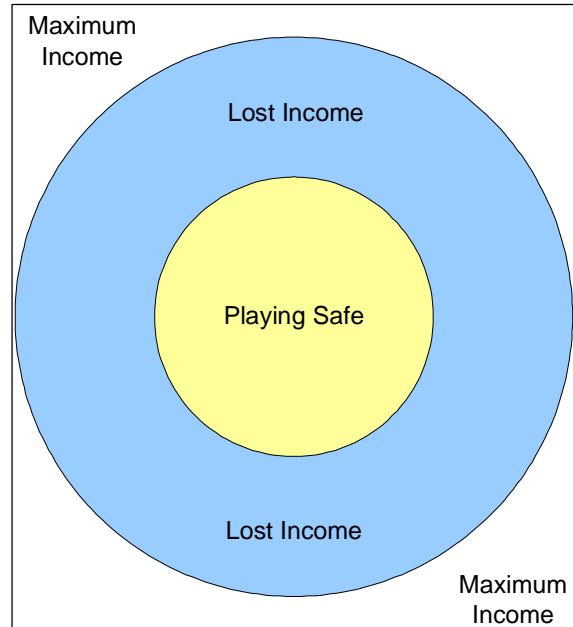
In the event that you get banned (be prepared for it should the day ever come), appeal it. Thankfully, due to the nature of the Internet itself, certain things will always work in the favor of a BlackHatter. Some of these things are:

- Citing the endless line of innocent publishers been banned unfairly.
- You NEVER encouraged anyone to click on your ads by personally telling them to do so.
- You may surf the internet away from home, perhaps in your office and the chances of someone there clicking your ads are high, although you never told them to.
- You noticed a surge in clicks on such-and-such day and you are not interested in the revenue earned during that time.
- If all else fails, you have logs and will provide any further information to clear your name.

Now, another issue may crop up of your sites is that they get de-indexed. Frankly, my domains get de-indexed and re-indexed so often that I can't even begin to keep track. There have been some cases where sites of mine have been de-indexed and never came back. The first time it happened, I tried very hard, and did a lot of experimentation to get it back, all in vain. Perhaps it was purposefully done, but it is difficult to tell why a website gets de-indexed, aside from any obvious clues.

Having said that, as a BlackHat, it is to be expected that our pages will be de-indexed. At any minute, our income can drop substantially. It is part of the game. But, if we never push the limit, we will never know the boundary.

If you choose to play it safe, that's your choice. To the right is a small chart which is meant to very bluntly illustrate the downfalls inherent to the strategy. In any endeavor, you will never realize your full potential by playing it safe. Life, like BlackHatting, rewards those who take risks. In the business world, we may call them "calculated risks," but they are risks nonetheless.



Design and Ads Placement

Alright, now we're ready to start talking technique. It's about time, you might be saying. Before getting into the meat and potatoes, I just wanted to make sure you ate your vegetables because I know you would have dumped them in the garbage otherwise.

So, first things first. Good designs are discovered by doing a lot of testing. Make solid use of the tools available to us, such third party trackers to give you an accurate scope of how your designs are performing. It is a process of refinement. Every site will require a different set of parameters and what worked for me with one site, failed with another.

AdSenseGold a powerful tracking tool, can be a BlackHatters best friend. Everything from referring domains, dates, houses, ads displayed, ads clicked, format types, directories accessed, keywords, ip addresses, clicksthroughs, and much more can be studied with ease using this robust application!

For a more of AdSenseGold, click here:

<http://AdSense.BlackHatEdition.com/adsensegold>

Covering The Basics

You mean we haven't done that already? Not even close. Didn't I say that a great deal of work went into the development of this ebook? This is why you're reading it, after all anyway!

Here are some basic tips, the 101 of AdSense if you will, which some of you may already be familiar with. If not, please make sure you implement these before going further.

- **Blend your ads.** Set your ad's background color to be exactly the same color as webpage's background color.
- **Avoid the 468x60 banner size.** Use the rectangular 336x280 size instead. My results have shown that, on average, the CTR

using the 336x280 format has been as much as 12 times greater than that of 468x60! Why? Because people know 468x60 is an ad right off the bat.

- Always avoid image ads. Use strictly text ads.
- Quickly opt-out of the "Onsite Advertiser Sign-Up". Trust me.
- Use the standard blue/purple color scheme for your links. People do not see it as a link unless they are in blue/purple.

Using Images

Okay, now we're getting into murky water because this has been known to be the source of many a BlackHatter's downfall. Google states that you can place images beside ads provided that:

- The images are not in anyway related to the ads
- There is a clear cut border between the images and ads

Now, if you ask me, and I'm assuming you are because I make money doing this and you don't yet, with these vague guidelines, Google is practically encouraging you to break the program policies. Think about it for a second.

One AdSense program policy states that you should not draw any undue attention to the ads, yet they don't disallow placing images near them. Google even went to the extent of testing an Ad Unit which has images on the left for horizontal ads and images on the top for vertical ads. This tells you that you are quite safe to place images near the ads.

Here's a secret: it will help you to always remember that Google is, by far, the best BlackHatter there ever was.

So feel free to experiment with image placement, but when you do so, make sure you add a border in some fashion from it and the ads, and you should be all roses.

Now, I said earlier that I would elaborate on this subject, so now please allow me to do so. I've been warned by Google due to random images being displayed on my site, that somehow end up being related to my ads. I'd say their relevant ad technology is just working too darn well, but they probably wouldn't like that coming from a BlackHat. In any event, I just disabled the images and (here's another little secret between you and me), I never did place a border on them anyway. J .

Now, to help alleviate what could become a recurring problem, you should use the technology at our fingertips to your advantage. In this case: JavaScript. You can easily obtain a javascript to display random images and that will be a very nice compliment to your AdSense text ads.

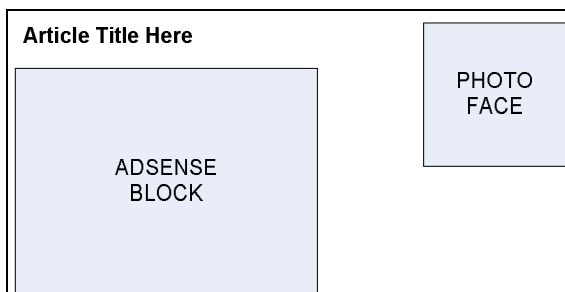
Now, take note that we are "not allowed" to use any images that "suggest" clicking on the ads. So things like arrows, pointing fingers, animations of cars or characters moving towards the ads, and the like will get you flagged. But, the edge has been somewhat defined and you can push it with great success, if you do it gracefully.

For instance, a backdoor tactic I've employed to get around this issue has been to create a website "logo" that not-so-subtly features a character (a dude with a baseball bat) pointing it towards the Ad Unit. Because it's incorporated within the logo, the character is now "coincidentally" holding a baseball bat and pointing horizontally directly at my Ads. When used correctly, this tactic has flown under the radar indefinitely and been a successful approach for me more than once. Remember, a gray area is never gloomy to a BlackHatter.

In fact, under common license laws, you can snatch up and use as many of these "characters" and images as you want, regardless of ownership. Check out places like Flickr to unlock the doors to that.

Another very interesting technique has been to use a random "headshot" (picture of a person's face) as the "author of the article." Make sure the image is of someone that looks the part and that it has heir of professionalism to it. Credibility is required to pull this one off.

Now, the secret is to place the article "author's" image right next to your ads (see graphic below). If you pull this off correctly, you will create the perception that the Ads are the expert author's "recommended resources" and visitors, naturally will freely click on them all day long. I've experienced tremendous success with this tactic.



Using Videos

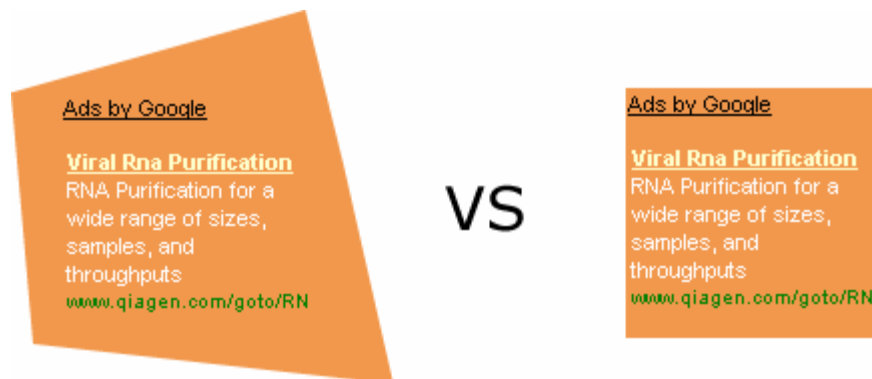
With the increase in web videos and their dramatic rise in popularity, you might be tempted to use videos next to your ads to increase CTR. Nice try, but you'd be wrong to do so, in my opinion. I experimented with this about a year ago and, while it may work in the future, there just aren't enough people on broadband yet to make it worthwhile now and a long load time is a surefire way to hang yourself before you ever get started. I didn't see any increase to my bottom-line and thus, do not endorse the usage of videos at this time. But I still mention it here for the purpose of completeness and hey, I'm an open minded person and you should be too. So if anyone reading this has successfully employed a video method, please let me know so I can update my stats.

Decorating Ads

This is crucial. As a BlackHat or Whitehat, you must understand that web surfers have become very “ad-blind.” That’s exactly why 468x60 ads don’t do anything but suck. So, looking at AdSense ads, be aware that they are in an invisible, four-sided box. So even if you blend them with the same color as your site, frequent internet users will instinctually see a virtual square ad and avoid it like the plague.

A simple yet clever way to outsmart all but the savviest surfers is by smothering your ads in oddly shaped designs which, with a little practice can start to take on a very modern and modular look, not very unlike contemporary European décor, which can be very appealing to your visitors.

Compare the custom polygon shape below with the square on the right to see the type of difference I’m referring to.



With just a minimal of effort you can use even more fashionable ways to disguise your ads, perhaps drawing visitors *to* them instead of away from them.



These two have been highly successful for me and thank you, I know they look good. The CTR for these designs is good too.

You can obtain more of such designs at

<http://AdSense.BlackHatEdition.com/adsensebackgrounds>

Forums

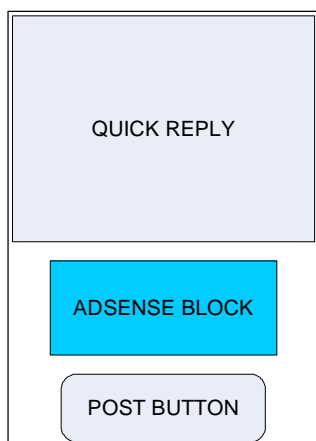
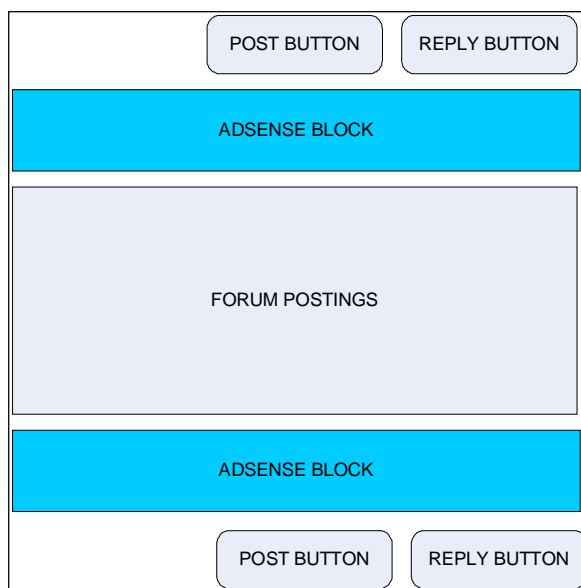
You may already be aware but just to be sure everyone is, forums and community websites have notoriously horrible clickthrough rates. To illustrate this point, I have a website which has about 500,000 to 1 million page views a day sometimes. That's great right, right? Well, it's a forum based site and the clickthrough rate hovers around a dismal 0.3%! As good BlackHatters, it is imperative to understand what the reasoning for that is and, once we get that, how to bring that number up.

Now, to deduce what's happening it doesn't take a rocket scientist. The main problem we're being faced with is that the majority of our traffic is coming from repeat visitors. They've been lurking around on the site long enough to have become "ad-blinded" to it. So, what can we do about that?

The logical solution: try using very strategic ad placement techniques to improve the clickthrough rate. From experience, I can tell you that the improvements can be nothing less than stunningly significant.

Below Buttons

Okay, so where are all the clicks taking place on forums anyway? Well, by far, the most popular places people click in a forum is the post and reply button. So, that's where our ads will go. Common sense, yes, but invaluable data nonetheless.



Below Quick Reply

Another prime piece of real estate on a forum site is below the quick reply box. (If you don't have one in your forum, hurry up and get one). I also heavily stress only using a half banner (234x60) here for best results.

Below Signature

However, we don't want "best" results do we? Of course not! We want *maximum* results. And the naughtiest location for our ads is going to be directly below our members signatures. Again, use a half banner (234x60) or a even just a button (125x125) but prepare for the results to be much better!

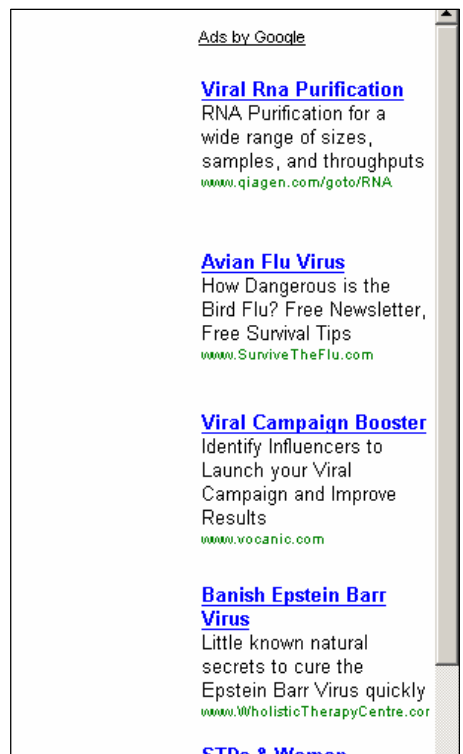


I know everyone should be aware of this by now, but just to keep this thing as clean as possible, do understand that the reason putting our ads below members sigs is so powerful is because it is horribly misleading. It suggests to readers that the ads are actually the poster's website/favorites. But when that's been done, let the clicking commence.

Sticking to the scroll bar

Now that we've successfully overcome the ever-so-tricky world of the forum, let's go back to strategies that work anywhere.

This method is very straightforward. Simply place your ads right beside the scroll bar and set your right margin to "0." (see above right image). To complete this maneuver, match your website and ads backgrounds to the color of the scroll bar.



Because a large majority of a web surfers time is spend focusing on the scroll bar, they will easily be distracted or intrigued by the ads. But either way, they will click on them. This method has managed to rake in, well, shall we just say, quite nice profits for me and it's ridiculously easy to implement.

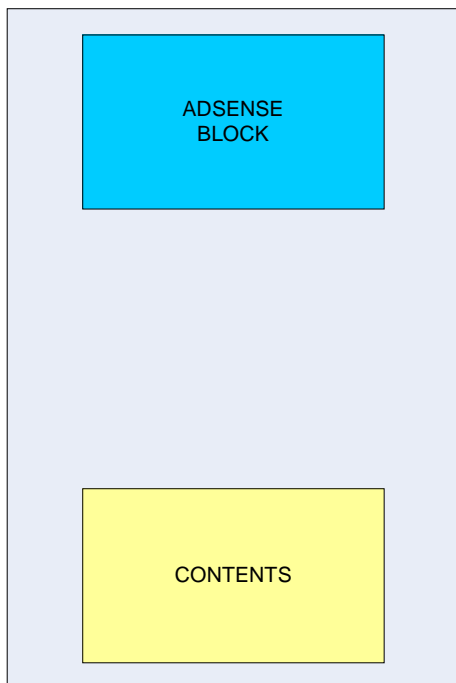
Less is More

We've all heard that before. But the way I'm using that old cliché here is more akin to giving someone the choice either life or death with no other options, than anything else that may have come to mind. So, what am I saying? Give your visitors only one way to proceed to any other pages on your site. By clicking an ad.

For this technique, imagine a page with only AdSense on it and nothing else. Your visitors now only have two choices: click on an ad (live) or on the browser's close button (die). We've now given ourselves a 50/50 chance of getting paid. So you see what I mean? Every non AdSense link on a page reduces the probability of your ads getting clicked.

Unfortunately, this method can cross over out of our safety bubble of the gray area and into territory that could get you yanked. With no vagueness at all, the AdSense program policy states that we are not allowed to place AdSense ads on a page with no other content. Yet having said that, don't forget you are reading the confessions of a BlackHatter, There are a few ways to hide enough content on your site to keep your nose clean without compromising our aim of only giving our visitors two choices when they visit our page.

Keep the content at a distance



One method, and I warn you that it is an ugly one, is to place your ads at the very top of the page. After about a full screen of blank space, toss your content all the way at the bottom.

I told you it was ugly, didn't I? You may even end up with a dreaded vertical scrollbar. This method, while far from fool proof, still manages to achieve our desired result. But, boy is it ugly.

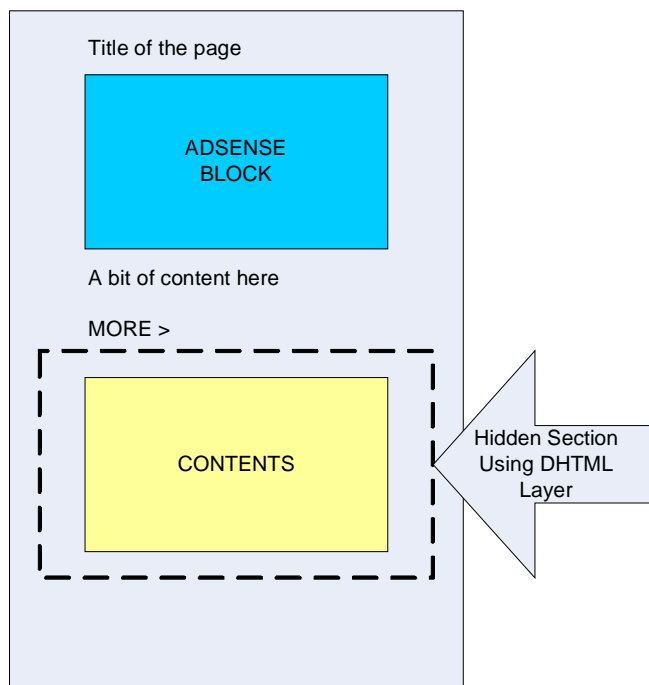
So, let's give this ugly duckling some quick cosmetic surgery, shall we? What's the best way to do that? To use the technology available at our fingertips!

Use a layer (or iframe) and place your content within it and then disable the sideways scroll bar. Nice, but that's dangerous by itself because now it looks like the page has zero content again!

Use DHTML collapse layer

So, the master method at this point is to fetch yourself some DHTML code. With that, we will produce a special layer that contains the bulk of our content but has it all hidden from view other a teaser paragraph.

Just make the layer collapsible (or hidden). From there, visitors will have to click a link with something



like "MORE >" to expand (or unhide) the layer and its entire contents.

Why is this effective? Simple! For starters, the content, while hidden from view, remains in the code, and thus AdSense can display it's "relevant marketing" (which will help us get clicks) Next, we have nearly succeeded in creating a page that gives visitors only the "live or die" choices. The inclusion of the "MORE >" link is akin to giving them a "last request" for it really only just delays the inevitable.

Content

It should come as no surprise at this point that, content is of the utmost importance as it relates to AdSense monetization. Constant attention needs to be paid towards your content, regardless of the kind of website you are running. Content can and will affect the following parameters:

- Ranking on Search Engines.
- Time it takes to get indexed and ranked by search engine bots.
- Overall visibility over long periods of time.

Understanding how the search engines rank your content is crucial to orchestrating your attack on them. While proprietary information not made public, there are strong indications that Google, and possibly other search engines, judge web content using a method based on accessing a sentence sequence consisting of 12 to 15 words. This sequence is referred to as a "shingle." Now, if this shingle appears anywhere else in the search engine's index, it considers it "duplicate content." When that happens, based on a combination of other parameters, a snap assessment will be made to decide which of the duplicate pages should be ranked higher.

It is imperative that the search engine results not display 10,000 duplicate pages across 10,000 different sites. If it did, the search engine wouldn't be that popular. To help clarify this, go to PRWEB.com and pick out a press release at random. Then, still at random, highlight a sentence of around 15 words and run a Google search with double quotes "USING THE 15 WORD SENTENCE LIKE THIS."

Very likely, PRWEB, having established itself as the authority when it comes to press releases, will be #1 in the results. Now, considering that there are thousands of spam sites scraping PRWEB for their content every minute of every day, it's a pretty impressive feat.

So, it's obvious that web content, and its relevance, without a doubt, are extremely important to our search engine objectives. But I don't believe it to be the most important.

Astute readers may be wondering how Google, which is a completely automated system using artificial intelligence, could possibly have known that PRWEB is the press release authority and, in a matter of micro seconds, rank them accordingly?

The question is so brilliant that the answer might be a let down. But it is the very reason why I do not consider web content, no matter its relevance, to be the most important factor in search engine placement. One element is even greater: **Back links**.

A "back link" is a fairly simple concept to grasp. It's a website that your site is links to, that when the spider follows it, finds a link back to your site from. So if your website is linked by really good websites, yours will rank better.

Even the age of a domain plays a role, which is why a seasoned, well-aged domain, while appearing useless to some, is so highly sought after by others. Google even holds a domain registrar status so they can access any information about any domain at any time. Even information not made available to the public.

So, while it might seem questionable as to whether Google can use such data to influence their search result, the best guess is that of course they do. So a domain with proper registration information, which is a few years old, would probably rank better than a newer domain, based on age to determine relevance over all the other parameters involved.

So, how can we sum this all up?

1. The more back links you have coming into your site, the more relevant it will appear to the search engines.
2. Furthermore, the more back links to your site from **similarly themed websites**, the more relevant your website is to the search engines compared to point 1.
3. Finally, the more back links from similarly themed websites with tremendous notoriety, the more relevant your site will be to the search engines compared to point 2.

In the BlackHat world, we must generate a lot of readable, yet constantly unique content every day. It is not an easy task, but there are a lot of weapons we can use to assist us in our mission.

Markov Chain

Markov Chain algorithm can be utilized to superficially generate very "real-looking" content, given just one seed document. This means that if you feed it a text-string, it will instantly be returned as a completely rewritten article, yet will still be reasonably readable. This is of supreme value to us because that's just what we want: unique content! By throwing a bunch of text into the Markov Chain algorithm, we will get just that. Usually the Markov Chain algorithm is used to generate hundreds of articles on the fly using only one established article as the seed.

Peter Bray's **Markov Engine** is one of its kind content generator that uses this algorithm and brought content generation beyond what you can imagine. It is very user friendly and you just need to give it some seed document and templates, and it will immediately generate the pages out containing unique and readable contents in matter of seconds!

Check out Markov Engine at:

<http://AdSense.BlackHatEdition.com/markovengine>

The Art of Synonymizing

“Synonymizing” is a process of replacing a word with a synonym. This maintains sentence structure in the most efficient way. Still it is not fool proof as there is no doubt that Google is developing a way to detect the process I’ve just described. In fact, I would not be surprised whatsoever if they already have an “anti-algorithm” to somewhat suppress the virtual mass of duplicated content, filling up the internet and the Google index, at such a staggering rate.

In fact, if they don’t have one, they better get one soon as, to them, the problem has to be considered very dangerous. Imagine a scenario where, with the development of its revolutionary “relevance” technology both in serving ads and in indexing the web as a whole, Google, now fattened from its billion dollar profits, sits idly by and watches as its search engine becomes, well, irrelevant.

Not likely. But if ever it was to happen to the darling of today’s Internet, it would be remembered as nothing short of a Shakespearean blunder on the grandest scale.

Now, as BlackHatters we are nonetheless innovators in our own right. Synonymizing, when used in conjunction with the ingenious Markov Chain, produces amazingly effective results and it will only continue to be refined as time goes on.

Foreign Language

Think global. Who says you can only earn money from articles written in English? You might be interested in knowing that I actually make a lot of money from non-English content as well!

Here’s a test: Quickly, name the top three search engines in the world.

You may have come up with something like: Google, Yahoo, and MSN, or something similar. But you are dead wrong if you did! Baidu (baidu.com which you may have never even heard of), is one of the

largest three search engines in the world today. It is a China-based search engine, indexing mainly Chinese web pages.

So? Translate your content into Chinese and get it indexed! Korea, Japan and Spain also all have gigantic, growing foreign language markets to make money in!

There are many language translation plug-ins available on the market for wordpress blogs or standard web pages. Translation software usually connects to one of 3 translation services (listed below) and can do real time translation for you.

- Google Translate (<http://Google.com/translate>)
- Yahoo! (<http://babelfish.yahoo.com/>)
- Altavista Babelbish (<http://babelfish.altavista.com>)

Alternatively to that method, you can get SYSTRAN desktop software to do translation for you offline. The three translation websites listed above, all run SYSTRAN technology, by the way.

Now, to take this technique one-step further to create a fail-safe way of making money in foreign markets is by including the original English-based content right after the foreign language content on the same page.

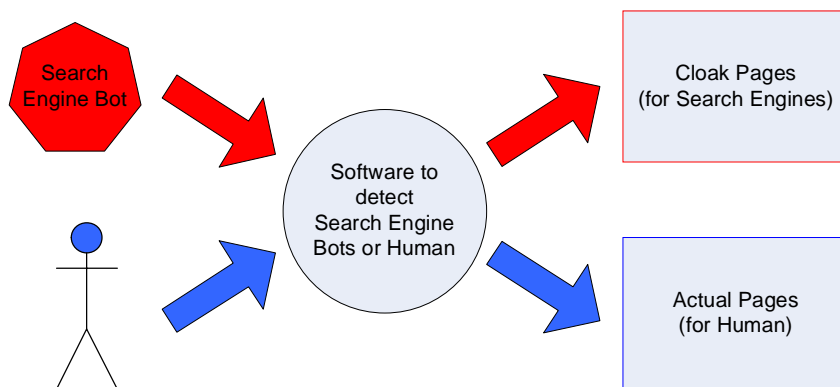
Why does that help? Because sometimes AdSense fails to come up with relevant ads in strictly foreign language pages and ends up displaying nothing at all! The simple reason for this is that there are much less advertisers in foreign languages. So by including the English version on the page, regardless of the actual foreign language content, your angle is now fail-proofed.

In final, what I've learned about the foreign language experiment is that, even though there are not that many ads in any given particular foreign language, people still click on them. My theory for this is that the translated text is probably butchered, and since the ads would become the only properly structured content on the page, naturally, they click it. It's a win-win, in my book!

Cloaking and Doorway Pages

Cloaking is a technique wherein the page that the search engine spiders crawl through is different from the one we display to actual human visitors. To achieve this, we must either detect the IP address or User Agent of the visitor requesting the page to differentiate between person and spider.

So, in essence, we give the search engine exactly what it likes (i.e., lots of relevant content, rich in keywords, etc.) which most of the time is terribly messy and not even readable. But they'll rank very well because the design specifically caters to the search engine's preferences. But, when a human visitor comes to the site, we will simply direct them the proper pages which obviously will contain AdSense.



There are many cloaking programs out there but the only one you need is Peter Bray's **Search Engine Cloaker**. It is my first cloaker and still is my only cloaking tool. Very efficient, easy to use, and the price is fair. I will not be surprise this is probably one of the most widely use cloaker in the world.

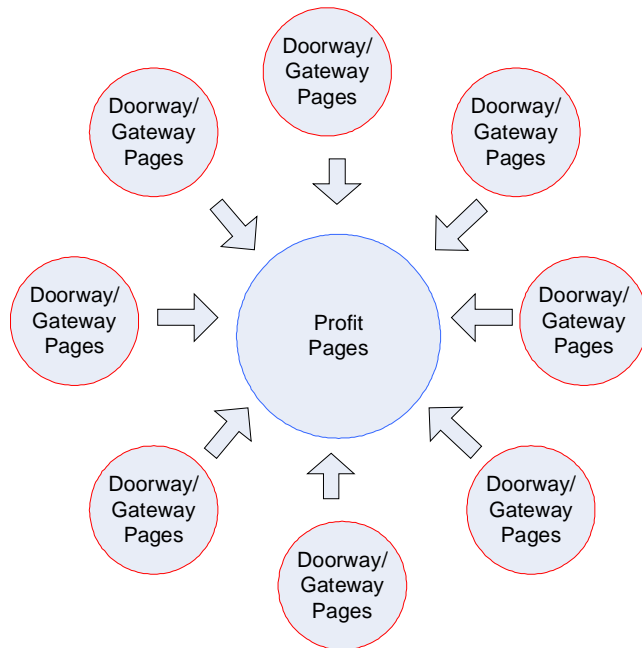
Check out Search Engine Cloaker at:

<http://AdSense.BlackHatEdition.com/sec>

Doorway Pages,

While similar to cloaking methods, doorway pages are not hidden from the user. Instead its main objective is to get you to the ad page by either redirecting you straight away or by tricking you into clicking a link that takes you where we want you to go.

By creating a ton of doorway pages, this method requires spamming the search engine with a lot of them in the hopes that a funnel gets built that guides traffic right into the ads pages (shown in the diagram below).



If you ask me, cloaking is the next generation of doorway pages. Cloaking basically displays all those doorway pages to search engines and lets the software redirect traffic to the profit page without ever losing it.

PLR Contents

So how do we create a massive website that is extremely readable and will pass a daunting human test? Well, we need something called **Private Label Rights** articles or contents. PLR contents are articles which you can manipulate and call your own work. These are extremely hot items right now. A lot of people take PLR articles and do what is referred to by insiders as "**spinning**," which is the process of rewriting the article enough to make it unique in the eyes of the search engines. Of course, this can be automated the right software. I love the **WebsiteContentWizard** by David Watson.

David has done a tremendous job in making it as user friendly as possible and yet has sacrificed zero power in doing so! You can quickly and easily instruct WebsiteContentWizard to scan your entire article for possible replacement of words or phrases and then tell it to generate virtually endless amount of unique articles!

Check out WebsiteContentWizard at:

<http://AdSense.BlackHatEdition.com/websitecontentwizard>

PLR is a cost effective solution because you can get involved in some sort of network and start sharing articles amongst your group (which can range from 2 to 1000s of people). In that respect, it would only cost you about a penny or two per article. Remember, you do need to rewrite them to make it effective or else it will be considered duplicate content by the search engines.

One option to get your feet wet with PLR is through Content Club. There's a very sleek interface for you to access articles. It is like shopping online where you select the articles and then choose whether you want to download them in one of 4 formats (html, txt, pdf, RSS). You can even have them auto rewrite any article(s) using the rewriting capabilities build into the interface. You can instruct the system to rewrite it based on any word, which is a very desirable feature.

Check out Content Club at:

<http://AdSense.BlackHatEdition.com/contentclub>

Another highly recommended PLR content provider which I subscribe to is PLRPro. Daniel and Marc have been doing an excellent job in running the membership site. Their articles exclusiveness is the highest in the industry by limiting only 200 members per 400 articles. Also they support the members with site indexing system where members can submit to their high PR article sites. On top of that, they also have lots of tools, website templates, documentation to make sure their members succeed in monetizing the PLR content they get from PLRPro, and they keep going on and on like Energizer Bunny.

Check out PLRPro at:

<http://AdSense.BlackHatEdition.com/plrpro>

Mass Building

Mass building pages is done simply to increase the chances of our pages being indexed by search engines which, we hope, will get visitors. After that, we can just hope we get the clicks. It is a very straight-forward numbers game.

For example: If we have 1 page earning \$0.10 daily, then we will replicate that method of building to generate 1,000 pages, hoping that will lead to pulling \$100 daily ($\$0.10 \times 1,000$).

Of course, you have to factor into consideration the cost of buying a domain name and web hosting services. Usually a domain can cost a dollar or more and hosting is very cheap. Break down the costs of building one domain, and then see how much income you can generate per domain. If you can profit, duplicate the process on a larger scale.

When building in such large scale, we often stop caring about keywords or niches. However, there are mass builders who are still doing keyword research. But when you are talking about a few tenths of a million keywords; it just simply may not be very feasible to do keyword research anyway.

Still, if you have to do keyword research or expand your keyword list, I would recommend using Keyword Discovery. They collect search term data from over 180 search engines and their database contains approximately 32 billion searches, making it the most comprehensive keyword database that I know of.

Check out Keyword Discovery at:

<http://AdSense.BlackHatEdition.com/keyworddiscovery>

What to Build?

Mass builders generate *a lot* of stuff. We build web pages and blogs that contain mainly content scraped from elsewhere on the web. The source of this content can be taken from many, many places but do beware of **copyright** laws and how you can run into trouble by breaking them.

Also, do not accidentally scrape **mature content** or content which contains **trademarks**. As I stated at the onset of this book, I've gotten emails from Google AdSense regarding violation of trademarks and mature content. Below are some of the main sources that mass builders usually "borrow" from:

- Search engine results from: Google, MSN, Yahoo, etc.
- News sites such as: Yahoo! News, MSN News, etc.
- Open Content (Project Gutenberg)
- Creative Common License Content

There is a glut of other sources to "borrow" from and, when available, we love dealing with content delivered in RSS format. This makes things much, much easier for us, considering RSS is a common standard, as opposed to processing each individual source which is built using different HTML formats.

Here is one of the standard workflows that I employ:

1. Scrape web content
2. Clean up the content (remove html, symbols, etc.)
3. "Synonymize"
4. Rewrite (Markov Chain)
5. Combine other contents (images, RSS feeds, etc.)
6. Produce the actual page

This process can only be achieved through automation. There is no way you going to do all these steps manually as it would render business unfeasible.

Now, if you are just starting off, you should familiarize yourself with **BlogToRank**, which is probably one of the easiest tools ever designed. It also has a lot of extra add-ons as you become more and more advanced in this game.

BlogToRank is a desktop application which has a very user-friendly interface and it will serve to post to popular blog systems like Blogger, Wordpress, MovableType, and so on. You just need to enter the blog account details, some keywords, set the schedule and that's it. It will run on your PC while it quietly builds up your blogging empire.

Check out **BlogToRank** at:

<http://AdSense.BlackHatEdition.com/blogtorank>

Another good program to automate the process of blogging is **Blog Solution**. Version 3 will be made available shortly, if not already. It is the most advanced mass building software I have ever seen made available to the public. (My developer recently created one which I use which is even better, but it's not for sale... yet J).

Blog Solution does tons of things. It doesn't depend on third party blog solutions like WordPress or Blogger. It has its own blog system, which makes it very scalable. It will auto scrape, clean, synonymize, rewrite, translate, auto link with LSA, tag and ping and a whole lot more!

But even that's not enough! On top of that, when using **Blog Solution** along with **Content Solution**, you will have a very lethal tag team on your hands. By itself, **Blog Solution** works just fine, but the quality of the scraped content may not be very good due to its automated system.

Enter **ContentSolution** which allows you to create readable content very quickly! It is a web based solution which you can install once on a server and you then use it anytime, anywhere!

Check out **Content Solution** at:

<http://AdSense.BlackHatEdition.com/contentsolution>

I have been testing the newest version of their development and, as an owner, I can honestly say that this is a worthwhile investment. One minor gripe I have is that it takes up quite a bit of resources when you run it because of the amount of processing involved so you might want to consider having at least a Virtual Private Server (VPS) set up. As for myself, I run it on dedicated servers.

Check out Blog Solution at:

<http://AdSense.BlackHatEdition.com/blogsolution>

Mass Page Builders

Are you ready for some serious potatoes? To do mass web page or blog building, you will inevitably need to employ several different tools to get the job done properly. I'm going to lay before you now several of my most favorite and best kept secrets.

There is a thin line separating blog building and web page building which can be measured by what we call a "ping update" (but more about that later.)

Blog Generators

BlogToRank

BlogToRank is one of the most user friendly and powerful auto blogging tools I've ever had the pleasure of using. Here's a quick overview of the **BlogToRank Suitez**, a weapon so powerful, you might begin to think you're sitting inside a tank.

- **BlogToRank Main Desktop Application**
The main desktop application which allows control over: your blog accounts, content, keywords, RSS content, schedules and several more minor parameters. Once you're ready, just sit back and blow things up...erm, let it automatically post to your blogs

everyday! You can tend to get over excited by how easily you will get this up and running and working for you.

- **BlogToRank Server Side**

As you should know, the desktop application runs on your PC. But if your PC were to shutdown or you experienced a power failure, your blogs would suddenly cease to be updated. No good, right? So, BlogToRank Server Side can reside on one of your servers and will take control of the profiles configured on your desktop in the event of a shutdown. This way, you're hustling 24/7, regardless of whether your PC remains on or off!

- **BlogToRank RSS Grabber**

Finding the right RSS feed for BlogToRank to grab from can be a tedious task. So the developers came up with this useful tool that allows you to search for RSS feeds based on a keyword search. This saves me tons of time and keeps my blogs filled with only the most relevant content all the time.

- **BlogToRank BlogMazz**

BlogMazz is a special stand-alone add-on which allows you to create massive amounts of WordPress blogs without the dreaded task of having to worry about setting up your cPanel, MySQL or even BlogToRank itself! Once you complete a few simple steps, you can start blowing things up...erm, start to blog on a massive scale!

- **BlogToRank Blogger Creator**

Blogger Creator is a Blogger account creator. Create a lot of Blogger accounts very quickly for use with BlogToRank to fill up your Blogger accounts in minutes.

Check out BlogToRank at:

<http://AdSense.BlackHatEdition.com/blogtorank>

Blog Solution

Like I mentioned previously, this is by far the most comprehensive blog building tool available to date. If BlogToRank is a tank, this would be a nuclear warhead! It's *that* powerful. Just some of the things you are suddenly capable of doing with it are:

- **Auto build blogs** finally, without the need for any 3rd party blogs like WordPress or Blogger. Thus you don't need to worry about registering for Blogger accounts or installing WordPress.
- **Auto rewrite and auto "synonymize"** your scraped web content before posting it. It helps your content appear more unique and as a result, it will rank much better. All with *less* work!
- **Automatic Language Translation** will instantaneously translate blog postings into many different languages effortlessly on your part.
- **Latest Semantic Analysis** gives you the power of automatic linking of your blog to relevant sites and other blogs to dramatically increase the overall strength of your blog empire.

However, once again, a weapon of mass-production such as this is simply just not designed for the ill-equipped. The resources required to run this software are substantial, not out of reach to any determined BlackHatter, but more than the average tools I use. So be sure to have sufficient processing power.

Check out Blog Solution at:

<http://AdSense.BlackHatEdition.com/blogsolution>

RSS to Blog

RSS to Blog is the very first mass building software I put to work when I first dawned my BlackHat over two years ago. At that time, it was one of the most popular mass builders on the market. I have a fond place for it, as do many other BlackHatters. Currently it is in version 4.0, which was just released a few months ago. Even with the launch of SEOBlogBuilder, RSS to Blog has continued to show it is a solid performer and plans on remaining as such. I use RSS to Blog to this very day. Perhaps that's only because my belief is that the arrow is only as good as the Indian shooting it. In other words, a tool is only as good as its owner. Maintaining my creative approach to the business, RSS to Blog's functionality remains powerful because with it, unlike with SEOBlogBuilder, I can post to not only WordPress and Blogger, but also to other blog networks such as: MovableType, TypePad, MSN Spaces and many other, smaller blog systems. RSS to Blog builds my profit pages and serves as a backlink builder, as well.

Recently, RSS to Blog Mass Installer rolled off the product line, allowing me to create tons of Blogger and Wordpress blogs with just a few simple steps. For my needs, this is one advantage that RSS to Blog holds over SEOBlogBuilder.

Check out RSS to Blog at:

<http://AdSense.BlackHatEdition.com/rsstoblog>

RSS to Blog Mass Installer

Of course, RSS to Blog Mass Installer is sold separately. On top of creating huge amounts of Wordpress and Blogger blogs, you can configure RSS to Blog to start posting with those accounts immediately. Therefore you don't actually have to do anything with RSS to Blog after installing it. Once you have RSS to Blog Mass Installer set up, you can do everything you need to from there.

Check out RSS to Blog Mass Installer at

<http://AdSense.BlackHatEdition.com/rsstoblogmassinstaller>

WPMassInstaller

WPMassInstaller is another one of my favourite tool. It helps you to create tons of WordPress blogs but you only need 1 copy of WordPress. This is great because I install thousands of WordPress constantly and it very quickly fill up your hosting space! Each typical WordPress installation takes up about 1.7 megabytes, and if I install a thousand, that would be 1.7 GB! With WPMassInstaller, 1 blog or 1000 blogs still takes up only the space of 1 WordPress blog. There are plenty of other features in WPMassInstaller including mass changing of templates, plugins, and it can also work together with RSS to Blog! Saves you lots of time and the best thing about this is the pricing.

Check out WPMassInstaller

<http://AdSense.BlackHatEdition.com/wpmassinstaller>

SEOBlogBuilder

SEOBlogBuilder is another auto blogging tool that helps you scrape and post content automatically to your WordPress or Blogger blogs. This is another very powerful tool, giving you a lot of control over what you post. For instance, you can monitor what links are automatically placed throughout the post and what keywords are added in the post. A popular method is to use this to build backlinks from your blogs to your profit pages.

Another unique feature about SEOBlogBuilder is the remote ping system. This is very valuable because pinging too often from a single place will cause your server's IP address to be banned from those ping services. But SEOBlogBuilder has developed a mechanism where you can just place a small file on your servers scattered around the world and SEOBlogBuilder will ping from all of them, reducing your chances of getting banned.

Check out SEOBlogBuilder at:

<http://AdSense.BlackHatEdition.com/seoblogbuilder>

Content Generators

Content generators are basically... erm, well, content generators, what else? They are designed to generate huge numbers of web pages and that's about what you can expect. This is insufficient because you need a way to get the search engines to notice your website, index it, and bring traffic to your website. Thankfully, this has been taken into consideration.

Portal Builderz

Portal Builderz is a simple desktop application that helps you to generate a complete website using nothing but scraped web content. Toss in a bunch of keywords, set your hosting settings and affiliate links and that's all there is to it! Simple and efficient.

Check out Portal Builderz at:

<http://AdSense.BlackHatEdition.com/portalbuilderz>

RSS Evolution

RSSEvolution is one of the easiest page generators I've ever seen. Yet, it doesn't slack on flexibility to attain its level of simplicity. You can produce pages from scraped web content and automatically get RSS feeds for them too.

All that is required is to feed it with keywords and choose from a few options and before you know it, you will have a complete website with all the pages properly generated and completely interlinked. All done with just a few clicks! After that, upload it to your server and you're ready to go. It really doesn't get simpler than that and it's very affordable too.

Check out RSSEvolution at:

<http://AdSense.BlackHatEdition.com/rssevolution>

Website Article Wizard

Website Article Wizard is another desktop application, but it is different from the other builders. This software can produce websites from articles without scraping its content. It even comes jam-packed with over 20,000 articles to get you started! Just enter a keyword and within minutes you will retrieve relevant articles pertaining to it. Within a few clicks, you will have a really nice website on your hands. If you are going to get this, I suggest that you buy it along with Website Content Wizard to help you spin lots of articles. Hey, this is how I do it J.

Check out Website Article Wizard at:

<http://AdSense.BlackHatEdition.com/websitearticlewizard>

Niche Portal Builder

Niche Portal Builder (NPB) has been around for quite a long time and many people have raked in quite a bit of money using this little gem. Give it your domain name, keywords, email, AdSense ID, a template and few other parameters, and watch it go to work not only generating all the pages for your site, but also a newsletter as well, ready to be sent out automatically! NPB also has an add-on module that will help you easily exchange links between your NPB sites and other websites which, of course, helps get your site those all important back links.

Check out Niche Portal Builder at:

<http://AdSense.BlackHatEdition.com/nicheportalbuilder>

Niche Creator

Niche Creator (NC) also has been around for quite a while now and it is very widely use but a lot the users are quiet about it. It is a PHP script where you upload it along with your keyword list and template and it will do the rest by itself. It is very lightweight, not very resources intensive like RSSGM which I will mention after this.

It is very modular and you can combine varies contents from images to search results and whole load of other things. It has a search function as well and overall it looks like a mini portal site.

But you must modify the template to remove possible footprints. On top of that, check out their forum for modification/add-ons which are contributed by the NC users. Add some of them to your copy of NC and another advice if you are going to use NC is to get the Search Engine Scraper (SES) which is something I used with a lot of other page builder as well.

Check out Niche Creator at:

<http://AdSense.BlackHatEdition.com/nichecreator>

Search Engine Scraper (SES)

SES is not your typical software which you will use just by itself. It is a very, very robust and extremely useful module which you can actually use along with Niche Creator or RSSGM and possible a few other generators.

SES is a scraper which can scrape from 9 sources, random sources, random search result, random title, number of paragraph, keyword density and a whole load more of options to choose from! And the result of that is almost like readable article-long text. If you are using NC or RSSGM, this module is a MUST!

Check out Search Engine Scraper at:

<http://AdSense.BlackHatEdition.com/ses>

Really Simple Site Generator Modified (RSSGM)

RSSGM is probably the most used page generator ever, if only because it is free of charge and open source. But, if only because it is free of charge and open source, the learning curve to use RSSGM is a bit steep, especially if you are intending to modify anything. However, it's worth the effort to learn because Markov Chain capabilities are built in, allowing you to generate pages using scraped web content.

There is one issue if you are building a huge amount, say anywhere from 30,000 - 50,000 pages, per domain. It is obvious that there will be a limit to number of files that can be placed on a computer, which in this case will most likely be a unix server. As you get very good at this, invariably, you will reach it. So if you plan on using RSSGM, you had better to consider investing in at least a VPS and then instructing the hosting company to increase the inode size (max no. of files).

Check out RSSGM at:

<http://AdSense.BlackHatEdition.com/rssgm>

There is commercial software which makes it a real breeze to install and manage RSSGM in large scale fashion. It is called **RSSGM Auto Installer (RSSGMAI)**.

RSSGMAI allows you to open up the floodgates to the true power of RSSGM with by installing unlimited copies of it on cPanel hosted domains using a very simple and friendly interface. It virtually eliminates the need to deal with editing configuration files, FTP uploading, and all of the monotonous tasks involved in generating your web content.

Check out RSSGM Auto Installer at:

<http://AdSense.BlackHatEdition.com/rssgmai>

Yet Another Content Generator (YACG)

YACG is, you guessed it, yet another content generator that has only been officially released very recently. It is actually a derivative of MyGen, still there is a lot of buzzing going on within the BlackHat community about this application. Reason being is the ever-growing open-source's community support of any and all things free. So there are currently a large number of developers, who can be skilled or otherwise, actively adding to this project daily.

It can scrape content from Wikipedia, YouTube, MSN News, Flickr and even do article rewrites using the Markov Chain algorithm using any article you feed it. And it doesn't stop there. Code contribution promises to open up more scrapable locations in the near future, which hypothetically means more unique and interesting pages can be generated.

While I support open-source, hearts tend to be broken in that community if interest wanes in a product, and its core users are left with the empty promises of what might have been. Besides, if you want to make a living by running your own business, at some point you will have to invest in it to gain the best advantage you can.

So, to get familiar with the game, YACG is a great learning tool to do so. However, I wouldn't recommend using it as your sole weapon to win this war. Eventually, to make money, you should be prepared to move onto the commercial applications as your budget size increases.

Check out YACG at:

<http://AdSense.BlackHatEdition.com/yacg>

The creator of RSSGM Auto Installer also developed MyGen Auto Installer. So if you are interested in a large scale deployment of MyGen, you may wish to consider using MyGenAI as will be far easier to accomplish your goals than it would be juggling all those scripts manually.

Check out MyGen Auto Installer at:

<http://AdSense.BlackHatEdition.com/mygenai>

Link Building

Once again, I simply *cannot* emphasize how important link building is. Remember what I said earlier? 70% of your efforts should be placed on link building. After researching and developing many SEO methods, I've come to personally believe that link building is by far the most crucial, as well as overlooked (which can be a good thing for us). So if you want to make money as a BlackHat, it is imperative to start building links along with content.

Now, there are many techniques you can implement to acquire links. I warn you however, some of these methods pure evil. But let's make the best out of it, shall we?

Tagging and Pinging

Tagging and pinging are probably one of the most overused techniques to get search engine bots to crawl your website. Ping was especially overused during the time when "Blog and Ping" was the so called "killer technique" out there.

Usually, a ping occurs when a blog is updated. Think of a ping as being a signal to the rest of the servers alerting them that a blog has new content. The ping servers will then visit the blog to check for updates and one of various methods will be used to display your blog updates on the web. So, in theory, this helps to get your blog indexed by the search engines because there are many different sites which you can ping, all of which will increase the awareness of your blog and it's purported relevancy in the mind of the search engine bot.

But you have to be weary out here. Pinging some sites could result in them turning identifying your blog as splog (spam blogs) and blacklist your domains and possible your server indefinitely. Site to avoid are:

1. a2b.cc
2. pingomatic.com
3. pingoat.com

In 2006, "tagging" saw a dramatic rise in usage, picking up on a technique that tag sites like Del.icio.us have been employing since 2003. Tagging allows you to tell "social bookmarking" sites to associate certain web pages with certain tags. Tags are keywords. This is useful because the public can search these social bookmarking sites and potentially bring up your site in the results, thus bringing in traffic.

However, even more important is that these social bookmarking sites are generally hugely popular and very highly ranked by the search engines. So, having your site tagged there will get you a very powerful backlink, which the search engines will undoubtedly take notice of.

For a very in-depth study on each concept, I highly recommend Sean Wu's "Tag and Ping". Sean is perhaps the first to bring the tag and ping concept to the mass market. He has put together a very comprehensive set of ebooks and software which cover each in tremendous detail and leave no stone unturned. It will have you tagging and pinging like an expert in no time at all.

Check out Tag and Ping at:

<http://AdSense.BlackHatEdition.com/tagandping>

You should tag your AdSense sites to as many social bookmarking sites as possible. It could take you forever to do it manually because the social bookmark sites require you to register an account before you can post content to it.

One very cool Tagging tool I use is called **BookMarkingDemon**. It can register massive amounts of accounts with social bookmarking sites and then, here's the sweetness, automatically tag your sites to these accounts! It is a desktop application that is robustly designed for speed and efficiently.

Let's say you have done mass building using any of the content generators I've discussed. What now? Well, you can feed BookMarkingDemon a list of your URLs with a set of tags and then just kick back while automation does the rest. The creator has done

splendid job in supporting many of the most popular social bookmark sites.

Check out Bookmarking Demon at:

<http://AdSense.BlackHatEdition.com/bookmarkingdemon>

Another tools I use to go around tagging with is TagToRank Suitez. TagToRank Suitez consists of a desktop application that will help you tag all your sites to the social bookmark sites.

There are also some powerful add-ons that can assist you in the mass creation of accounts with these social bookmark sites. This can come in very handy because your accounts may frequently get dropped by the social sites.

Check out TagToRank at:

<http://AdSense.BlackHatEdition.com/tagtorank>

A recently launched product called **Auto Social Poster**, has fast become one of my top weapons of choice. This extremely effective tool is different from Bookmarking Demon and TagToRank. It is a plug-in for WordPress blogs that will automatically tag your post to all of the social bookmark websites, making your blog very visible to search engines!

Check out Auto Social Poster at:

<http://AdSense.BlackHatEdition.com/autosocialposter>

As of right now, I use both BookmarkingDemon and Auto Social Poster because one, BookmarkingDemon, works with everything but WordPress, while the other, Auto Social Poster, handles strictly WordPress blogs.

Log File Spamming

Log files are actually files that keep track of the entire traffic activity of a website. Run a search on Google for "produced by wusage". Then, browse some of the results. You will see the traffic statistics of those websites, am I right?

Now, don't try to browse the statistic pages or snoop around or anything. Look for something called "Referring URLs" and check out that page. It tells you what website referred any particular visitor to yours.

These statistic pages are indexed by search engines. Therefore, if your link is in the "Referring URLs" list, this means you have a back link from that website and can increase your chance of being ranked better.

So for this, you will need to find a bunch of those exposed statistic pages and then visit from your web site to that website. This can be accomplished, right now, using the old-fashioned method, which is put a link to those sites on yours and then click it like crazy as it takes more than one visit to be on the referring URLs list because it only publishes the TOP referring URLs.

Blog Comments

If you browse blogs often, naturally you've come across the comments section of the blog post. You may have noticed that when you post your comments, some of blogs allow you place a URL. If you are building only a few websites, then you can do it manually by visiting relevant blogs and leaving your comments. But only do this with high ranking PageRank blogs as low ranking really aren't worth leaving links to.

Social Network Sites

Unless you live on another planet, you've surely heard about the vast social networking sites such as: MySpace, Friendster, TagWorld, Facebook and many, many more. These sites are so popular that their pages get indexed ridiculously fast. At the time of writing, Myspace.com has **18.4 million** pages indexed in Google. Now, these are **user profiles** where you can actually put your own HTML code. You thinking what I'm thinking? By now you should be! More backlinking opportunities. No need to explain how to exploit this, right?

I'm still one step ahead of you though. It is possible, although growing harder every day, to even redirect traffic from your MySpace profile page directly to your profit page. Not bad, huh?

Video Sharing

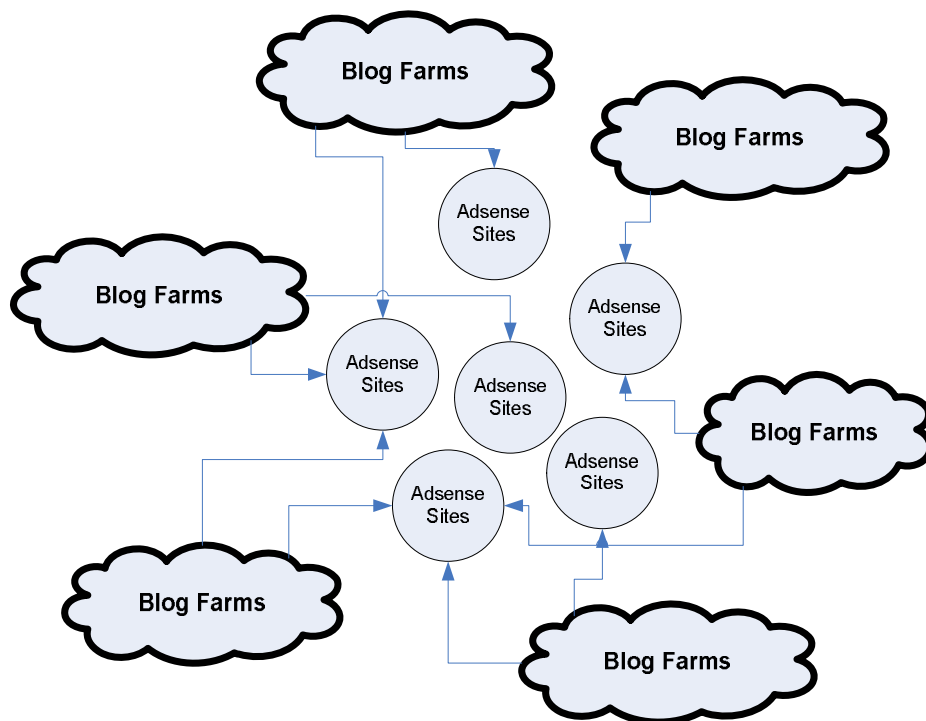
Also as you probably are aware of, YouTube is a very popular video site. Are you wondering to yourself: "is he going to tell me to make a video and spam it?" Well, exactly!

You don't have to be a Hollywood director for this. You can use software like SnagIt to capture video from a PowerPoint presentation and upload that to YouTube. In the presentation slides, publish your website's URL. Now, here's where being creative comes in, so any elements you add should be aimed at grabbing people's attention.

Also, because YouTube was acquired by Google, I strongly suspect that placing comments and/or links on YouTube will help you to get indexed and ranked better.

Blog Farms

This technique involves setting up blogs with links to your AdSense sites. You could either install WordPress on your own host or use free blog services like Blogger.com, LiveJournal or WordPress.com to achieve this goal. After that, use either RSS to Blog or SEOBlogBuilder to post links to your blog farms overtime. (see illustration below)



I suggest that getting a few low priced hosting packages setup (say \$5/month) making note that they all have different IP addresses. Then, create WordPress or remotely hosted Blogger blogs. (Do not use blogs hosted by blogger.com because they will quickly take your blogs down once you deploy this maneuver).

If you go with WordPress, use AutoSocialPoster to make your blog farms stronger. Now, if you think the blog farm illustration you just saw was complex, check this one out!

Targeting

Okay, I'd like to tell you a bit about the importance of getting targeted ads. Of course, Google already does a good job of this, but there are some techniques you can use to help Google in its ultimate quest for relevance. Ultimate this will help you in your ultimate quest for revenues. It could be that you want higher paying ads, or want to exclude parts of your site from the AdSense functionality. These methods will show you how.

URL Filtering

There are a lot of ads nowadays that only pay \$0.01 per click due to the existence of AdSense arbitrage. If you quickly do some common searches in Google, you will find that there are very similar ads appearing throughout most of your search. These are low paying sites which fortunately, we can filter.

After logging into your AdSense account, simply click on the "AdSense Setup" tab and from there, on the "Competitive Ad Filter" to be presented with a text box. Enter the list of URLs that you wish to filter out and you're good to go! You can get a precompiled list of low paying URLs at:

<http://AdSense.BlackHatEdition.com/adsblacklist>

This method has mixed results but is worth looking into for future consideration.

Section Targeting

Another technique worth experimenting with is section targeting. Google provides this string of code to place on our web pages that alerts AdSense to display ads that are relevant to only that section we've enclosed in it. Likewise, we can also tell Google to ignore certain sections of our website by using a different set of instruction codes.

Example:

```
<!-- Google_ad_section_start -->
```

The content we want AdSense to target goes here

```
<!-- Google_ad_section_end -->
```

```
<!-- Google_ad_section_start(weight=ignore) -->
```

Likewise, content we want AdSense to ignore would go here

```
<!-- Google_ad_section_end -->
```

Obviously, these little bits of code can allow us to do some pretty evil stuff. But, I've only had mixed results with them thus far. In future revisions of this book, I will most definitely update this section as more data comes in to analyze. For now, do what it is we do best: mess around with it!

Keyword Density

Keyword density helps increase the relevancy of your ads. If you have a page about Google, make sure the word "google" accounts for at least 7% of the words included in your web content. However, do not abuse this tactic and repeat a particular keyword more than that. It will end up being a gross mismanagement of your time.

Keywords should always be placed in the title of the page, filename of the page and header of the page as well. This plays an extremely important role in influencing the relevancy of ads that will get displayed.

Resources

Running an AdSense BlackHat operation should be treated like a professional business. You must treat it with respect for your only way to be successful is to **streamline your workload, reduce cost and increase profit.**

Software applications are the only way to achieve these goals. Below are some tools, all of which I use personally to better run my AdSense empire. When you start getting your first AdSense paychecks, my advice is to strongly consider investing in a well-thought out selection of software that best fits your business needs. In the long run you will save lots of time and time to an entrepreneur always means money.

Domain Dashboard

If you have experience using cPanel, you already know that adding new domains, subdomains and MySQL databases will kill a good portion of your day. But if you're going to manage a few hundred domain names which span several different cPanels/hosts, then you will be extremely happy to have Domain Dashboard at your service. Now any cPanel task will take you a few minutes at the longest! It even fetches your traffic statistics and the number of pages you currently have indexed in the big 3 search engines!

Check it out at:

<http://AdSense.BlackHatEdition.com/domaindashboard>

Keyword Controller

By now you must clearly realize that you will be dealing with an extremely large number of keywords. The maintenance of these keywords is a very tedious task. It includes such wonderful activities as: merging, splitting, filtering, checking uppercase and lowercase, and many more small operations that I won't bore you with, to clean up your keyword lists.

Luckily, all this can be done with ease using Keyword Controller. It will save you loads of time managing and manipulating all those keywords.

Check it out at:

<http://AdSense.BlackHatEdition.com/keywordcontroller>

Host Fresh

Many have asked me which hosting company I engaged to host my websites. I used a few web hosting company. In fact I have hosting in quite a number of countries. But major part of it, I use HostFresh because they provide me with the best balance between price and features. I have a few dedicated servers with them and so far I have not much issue with it. They promptly solve your problems and frankly I can't find any other deal that comes even close to what they can offer for that price.

Check it out at: <http://AdSense.BlackHatEdition.com/hostfresh>

For other smaller hosting, I highly recommend:

- WiredHub <http://AdSense.BlackHatEdition.com/wiredhub>
- FarComm IT <http://AdSense.BlackHatEdition.com/farcomm>
- ResellerZoom <http://AdSense.BlackHatEdition.com/resellerzoom>
- Qoozz <http://AdSense.BlackhatEdition.com/qoozz>

I DO NOT recommend that you use HostGator and Dreamhost. These are very low-priced hosting but it will put your business into a lot of uncertainty.

Conclusion

It has taken me almost 2 years to get to where I am now and what I am providing here is not a get-rich-scheme. Understand that there is a lot of hard work involved. If you are ever going to win at this game, you will discover that it takes time to build a sustainable business.

You will definitely face a lot of disappointment (when your sites get banned or de-indexed) throughout your journey. But don't get down on yourself or lose your cool. It takes a lot of courage and determination to truly be successful at anything.

I've never regretted choosing this path. I quit my day job four years ago and have never looked back

Now, I am not trying to teach everyone how to spam a search engine. But the truth is, there are a lot of people earning CEO level incomes in the underground, BlackHat game.

I sincerely hope you have learned something from this book. My intention has been to spark the creative side of your brain to develop even more ways generate AdSense income. All of my AdSense revenue comes from the fundamental philosophies and concepts I've put forth, along with the deliberate usage of the tools I listed. Please, feel free to share this work with as many people you are networked with. Just, remember to use it wisely.

Since I've left absolutely nothing out and exhausted my gas tank, now I'd now love to hear from those of you reading this! So hit me up anytime!

Finally, be sure to keep your eyes and ears open as I have much more exciting and controversial material in the works, which I will be releasing in the very near future! I've done a lot of work to establish positive relationships with the underground's most cutting edge software developers and now, am passing on the benefits of these relationships to all of you.

Using the discounts that you will only get through the Premium BlackHat Membership, you can get a huge head start on the next wave of BlackHatters, and will do so for substantially cheaper than anyone else possibly can!

While our world has remained secretive and close-knit up until now, I feel it is time to expose it to a wider audience, while remaining underground, in the hopes that all of you, the next wave of BlackHatters, will help devise methods of making money with AdSense that will not only benefit our community, but ultimately, will better since the entire internet overall.

New information will ensure that you are always a front runner! So watch out for new BlackHat Software releases in the future and trust that you have found a source with not only your own best interests in mind and not just my own, but with everyone's best interests in mind!

Thank you all.

To your Future Success,

A handwritten signature in black ink, appearing to read 'Vince Tan', with a stylized flourish at the end.

Vince Tan

VinceTan.com

REMINDER:

This book was obtained at <http://AdSense.BlackHatEdition.com> . For a limited time, when you register for free, you can earn your way to the latest updates of this ebook, placement on an invitation-only list to participate in exclusive pre-sales, web seminars, bonuses & giveaways, and be awarded a “special backdoor discount” that you will never find anywhere else! So if you haven’t yet, make sure to visit <http://AdSense.BlackHatEdition.com> and register now, before it’s too late!