Make Money Online Now:

The Simple Strategy That Made Me an Internet Millionaire

By BizMove Management Training Institute

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Table of Contents

- 1. The Single Most Critical Factor in Making Money Online
- 2. Making Money Online Beginners Tips and Ideas
- 3. The First Step: Discovering Profit-Driving Keywords
- 4. The Second Step: Monetizing Your Site
- 5. The Third Step: Creating a Site That Will Attract Tremendous Amounts of Traffic
- 6. The Fourth step; Creating an External Linking Structure That Will Blast Your Site to the Top of Google

Appendix 1: The 50 Best Paying Affiliate Marketing Markets

Appendix 2: Sources for Backlinks Sorted by Category and Page Rank

1. The Single Most Critical Factor in Making Money Online

There is a special breed of Online-Millionaires that are making money on the internet like crazy. You've probably never heard of them. They keep themselves and their activities under the radar. Why? because they follow a certain simple strategy and they don't want you or anyone else to discover it. This strategy has created more millionaires than you could ever think possible.

How do I know? I am one of those Millionaires, and I'm going to reveal to you now each and every component of this incredible strategy.

My name is Meir Liraz. You may have stumbled on my name on the internet, probably in relation to my capacity as a writer and publisher of business guides. This is just one side of me, the visible one. There has been another side to my online presence, a concealed one. And there is where I've been taking advantage of that simple strategy to accumulate my seven figure fortune.

So why reveal my methods now? Well, I'm semi retired and I've made enough money so that my kids do not need to work one more day in their lives (if they so desire). I've had my blessings and now I want to help others succeed as well, this is my way to give back.

Now look, 99% of the folks who try to make it on the Internet follow the same rout, the same set of activities. They all move in one big herd. Listen, In the highly competitive online arena, when you do the same things as anyone else you don't stand a chance to succeed - you are doomed.

In order to win the internet battles you must go off the beaten path, you need to do something different, you need a competitive edge - and that is where my simple strategy comes into play. It gives you that "unfair advantage" to boost your sales, pile up profits and leave your competitors in the dust.

When a soldier goes into battle he seeks to equip himself with the best weapons he could lay his hands on. The same goes for the internet battles. The single most important factor in utilizing my strategy successfully is equipping yourself with the right tools and services. The magic word is 'Automation'. You need to have the best tools and you need to know how to put them to best use. This is critical, some of the tools that I'll show you can actually heart you if not used correctly.

Look, in order to make money on the internet you need to get noticed by the search engines and you need to climb up the search engines result pages (SERPs). Unfortunately Google and the other search engines give preference to large and established sites. The little guy with a relatively new or small website does not stand a chance. You could of course go the "natural" rout. That will take you about 5 years to establish a site that will be liked by Google. I don't know about you, but I prefer to start making money with a new site much earlier than that. That is why you need to use some special tools, to take some unconventional measures - you need to be a little more creative.

As a matter of fact, one of the best kept secrets of the cyber-millionaires is what tools they use and, more importantly, how they make use of them for maximum benefit.

Here's a list of the tools and services that I use while executing my strategy, later on I'll show you exactly how the strategy works and how these tools integrates perfectly within it to come up with the easiest, fastest, most effective way of making money online:

- **1. Keyword Research Tool:** <u>Keyword Canine</u> a multi-featured tool for niche discovery, keyword research and backlink analysis (for more details see here: http://www.liraz.com/canine)
- **2. Hosting Service:** <u>HostGator</u> a reliable web hosting. Has some extra features that makes it suitable for internet marketing activities. (for more details see here: http://www.liraz.com/hostgator)
- **3. Wordpress Theme:** Thesis much more than a theme, it's more of a design and template manager for Wordpress. Most suitable for a business site that is meant to be

ranked high on the search engines. (for more details see here: http://www.liraz.com/thesis)

- **4. Content Creator:** Article Builder produces high quality unique articles built around the topics and keywords that you give it. (for more details see here: http://www.liraz.com/articlebuilder)
- **5. Email Marketing Tool:** Weber automatically manage all email marketing activities: creates sign-up forms, collects and manages subscribers, sends out scheduled emails and more. Powerful yet very easy to use. (for more details see here: http://www.liraz.com/aweber)
- **6. Article Spinner:** The Best spinner a multi-featured tool for creating multiple versions of an article that will be seen as unique in the search engines. (for more details see here: http://www.liraz.com/bestspiner)
- **7. Links Building knowledge:** <u>Link Building Course</u> a comprehensive link building learning framework that is constantly updated to reflect the most recent effective link building strategies (for more details see here: http://www.liraz.com/linkbuilding)
- **8. Manual Link Building:** Rank Crew an affordable and reliable manual link building service (for more details see here: http://www.liraz.com/rankcrew).
- **9. Automatic Directory Submission:** DeepLinkerPro automate the creation of manual directory links, allows the use of varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible (for more details see here: http://www.liraz.com/deeplinker)
- **10. Automatic Link Builder:** <u>Senuke</u> a powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links (for more details see here: http://www.liraz.com/senuke)
- **11. Backlinks Indexer and Booster:** <u>Backlink Booster</u> automatically increases the power of the backlinks to a website. It's both a backlink indexer aiming to get the backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of the backlinks sends to a website (for more details see here: http://www.liraz.com/backlinkbooster)

Now, in order to take full advantage of my strategy you need to be familiar with basic Internet Marketing concepts. The next chapter features a list of tips and ideas that touches on various internet marketing topics. This is basic stuff - if you are new to internet marketing these tips can help with your first steps in the field and also serve as an introduction. If you have some Internet Marketing background you may want to skip the next chapter and hop right to chapter 3 where I start revealing the simple strategy that made me an internet millionaire.

2. Making Money Online Beginners Tips and Ideas

The following list of tips is meant to provide new comers with basic Internet Marketing advice to help improve their initial online marketing activities. It can also serve as an introduction to online marketing. Note that these tips are not necessary related to my strategy but rather constitute general internet marketing advice. If you are an experienced online marketer you may want to skip this chapter and go directly to the next one where I start explaining my simple, yet highly effective, strategy of making lots of money online.

Now here are the tips:

- 1. One great way to make money online is to use a site like Etsy or eBay to sell things you make yourself. If you have any talents, from sewing to knitting to carpentry, you can make a killing through online markets. People want items that are handmade, so join in!
- 2. Take paid surveys online if you want to make some extra cash on the side. Market research companies will want to get as much consumer feedback as possible, and these surveys are a great way to do this. Surveys may range anywhere from five cents to 20 dollars depending on the type you do.
- 3. If you'd like to make money online, try thinking outside the box. While you want to stick with something you know and are capable of doing, you will greatly expand your opportunities by branching out. Look for work within your preferred genre or industry, but don't discount something simply because you've never done it before.
- 4. You can make money online by playing games. Farm Gold is a great site that you can log in to and play fun games during the course of the day in your spare time. There are many games that you can choose from to make this a profitable and fun experience.
- 5. Put your down time to good use. There are many ways to earn money online that require little focus. This is true of tiny tasks on a crowdsourcing site like Mturk.com, known as Mechanical Turk. You can work on these tasks as you watch some TV. Don't expect to break the bank with this technique, but you can make some of your time online pay off instead of being time completely wasted.
- 6. Begin a podcast talking about some of the things that you have interest in. If you get a high following, you may get picked up by a company who will pay you to do a certain amount of sessions per week. This can be something fun and very profitable if you are good at speaking.
- 7. Don't quit your day job until the online money making opportunity you're looking into starts paying off. While it could prove to be a jackpot, you don't want to risk being up the creek if it's not what you were hoping for. Always have enough money in the bank for a few month's of bills, just to be on the safe side.
- 8. If you love to write, consider selling your fiction or non-fiction work through an electronic book on the Internet. This is a great way to tell everyone that you know things

about something and make money in the process. Beginning with a collection of recipes is an excellent way to begin with E-books.

- 9. Use affiliates on your personal website. Do you have a blog or some other sort of presence online? Do you get a lot of traffic? Try affiliate marketing. It requires very little effort on your part. By registering your site with sites like Google Adsense, you could make a considerable amount in passive income.
- 10. Working online is likely not to make you a millionaire overnight. Even Perez Hilton or Ariana Huffington had to work hard to get their sites to be popular. The same goes for you, whether you are writing SEO articles or designing websites. Don't let frustration cause you to quit if you don't strike it rich quickly.
- 11. Selling items on eBay is a great way to make some money online. You may have things that are just collecting dust in your home and taking up space. On eBay, you can sell these items. All you have to do is create a profile and put your items up for sale.
- 12. Don't buy into anything that tells you that you can make a whole bunch of money if you pay into a system. A lot of these things that promise you a fortune were put together by someone to get your money and not help you at all. Use common sense and you should do fine if this comes up.
- 13. If you have a lot to say and you think others will like reading it, you should think about starting a blog. Having ads placed on your blog can earn you a decent amount of residual income each month. The best way to maximize your earnings would be to place ads that are relevant to your content.
- 14. If you plan on making serious money online, make sure you've got the right equipment for the job. There's nothing more frustrating than trying to complete a job and your Internet times out, or is so slow that you miss a bid or other opportunity. Have the necessary equipment and make sure you're software is up to date too.
- 15. Photography is a growing business. If you like taking pictures, and you are good at it, you could make money selling those pictures online. Look into companies like Shutterstock and Fotolia, which are stock photo agencies. They make it easy for people to earn a little extra money by taking pictures.
- 16. Start making money online doing microgigs. Register at Fiverr and offer small tasks that you can do for others for five bucks. If you can't think of anything you can do that people might pay for, browse over what is already offered. You will be surprised at the kinds of tasks that are available.
- 17. Take paid surveys online if you want to make some extra cash on the side. Market research companies will want to get as much consumer feedback as possible, and these surveys are a great way to do this. Surveys may range anywhere from five cents to 20 dollars depending on the type you do.

- 18. If you enjoy writing, take a look at revenue sharing sites. Both of these sites let you write on your favorite topics, and you get a split of the incoming revenue. Additionally, you can also use Amazon's affiliate program to increase your earning potential.
- 19. If you love to draw, you can sell some of the photography that you create on the web. Initially, you may want to post your goods on Craigslist or a smaller site to get the word out and see if people will bite. If there is a high following, you can move to a more prominent site.
- 20. When looking for opportunities to make money online, try the big name companies first. Amazon and eBay for example, are trusted and have proven to work for millions of people. While it can be safe and lucrative to go with unknowns, the big companies have track records, tools and other ways of ensuring your success from the get-go.
- 21. Remember to create a budget before you start to work online. You need to know what your overhead will be, be it the cost of your computer and internet connection if your work will be completely totally virtually, or any supplies you need if your plan is to sell items online.
- 22. Are you a good salesperson? Look into becoming an affiliate. In this line of work, you will earn money each time you sell a product that you have agreed to endorse. After joining an affiliate program, you will get a referral link. From there, you can begin selling products, either on your own website or on someone else's site.
- 23. Freelancing is a great way to work online. There are a number of sites that will allow you to log on and put in an idea or proposal. Buyers then search the available options and figure out what they would like to purchase. Freelancing is best suited for skills that involve things like programming and data entry.
- 24. There are many opportunities for online tutors in subjects ranging from mathematics to language. Possible students are many and varied. You might teach your native language to people living in other countries via VoIP. Another possibility is to tutor schoolchildren, high schoolers or college students in a subject in which you specialize. You can work with an online tutoring agency or set up your own website to begin.
- 25. Blogging is one way that is very popular to make money on the Internet. You may enjoy blogging as a hobby, so why not try it for profit? You could make money though it by advertising. You can earn money every time one of your readers clicks on an ad from your blog.
- 26. If you have a knack for writing, there are various internet portals that offer work for writers of all levels. Sites like iWriter and Write.com allow you to write for various sources who need well-written content. Make your writing skill work for you and you can generate much needed income.
- 27. If you like to make things, consider selling your items on Etsy. This is a crafts marketplace growing in popularity around the Internet. Users from around the world can browse over items made by individual craftsmakers looking to sell and ship their wares

to anyone interested. Regardless of your own self-criticism or self-confidence, make anything you can and try to sell it to see if it is a hit or not.

- 28. Be honest with yourself about how much money you can earn online. Depending on what you're planning to do, it is important that you are realistic about your goals. Even if you have to pay your bills, look for several opportunities to make ends meet, but never put all of your eggs into one basket.
- 29. Try becoming a virtual assistant. There are many small businesses that need small jobs done, but they can't afford to hire full-time people. This is where a virtual assistant comes in. You can work part-time for several clients. Some virtual assistants make around \$20 an hour. The tasks vary but usually include scheduling appointments, communicating with clients, writing emails, and more.
- 30. Affiliate marketing is one of the best ways that you can make money online in your spare time. This type of marketing means that you will sell other people's stuff and get paid a commission when you do. There are all types of items that you can sell depending on your style.
- 31. Have you tried flipping domain names? You can make some serious cash through domain flipping. Sure it takes a small investment, but, like real estate, it can really make you a hefty profit. You can find trending keywords on Google AdSense. Buy some acronym-based domains. Find some names that you think you can make money off of.
- 32. Design and build websites for people on the web to make some extra cash on the side. This is a great way to showcase the skills that you have using programs like Kompozer. Take a class beforehand on website design if you want to brush up on your skills before starting up.
- 33. If you have a blog or website ready to go, think about selling advertising space on it. You will earn money each time one of your visitors stops what they are doing and clicks on the ad. The best way to be successful and earn money with pay-per-click advertising is to have a good website that offers valuable information. This will increase your traffic flow as well as the number of clicks you are getting. Google AdSense is one program that can get you started.
- 34. Taking online surveys is a great way to make money online, but you should not look at it as a full-time income. The best thing to do would be to do this in addition to your regular employment. Joining multiple will help increase your earnings, so sign up for as many as you can.
- 35. If you have some online know-how, consider web hosting reselling. If you are able to offer the right support to your customers you can make excellent money through reselling web hosting. You basically become a middle-man for your clients based off their web hosting needs. As the business thrives, your level of support will need to be strong, and always available.

- 36. Found your online money-making career on a solid base of integrity. You won't ever truly be able to delete something off of the Internet after it has happened. Newbie mistakes are normal, but scamming and illegal activity is likely to come back to hurt you.
- 37. If you have the ability to type quickly, you may consider transcription jobs. You need to have good headphones and the ability to keep up with what is being said. Often, the companies will have their own formatting guidelines. Familiarize yourself with these prior to beginning. Once you have, you can begin transcribing.
- 38. You can make money simply by signing up to do things that you do anyway. Some sites will reward you with points for searching the Internet or making purchases you were already going to make. You can redeem the points for gift cards or merchandise. Swagbucks and Mypoints are two such websites to check out.
- 39. If you come across a money-making opportunity online, do some research to see if anyone has reviewed it. Sometimes a company makes all types of promises about high income potentials, but reviews may say otherwise. To avoid getting burned, research a business opportunity thoroughly before you make any time or financial commitments.
- 40. If you have a blog or website, you can advertise products for other people. Find vendors that offer products related to your site and see if they offer an affiliate program. Stick to brands and products that are familiar to your since they will be easier to sell. Include a link to buy the products or place a graphical ad somewhere on your site.
- 41. Sign up to become a mystery shopper. This is a great way to make money as you will have to shop at various places and take notes on your shopping experience. When you are finished, you will have to write up a report on the computer, which you will be compensated for.
- 42. Start out small when you want to make money online, to minimize potential losses. For example, something that looks promising could turn out to be a bust and you don't want to lose a lot of time or money. Do a single task, write just one article or order only one item until the site you choose proves to be safe and worthy.
- 43. Figure out how much you are looking to make before you begin. For example, I don't want to work for less than \$15 per hour, otherwise spending time with my family or completing chores would be more worthwhile to me. What is your worth? Once you determine it, stick to your guns!
- 44. It takes some research time to get to know the details of successful making money online. So start of small, in a few areas and find out what you enjoy doing and what has the most potential. Having others who are also working online in the same job market can be a great asset to help you find the best niche for your talents. With good information and a curious and open mind, you can learn all you need to know to make money online.
- 45. Beware of sites where you have to make a bid to complete someone's work. These sites devalue you based on the fact that the lowest bid most frequently wins. There will

be some people hiring on these sites who are decent, of course, but the bulk just want their work done cheaply.

- 46. Your online income should be diversified through as many streams as you can. Earning a living online can be difficult. What works today may not work tomorrow. This is why you need to have income from several different sources. If you lose one source of income, you'll still have others to fall back on.
- 47. Sign up for a data entry job if you want to make extra money on the side. These are time consuming jobs, but can add up in the long run and do not require a lot of skill. One of the great benefits of this job is that you'll be able to do it in your home.
- 48. Are you a grammar nut? Do you understand the nuances of the English language? Consider working as a copy editor. You can get paid to look over articles that were written by others, seeking out any errors in the work and then correcting them. The best part is that you can do it all from the comfort of your own home.
- 49. Search online for some of the top opening bonus deals at banks and take advantage of their specials. Sometimes, you can make up to 250 dollars just by signing up for an account and switching your direct deposit. Make sure to read all of the fine print before you sign anything though.
- 50. Medical transcription can be a good way to make money online as a full time career. Formal training is required, and this can be costly. Additionally, it is necessary to have good computer and transcription equipment that works reliably. A great deal of work is available for people who are able and willing to invest in training and good equipment. Pay is quite substantial.
- 51. Making money though the Internet can be something that changes with time. Do you like talking on the phone? VoIP technology creates opportunities to work as a virtual assistant or to work remotely as a customer service agent. Do you have a knack for writing great fiction? Try selling your short stories as eBooks on Amazon. Are you a masterful interior decorator? Make articles that teach someone how to do something, and then publish them on DigitalOcean.
- 52. If you own the right equipment, create videos. Just put them up on YouTube.com. If you have an interesting video that either teaches something skillful or with a humorous slant, you will gain regular viewers. Then, advertisements can be placed on the page. These are great for generating income.
- 53. Even though you may be able to make money online regularly, keeping physical records of your work and earnings is still important. Print out the data from a well-maintained spreadsheet or keep a notebook by your computer. Keep accurate and up to date information that you will later need for tax purposes, to verify income or just for your own purposes. Data can be lost all too easily online.
- 54. Research what others are doing online to make money. There are so many ways to earn an online income these days. Take some time to see how the most successful

- people are doing it. You may discover ways of generating an income that you never thought of before! Keep a journal so that you remember them all as you move along.
- 55. If owning your own blog is a bit too time consuming, but you would still like to write and earn money, thing about creating articles for existing blogs. There are a number out there, including Weblogs and PayPerPost. With a little research and a bit of initiative, you could get set up with one of these sites and start earning money in no time.
- 56. Design unique logos for some of the new startup sites on the web. This is a great way for you to show the talent that you have and also help someone out who is not artistically skilled. Negotiate the price with your client in advance before you provide your service.
- 57. Use Google to search for online moneymaking opportunities. Your search should yield many results. If you locate a company that interests you, read reviews first. Be cautious to protect yourself.
- 58. Join a focus group if you want to make some money on the side. These groups gather together from an internet hub at a physical location where they will talk about a new product or service that is out on the market. Generally, these groups will gather in very big cities near you.
- 59. If you are dedicated to making money online, you should be following blogs on the topic. You need to spend 20% of your time learning about the online market and 80% working through it. Blogs are a great way to find out about new opportunities or beneficial tips and tricks.
- 60. Don't be afraid to make contact with real people, just because you're looking for money making opportunities online. While most sites are self-explanatory and can be operated with little to no assistance, you can find out more about legitimacy by conducting conversations with site owners or other employees. If you don't hear back anything, that could be a red flag!
- 61. Selling items on eBay is a great way to make some money online. You may have things that are just collecting dust in your home and taking up space. On eBay, you can sell these items. All you have to do is create a profile and put your items up for sale.
- 62. Are you familiar with online marketing? A company may want you to engage in search engine marketing for their website. You would be responsible for doing things like writing blogs, writing press releases, posting in forums and even doing a little social bookmarking. However, this is not really something you'll be able to do without any previous knowledge or experience.
- 63. Almost anything you can think of can become a way to earn money online. Do you love reading and take part in a book club in person? You can write a blog reviewing the books your group reads. Add some affiliate links to Amazon.com so that people can buy those books. How about crocheting? Try selling booties for babies online!

- 64. If you know how to prepare taxes, you can earn money online. Apply for the necessary government licenses and then begin offering your services online. Many of today's top producers work from home with only their laptop and an email address. For best results, continually advertise your services throughout the year.
- 65. Be honest when you make money on the internet, right from the beginning. Your online reputation can follow you all the time, such as IP bans if you break the rules. Anything illegal or immoral can cost you your online reputation.
- 66. To make real money online, consider launching a freelance writing career. There are numerous reputable sites that offer decent pay for article and content writing services. By checking into these options and reading feedback of each company, it really is possible to earn an income without ever leaving your home.
- 67. If you already have a business, you can increase your sales through online marketing. Advertise your products on your own website. Offer special discounts and sales. Keep the information updated. Ask customers to join a mailing list so they get steady reminders about your products. You have the ability to reach a worldwide audience this way.
- 68. If you want to do something creative, consider ways to create viral videos. Brainstorm ideas that you think are rip riotously hilarious, then start putting them into action. Post them on YouTube, turn on ads and, if they work, watch the money start rolling in! Learn about marketing to see how you can get them even more popular.
- 69. Research what others are doing online to make money. There are so many ways to earn an online income these days. Take some time to see how the most successful people are doing it. You may discover ways of generating an income that you never thought of before! Keep a journal so that you remember them all as you move along.
- 70. Remember, making money online is a long term game! Nothing happens over night when it comes to online income. It takes time to build up your opportunity. Don't get frustrated. Work at it every single day, and you can make a big difference. Persistence and dedication are the keys to success!
- 71. If you intend to make money online, join at least one forum first. There is a lot to be learned, and you can do so from other people's mistakes, rather than having to make your own. Introduce yourself, ask questions and make connections too. Networking for online money-making situations can turn into very lucrative jobs.
- 72. Consider the things you already do, be they hobbies or chores, and consider how you can use those talents online. If you make your children clothing, make two of each and sell the extra on the internet. Love to bake? Offer your skills through a website and people will hire you!
- 73. Making money online is something you can't just do overnight. You have to stick to your plan and remember that perseverance will get you through the tough times. The harder you work at it, the more you will make, so steel your determination and keep reading article like this one to learn more.

- 74. Translate documents if you are fluent in a second language and want to make money on the side. Check out the freelancing sites to find people who will need things altered into a different language. This can be anyone from a large corporation to an individual who wants to translate something for a friend.
- 75. To steal from an environmental bumper sticker, think global but act local. Check out yard sales, estate sales, flea markets, swap meets and Goodwill stores close to home. Also check out local free listings on Freecycle or Craigslist. Find things people are getting rid of locally and then list them online to feed global demand.
- 76. Never pay money to obtain work online. Legitimate work online should pay you, not the other way around. If a service is charging you to provide you with work opportunities, chances are they are just playing middleman and providing links that are available for free if you know where to look.
- 77. Before you set your heart on making money online, set your household up. Making sure you are free from interruptions can be a very important part of your success. Children, spouses and other people can cut you off at the most inconvenient times. Make sure your time is your own, so you can maximize earnings.
- 78. Pay per lead is a great way for you to make money online. With this, you will get paid every time someone comes to the site that you refer them to. This can add up if you are able to get a lot of people to come. If you have a plethora of Twitter followers or Facebook friends, this option is for you.

3. The First Step: Discovering Profit-Driving Keywords

The way my strategy works is simple. You focus on creating quick little sites that each target a laser targeted long-tail keywords. Once you complete one site you quickly move onto the next. So you don't want to spend too much time on any one site. This way you create, one by one, an army of passive income websites that keep producing cash for years.

I'll show you exactly how to create and promote your first money making website, than you just rinse and repeat to create as many websites as you wish, the more sites you create the more money you make. The only limit is how far you want to go.

Now let's not waste any more time and move directly to the first component of the strategy which deals with deciding on the keywords your site is going to target. This is a crucial decision and a fundamental part of achieving success online. You could do everything else perfectly, but target the wrong keywords and your site will be a total failure. in this chapter I'll tell you exactly what to look for when searching for good solid keywords.

Most Internet Marketing "experts" and the self-proclaimed gurus will tell you to use the Google Keyword Tool (now called: "Keyword Planner" and is only available to Adwords account users) for your keyword research. This is a big mistake! if you only use the Google tool you'll end up going in circles with the rest of the herd achieving no success. Why? although the Google tool will provide you with a nice list of several hundred keyword variations, it will tell you nothing as to the competitiveness of the terms. You have no clue as to how hard it will be to rank in the search engines for any specific term. This is critical. Most newbies will choose a term from the Google Tool that is too competitive and end up hitting a brick wall. You certainly don't want to be spending any time or money building a site that will never rank in the SE's.

In order to implement the strategy successfully you need to utilize for your keyword research a tool named <u>Keyword Canine</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/canine**).

Keyword Canine (KC) will also provide you with a nice list of several hundred keyword variations but it goes beyond the Google Tool in that it will also analyze the competitiveness of each keyword variation. This is crucial and that is where you gain your "unfair advantage" over the 99% that only use the Google Tool.

How does KC do it? it has a special algorithm in its backend that looks at the top 10 Google search results for your chosen keyword and produces an accurate analysis in the form of "Very Easy, Easy, Moderate, Hard or Fierce" so you can literally plug in your keyword and get an instant answer.

Keyword Canine has a ton of additional features that can help you as an Internet marketer but for the purpose the implementation of my strategy, the competition analysis is what we need.

I'm not going to walk you here thru the steps of conducting a keyword research with Keyword Canine as they have pretty good tutorials explaining everything. Simply sign for the service and follow their instructions.

Now let's see what properties a keyword must have in order to make us the most money.

For starter it has to be of a commercial value. This relates to our business model, the way we monetize our site. I will elaborate on this in a later chapter but for now I can tell you that our income will come from two sources:

a. Google AdSense ads.

b. Affiliate Programs

To maximize our income from those two we need to look for keywords in markets that has AdSense advertisers and affiliate programs that are willing to pay us top dollars. in the appendix you can find a list of the 50 best paying affiliate marketing niches. These are the markets that has a high concentration of AdSense advertisers and affiliate programs that are willing to pay top Dollars for your referrals. If you plan to tap any of these niches you must take into consideration that these are also the most competitive ones. However, I think it is still possible to find gem keywords in these areas provided you do your keyword research right. Alternatively you can look at other, less competitive, niches and still make good money as long as you take into consideration their commercial value.

Another property that you want to consider when looking for good keywords is the search volume. Obviously, even a #1 ranking isn't going to do you any good at all if nobody searches for the keyword that you rank for. I would say that the minimum search volume you should look for is 500 monthly searches (Keyword Canine shows you the search volume right next to the keywords in the list). Some will say that this is too low to target, however I had many successes with pages targeting close to this number of monthly searches.

The next property you need to consider for a good keyword is how competitive it is, how hard it will be to have it ranked in the first page of Google's search results. This is critical, however if you use Keyword Canine it will do the competition analysis for you and come with a recommendation in the form of "Very Easy, Easy, Moderate, Hard or Fierce". I would not go beyond "easy" with a new site.

So to summarize, in order to find a good keyword you need to consider:

- * Commercial value
- * Search volume
- * competition strength

How many keywords should you target in one site? Some will tell you that you need to look for several terms and optimize each page in the site for a different term. This is not

how my strategy works. For the small niche sites that we create it is best to dedicate each site to only one keyword and direct all our Search Engine Optimization (SEO) efforts towards the main page that is optimized for that keyword. We don't want to dilute our efforts by targeting several keywords in a site. With this concept in mind we don't want to waste our time looking for other keywords that will not rank anyway. Your time is better spent working on your linking structure (discussed later) or researching new keywords for new sites.

4. The Second Step: Monetizing Your Site

The Simple Strategy's business model is based on 2 sources of income:

- a. Google AdSense ads.
- b. Affiliate Programs

Which is better? there is no clear answer to this question. Some niches will produce better with affiliate programs while others with AdSense, you should test on a niche by niche bases. Usually you'll make more money with an affiliate site, unfortunately there may be many instances where you will find a good niche with keywords that can be easily ranked but no suitable affiliate program, in this case you'll use AdSense ads, and by the way, this will happen to you a lot.

Once you find a good keyword to target you start looking for an affiliate program that will go with this site. As a rule of thumb you should always prefer to promote digital products (eBooks, software, online services, etc.) over physical products. Why? because digital products come with higher margins which in most cases translate into higher commissions to the site owner.

Where can you find good affiliate programs to promote?

Your first bet should be the <u>Clickbank Marketplace</u> (https://accounts.clickbank.com/marketplace.htm)

Clickbank offers thousands of products, look for products that are 100% relevant to your niche and has a credible sales page.

If you can't find a suitable product at Clickbank try one of the following affiliate program directories:

Commission Junction (http://www.cj.com)

Affiliatetips.com (http://www.affiliatetips.com)

AssociatePrograms.com (http://www.associateprograms.com/directory/)

<u>Affiliatesdirectory.com</u> (http://affiliatesdirectory.com/directory)

If you still can't find a suitable affiliate program try a Google search that combines your keyword with the word "affiliates" and other similar variations. Sometimes this works and you will find one or more good affiliate offers for your niche.

If all of the above does not work and you can't find an affiliate program that is relevant to your target niche, monetize your site with AdSense ads. This is not necessarily a bad thing. I had AdSense ads that produced \$5, \$6 and even \$9 per click.

Anyway, don't ever be tempted to post affiliate links that are not fully relevant to your target keywords! this will never produce satisfactory results.

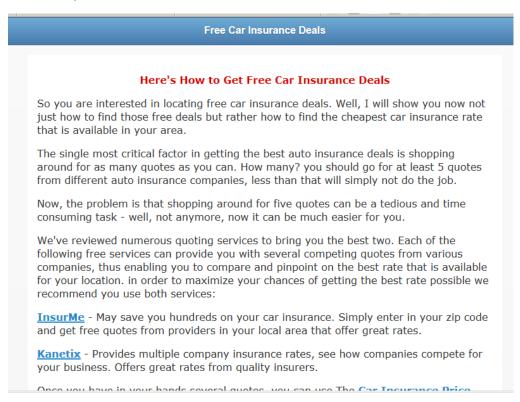
Where should you place your affiliate links and AdSense ads on the page? The best spot would be right below the top article title and above the article body, if you are using Wordpress it would be directly below the post title and above the post content. This would be the spot that will by far produce the best results.

As for the AdSense ads, I always match the background and border of the ad with the background of the theme where the ad will be placed and I recommend you do the same - my tests show that this increases the effectiveness of the ads. You can use a plug-in for Firefox and Chrome called Colorzilla (http://www.colorzilla.com/) to help you do this quickly.

Another good option for the affiliate links is to embed them within the text, preferably towards the top part of the article.

As for affiliate links, my tests show that reviews and text ads will, in most cases, outperform banners. I guess some folks simply ignore banners altogether. I seldom use banners to promote affiliate offers, I've always found effective ways to present affiliate offers with text only. I will be the first to admit that my pages are not very pretty, but hey, I'm not in the business of creating cute pages, I am in the business of making money, and for this my "not pretty" pages are doing very well.

Below is an example of affiliate links embedded within an article:



Here's is an example of affiliate links in a review format placed under the title of an article. By the way, I've used this format, "The 5 Best ...", multiple times with various niches. Over the years this format proved to be very profitable for me.

Car Insurance Information Center

7 Day Car Insurance, Compare to Get Low Cost Rate

The 5 Best Car Insurance Quotes Providers

We've reviewed dozens of auto insurance companies, brokers and agents to bring you this elite list of brands with the best free quotes online and very cheap rates. We recommend you get a quote from each company so that you will be able to compare and get the best rate. This comparison will allow you to save as much as \$500 and more on your vehicle insurance.

- Car Insurance Finders May save you hundreds on your car insurance. Simply enter in your zip code and get free quotes from providers in your local area that offer the best rates.
- USInsurance Simply fill out the quick form and this system will match you up with the cheapest offers in real-time. You get low cost custom tailored quotes within minutes.
- 3 InsureMe Provides multiple company insurance rates, see how companies compete for your business. Offers great rates from quality insurers.
- 4 <u>2Insure4Less</u> Provides comparison quotes which can be purchased immediately, offers great rates.
- 5 Kanetix Offers one of the easiest to use, and most 'consumer-friendly' instant insurance comparison service available.

For many people, it is not easy to get a large amount to cover something such as insurance coverage. It could be a significant wide range of dollars to cover at one time, therefore, the choice of no deposit car insurance is often rather appealing.

No deposit car insurance implies that you get instant auto insurance protection straight away, when the insurance policy is put over your car, so you do not need to pay anything in advance. You are able to pay the insurance policy on a monthly base in payments; nevertheless, you may have to offer a credit card for guarantee that you submit several

Build an Email List

The biggest sin committed by internet marketers is not building an email list made of emails collected from visitors and customers. In order to maximize the profit potential of your site you need to create an email list. Fortunately, all the aspects of building and maintaining a list can be, and should be, automated. Selling to your list is the easiest money you're going to make.

Now I'm not going to teach you basic Email marketing here, you'll find plenty of resources online. However, here are 4 important points that you should consider:

- 1. Build an opt-in form and integrate it into your home page. Place it "above the fold," so visitors can see it immediately and don't have to scroll down.
- 2. Offer a lead magnet, something that has value that you offer in exchange for the visitor's email address. This could be a free eBook, a special report, a webinar, a list of tips, Etc. You have to tailor the offer to fit your niche so that you keep your list targeted, this is important.

- 3. Use <u>Weber</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/aweber**) to manage your list building and marketing activities. Aweber is the industry standard. It's extremely powerful yet very easy to use, most of the successful internet marketers use it. Working with Aweber is a breath, it will automate all your email marketing activities: creating your sign-up forms, collecting and managing subscribers, sending out scheduled emails and more.
- 4. Email marketing is about creating a relation with your visitors and customers, it's about trust. Do not abuse it by spamming your list with frequent blatant sales offers. Send them at list 3 useful, content filled, emails for each email that contains a sales offer.

5. The Third Step: Creating a Site That Will Attract Tremendous Amounts of Traffic

Once you have chosen your keywords you are ready to build your site. For your domain name you should strive for an exact match domain (EMD) if available. So if your keyword is 'women car insurance' you'll go for www.womencarinsurance.com. if this is not available try the .net, .info or any other TLD that happens to be available.

EMD domains used to get you a big advantage with Google - but not anymore. Unfortunately Google has changed their algo regarding EMDs but it can still get you some extra points, and of course anything that Google gives we are willing to take.

As for the hosting service I highly recommend you use <u>HostGator</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/hostgator**), They are reliable, responsible and very suitable for internet marketing activities.

The cheapest and fastest way to build an effective niche site is to use Wordpress. and by the way, HostGator is probably the easiest web hosting platform to install Wordpress on. Using a few clicks of the mouse, your HostGator-hosted Wordpress site will be up and ready in less than five minutes. look for instructions at their site.

Once Wordpress is installed on your server there are some modifications that you need to make to the site.

First you need to set Wordpress to present SEO Friendly Permalinks. Although we don't' concentrate on the internal pages of our site, they often can rank in the SE's. So it is very important to set a good URL structure. Once logged into Wordpress, Click "Settings" then "Permalinks" and change it from default to "Post Name." This will change the structure of the URL's from default (site.com/?p=114 for example) to a good, SEO friendly version (site.com/title-of-post-goes-here).

Now replace the default theme with another one, simply find a new theme that is simple and "clean" - use the automated theme installation process from within Wordpress.

"Appearance" then "Themes" (while logged into Wordpress) then click the "Install Themes" tab. Leave all of the fields empty (they are by default) and then click the "Find Themes" button.

Next, Clean the theme from unnecessary elements - by default, most themes have the sidebar loaded up with useless things like META links, a calendar, archives etc. The footer also typically contains one or more links that can be removed and there are a few other useless things included by default as well. So the next step is to clean all of that up! We don't want excessive external links draining the authority we generate, which could be going back into our internal pages. And we want everything focused on the content and the ads.

Now you need to set the homepage to show only one article - it needs to look more like a static site and less like a blog. Primarily because it reduces canonical URL's and

duplicate content. To do this, you're going to publish the homepage article as a page rather than as a post!

Once you've done that, click "Settings" then "Reading" and select the "A static page" radio button and then next to "Front page" select the page that is optimize for your keyword and then click "Save Changes." Now view your site in a browser and you should see that article, and that article only, on the homepage.

Now Clean up the footer and the sidebar and remove any unneeded links like the link to the theme creator's website, the link to Wordpress, Etc.

What theme should you choose for your Wordpress site?

While there are many free Wordpress themes out there, I recommend you use a theme called <u>Thesis</u> (If the link doesn't work, copy and paste the following URL into a browser: **http://www.liraz.com/thesis**). This is much more than a theme, it's more of a design and template manager for Wordpress and it's the best theme for a business site that is meant to be ranked high on the search engines.

Now what about content?

You need to start with at list 6 article pages for a new site. Each article should be 500 to 1000 words long.

The best source for site content is a service called <u>Article Builder</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/articlebuilder**).

Article Builder produces high quality unique articles built around the topics and keywords that you give it. Each article is built by weaving together snippets to build an article based on your category and subtopic choices. They have tens of thousands of categorized snippets in the database, every time you generate an article, it's different!

If article builder does not have articles in your topic you'll have to contract someone to write the articles for you, this is not expensive. Simply run a Google search for "article writing" or "articles writers" and you'll get plenty of offers.

In addition to being a good source of content Article Builder has another extremely useful feature. It can post content automatically to your Wordpress site on the schedule you choose. Why this is important? because Google likes sites that are being updated with new material on a regular basis. It is recommended that you set Article Builder to post a new article to your site once a week or about 3 articles monthly, this way you'll gain some extra points with Google.

Now here is a trick to creating articles fast and cheap. This is not very ethical and I am a bit shame telling you I did it, but anyway since I pledged to tell you all my tricks (or at least most of them;-), I fill obliged to tell you about this one too, just that you'll know that this is available.

Here's how it works, you run a Google search with your topic as the search term, you add the word 'tips' or 'Guide' to the search. Now you collect several snippets from

different good on topic articles that came in the search. next, you combine these snippets into one article. Now you spin this article with a spinner software to get an entirely new article. Just make sure you use the manual spinning mode so that your article will make sense.

In case you are not familiar with the concept of "spinning articles" here are some explanations. With this process you utilize a simple software program that takes an original article and alter it using replacement words (synonyms via an automated thesaurus) in order to create entirely new articles without having to re-write them. It's called "spinning" an article. This have many uses in the Internet Marketing field and we will talk about it later when we discuss linking strategies.

The best spinner software on the market today is called... <u>The Best spinner</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/bestspiner**). If you wish to be a successful internet marketer you need to familiarize yourself with this concept. They have on their site a nice video explaining its uses. You should take a look.

Optimizing Your Site For the Search Engines

Once you have your pages and content in place it's time to optimize them so that your pages will rank as higher as possible on Google and the other search engines. In this section we'll deal with the "On Page" optimization.

While the "Off-Page" optimization, mainly the external linking structure (that we'll discuses later), is what will give you your unfair advantage - the on-page optimization is a pre-requisite for the off-page to succeed. What I mean to say is that if the on-page optimization is not done right, the best off-line optimization in the world will not help you one bit. so you need to pay attention here.

I'll walk you now step by step in what you need to do:

- 1. Title tag this is an HTML tag that goes within the header section of the page. Title tags are the most important on-page factor for SEO. Your keyword should be included within the title tag preferably close to the beginning of it. This is what Google shows on its search results page so you should also make it attractive so that it will entice searchers to click on it. Don't just throw your keyword there, make sure that it is appealing.
- **2. Headline tags (H1, H2, H3)** make sure your page include one H1 tag with your keyword in it. This headline tag shows Google that the text within it is important to the intended audience.
- **3. Meta Description tag -** while this does not have a bearing on the ranking of the page, Google still pulls the text of how it describes your page to other people from this tag be sure to make it attractive so that more people will be clicking your page.
- **4. Images** you should include at list 2 images in each page. Also add one video to one of the pages in your site, you can simply embed a video from YouTube. Make sure one

of the images has your keyword in its ALT tag. All other images need to also have ALT tags but should not include your keyword in them. Too many ALT tags with your keyword can lead to an over optimization penalty by Google.

- **4. Keyword density** the exact keyword density is not important, I'll say it again, the exact percentage of the keyword density is not import. Simply include about 3 instances of your keyword in each page, one of them should be close to the beginning of the article, one of them can be in Bold or Italics and that will do (do not be tempted to overdo it that's a common newbie mistake).
- **5. Synonyms** you can include 2 or 3 synonyms to your page that does not include exact words from your keyword.
- **6. Article Topic** this is important- your content should be on topic and match the niche and the keyword that is being targeted.
- **7. Outbound link** add one outbound link pointing to an authority site in your topic. This could be a Wikipedia page in a similar topic to yours. Place it at the bottom of the page, you can call it 'recommended source' or something similar. Ah, and do not add a 'no follow' tag to it, leave it in a natural state.
- **8. Unique Content** the page should be unique and not a duplicated one, if you are using a spun article it should be at least 75% unique. it should also be making sense and has decent grammar.
- **9. Length of articles** each page should be between 500 and 1000 words long. Be sure to vary the length of the articles in a site. Don't make all the articles exactly the same size.

Once your site is online and the on-page optimization is set, it's time to start creating links pointing to it. That's the subject of our next chapter.

6. The Fourth step; Creating an External Linking Structure That Will Blast Your Site to the Top of Google

Search rankings for a specific keyword are primarily driven by the backlinks to your website using that keyword in the anchor text. But not all backlinks are treated equally. The more powerful a back link is, the more "juice" it flows into your website. And the more "link juice" that flows into your website, the higher your website ranks in search results. So both quantity and quality of back links are important in ranking higher in search results.

Getting external links, the link building phase of the Amazing Formula is the single most critical factor for attaining high rankings and consequently making money online.

Your link building activities are what will make or break your online business. On one hand, when done right, it can blast your pages to the top of Google - on the other hand, even a small mistake can drop your pages into the Google abyss.

Too many links containing the exact same anchor text - Boom, Busted!

Too many links from low quality sites - Boom, Busted!

Too many links coming from just one genre (e.g. only from directories) - Boom, Busted!

Too many links coming from non relevant pages - Boom, Busted!

You get the picture...

That is why I strongly encourage you to acquire every piece of link building knowledge you can lay your hands on. Sorry pal, there is no way around it. if you wish to succeed in internet marketing you must know link building. Even if you are planning to outsource your link building tasks, you should be able to supervise everything that is done for you, and you should ask that they get your approval in advance for all the details of each linking campaign they run for you.

Listen to what happened to me once...

One of my sites had a page that was ranked #6 on the first page of Google's search results for a very competitive term for a couple of years. This page was earning me a nice sum of money day in and day out. One day I decided to try to improve its ranking, I contracted a firm from the Philippines to do a small manual linking campaign for this page. This firm came highly appraised on the forums and the people there were nice and seem knowledgeable. At that time I was busy with a big project and also a bit out of laziness I neglected to ask for a preapproval. To make a long story short, one month and 400 Dollars later my page sank to the fourth page of the Google SERPs.

Now there are two morals to the story:

First, don't count on anyone to do a link building job for you without your approval, in advance, of any small detail of it.

Second, If you have a money producing page ranked anywhere on the first page of Google - don't mess with it!

If you are curious as to what went wrong with this campaign. In the postmortem I discovered that they created too many backlinks with the exact keyword as the link text - and this is something that Google does not like.

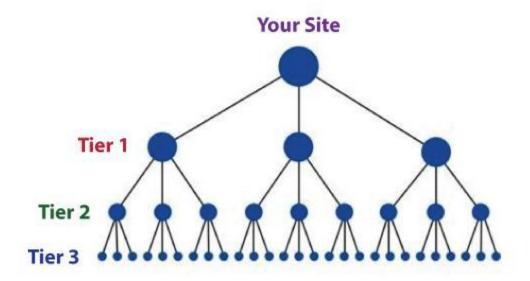
Now, the best link building knowledge source that I know of is the <u>Link Building Course</u> (If the link doesn't work, copy and paste the following URL into a browser: **www.liraz.com/linkbuilding**). I strongly encourage you to buy their course. It's a bit pricy but it is well worth the price. Look at it this way, each mistake that is not being avoided due to lack of knowledge can cost you many many times more than the price of this course.

OK, now we are ready to delve into the Amazing Formula's linking strategies.

For our external linking structure we are going to utilize the most effective most powerful linking strategy there is, called "Tiered Linking".

With Tiered Linking you build 3 tiers of links, the links in tier 1 points to your money page, tier 2 points to tier 1 and tier 3 points to tier 2. Basically you are building backlinks to your backlinks. This structure gives your first tier of backlinks more strength and authority. Over time your tier 1 backlinks will gain page rank and that link juice gets passed directly onto your site. It creates a knock on effect passing huge volumes of link juice and authority all the way down the chain to your site. Another advantage of this structure is that it gives search engine spiders thousands of paths and opportunities to land on your site which will further increase rankings.

Here's a diagram that gives you a representation of the Tiered Linking structure:



Now let's start with the process of building links for tier 1, these links point directly to your money site.

The links for tier 1 should be created <u>manually</u> and <u>gradually</u>. This means it should be done by you or outsourced to a firm that does manual linking - no automatic software at this phase. It should be spread gradually over two months, faster than that can trigger Google's penalty algos. You can't speed up stuff like building tier 1 links, or else you're going to get penalized.

If you don't have the time or the inclination to do the manual link building yourself, you can outsource it. This is what I'm doing. Manual link building is a tedious task so I usually hire someone else to do it for me. A good and reliable manual link building service that you can hire is Rank Crew (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/rankcrew). I highly recommend them.

While building tier 1 you need to vary the anchor text as much as possible since Google discount too many instances of exact match anchor text. Follow these guidelines for the link text (anchor text) of your back links:

20% Main keyword exact match (e.g.: "main keyword")

20% Variation of main keyword (e.g.: "best main keyword resource")

50% Generic anchor text (e.g.: "click here, here, clicking here, good resource, see this, have a look")

10% URL of the page as the link text (e.g.: "www.mainkeword.com" or "mainkeword.com" or "http://:www.mainkeword.com")

Now to the actual link building. I can't teach you here all the aspects of doing basic linking, this is beyond the scope of this guide. You should be able to find plenty of resources for that online, or better off, buy the Link Building Course (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/linkbuilding), this is the best resource of linking knowledge that I know of.

I will however give you some basic guidelines, point you to the right directions and provide you with a list of sites that can feature links pointing to your site.

<u>Important Note:</u> before you create backlinks with any site, make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

Now here's a list of site's categories where you should build links for your tier 1 (find more sites in the Appendix):

Web 2.0's - great for creating mini sites with articles and videos that link back to your main site. You can use spun articles for the content. Here's where The Best spinner (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/bestspiner) will come handy. You can use articles that are spun to 50%. Create 10 blogs here and post to them with your link embedded. Make sure the topics are relevant to your keywords, this is important.

Here's a sample of sites in this category (find more in the appendix): wordpress.com blogger.com issuu.com yola.com tumblr.com weebly.com my.opera.com livejournal.com

typepad.com sfgate.com

Social Bookmarking - get your site bookmarked! 30 bookmarks will do it.

Here's a sample of sites in this category (find more in the appendix):

connotea.org
delicious.com
digg.com
reddit.com
slashdot.org
stumbleupon.com
citeulike.org
chime.in
bibsonomy.org
blinklist.com

Directories - web directories are a great source for links - strive for about 40 quality directory links submissions. Seems tedious? there is an excellent tool that can help you with this task. It will make creating manual links from directories a breath. I strongly recommend that you use it: DeepLinkerPro (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/deeplinker) It allows you to use varied anchor text and also to drip feed the submissions over time to make it all look as natural as possible.

Here's a sample of sites in this category (find more in the appendix): wordpress.org/showcase abc-directory.com cssdrive.com cuedirectory.com dirbull.com dirbull.com dirnext.com Elecdir.com elsf.org envirolink.org freeprwebdirectory.com

Blog Directories - If you have a blog get it listed on these sites.

Here's a sample of sites in this category (find more in the appendix):

technorati.com

alltop.com

blogs.com

globeofblogs.com

blogcatalog.com

topix.net/dir

blogtopsites.com

blogtoplist.com

ontoplist.com

hotvsnot.com

Quality Article Directories - You can use spun articles for submission to these directories. Note that the better directories will review your articles before accepting to their site, so make sure they are grammatically correct and make sense. Submit to 30 directories here.

Here's a sample of sites in this category (find more in the appendix):

TheFreeLibrary.com

Ezinearticles.com

GoArticles.com

SelfGrowth.com

Gather.com

ArticlesBase.com

ArticleDashboard.com

ArticleSnatch.com

ArticleCity.com

Isnare.com

Video - create some videos and submit to video sites. You can find at fiverr.com folks that will create a nice video for you for 5 bucks a piece. 3 or 4 video submissions will do for this category.

Here's a sample of sites in this category (find more in the appendix):

youtube.com

vimeo.com

dailymotion.com

metacafe.com

truveo.com

videoegg.com

videobomb.com

veoh.com

liveleak.com

ifilm.com

RSS Directories - Create a RSS feed and submit to these sites. Submit to 30 directories here.

Here's a sample of sites in this category (find more in the appendix):

topix.net

blogdigger.com

feedage.com

feedcat.net

finance-investing.com

jordomedia.com

medworm.com

redtram.com

rssmountain.com

swoogle.umbc.edu

Doc Sharing - Submit a PDF file or a PowerPoint presentation here.

Here's a sample of sites in this category (find more in the appendix):

issuu.com

slideshare.net

scribd.com

docstoc.com

thinkfree.com

keepandshare.com

memoware.com

yudu.com

ziddu.com

docs.zoho.com

Press Releases - a good source for backlinks and news coverage - most of them cost money though.

Here's a sample of sites in this category (find more in the appendix):

businesswire.com

prlog.org

betanews.com

i-newswire.com

pitchengine.com

pr-inside.com

prlog.org

businessportal24.com

cgidir.com

free-press-release.com

information-online.com

Blog Guest Posting - guest blogging is a powerful link building strategy, however, it's a time-consuming pain in the butt! This can boost your rankings but it is not mandatory to the Amazing Formula.

Link Favors - ask friends, Acquaintances and family to place links pointing from their sites to yours.

Creating links for tier 2 and tier 3

Once you have all your tier 1 links set it is time to start building your tier 2 and tier 3 links.

While with tier 1 we were careful to create our links manually in order for them to appear as "naturally" as possible, with tiers 2 and 3 we can let the quality slip a bit and increase the overall quantity of links that we build.

We still want our links to be contextual and relevant, but we can now use auto generated content on a second tier without a problem. We can worry a lot less about the overall authority and page rank of the domains we are building links from as we start to move the focus away from quality and towards quantity.

For tiers 2 and 3 we are going to leave the "manual" path and move to the "automatic" path. We are going to use a tool that will generate all our tiers 2 and 3 automatically. The best tool for this task is Senuke (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/senuke). This is the tool that most successful Internet marketers use.

Senuke is a very powerful backlinking tool which has been designed to assist with the time consuming task of creating a large number of links. I'm not going to describe here how Senuke works as they have videos on their site that describe it better than me. What I can tell you is that with Senuke you can create tired link structures. As much as Senuke is powerful it is very easy to operate, creating tiered links is as easy as moving images on a screen - you need to see it to believe, just go to their site and watch the video. Now, what you do with Senuke is create a 2 tiered structure. It looks like a pyramid - one tier points to another tire that points to one of your tier 1 links - you need to build a different structure for each of your tier 1 links. Use their schedule feature to spread it over time.

Some say that it is safe to also use Senuke for creating the tier 1 links. They may be right, however being the cautious guy that I am, I am not yet ready to test this Hypothesis. I would stick with using only manual methods for the tier 1 links and I strongly advise you to do the same..

In addition to Senuke The Amazing Formula calls for the use of yet another powerful tool called Backlink Booster (If the link doesn't work, copy and paste the following URL into a browser: www.liraz.com/backlinkbooster). Backlink Booster automatically increases the power of the backlinks to your website. It's both a backlink indexer aiming to get your backlinks indexed faster, and also a backlink booster to help boost the amount of link juice each of your backlinks sends to your website (use it on your tier 1 backlinks).

Now, if we have Senuke why would we also need Backlink Booster? The fact is that many of the backlinks you are building are never found by Google thus seriously diminishing your linking efforts. What Backlink Booster does is it builds backlinks to your backlinks in a way that all of those backlinks that Google didn't find, are now found by Google. This not just help Google discover all of your backlinks, it also "boost" them so

that now more link juice gets passed to your site thus the authority they all possess is multiplied, which flows through to your website! So the end result is more, stronger backlinks!

My tests show that operating Backlink Booster in addition to Senuke creates a strong synergetic effect that translates in a much better Google rankings. It's the one-two punch that will get you that elusive Unfair Advantage. Anyway, in order to rip the full power of the Amazing Formula you need to activate both Senuke and Backlink Booster.

This concludes The blueprint of my simple strategy for making money online. Once you completed to create tire 2 and 3 links with Senuke and have Backlink Booster do its thing, all you have to do is sit back and watch your site climb the search engines rankings and the money that is pouring into your bank account.

Here's To Your Success

Meir Liraz

####

Appendix 1: The 50 Best Paying Affiliate Marketing Markets

The following are the best paying affiliate marketing markets:

Acne

Aging

Allergies

Anxiety

Arthritis

Asthma

Auto Insurance

Back Pain

Beauty

Cancer

Cats

Cosmetic Surgery

Credit Cards

Credit Repair

Debt Consolidation

Depression

Diabetes

Dogs

Email Marketing

Employment

Fitness

Forex

Hair Care

Hair Loss

Health Insurance

Home Improvement

Home Mortgages

Home Owner's Insurance

Home Security

Homeschooling

Insomnia

Internet Marketing

Life Insurance

Muscle Building

Network Marketing

Nutrition

Online casinos

Online Poker

Parenting

Payday Loans

Personal Bankruptcy

Personal Development

Personal Finance

Pregnancy
Quit Smoking
Real Estate
Skin Care
Snoring
Stock Market
Stress
Teeth Whitening
Travel
Web Hosting
Weddings
Weight Loss

Appendix 2: Sources for Backlinks Sorted by Category and Page Rank

This list include the following categories:

- * Web 2.0's
- * Bookmarks
- * Directories
- * Blog Directories
- * Quality Article Directories
- * Video
- * RSS
- * Doc Sharing
- * Press Releases

<u>Important Note:</u> before you create backlinks with any of the sites on the following list make sure they are not adding the NoFollow tag to their links - do not create tier 1 links with sites that NoFollow their links.

Web 2.0's

<u>Domain</u>	<u>PR</u>
wordpress.com	9
blogger.com	9
issuu.com	9
yola.com	8
tumblr.com	8
weebly.com	8
my.opera.com	8
livejournal.com	8
typepad.com	8

sfgate.com	8
cerncourier.com	8
angelfire.com	7
tripod.com	7
jimdo.com	7
webnode.com	7
posterous.com	7
over-blog.com	7
webs.com	7
diigo.com	7
bravenet.com	7
newsvine.com	7
squidoo.com	7
jugem.jp	7
tripod.lycos.com	7
salon.com	7
goodreads.com	7
alternet.org	7
rediff.com	7
multiply.com	7
plinky.com	7
officelive.com	7
bravejournal.com	7
schuelerprofile.de	7

freewha.com	7
blog.co.uk	6
blogs.rediff.com	6
moonfruit.com	6
zimbio.com	6
fc2.com	6
flavors.me	6
wetpaint.com	6
hubpages.com	6
shutterfly.com	6
quizilla.teennick.com	6
webstarts.com	6
xanga.com	6
podbean.com	6
ucoz.com	6
purevolume.com	6
metafilter.com	6
dailystrength.org	6
democratandchronicle.com	6
wikia.com	6
gather.com	6
skyrock.com	6
carbonmade.com	6
en.netlog.com	6

cafemom.com	6
glogster.com	6
travelblog.org	6
jigsy.com	6
tribe.net	6
blog.de	6
travellerspoint.com	6
zooomr.com	6
piczo.com	6
jazztimes.com	6
dmusic.com	6
fotki.com	6
blogsome.com	6
freeblog.hu	6
twoday.net	6
areavoices.com	6
journalspace.com	6
diaryland.com	6
siteforum.com	6
blinkweb.com	5
doomby.com	5
blogbaker.com	5
http://blogetery.com	5
blogdrive.com	5

onsugar.com	5
opendiary.com	5
thoughts.com	5
ourmedia.org	5
snappages.com	5
spruz.com	5
soup.io	5
sosblog.com	5
dinstudio.com	5
terapad.com	5
webspawner.com	5
migente.com	5
jukeboxalive.com	5
flixya.com	5
ourstage.com	5
sosblogs.com	5
kaneva.com	5
weblogs.us	5
hazblog.com	5
ziki.com	5
pinkbike.com	5
yousaytoo.com	5
wayn.com	5
freehostia.com	5

simplesite.com	5
insanejournal.com	5
blogtext.org	5
myanimelist.net	5
webgarden.com	5
blog.hr	5
boulderweekly.com	5
madville.com	5
beep.com	5
springnote.com	5
zoomshare.com	5
scrapbook.com	5
realbuzz.com	5
ewebsite.com	5
fixya.com	5
350.com	5
blogdetik.com	5
quietwrite.com	5
ourstory.com	5
blogetery.com	5
blog.com.es	5
lifeyo.com	5
weblog.ro	5
postbit.com	5

mytripjournal.com	5
galtime.com	5
freeflux.net	5
blogs.ie	5
worldofminecraft.com	5
foss4lib.org	5
busythumbs.com	4
blogskinny.com	4
mywapblog.com	4
mylivepage.com	4
foodbuzz.com	4
wists.com	4
blurty.com	4
wallinside.com	4
vilago21.com	4
nexopia.com	4
bloghi.com	4
getjealous.com	4
lagbook.com	4
supernova.com	4
hpage.com	4
ohlog.com	4
quechup.com	4
inube.com	4

fotopages.com	4
kiwibox.com	4
upsaid.com	4
weddingwindow.com	4
nearlyweds.com	4
spi-blog.com	4
xomba.com	4
tblog.com	4
tabulas.com	4
2itb.com	4
mahiram.com	4
meemi.com	4
profileheaven.com	4
shoutpost.com	4
blogspot.com.au	4
ontheroad.to	4
blog.ca	4
visualsociety.com	4
nireblog.com	4
blogreaction.com	4
pnn.com	4
freeblogspot.org	4
blogeasy.com	4
blogstudio.com	4

bloggum.com	4
bloggerteam.com	4
wikyblog.com	4
freeblogit.com	4
iseekblog.com	4
free-conversant.com	4
singledad.com	4
typolis.net	4
wikipages.com	4
buzzherd.com	3
publr.com	3
bloguni.com	3
iamsport.org	3
incompany.com	3
bizeso.com	3
flippingpad.com	3
sweetcircles.com	3
myindospace.com	3
weblogplaza.com	3
spyuser.com	3
modwedding.com	3
fotolode.com	3
blogge.rs	3
wedshare.com	3

blogono.com	3
iblog.at	3
journalfen.net	3
metsbook.com	3
salsahook.com	3
getwed.com	3
schuelerchat.net	3
blogster.com	2
directorise.com	2
glbsocial.net	2
uwcblog.com	2
medicalmarijuanalisting.org	12
siterun.eu	2
siterun.eu gonegothic.com	2
gonegothic.com	2
gonegothic.com blogpico.com	2
gonegothic.com blogpico.com evood.com	2 2 2
gonegothic.com blogpico.com evood.com donkbook.com	2222
gonegothic.com blogpico.com evood.com donkbook.com jacso.hk	222222
gonegothic.com blogpico.com evood.com donkbook.com jacso.hk makinitmag.com	 2 2 2 2 2 2 2
gonegothic.com blogpico.com evood.com donkbook.com jacso.hk makinitmag.com inlocaltv.com	2 2 2 2 2 2 1
gonegothic.com blogpico.com evood.com donkbook.com jacso.hk makinitmag.com inlocaltv.com cloodles.com	2 2 2 2 2 2 1
gonegothic.com blogpico.com evood.com donkbook.com jacso.hk makinitmag.com inlocaltv.com cloodles.com my.telegraph.co.uk	2 2 2 2 2 2 1 1 0

nyc.net.au	0
yapperz.com	0
deinekollegen.de	0
wheretogetengaged.com	0
hipero.com	0
yolasite.com	0
blogspirit.com	0
blogion.com	0
mynewblog.com	0
20six.co.uk	0
myblogsite.com	0
qapacity.com	0
blogstream.com	0
petbam.com	0
jamrie.com	0
honmag.com	0
jamendo.net	0
blog2blog.nl	0
journalhub.com	0
netcipia.com	0
getjelous.com	0
lastbyte.com	0
kambase.com	0
englandbd.co.uk	0

Bookmarks

<u>Domains</u>	<u>PR</u>
connotea.org	8
delicious.com	8
digg.com	8
reddit.com	8
slashdot.org	8
stumbleupon.com	8
citeulike.org	8
chime.in	8
bibsonomy.org	7
blinklist.com	7
diigo.com	7
folkd.com	7
mister-wong.com	7
news.ycombinator.com	7
newsvine.com	7
bizsugar.com	6
jumptags.com	6
tagza.com	6
xmarks.com	6
kaboodle.com	6
tagza.com	6
amplify.com	5

dotnetkicks.com	5
fwisp.com	5
ikeepbookmarks.com	5
kirtsy.com	5
netvouz.com	5
stumpedia.com	5
buddymarks.com	5
clipclip.org	5
dropjack.com	5
linkagogo.com	5
wirefan.com	5
mylinkvault.com	4
oyax.com	4
bookmarktracker.com	4
chipmark.com	4
cloudytags.com	4
de.lirio.us	4
de.lirio.us freelink.org	4
freelink.org	4
freelink.org bmaccess.net	4
freelink.org bmaccess.net blogbookmark.com	4 3 3
freelink.org bmaccess.net blogbookmark.com rambhai.com	4 3 3 3
freelink.org bmaccess.net blogbookmark.com rambhai.com blurpalicious.com	4 3 3 3 0

Directories

<u>Domains</u>	<u>PR</u>	
wordpress.org/showca	ase 8	
abc-directory.com	7	
cssdrive.com	7	
cuedirectory.com	7	
dir.yahoo.com	7	
dirbull.com	7	
dirnext.com	7	
Dmoz.org	7	
Elecdir.com	7	
elsf.org	7	
envirolink.org	7	
freeprwebdirectory.com	m 7	
ilovelanguages.com	7	
medranks.com	7	
musicmoz.org	7	
nutch.org	7	
paleoportal.org	7	
realtor.com	7	
relapi.org	7	
thomasnet.com	7	
archivd.com	6	
art.net	6	

bestwebgallery.com	6
Botw.org	6
business.com	6
charitychoice.co.uk	6
cssbased.com	6
cssbeauty.com	6
csselite.com	6
cssheaven.com	6
cssmayo.com	6
dexigner.com/directory/	6
diolead.com	6
directory.ac	6
ehef-newdelhi.org	6
ezilon.com	6
familyfriendlysites.com	6
Fishlinkcentral.com	6
hotvsnot.com	6
intellisparx.org	6
jayde.com	6
jhucr.org	6
joeant.com	6
kahuki.com	6
kinderstart.com	6
mavensearch.com	6

mobileawesomeness.com	6
nzs.com	6
scrubtheweb.com	6
siteinspire.com	6
sitepromotiondirectory.com	6
smsweb.org	6
somuch.com	6
styleboost.com	6
sumodirectory.com	6
thebestdesigns.com	6
ukinternetdirectory.net	6
usacitylink.com	6
vrg.org/links/	6
webdesigners-directory.com	6
webdesignfinders.net	6
webdirectory.com	6
2yi.net	5
aaaagencysearch.com	5
abilogic.com	5
Alivedirectory.com	5
allensguide.com	5
allspiritual.com	5
amphotech.com	5
arakne-links.com	5

artchain.com	5
azoos.com	5
boliviaweb.com	5
britainbusinessdirectory.com	5
britishinformation.com	5
business-directory-uk.co.uk	5
busybits.com	5
canadaone.com/business/	5
canlinks.net	5
capterra.com/browse	5
comeonaussie.com	5
creattica.com	5
css-showcase.com	5
cssleak.com	5
cssnature.org	5
danielmillions.com	5
designflavr.com	5
digmo.org	5
directory-web.net	5
directory.classifieds1000.com	5
directoryworld.net	5
Dirjournal.com	5
dirplanet.in	5
discoverourtown.com	5

divinecss.com	5
dmegs.com	5
domaining.in	5
earthwebdirectory.com	5
elib.org	5
engineersedge.com	5
enquira.com	5
eurobreeder.com	5
exactseek.com	5
Findelio.com	5
foliofocus.com	5
frety.net	5
geniusfind.com	5
gimpsy.com	5
globallinknetworks.com	5
gmawebdirectory.com	5
goguides.org	5
healthdirectorymoz.com	5
hotel-base.com	5
html5gallery.com	5
lillumirate.com	5
incrawler.com	5
iozoo.com	5
itravelnet.com	5

kwika.org	5
lessonplansearch.com	5
linkandthink.org	5
linksgiving.com	5
locanto.com	5
Ishmentor.net	5
marketinginternetdirectory.com	5
massivelinks.com	5
mastbusiness.com	5
mastersite.com	5
mundopt.com	5
onemission.com	5
operationuplink.org	5
overlandagency.com	5
rakcha.com	5
re-quest.net	5
resourcelinks.net	5
screenalicious.com	5
screenfluent.com	5
skoobe.biz	5
splashdirectory.com	5
splut.co.uk	5
splut.com	5
submissionwebdirectory.com	5

thedesigninspiration.com	5
thetortellini.com	5
traveltourismdirectory.com	5
travelwebdir.com	5
tsection.com	5
ukdirectory.co.uk	5
uncoverthenet.com	5
usalistingdirectory.com	5
volta.net	5
w3csites.com	5
web-design-directory-uk.co.uk	5
web-dir.com	5
websitelaunchpad.com	5
webworldindex.com	5
worldsiteindex.com	5
wv-travel-directory.com	5
zepti.com	5
zorg-directory.com	5
dmegs.com	5
search4i.com	5
101besthtml5sites.com	4
1abc.org	4
247webdirectory.com	4
777media.com	4

9sites.net	4
a1webdirectory.org	4
a1weblinks.net	4
academiamexicanadecine.org	4
alistdirectory.com	4
allworldlinks.com	4
allydirectory.com	4
amidalla.de	4
ananar.com	4
anthonyparsons.com	4
authoritydirectory.com	4
awi-smi.com	4
azlisted.com	4
bestfreewebsites.net	4
bizhwy.com	4
blogannounce.info	4
blueboomerang.com	4
brownbook.net	4
buysll.com	4
charitiesdirectory.com	4
charity-charities.org	4
charity.com	4
charitylibrary.co.uk	4
charityportal.org.uk	4

chicagoix.com	4
citystar.com	4
concasida2010.org	4
congoma.org	4
craftdirectory.org/edirectory/	4
craftpop.com	4
craftsitedirectory.com	4
csscount.com	4
cyberwebsearch.com	4
deathndementia.com	4
directory.e-sangha.com	4
directory.v7n.com	4
directory4u.org	4
diroo.org	4
ebjuris.com	4
ethicaldirectory.co.uk	4
expofreightuae.com	4
fasflight.com	4
fedoma.org	4
flookie.net	4
funender.com/free_link_directory	4
gainweb.org	4
gateway-worldwide.com	4
gazingus.org	4

global-weblinks.com	4
gmdir.com	4
goongee.com	4
hedir.com	4
html5-showcase.com	4
html5mania.com	4
humanediteddirectory.net	4
icfmt.org	4
info-listings.com	4
iqnewsroom.com	4
jasminedirectory.com	4
kk-club.com	4
linkaddurl.com	4
linkcentre.com	4
linkopedia.com	4
linkpartnersdirectory.com	4
linkroo.com	4
linksnativos.com	4
linkteve.com	4
macsverige.org	4
mastermoz.com	4
moo-directory.com	4
mygreencorner.com	4
netinsert.com	4

nonar.com	4
ohs.com.au/directory/	4
onlinesociety.org	4
organiclinker.com	4
ozami.com	4
pedsters-planet.co.uk	4
phillyfirstonthefourth.com	4
prolinkdirectory.com	4
puppyurl.com	4
qango.com	4
qualityinternetdirectory.com	4
rdirectory.net	4
rightwingeye.com	4
roask.com	4
saintbarth.org	4
searchsight.com	4
seoseek.net	4
sevenseek.com	4
shobby.co.uk	4
siliconsalley.com	4
sites-plus.com	4
slackalice.com	4
spiritsearch.com	4
submitlinkurl.com	4

sundaysalonchicago.com	4
surfsafely.com	4
thalesdirectory.com	4
the-photographer-directory.com	4
tmaonline.net	4
tslindia.org	4
turnpike.net	4
txtlinks.com	4
tygo.com	4
uksuperweb.co.uk	4
unscol.org	4
viesearch.com	4
voxcap.com	4
w3catalog.com	4
web-beacon.com	4
webbozz.com	4
website-services.biz	4
websitespromotiondirectory.com	4
websquash.com	4
welovewp.com	4
wikidweb.com	4
wpbartsdistrict.com	4
wpgala.com	4
wpinspiration.com	4

wwwi.co.uk	4
yoofindit.com	4
zdirectory.net	4
askmatrix.com	4
addurl.nu	4
linkdirectory.com	4
internet- heaven.co.uk/stuff/add.php	4
9ug.com	3
alaki.net	3
allstatesusadirectory.com	3
beedirectory.com	3
bigfreeguide.com	3
bigtraveling.com	3
blogaboutmysite.com	3
candydetective.com	3
cssmania.com	3
cwrp.net	3
dearbetty.com	3
devoteclub.com	3
digitaleveuk.org	3
directmylink.com	3
directory.cnjiushang.com	3
directory.pr-club.net	3

directory.ttra2008.com	3
directory.yourartsncrafts.com	3
dirwizard.com	3
divide.org.uk	3
documentosbinarios.com	3
donation4charity.org/pages/charity- directory	· 3
dreamsubmitting.mylinea.com	3
eicq.org	3
eliteanswers.com/directory/	3
ewilla.com	3
fairelection.us	3
freewebsitedirectories.com	3
gii.in	3
gizmopromo.net	3
goexporters.com	3
gosearchbusiness.com	3
greenstalk.com	3
gzzt.org	3
herlight.com	3
html5elite.com	3
html5websites.net	3
hydeparkbooks.com	3
indexking.net	3

iowasilver.com	3
jaborwhalky.com	3
linknow.co.nz	3
lookforth.com	3
marketingwho.com	3
nadrealizem.com	3
netwerker.com	3
netzoning.com	3
newhealthdirectory.com	3
nkssnet.net	3
nometrix.com	3
onlineshoppers.ca	3
pmarketing.com	3
primodirectory.com	3
reallyfirst.com	3
rubberstamped.org	3
search-o-rama.com	3
searchwebworld.com	3
secondwavesystems.com	3
sitesnoop.com	3
sonoracelticfaire.co	3
speedydirectory.com	3
sudanow.net	3
thebrickwall.com/directory/	3

thegreatdirectory.org	3
ukcharities.org	3
usawebsitesdirectory.com	3
worldwidelist.net	3
wpfloat.com	3
yourjoker.com	3
directory-free.com	2
directory-global.com	2
emedinews.com/directory/	2
html-five.net	2
iwebtool.com/directory/	2
kiwidir.com	2
needaccomodation.com	2
pegasusdirectory.com	2
site-sift.com	2
webahead.net	2
websiteopening.com	2
almapubliclibrary.org	0
bigall.com	0
hitwebdirectory.com	0
directoryexpert.org	
rapidenetwork.eu	
douz.org	
webbozz.com	

Blog Directories

<u>Domains</u>	<u>PR</u>
technorati.com	8
alltop.com	7
blogs.com	7
globeofblogs.com	7
blogcatalog.com	6
topix.net/dir	6
blogtopsites.com	6
blogtoplist.com	6
ontoplist.com	6
hotvsnot.com	6
blogs.botw.org	6
blogarama.com	6
blogflux.com/	6
icerocket.com	6
bloggernity.com	6
blogrankings.com	6
bloghub.com	6
blogsrater.com	6
zimbio.com/company/bloggers	5
topblogarea.com	5
bloglisting.net	5
bloghints.com	5

loadedweb.com	5
webworldindex.com	5
addyourblog.com	5
crayon.net	5
blogdirs.com	5
bloggernow.com	5
bloggingfusion.com	5
placeblogger.com	5
regator.com	5
blog-directory.org/add-blog.php	5
bloguniverse.com	5
minnesota.com/blog-directory	5
blogville.us	5
nycbloggers.com	5
blog-search.com	5
buzzerhut.com	5
blogscanada.ca	5
delightfulblogs.com	5
blogtree.com	5
blogbal.com	5
bloglinker.com	5
theweblogreview.com	5
flookie.net	5
topofblogs.com	4

blogs.avivadirectory.com	4
rateitall.com/s-4679-blog- directory.aspx	4
blurtit.com	4
theseoking.com	4
fybersearch.com	4
info-listings.com	4
bloggerschoiceawards.com	4
blogio.net	4
A1weblinks.net	4
topsiteswebdirectory.com	4
blogskinny.com	4
blogadr.com	4
feedplex.com	4
feedmap.net	4
wilsdomain.com	4
blogdirectory.net	4
blogdire.com	4
blogsrating.com	4
sarthak.net	4
roask.com	4
blogsitelist.com	4
spillbean.com	4
photarium.com	4

blogpoint.com	4
spicypage.com/	4
blogsbycountry.com	4
blogdirectorysubmission.com	4
blogannounce.info	4
lazyblogdirectory.com	4
blogratings.com	4
top-blogs.org	4
wordpressblogdirectory.com	4
blogdirectory.ws	4
bloguniverse.org	4
webloogle.com	4
goblogz.com	4
blogdirectory.org.uk	4
lisblogsource.net	4
freewebs.com/blogotion	3
portal.eatonweb.com	3
lsblogs.com	3
blogs-collection.com	3
bloggeries.com	3
blogzoop.com	3
blogratedirectory.com	3
search4blogs.com/bloggers/index.php	3
blogsthatfollow.com	3

blogsforsmallbusiness.com	3
blogdir.co.uk	3
blogfolders.com	3
birminghambloggers.contactbox.co.uk	3
bloggerhq.net	3
blogshaven.com	3
websandiego.org/business/reg.php	3
blogwebdirectory.com	3
gozoof.com	3
blog.directory-seek.com	3
blogpopular.net	3
conseillemoi.net	3
bloggersdirectory.org	3
blogscollection.com	3
shoutyoursite.com	3
alotofblogs.com	3
boosterblog.net	3
aveblogs.com	3
directoryblogs.com	3
blogirific.com	3
blogpopular.com	3
wutzle.com/browse.php	3
blogsranker.com	3
liquida.com	2

bestblogs.org	2
ablogin.com	2
anse.de	2
blogvillage.gotop100.com	2
directory.bloggertalk.net	2
2searchblogs.com	2
ajdee.com/pages/Blogs/index.html	2
blogicas.com/directory	2
surrealblog.com	2
listablog.com	2
goblog4i.com	2
bloghitlist.com	2
creative-blogs.com	2
problogdirectory.com	2
blogification.com	2
themillionblogs.com	2
freeblogdirectory.info	2
blogdesam.com	2
blogsearchengine.com	1
mylot.com/w/blogs/default.aspx	1
britblog.com	1
fuelmyblog.com	1
blogdirectory.ckalari.com	1
bldir.net	1

weblogs.co.in	1
ultimateblogdirectory.com	1
pinoyblogger.com/directory	1
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bloggercyber.com	1
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blogit.com/blogs/default.aspx	0
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anse.de/rdfticker	2
feedgy.com	2
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