

The 'NO-BS' Blueprint to Online Marketing

**** and using the Halfagain toolset to do it.*

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Disclaimer

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Introduction

Welcome to the “No-BS Blueprint to Online Marketing”, written by the owners of Halfagain.com - Omar, Kirill and me (Scott).

First of all, let's get your initial questions out of the way...

Who are we?

If you're not already familiar with us, my partners and I are the developers of the BlogSolution, ContentSolution, ContentClub, RSSEvolution, Ad.aptation, and other groovy online marketing tools (and currently in development with new applications). You can find a few of them at www.halfagain.com. We've been doing online marketing long enough to know which way is up and we help other online marketers get to where they're going. In a word, we know what's what.

What's with 'no BS'?

If you've spent any time looking at online marketing forums, blogs, etc, you'll have noticed the inordinate amount of bullshit that's made its way into the marketplace. Ebooks that will help you make a million dollars in the next 6 months. SEO tools that will get you ranked for any keyword you want in under a month. Personal coaches who will turn both your income and your life around. Blah blah blah.

Take it from someone that's been in the biz for a few years. It's ALL bullshit. So let's start out with a few statements we've found to be true, but most new marketers don't like...

- 1) Internet marketing is NOT easy, it takes hard work, good research and supreme dedication.
- 2) There are NO simple and speedy solutions to earning a sizeable income.
- 3) Anyone that tells you different, is LYING.

Most of the stuff out there – tools, programs, software, coaching programs, ebooks and courses are all bark and no bite. As they say, the proof is in the pudding. Ask any of the members NOT how they like the program, but how much money they're making and you'll find the results are dismal to non-existent. Most of the guys selling this crap play the same, tired game and peddle big, steaming piles of poop in nicely wrapped packages.

To quote Nicholas Cage in one of my favorite movies, “Anyone that says they have THE answer is going to attract desperate people”.

(The first person who can tell me the name of the movie this quote came from gets a month of the ContentClub (<http://thecontentclub.com>) for free.)

So your first rule of success – don't be the desperate guy (or girl) that falls for this crap. The applications you use and the strategies you employ are the foundation of your business. Choose the wrong tools or avenues and you're sunk. So, choose wisely. Do a lot of research before you buy anything, form relationships and find out what's working for other guys in the business and why.

And remember, most great ideas are only slight 'spins' on what's already around, or combinations of existing strategies. It's not rocket science, it's just a matter of doing your research and applying what you learn.

What this blueprint is about...

Our goal is to give a 'no-bullshit' look at how real people can make real money online. We're going to concentrate on what we know best – getting traffic through the search engines and using our own, in-house tools to do it.

We'll dispel myths, highlight the techniques and strategies that work and point out the ones that don't. We'll give specific scenarios, what we'd do in each situation and sprinkled throughout the blueprint, we'll give "Big Mistakes to Avoid" plus little things you can do to kick up your marketing and traffic collection campaigns. We'll also let you know what tools have worked for us (no affiliate links will be used, these are pure recommendations) and what we recommend.

So, in a nutshell, we'll give it to you straight - we'll tell you what works, how to do it and why. So, without further ado, lets get into it...

Please note: Because this blueprint was born out of a desire to help our clients use their tools to get ahead of the competition, it will focus on 'Halfagain-centric' strategies (meaning, how to be successful using our products). Many of the strategies, techniques and scenarios below will use our products as the focal point. However, this is NOT a product tutorial. If you're wondering how to specifically use our software, please consult our video tutorials and help guides. This blueprint exists as a broader methodology of how to achieve marketing and search engine success.

Section #1 - Traffic and keywords.

Marketing online comes down to two key components:

- a) Getting traffic.
- b) Converting the traffic (meaning, selling your surfers on whatever you're offering).

I generally refer to these as on and off-site marketing. Off-site is collecting targeted prospects and eyeballs. On-site marketing consists of tweaking your sales message to get your prospects to buy, subscribe or whatever (ie, do what you want).

Where can you find traffic?

- Adwords and other PPC schemes
- Email / Subscriber lists
- Search Engine Optimization
- Traffic trades with other sites (reciprocal links, etc)
- JV deals
- Affiliate program (having affiliates)
- Ads on other sites
- Plugs (on blogs, sites, etc)
- Viral programs (word of mouth, etc)
- Offline marketing

How can you monetize your site?

- Sell clicks (adsense, YPN, etc)
- Sell ad space (links, ad spots, etc)
- Promote affiliate programs
- Sell your own products
- CPAs (Cost-per-action: sending your surfers to a landing page/ website and get paid when an action has occurred. An action can be a product being purchased, a form being filled, etc).

Clearly, a dozen ebooks and reports could be written on each of these areas. But, because we're in the 'traffic collection and content delivery business' (as this is what our software does), we're going to concentrate on the traffic end of things and leave the task of turning your surfers into dollars up to you (though we'll touch on a few key ingredients).

Big Mistake to Avoid.

I've seen this one made many, many times. Like I said above, getting traffic often befuddles would-be online marketers. So I've noticed that people will spend all kinds of time on their site - tweaking this, prodding that and getting everything absolutely perfect. They'll do this BEFORE working on getting traffic. At least when considering seo traffic, this is BACKWARDS. Why? Building significant search engine traffic takes time.

So, start your SEO NOW and work on your on-site marketing as you go. In addition, SEs don't like perfect sites - they like sites that look like they were built by a human. In even more addition, myspace.com is crap in terms of design and optimization, and it's still in the top 3 trafficked sites in the world. So if your site isn't perfect, don't worry about it. Work on your traffic and the rest will come...

Traffic - what you should know.

Each of the categories of traffic sources above are solid. If you're just getting started, my advice is to at first, stick with one or two and master them. And when I say master them, I mean become

an expert. Know everything there is to know about your chosen sources, BEFORE moving on to others. A deep knowledge of these is what leads to results. Knowing one or two fully, is many times more powerful than knowing a little bit about all of them.

When you've mastered the first couple, then move onto the next two and set out to know everything in these new categories. This approach will give you the deep knowledge you need not to just excel using these concepts, but to be able to predict what's coming.

Let's first tackle a couple basic concepts:

1) The search engines evaluate your site based on on-page criteria (content, alt tags, h tags, size of pages, how many pages, site/domain age, frequency of updates, internal linkage, outbound links), off-page criteria (inbound links) and a whole host of other criteria. There is even some talk recently that Google is starting to evaluate sites by how much time visitors spend on them (meaning, the faster your surfers hit the back button when they see your site, the worse off you are) and your site's whois information.

2) Based on this evaluation, search engines then award your site a place in their search engine results pages (SERPS) for certain keywords or phrases.

Search engine traffic is fantastic. It can be targeted and quite often, well funded. However, contrary to popular belief, it **IS NOT FREE**. Sure, maybe it was free back in 1996 when a monkey could get listed for any of his favorite keywords (banana). But now, it takes time and effort to get good placement in the SERPS, so if, as they say – “your time is money”, search engines offer nothing for free.

However, if you have some time and effort to spare, the world is still your oyster and search engines have much to offer.

Where's this leave us?

Here we come to the crux and turning point of this report. How does one actually go about getting search engine traffic?

First of all, it's a process. A tree, if you will. You start at the roots and work up to the trunk, then to the branches and out to the leaves. And if you do it right, your particular tree may have hundred dollar bills for leaves. So, here's how the process looks...

Keywords are the roots of any SEO campaign. They are the foundation. Generally, webmasters will target two different categories of keywords and phrases in the search engines.

- a) Highly searched, highly competitive
- b) Less searched, less competitive (otherwise known as the 'low fruit')

There are benefits and drawbacks to both. However, one will provide results sooner than the other. Any guesses as to which that is?

Highly searched, highly competitive keywords (like “real estate” or “porn”) can potentially take a very long time to get good rankings for. Less competitive, less searched keywords will yield results faster, simply because there's less competition for them and they produce VERY targeted traffic.

Think about it – you have a website that encourages it's surfers to fill out a CPA form that targets would-be home buyers who have bad credit (CPA = cost per action, usually a form the surfer has to fill out and you get paid for). Which surfer do you think you're more likely to convert? The

surfer who types in “loan” to Google, or the surfer who searches for “bad credit home loans in Oregon”?

You guessed it, the latter. So you can see, the low fruit offers 2 advantages – the first being quicker results, the second, more targeted traffic. The major drawback to targeting low fruit keywords is of course, the amount of traffic. So ideally, you want to target a large number of low fruit terms with a large number of websites.

Like a pig rooting for truffles...

You should be rooting around the web looking for decently searched, but low competition keywords. If you don't already, you NEED to be using a couple keyword research tools to help you do this. The new upgrade of Blogsolution will come with a groovy little keyword tool already embedded (that uses LSA to analyze your competitor's sites), but I generally like to use more than one tool for this.

The keyword tool at the top of my 'recommend list' is Wordtracker (<http://wordtracker.com>). It's pricey, but worth it – the market you choose and the keywords you target are the foundation of your seo campaign. Botch this part and you're screwed.

Here are some others you might check out too...

<https://adwords.google.com/select/KeywordToolExternal>
<http://inventory.overture.com/d/searchinventory/suggestion/>
<http://www.goodkeywords.com/>

(These are free tools and please note that many of the paid keyword software and/or services are based on Wordtracker and/or Google/Overture free tools.)

Mistakes to Avoid:

Akin to mastering a traffic source, master a niche. A bunch of ebooks have been written about this topic, all with the same philosophy – think small. If you've heard the saying, “Aim small, miss small”, it applies to marketing also. Do not spread your resources thin by trying to target 5 or 10 different topics at once. Focus on one, find EVERY possible searched keyword in this niche and build your network of sites based on this. Your results will be better for three reasons –

- a) you're putting more time, effort and thought into your niche than anyone else.
- b) you're rooting out keywords to exploit where there may be virtually no competition.
- c) the more you know about a niche, the more ways you'll discover to make money with it.

Hell yes, you want more.

Getting back to low fruit, a technique that's common is to produce many websites to target many different (but related), low fruit keywords. So, instead of using only one website to target the keyphrases “bad credit home loans in Oregon” and “bad credit home mortgages in Oregon” (and get 10 hits a day), we'd expand this into a network of hundreds of sites that target all kinds of keyphrases in this market (each which gets 10 targeted hits a day, that combine to get hundreds of targeted hits).

Got me so far?

Up till now, our strategy is to target less competitive phrases, create more sites to spread the wealth and use in depth keyword research to augment the number of times your sites will get found by surfers.

Section #2 - The toolset.

The software we developed to address the strategies above are the BlogSolution, the ContentSolution, the ContentClub and rssEvolution.

What these programs do:

The BlogSolution – www.theBlogSolution.com

Creates, updates and maintains as many blogs as you want on as many different domains as you want. Set up is fast, all updates are handled on autopilot and once set up correctly, they'll run on their own. (So you can have 100 domains, each hosting 1000 blogs, totally 100,000 blogs, each of which will target specific keywords and can then get listed and ranked in the search engines for each.) ***Version 3.0 LSA comes out January 2nd.

The ContentSolution – www.theContentSolution.com

Allows you to create 100s of pages of fresh, unique content from one. In a nutshell, the software automatically swaps in synonyms for words in your document and then outputs multiple versions of the same document. (The software can include many other features, but it's not our aim to discuss these here. Check the site for more info.) In the end, your documents say the same basic thing, but in different words. The ContentSolution outputs your projects in RSS feeds which you can then use in any website or blog you want. ***Version 2.0 comes out February 1st.

The ContentClub – www.theContentClub.com

A fantastic content source if you run multiple sites or blogs. It delivers 500 freshly written, unique articles to a member base of only 300 people. Commonly known as a PLR article site, the ContentClub allows its members to use these articles in any way they want (after some minor modification to preserve article integrity). Each month, articles cover topics ranging from sports to mortgages, prostate health to pms. Articles are downloadable in any format (txt, html, pdf, etc) and the ContentClub includes (quite arguably) the world's best content rewriter, allowing members to generate 1000s of articles from each CC article every month. It's truly the ultimate content source.

Now that we've gotten introductions out of the way, we can get into the meat of this project – how to use each of these programs to get search engine traffic and make money online. First, let's cover some basic strategies and concepts for each of our programs.

rssEvolution – www.rssEvolution.com

This tool allows its user to build a complete site (index page, content pages, sitemap, etc) with nothing but RSS feeds and a template. Boot up the software, load in the keywords you're targeting, the RSS feed you'd like to use for content (the content for your site's pages), any urls you want the site to link to, a template, tweak a few other options and hit 'Generate'. Voila! You have a full website in seconds.

This tool is perfect for quick site generation and getting sites into the search engines faster.

Section #3 – Your blogs and money sites.

Blogsolution gives you the opportunity to create and maintain hundreds of blogs, all from one place. It's a low fruit dream. Here is some info and strategies to get you started...many of which can be applied to ANY website or blog you own.

Domains.

As you probably already know, there are plenty of places to purchase domains. Some of our recommended spots are:

www.Godaddy.com

www.Dynadot.com

www.Namecheap.com

Keywords in your domain?

To get a domain that features the keywords you want to target or not? This is a much debated question and a better discussion of it can be found in any webmaster forum. However, from my own experience, I haven't noticed any difference between the performance of domains with my keywords and without. This does not mean however, that having a keyword in your domain doesn't help. Much of SEO is about hedging your bets.

The question of private registration has come up a few times. We have this to say – the jury's out. Some say Google will start to check (or may be already checking) to see who owns what and then penalizing domains for interlinking based on this (I believe it). Because of this they say that privatizing your domains is a good idea.

The verdict? Again, hedge your bets. My main domains (my money sites) are registered normally, by me or family members. Others are privately registered.

If you want more information about this, hit up <http://www.dnforum.com/> or any other webmaster forum (a listing can be found at the end of this report).

Hosting.

Because you're hosting hundreds of blogs in one place, we suggest either VPS or dedicated hosting. The following offer some great hosting packages.

www.slhost.com – good VPS provider

www.servint.com – good VPS provider

www.webhostforseo.com – BlogSolution dedicated packages on multiple C class IPs

www.layeredtech.com – good dedicated servers, starting quite cheap.

You may wonder why we did not list other hosting services, with cheap shared packages. Well... simply because we don't recommend them. If you want to have a network of 10.000 or 100.000 blogs, you can't go for a \$6 shared hosting package.

IP addresses.

If you're going to use BlogSolution to give backlinks to your money sites (we'll go into more detail regarding this later), you're going to want your blogs on as many different c-block IP addresses as possible. The search engines are in the habit of checking website IPs; if they see that your money site has 5000 links from the same IP address, most of these backlinks are likely to be useless. So, separate IP addresses are helpful.

Please Note: Definitely do NOT host your blogs on the same IP as your end or money site. As said above, you'll get no backlink benefit otherwise, plus this can throw up red flags to the search engines.

How many blogs per domain? – to go BIG or not...

It's true, you can host as many as 10,000 blogs on one domain, putting each blog either into a subdomain or folder on your domain. We call this building en masse. Is it wise? It depends on your strategy.

We can divide the number of blogs you create on each domain into 3 categories:

Big – 500 or greater

Medium – 100 to 500

Small – 0 to 100

A few things to consider with each...

Going big requires both massive server resources (as you might imagine, updating and pinging 1000s of blogs takes a lot) and an admission that your blogs probably won't be around for long. Search engines have been reported to penalize domains with high numbers of subdomains or domains that suddenly pop up with thousands blogs on them. It looks fishy and they treat them likewise. So, if you plan to get spiders and clicks for a few weeks and then get your domain banned, building BIG is for you.

(We highly recommend using the Blogsolution batch feature. This is a fantastic way to grow your blogs while simultaneously making them appear more natural.)

Medium toes the line of getting flagged as spam. When throwing up a medium number of blogs on each domain (and if building for the long-term), great care should be used in both blog templates, rss feeds and linkage so as not to appear as spam. Blog farms of the medium sort should be built slowly, steadily and carefully.

If you're building for the long term, this is one of those (rare?) cases where bigger is not always better. If you'll be using a long term strategy, we recommend hosting ~50 blogs per domain. This allows you (at least in the case of number of blogs per domain) to fly under the search engines radar and reap rewards from your blogs for a long time to come. You can experiment with different numbers of blogs, but remember to keep the overall number small.

In the end, the way you build is purely based on your business plan and your tolerance to risk. It's up to you, but I encourage you to try both at some point. As they say, spread your eggs.

Keywords per blog.

It's a general rule to target between 2 and 5 related keywords per blog. Any more than this and you're either wasting your time or your blog could be flagged as spam. This goes for most websites also.

How fast to build your blogs?

General rule – the slower the better. 5000 blogs suddenly appearing on one domain in google's radar looks odd. And domains that look odd are usually not rewarded with good SE placement. So the general rule of building blog farms is slow and steady. Add a blog or two every day or every other day using the **Blogsolution batch feature** (this allows you to create blogs, then activate a certain number of them each day). Don't worry that you don't have thousands of blogs

up immediately. Set up right, they'll come before you know it and they'll earn in the search engines for the long term.

Templates.

Unique templates are important for obtaining good search engine rankings. Just like content, if your templates look like everyone else's, your blogs will be penalized. If you don't know how to edit them yourself, either pay someone to do it for you (should be quite cheap, there are some guys running around our forums that will do this for you), purchase templates (from a spot like <http://theblogsolution.com/templates>) or learn to edit them yourself. It takes a little knowledge of html and some attention paid to the different tokens the templates use.

Unsure of what you should do? First try playing around with them. Tweak something small and see how it affects your blogs' look. Try again and again. You'll catch on fast. Or, like I said above, purchase some from our pre-made packages.

Can Blogsolution where a big, fat, white hat?

Think of Blogsolution as a pimp. It will wear any big, flamboyant hat you want. It's a blogging platform like any other. You can manually create and post to your blogs like any other blog. You can even fashion automated updates so they only update automatically once in a while, with your manual posts interspersed throughout. Virtually any role you want, Blogsolution can fill.

Section #4 - Blog Updates.

This is a big topic, mainly because you have a LOT of options within BlogSolution to update your blogs (especially with the new upgraded features).

Text

With the latest version 3.0, you can now update your BlogSolution blogs with text. Updating your blogs with text is a HUGE help in the search engines, here's why:

- 1) You can mix text snippets into your RSS feed updates to keep your blog content unique.
- 2) You can use a content rewriter to create hundreds of unique articles and then update your blogs directly with this content. Unique content = nice SE listings.
- 3) Updating with text allows you to augment the amount of content on each of your blogs. Search engines love content.
- 4) Don't want to use an RSS feed to update? No problem, the new update feature allows you to update your blogs whenever and with whatever, you want.

Feeds

When updating with RSS feeds, you have three fundamental choices – to use feeds that have a search capability, use feeds that do not or create your own. Feeds that have a search capability are generally larger (from sources like Google or Yahoo) and allow you (or rather, your BlogSolution blogs) to search the feed source for specific updates that feature the keywords you want to target.

For example...

You're running a domain that hosts 60 blogs. Each of these blogs covers a keyword based on home mortgages:

Low income loans

Bad credit mortgages

Low credit score loans

Etc.

Each of your blogs features one of these as its chief keyword. Now, it's time for an update. You've grabbed 3 different feeds from google, yahoo and msn, each of which offer a search capability. Using these feeds' search capability, BlogSolution can now look for updates that feature each of the specific keywords your blogs are targeting. So this means that your "low income loans" blog will ONLY be updated with an RSS feed that includes that specific keyword.

The benefit of this? Your blogs' content will potentially be more relevant, making your blogs look more juicy to the search engines for your targeted terms.

Your other options are to either look for feeds that are smaller and relevant to your blogs' topics OR to create your own (by far the best option).

The benefits of creating your own feeds are BIG. First, you have complete control over the content that goes into the feed and subsequently, the content your blogs update with. You can control the density of your chosen keywords. You have control over how much content you get with each update (remember, many feeds you'll find only allow you to use a set number of characters on your blogs, thereby drastically limiting the amount of content that goes into your blogs), and lastly, you know, beyond a shadow of a doubt, that you won't be nailed by the duplicate content filters. Your blogs will be the ONLY ones with this content.

And why stop at blogs? Absolutely ANYTHING that updates using RSS can benefit from your own, unique RSS feeds. These include rssEvolution (www.rssEvolution.com), Rsstoblog (www.rsstoblog.com), etc.

You have a few options when it comes to creating your own feeds, two of which, we produce. The first is ContentSolution, the second is the ContentClub. Among many smaller differences, the major difference between these two tools is that the ContentClub offers its members 500 freshly written articles each month. They can download these articles and use them as they wish. Inside the ContentClub interface are tools that enable our users to create their own RSS feeds, rewrite their content to create thousands of versions of each articles, etc etc. It's a very, very cool program. The ContentSolution does most of what the ContentClub does, sans the 500 articles per month. I highly encourage you to check these out as they will give your blogs (or any website for that matter) a uniqueness and surfer retention (remember, surfers love to read – they're on the web for information) that's hard to match.

Public RSS feeds – Where?

Many questions have arisen as to where you can find RSS feeds to update your blogs with, if you're not producing your own. The easiest way we've found to find a feed that's relevant to your targeted market, is search in Google for either "topic+feeds" or "topic+RSS".

***** NEW FEATURE - A way to keep your updates unique.**

The worst thing you can do is use a worn-out, diluted public feed source to update your blogs with. So, we've built in a VERY cool way to get around this problem. There's more discussion of it below in our Filters/Conditioned Responses section, so I'll just give it a quick mention here. In the new BS upgrade, you'll be able to automatically rewrite, shuffle, add text, translate and a host of other options to the updates that come from your RSS feeds. It's something NO ONE else does and can greatly increase the value of your blogs in the search engines.

***** New Feature – Edit/Delete Old Posts**

With the new version of Blogsolution, you'll now be able to both edit and delete your blog posts, after they've been posted. A WYSIWYG editor was added for easier editing and manual posting.

Blog Update Frequency

I know you hate answers like this, but how often you update your blogs is up to you. Ask around and you'll find that everyone has a different opinion of the optimum update schedule. Remember the golden rule of automation though, MAKE IT LOOK NATURAL.

Here are some good tips...

DON'T update your blogs 10 times a day.

Update them as if you're manually writing posts in them

DON'T update them at the same hour each day.

Set up your cron jobs to update your blogs either every 23 or 25 hours (so each day your blogs update at a different time), or fiddle with the cron jobs minutes so your blogs update at odd hours and odd minutes each day.

DON'T update them all at once.

In your settings area, you have an option to only update a certain % of your blogs at once. USE IT. It's there for a reason.

Crons

Crons, if you're not already familiar with them, are those jobs that you set up on your server (usually done through cpanel) to handle tasks on autopilot. Both your blog updates and pings are handled by crons.

You have a couple different options when setting up your blogs to automatically update and ping. You can either:

- A) Set your crons so your updates and pings run when your crons tell them to
- B) Set your crons to run every hour and then let Blogsolution handle their randomization.

I personally suggest **option b**. It's easier, faster and less to think about. However, if you're going to go with option a, keep in mind that you want your crons (and by default, your updates and pings) to run at odd ours. This way, it'll seem more natural to ping services and search engines. So here's an example of this...

EXAMPLE

Set your cron to update every 25 hours. This way, it's always at a different hour than the day before.

The cron to update every 25 hours looks like this:

```
10 */24 * * *
```

10 is the 10th minute of the hour, and */25 means every 25 hours. In this case, the first post may show at something like 1.10pm, the next day it will update at 2.10pm, the next day, 3.10pm, and so on. Then cycle repeats itself.

However, a more tricky command is this:

```
*/1500 * * * *
```

This cron command will update your blogs every 1500 minutes, which means actually every 25 hours. But if you will use instead of 1500, some number like 1534, your blogs will update every 25 hours and 34 minutes. It's harder to calculate how the update schedule would look, but in this case, if first post is at 1.00pm sharp, the next will be at 2.34pm (the next day), the next 3.08pm, next 4.42pm, and so on.

Pretty cool eh?

Option B

Now, as I said above, it's MUCH easier to just let Blogsolution handle all of this for you. Simply set your crons to run every hour and then head to your settings area and choose to have the system randomize your posts and pings. (There's also a tutorial video on this for more info.) When set, everything will be random, with virtually no thought on your end. And the less thought it takes, the better.

Section #5 - Filters / Conditioned Responses.

(This HUGE new feature brings your blogs to life.)

The new “filters” feature gives you ultimate control over what content goes into your blogs, how it looks and is handled. So much can be done with these things, it’s ridiculous.

You’ll be able to:

- Add extra text to your existing blog posts.
- Add extra text to your blog titles.
- Add more feed content to your existing blog posts.
- Translate your blog posts to any language.
- Shuffle the sentences of your blog posts.
- Filter updates to your blogs.
- Shuffle the words in your titles and posts.
- Etc, etc, etc.

Very, very powerful stuff for creating targeted, search engine friendly, blogs.

When you start using the the Conditions and Responses (these are found by going to ‘filters’ in your menu and from here on out, we’ll refer to them as CR’s), you’ll notice you have a set of conditions and a set of responses that are invoked if your conditions are met. Basically, you set a condition and if this condition is met, then a certain action (or response) takes place. It’s the proverbial “if...then” statement of programming and you’re essentially teaching Blogsolution what to do in these given situations.

These CRs can apply to an individual blog, a group of blogs or your whole domain of blogs. Here are some examples of how you might use them, along with the results:

Example #1

Condition: If post text contains words (specify what words)

Response: Discard Post

Result: This will not add any post that contains your specified words.

Example #2

Condition: Post text contains less than X symbols (symbols are letters, not words, so let’s say 200)

Response: Append random item from the random rss feed to the post text (you would give a list of feeds to be used in the box)

Result: If some posts that are pulled from the main rss sources (that you entered on the settings page) are too small, a new piece of text will be pasted at the end of the first post from another rss feed.

Note: You can also append posts to your blogs with text from a text file.

Take a look at the responses in your Blogsolution interface. You can shuffle words and sentences within your posts, translate them into another language; rewrite the text, etc etc.

Theoretically, you can line up responses to be applied one after another. So if you set up the following responses:

- 1) append text from rss
- 2) shuffle sentences
- 3) translate to german

This will first add text to the end of each post to your blogs. Then, it will shuffle the sentences of those posts so the text appears unique to search engines. Finally, it will translate the post to German.

(Keep in mind that the more blogs you have on a domain and the more conditions and responses you have, the more server resources you'll use. So tread lightly.)

***Please consult Appendix A for deeper explanations of what each of the conditions and responses do and the knowledgebase or video tutorials for a 'how-to guide'.

A little more explanation.

With the many different options you have for conditions and responses, this feature allows you to hone your blogs exactly as you want them. They can be more targeted to your market (for better search engine rankings), give more content to the search engine spiders to read, create more unique text, and the list goes on and on. Instead of just taking orders like any old blog, they now respond to situations as you want, rolling with the punches.

We highly encourage you to take 20 minutes and play around with this system. The rewards it can generate are massive and **NO ONE ELSE IS USING ANYTHING LIKE THIS.**

Section #6 - Pinging your blogs.

A couple pertinent questions have arisen regarding pinging your blogs. These surround how often you should ping, what pinging through a proxy is and what ping services are best.

So here goes...

Included with your Blogsolution install is a list of ping services. The list is good and doesn't really need to be added to in any way. Cutting down the list of places BS will ping, will cut down on the server resources you use, adding to it will increase resources needed.

The question of how often is best to ping your blogs comes up a lot. Pinging is GREAT if done right, and suicide for your blogs if done wrong. Our recommendation less is more. Don't ping each blog more than once every other day. There are some marketers who only ping once a week. Again, slow and steady, think moderation.

Pinging through a proxy.

Very smart. Given you may have anywhere from 50 to 1000 blogs on the same IP address, we highly recommend this. Here's why:

Suppose you're using Blogsolution without a ping proxy. You're going big and have hosted 10 Blogsolution installs each with 1000 blogs. Your installs are all on the same IP address. If you're pinging every other day, this means the ping services are receiving 10,000 pings every couple days, all from the same IP. Plus, if you're on a shared IP, others may be hosting their blogs on this same IP and pinging the same services. Might the ping services see this as abuse? Maybe.

A fix to this is pinging through a proxy. Doing so will ping your blogs through a cached server, so the IP ping service log for our domain is not the same for all of your blogs. Basically, you're hiding your actual IP address from the ping services so they don't nail you for abuse.

Need you worry about pinging through a proxy? Usually, only if you're blogging on a big scale. Otherwise, probably no need.

Section #7 – Linking.

The linking scheme between your different domains is something you should give some thought to. *This goes for any other network of sites you run, BlogSolution or not.*

You can link to outside sites in one of two ways - either from inside your blog posts or from the blog's template (sidebar where blogs often say 'friends'). First of all, DO NOT post a bunch of links with every blog update. In fact, if your blogs are new, leave them devoid of links for a week or two. They'll update and ping with no outbound links. This way, there's less chance of them being flagged as spammy.

When posting links in your blog updates, don't post more than 1 or 2 links per post. Any more and you're toeing the spam line. *The regulation of how often links show up in your posts is all done in your settings area.*

Blogsolution comes with a good inter-domain linking structure. Unless you know what you're doing or want something in particular, I encourage you to leave the blog interlinking alone.

Linking between blog domains.

A great way to give your Blogsolution blogs more weight (or power) in the search engines is to link other blogs to them. One common structure that our users are using is something like:

Domain A blogs link to...
Domain B blogs.
Domain B blogs link to...
Domain C blogs.
Domain C blogs link to...
Domain D blogs.
And on and on.

This is a great way to give your blogs extra weight.

One thing you should NEVER, EVER do is close the circle. This means that in the example above, Domain D blogs would then link back to Domain A blogs. This is commonly referred to as a circle jerk. And circle jerks are bad.

Be sure to link to sites outside your network that you do not own. This makes your network look more natural, as manually created / maintained sites regularly do this.

***** NEW FEATURE - LSA linking (PAY ATTENTION TO THIS ONE)**

In the new Blogsolution build, we've included a very, very powerful linking feature. Latent Semantic Analysis Linking allows you to simply add a group of urls into the link menu and Blogsolution will then analyze each of these sites' content. Then, when your blogs update with content relevant to the sites you've told Blogsolution to link to, the system will automatically input your links into your blog posts WITH relevant anchor text.

Just so I'm sure you got it, I'll repeat. *You can now have Blogsolution automatically link to any sites you want. Your links will be relevant and will AUTOMATICALLY use relevant anchor text.* All you have to do is set it up.

Even more weight.

Another way you can add to your blogs' weight is to submit them to blog directories, link dumps, etc. Keep in mind though, that blog directories will only accept your submission if your blog looks VERY whitehat. Automated posts and sploggy looking templates won't make it through the submission process.

One thing you can try...

Get a nice template and make manual posts on your blogs for a week or so. Submit them to blog directories. Likely, they'll get ok'd and as soon as they do, start automating your posts. (Many blog directories will only accept submissions from blogs that sit on the domains root. Meaning, blogs on subdomains won't work. So before you do any submissions, get acquainted with the guidelines.)

Section #8 - Content – the rules of creation. **(and using the ContentClub and ContentSolution)**

First, you must understand one, important principle...

CONTENT IS KING.

Eat it, breathe it, live it. Your sites will live and die by their content, so understand that your content is one of the (if not THE) most important things you'll work with.

When creating content you have a few options available. But first, lets talk about the basics of content. (These rules go for both sites and blogs).

Duplicate content filters.

If it's not unique, you'll get tagged by the search engines duplicate content filters and your pages won't get showed. *UNIQUE CONTENT IS PARAMOUNT.*

Keyword density.

There's a fair amount of debate on this topic. The generally accepted notion though, is to feature your targeted keywords between 2 and 5% throughout your content. Less than this and the search engines may not recognize your content as relevant to your topic. More and you may get tagged as spam. That said, I've seen well ranked web pages with densities as high as 8% or more. Again though, the rule is to **MAKE IT LOOK NATURAL.** So keep your density sane.

Amount of content.

It's no secret that the search engines like to see webpages with a LOT of relevant textual content. Generally speaking, the more content you can stuff into your site, the better. This both tells the search engines that you're a topical and possibly an 'expert' site, plus the more pages of content your sites have, the more chances you have to get into the search engines.

Content diversity.

Due to possible LSA filters, it's been noted that if, for example, you're targeting "dog toys" with your website, it can be helpful to target other dog related keywords other than those specific 'dog toy' words you're going for. Why? Simply because an 'expert' on dog toys is likely to have other dog articles also. So, the search engines evaluate you in this way.

Content updates.

All of the search engines like to see websites in flux. A static website is a dead website, as far as the SEs go. You should plan to add new pages of content to your site every week.

Where to get good content.

You have 3 major options...

Write it yourself.

Pay a writer to write it for you.

PLR article distributors.

The first is self explanatory, but unfortunately, it's also the most time consuming (and unless you're enamored with your website's topic, can be mind-numbing). If you run more than one or two websites however, writing enough content for regular updates is virtually impossible.

Paying a writer to write content for you is a fantastic option, if you have the money to spend. Pricing can range from \$4 an article to \$30 or more. It gets tough, though, to find a writer who's grammar is up to par the lower on this scale you go.

PLR article distributors are the last of the major ways to get content. Most of the PLR memberships give anywhere between 50 and 1000 articles every month, sometimes with other bonuses and goodies that can help with content creation. (Check our own here - <http://theContentClub.com>).

The benefit of these memberships is they offer VERY inexpensive articles and only a limited number of people have access to them (thereby decreasing the chances of getting filtered for duplicate content. Though, it's highly recommended that you modify any article you get from a PLR distributor, as this will keep you out of the filters for sure.

As with hiring a regular writer, check the PLR articles to make sure they're of good grammatical quality before purchasing a membership. Some PLR sites try and pass off 'less-than' articles on their members. If this is done, the articles are useless anyway.

Section 8b - Content rewriters.

There are a couple of these on the market, though for how useful they are, we're surprised there aren't more. Here's a quick crash course explanation of how they work.

When you log into the rewriter, it'll ask you for an article or body of text. Let's say for example, you enter "I like dogs." You can then synonymize any words in this sentence that you want. This means that you can select "dogs" and list other words that you'd like the program to swap in, instead of dogs (we call the words you initially select, 'variables'). You enter "flamingoes", "turtles", and "marsupials". When all synonymization is done (when you're done selecting words to swap in) and the program is run, it outputs multiple versions of your text with your new words. So instead of "I like dogs", your text will read, "I like flamingoes", "I like turtles", or "I like marsupials".

In this way, you can take one article or piece of text and output many versions at once allowing you to turn one article into hundreds.

Check www.theContentSolution.com (or if you want a rewriter + 500 articles per month, www.theContentClub.com) as an example. (This content rewriter is being upgraded as we speak and will be launched tentatively on February 1st. It will, quite honestly, be the most advanced, easiest-to-use content rewriter on the market. But hey, that's just my opinion – check it out for yourself.)

What's the lesson...

Your site's content is one of the two most important pieces of your search engine optimization. (Links to your sites being the other). In addition to the importance of content in SEO, this is what retains your surfers, gets them to trust and bookmark your site, and keeps them coming back.

How many words to synonymize?

This is a question we get a lot. How many words are needed to be changed to make the article unique? One thing to keep in mind is there is a lot of content on the web. Much of it is similar and not affected by duplicate content filters. So, you don't need to go crazy synonymizing every word or phrase in your document, 2 meaningful words out of each sentence (of course, this depends on sentence length) should be enough.

Readability

You have a choice when creating content. You can either choose to create clean, readable content ... or not. The choice is actually a pretty simple one. If you're creating sites and blogs quickly and you don't really care if surfers get something out of your content (ie, you're using them for backlinks only, cloaking, or burying pages deep within your site where surfers won't find them, but SE spiders will) the quality and readability of your content doesn't really matter. It has to be somewhat readable to get around the SE grammar filters, but there's quite a gap between their filters and eloquently written text.

If your surfers will be reading the content you produce with your rewriter, you'll want readable content that retains good grammar and correct word usage. Here are a couple tricks to help you with this:

Tricks of the trade.

- Don't synonymize every word in your document.
There's no need and it just makes things messy.
- Don't use too many words to swap in for each variable.
Invariably, the more synonyms you have as possible swaps for each variable, the less readable your content gets.
- Synonymize phrases.
This is a great way to keep your content readable. You'll see what I mean when you try it...
- Take the time.
Yes, it'll take a few minutes to adequately synonymize a document. But if done well, you'll get hundreds of copies of unique content. It's worth the few minutes.
- Use our 'automatic' function in Contentsolution and Contentclub (it's called semi-auto in CS).
This feature will automatically choose and synonymize your variables for you. After it's done, go back through and tweak the synonyms it's chosen, this'll save you a ton of time.
- Use the thesaurus religiously.
Both the Contentsolution and the Contentclub have fantastic built in thesauruses and custom dictionary features. Use them, they're a huge time saver and will help you output much better quality text.

Section #9 – Scenarios.

We've had many inquiries regarding the use of our tools together. The rumors, if you've heard them, are true. We've made each of our tools to work in symphony with the others. Together, they're a force to be reckoned with. So below, I've included a few different scenarios and included explanations of how you can use all of our tools together, to create something amazing.

Scenario #1 – getting started (slow and steady)

Let's assume you have a money site for a particular market...

First, use a keyword tool to gather 150 low competition, but decently searched keywords in your targeted market.

Using either the ContentClub or ContentSolution, create 2 projects. (This means, load an article (either your own or one from the Contentclub) into your rewriter. If you're using Contentsolution, grab 2 topical articles from a source that allows this. If you're using Contentclub, just take two articles from your personal database. (These articles must be topical to the market you're targeting). Plug your chosen articles into the rewriter. Synonymize words and phrases throughout the articles and finish both projects.

*** Be sure your targeted keywords (the 150 you picked) are sprinkled throughout your articles. And absolutely, positively, without a doubt, use the [keyword] function. This will allow each of your Blogsolution blogs to automatically input their specifically targeted keyword in place of this variable. VERY good for the SEs.

Grab the links for the RSS versions of your projects.

Now install Blogsolution on 2 domains (each on a separate IP from your money site and separate from each other also). Go to your settings areas and set them to add 2 blogs a day, to update every day (set it to update a high percentage but still under 100% of your blogs each day). Set your cron jobs to odd hours (as discussed above) and to ping your blogs every other day.

Leave the links section alone and leave the blogs linkless (out bound at least) for a week or two.

Throw your 75 (150 split in half) keywords into your each of your "add blogs" interfaces. Add these blogs to your batch (batch allows Blogsolution to add your blogs little by little, on a schedule you specify). Set the system to add 1-2 new blogs per day.

In your settings area, throw your CC or CS feed into the update section. Set the number of characters to show on the first page of your blog to be high (more text up front for the search engines).

What you'll have at the end of this project are 150 highly targeted blogs that feature completely unique text with optimum keyword density. They'll update randomly, ping randomly and grow slowly. It's the perfect long term approach.

After a week or two, start adding links in your blogs (either to post, template or both), but do this SLOWLY. You can do this by adding links to the link posts, the template OR using the new LSA link feature. We recommend the latter. And remember, the fewer outbound links, the more weight each blog and link is given, plus you'll fly under the spamming radar. So set your link weight low.

Periodically check your blogs, their update content and their links to make sure everything is running nicely. Move onto your next project.

Now, here are some spins on this initial scenario...

Scenario #2 – rssEvolution sites

Use the above scenario, but instead of pushing traffic and spiders to your money site, create a network of sites with the rssEvolution site builder. We'll go more into this program in a separate report (it's VERY easy to use though), but it's absolutely perfect for taking an RSS feeds from any source, creating fast (full) websites with them and then linking your blogs directly to them.

This is basically how it would go...

- Create 2 different projects in one of our article rewriters (either the ContentClub and ContentSolution) surrounding a niche market.
- Use one of the finished project's RSS feeds to create a site or sites using our rssEvolution. This software will automatically create a site for you from whatever RSS feed you give it. (It will also create sites with any public RSS feed).
- Create your blogs using the ideas highlighted in Scenario #1 and use your second rewrite project to fill out your blogs with content.
- Use the LSA linking feature to slowly build links to your rssE sites and any other money sites you have.
- Keep checking your blogs and move onto your next project.

Scenario #3 – Blog grouping; how to stretch your domains and IPs

Don't want to spend money on domains and IP addresses? Here's the way to stretch what you have...

Install Blogsolution on your domains and host them as you normally would. However, when you start to create your blogs, version 3 of Blogsolution comes with the capability to group your blogs. This means that while on the same domain, you can have different groups of blogs that are topically different, use different update sources, post different links, etc. So theoretically, you can have 200 blogs on the same domain. 50 of them promote pet toys, 50 promote real estate, 50 promote shoes, the last 50 push hair pieces. Each of these separate groups update with different text (from different sources) and post links to different places.

Doing this not only stretches the use of your domains, but also stretches the use of your IPs. IE, if you have 5 domains, on 5 different IPs, with 5 different topics each, promoting 5 different end sites, you'd end up pointing 5 different IPs at each of these end sites. If you didn't group your blogs and had one topic per domain, each end site would only get links from one domain and one IP.

Scenario #4 – Mix up your content

You have a few options when it comes to updating your blogs. Using public RSS feeds, using private RSS feeds (your own), using automatic text updates, or manual updates. Our advice, try them all. Much of what will work for you is dependant on your market and how much use your RSS feeds get. Here are a couple suggestions though:

- If you can, create your own feeds to bypass any duplicate content problems. This alone will go a long way to helping your blogs get and stay ranked.
- Use the filter system (Conditioned Responses) to add text and mix up the feeds you're updating with. This system is super, super cool and should be utilized.
- If using public feeds, intersperse your blogs posts with automatic text updates. Again, a BIG help keeping your content looking unique.

Scenario #5 – Burying pages

Here's an idea I used with CS (though it would work very nicely with CC also) to get some good rankings for a month for a couple competitive keywords. It utilizes the premise of burying your generated pages into your end site.

Mock up a fast, one page site (or use rssEvolution to create a full site). Put some work into its text so it sells your surfers on whatever offer you're pitching. Create a small link at the bottom of your site to a sitemap (this is automatically done in rssEvolution).

Now, create a project using either the Contentclub or Contentsolution and spin an article. Do not spend much time on this, the idea is to

- a) generate unique text
- b) generate good enough grammar to get around the search engines filters, but not good enough for human eyes.

Output your project in RSS form. Use our free tool, the RSSconverter, to import each of these articles into your site. Link each of the pages it generates to your site's main page. Once the site is up and ready to go, add a few pages every day to it. Links to these new pages should go into your sitemap and each of the new pages should link back to your main page.

Now, point some relevant links from some Blogsolution blogs at your site and its pages.

***Note: Deep links, meaning links from outside sites that link to pages deep within your site (as opposed to your site's index page) are powerful.

Repeat.

This strategy has the potential to give you some listings and rankings for your chosen keywords. Remember though, much of your success comes down to keyword selection. Don't go for top level words and phrases. Think low fruit.

Scenario #6 – Linking.

After you've set up your initial end sites and blogs that feed them, you'll likely continue creating blogs and end sites for the same or like markets. If you do this, take advantage of your potential linking tree.

End sites

Blogs created on December 15th link to

Your end sites and the blogs created on November 30th link to

Your end sites and the blogs created on October 22nd link to

Your end sites and the blogs created on October 22th link to

Your end sites and the blogs created on September 16th link to

Your end sites and the blogs created on September 3rd link to

Your end sites and the blogs created on August 17th link to

Your end sites and the blogs created on July 30th link to
Your end sites and the blogs created on July 18th link to
Your end sites and the blogs created on June 5th link to
Your end sites

This linking structure will build your blogs' power from the top down. And remember also to link to sites outside your own network as this makes you look more natural.

Scenario #7 – Real life.

There are plenty, and I mean plenty of guys who have done a 'set it and forget it' strategy. By this I mean, they put in a bunch of work at first. They choose their markets carefully, research their keywords deeply and invest a few bucks in domains and hosting.

They've purchased and put Blogsolution on 50-100 domains (\$2-\$8 each) and hosted every set of 10 or so domains on separate VPS hosting accounts (\$40-\$50 each). They fixed up their templates and then set their Blogsolution blogs to add anywhere from 50-500 blogs per domain. They add them slowly and over time using the Blogsolution batch feature (starting first with ~10 blogs and then adding a couple blogs each day using a cron job). Everything is made to look natural. Updates have been either from public or private sources and are randomized, pings randomized and links to their end sites are VERY conservative. Once done with the initial set up period, they're basically done. They move onto other projects and periodically check their BS installs to make sure everything is running smoothly.

6 months later, they have hundreds of thousands of pages indexed in the search engines, each domain getting sizeable (by sizeable, I mean anywhere between 5,000 to 10,000 hits each month or more) traffic, they're making ~\$10 a day on each domain with adsense (and other networks) and providing their end sites with LOTS of valuable backlinks.

So do the math...

You start with 50-100 domains each costing from \$2-\$8 a piece.

You use 5-10 hosting packages each costing ~\$50 a month.

You take some serious time up-front to both create your own RSS feeds (if you choose to go this route), find public feeds and set up your Blogsolution installs.

Then you forget it.

6 months later, you could be making \$10+ a day on each of your domains (which could amount to \$500-\$1000 a day, depending on how many domains you use, your market, etc). These sites will give your end / money sites links and traffic also. Imagine what these will do for you!

* These numbers can vary with your specific strategy, but you get the idea. There are a million ways you can combine the techniques mentioned in this report to generate fantastic results.

Section #10 – Solid tools.

Below are some of our recommendations for solid tools and information sources that have worked for us in the past. These are not affiliate links – they're just plain, old fashioned recommendations.

Recommended forums:

General marketing

Warrior Forum – <http://warriorforum.com/forum>

Digital point - <http://forums.digitalpoint.com/>

Webmastering

Webmaster World - <http://www.webmasterworld.com/>

Seo

SeoChat – <http://seochat.com>

Syndk8 – <http://syndk8.com>

Recommended tools:

Keyword analysis

Wordtracker – <http://wordtracker.com>

Adwords - <https://adwords.google.com/select/KeywordToolExternal>

Overture - <http://inventory.overture.com/d/searchinventory/suggestion/>

Good Keywords - <http://www.goodkeywords.com/>

Rankings

<http://www.googlerankings.com/>

Recommended info sources:

Ebooks

<http://projectblackhat.com/sales.php>

The Scoop:

<http://adsense.blackhatedition.com/secretarea/index.php>

The Scoop: If you get 3 other readers to join, you'll get the ebook for free.

Blogs

Matt Cutts - <http://www.mattcutts.com/blog/>

SEO Black Hat - <http://seoblackhat.com/>

You're a newbie? Here's what you should know...

No one makes a million dollars in any industry without a decent understanding of the way things work. Unless you're sitting on a million dollar domain name, this is a fact of life. So learn the basics, mix in some imagination and you'll be on your way to a very successful online future. Here are the skills we think you should start with: (the imagination is up to you)

1. Learn an html editing program: Dreamweaver, Frontpage, etc. Get familiar with basic HTML (Look for free tutorials on the web and learn javascript, php/mysql in the long run.)
2. Learn a graphic tool: Photo Paint, Adobe Photoshop, etc. (Look for free tutorials on the web.)
3. Get familiar with FTP. Get an FTP client and learn it. Upload files, change attributes (CHMOD)
4. Learn basic server administration: install scripts, check web logs, create a database, set cronjobs, learn cpanel. (Free tutorials on the web).
5. Read and learn as much as you can about SEO and anything internet marketing related. Your greatest weapon in this biz (or any business for that matter) is your brain. The more you know, the more connections you'll make, the more great ideas you'll have and the more money you'll make. (Resources listed below).

Bear in mind that you don't need to be an expert in the above skills, but you DO need a basic knowledge of each.

Lastly, some inspiration...

Online retail spending totaled \$81.6 billion for all of 2005, up 24 percent from \$65.8 billion in 2004, reported InternetRetailer, citing comScore figures. Sales in the last week of the year reached \$1.54 billion, **21 percent** more than the \$1.28 billion in the corresponding week a year earlier.

.001% of last year's sales (only one year) revenue, was a whopping \$816,000.

2006 will undoubtedly break 2005's sales records. Every day sees more users online and each year's online sales breaks records set in the year previous. There are billions, yes BILLIONS of dollars floating around on the internet.

This business takes a minimum of investment to enter - all it takes is your time, effort and passion to create a business. If you have these three ingredients, you WILL become successful. So, find a market, make it yours and get a piece of the action.

If you have any questions at all, feel free to contact us and ask anything you want. It was a pleasure writing this, we hope it's been helpful and shed some light into the dark places of internet marketing. If you want us to include anything in particular in future blueprints, be sure to let us know.

Your team,
Omar, Kirill and Scott
www.halfagain.com

Appendix A

A deeper explanation of the conditions.

Post Title contains less than X symbols – the response will be applied to posts that have less than a certain amount of symbols in the title. The number of symbols is defined by the user. So, to be clear... symbols mean letters, numbers, characters, punctuation, etc. Symbols does NOT mean words.

Post Text contains less than X symbols - same as above, but the amount of characters will apply to the content in the post.

Post Title contains word(s) - will be applied to posts that contain certain words in the title. You'll specify the words. For example, this can be used to filter out posts with obscene words, etc.

Post Text contains word(s) - same as above, but will be applied to the content of the posts, not the title.

Post Title DOES NOT contain word(s) – same general idea as the conditions above, but with the stipulation “does not contain” instead of “does contain”. This applies to only the content in the post title.

Post Text DOES NOT contain word(s) – same deal here, but applies to the content of the post.

(The last two conditions can be used to filter out all posts that do NOT contain some word or phrase that you want.)

Always - responses will apply to all posts

A deeper explanation of the responses.

Consult external script for the post title - This tells Blogsolution to go to a specified page/script and take all that is shown there and use this as the title of post. To have this work, the target should be some php script or html page and the output should be some text (in short, because it's a title). If using this response, you would have to put the url to the target script in the box shown. Use {title} for title. E.g.: <http://somedomain.com/filter.php?title={title}>

Consult external script for the post text- same as above, but the output text can/should be longer on the target page as it will be used as the post content. In this case, the url to the target has to be input like.: <http://somedomain.com/filter.php?text={text}>

Both of these external scripts can be rss/text output form CS projects. (Contentsolution currently gives two forms of output, RSS and text. You'd use the url of your text out put in these cases.) The CS project for title may have a list of titles that rotate, the project for your post can have larger piece of text or can even be a Contentclub project.

Append random part from the delimited text to the post title - You'll specify a text file that you would like to use as the source for the additional data. This text file should contain !split! marks - they will split the text into blocks. Like:

```
Snippet of text
!split!
Snippet of text
!split!
Snippet of text
```

When the response is invoked, random blocks of text will be used and added to your post titles. The text can contain {keyword} variables that will be replaced with the blog's main keyword.

Note: that action is "append", so the text is added TO the title, not INSTEAD of the title.

Append random part from the delimited text to the post text - same as above but the text is appended to the post body/content.

Append random title from the random RSS feed to the post title - You can put one or more feed URLs into the box below this response. Each time the response is invoked, one of the RSS feeds will be used to fetch data and append it to the current post's text. The feed URL can contain the {keyword} variable, so only related titles are pulled from feeds.

Note: this action is to "append". So, the new title pulled from the feeds is added to the existing title, not instead of it.

Append random item from the random RSS feed to the post text - same as above but for the post body/content.

Rewrite the post title - this action will allow BlogSolution to rewrite the post title on the fly using synonyms. To use this feature, you will have to choose a "dictionary" file that was created and uploaded previously. This file contains words and their synonyms, one in a row, in a form like this: word|syno1,syno2,syno3

Rewrite the post body - same as above, but is applied to the post content.

The rewrite features are very, very useful in the creation of unique content.

Shuffle the order of sentences in the title - This will shuffle the order of sentences in the title, but only if the title has more than one sentence.

Shuffle the order of sentences in the text - same as above, but applies to the post body.

Shuffle the order of words in the title - this will shuffle the order of the words in the post title. Be careful with this function as it can render your title illegible.

Shuffle the order of words in the text - same as above, but applied to post's text. Again, be careful with readability.

Translate the post to... - the post, including title and content will be translated to a specified language before it gets posted. It should be noted that BlogSolution uses a third party to translate your post text. We do not take any responsibility for possible consequences of the misuse or overuse of the translator. The translation module is supplied *uncoded* and you are allowed to make any changes in the translation algo.

Empty the post title - will delete the post title.

Empty the post text - will delete the post content/body

I explained these two responses above in the main explanation of the filter system. These enable you to scan posts and titles for certain keywords. If the keywords are found, the title, post or both can be scrapped, and the next response could be to append a title and post from another RSS feed or text file.

EARNINGS DISCLAIMER

Every effort has been made to effectively highlight what strategies and techniques we have found to be useful in marketing online. Both our clients and ourselves personally, have made (and are currently making) an income using a combination of the above approaches. However, nothing in this report is to be interpreted as a guarantee of earnings. Personal results vary and we cannot guarantee that you will make any money. Earning potential is wholly dependant on the person using our products and strategies.

Your success in both online marketing and with our tools specifically, depends on the time you spend, the knowledge and skills you put to use and the finances you invest. All of these differ from person to person, so we cannot guarantee your success or income level (nor are we liable for any of your actions).