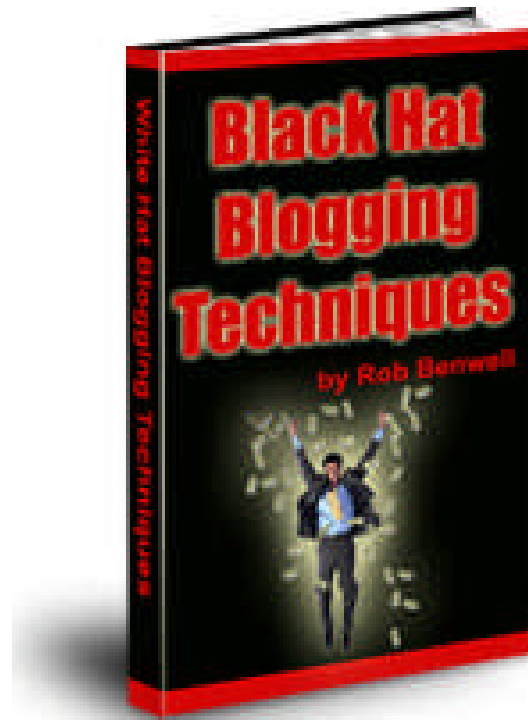


# Black Hat Blogging Techniques



## Introduction

I get emails every week asking what I'm up to on the internet.

Do I have any new techniques that aren't been talked about. Have I tried any new software that have rocketed my blogs to the top of the search engines.

Well, what can I say?

The answer is YES

Since the launch of Blogging to the Bank I have been trying new and exciting techniques, however some of these are very sneaky and some are down right ethically wrong.

Did I tell the world about them?

HELL NO

The marketing forums would have been on fire. I've already been called a spammer by some people from just what I revealed in Blogging to the Bank and let me tell you those techniques weren't that bad.

Do I care that people call me a spammer?

Yes and No

Yes because it's not true. There's no laws in the spam act about creating too many blogs or commenting on others blogs for a link. Spam is sending unsolicited commercial email which I don't do.

No because I'm here making a very nice living off the net while the people pointing the finger are what I like to call 'The Internet Police'

I mean these guys are like 30 and probably still living at home. They don't make any money online so there jealous minds think it's up to them to say whats right and wrong on the internet and then bitch about it together.

Now if your going to use some of these techniques be prepared to take some flack because you will. 'The Internet Police' will call you a spammer etc etc.

But does it really matter when you're bringing home the nice big Adsense or Clickbank check every month.

Remember if you're cool using these techniques then that's all that matters. You need to stick the finger up at anyone saying it's wrong because the law says otherwise.

So let's get started.

## **Black Hat Technique One – Mass Blog Networks**

Now when I say Mass Blog Networks people always think creating thousands of useless blogs with no keywords in them for the purpose of links.

That is 100% WRONG

That technique is no where near as effective it once was and you can end up spending hours working all for nothing.

What I mean by Mass Blog Networks is instead of creating a blog network of 5 to 10 blogs. Creating huge networks of 100 or so blogs.

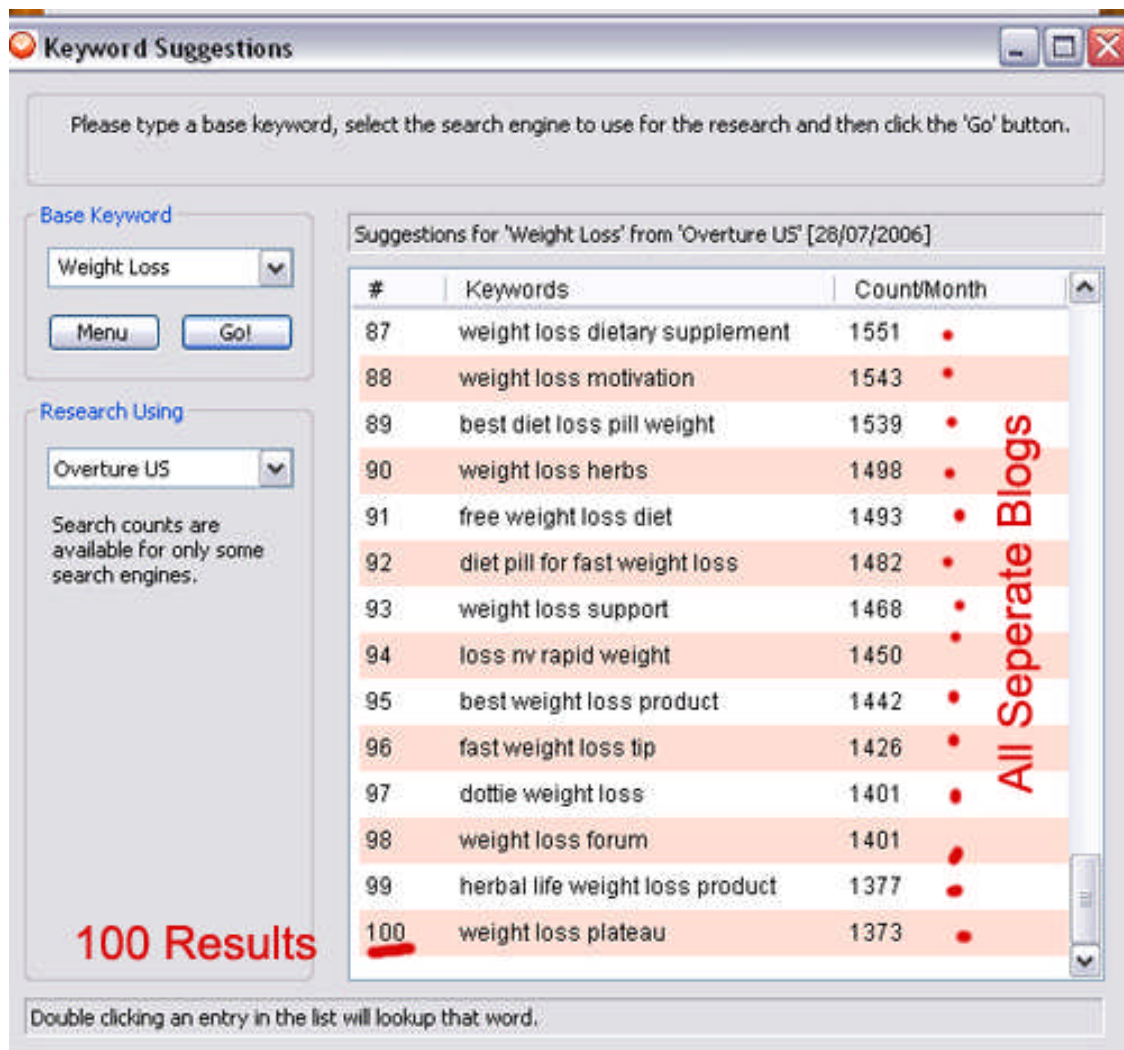
If you've been in the game a couple of years I'm sure you can remember Traffic Equalizer and Directory Generator.

Mass Blog Networks follow the same principals. Instead of having a blog trying to rank for many keywords have one blog per keyword.

Those pieces of software would create sites of a few hundred pages. Each page would target a different keyword. This technique did very well for a lot of people until the search engines clamped down. And even today you can still make money doing this.

So let's say you want to create a mass blog network on Weight Loss. You need to first search the keyphrase using keyword software. I like to use goodkeywords.

So first load it up and search your market.



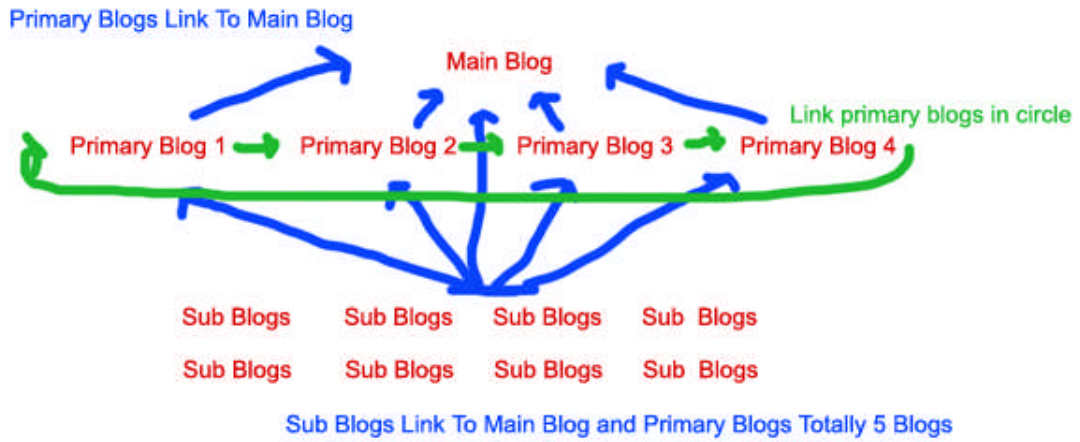
You'll see that it returns the top 100 results. Now other software can return larger keyword lists but for the example this is fine.

Now each one of these 100 keyphrases can have it's own blog. So you have 100 blogs.

You can do this manually or by using the semi automatic feature on Voodoo Blogger.

<http://www.bloggingtothebank.com/voodoo.html>

Now using this method would take ages to link the blogs in a circle network like the normal blog networks. Instead you can link in a heirachy type format. Like below



Primary Blogs are blogs targeting keywords with more searches than sub blogs which only have a few hundred searches.

This way the keyphrases with most traffic that tend to be harder to rank for get more incoming links because they need it.

## **Black Hat Technique Two – Stealing High Ranking Blogs**

Now I should confess that I have been doing this since around the time of the launch of Blogging to the Bank.

I didn't include it in the update report because this is just way too black hat and most people will find it unethical. Heck, some people will be down right angry that I would do such a thing never mind tell others about it.

After the release of Blogging to the Bank and with the wide spread use of Blog Generators, Blogger decided to try and put a stop to people creating blogs just for profit.

What happened and still happens today is that they will delete existing blogs, some at random and some after a blogger employee has looked at the blog and decided it's no good.

So they deleted loads of useless blogs but they also deleted and still delete blogs with thousands of back links that have high search engine rankings and even good page rank.

The best deleted blog I have personally found was a number 2 ranked blog for a keyword searches over 200,000 times per month.

I have got blogs with page ranks 4's 5's and even 6's.

One of my coaching group found a blog with a PR7 after I revealed this technique to them. Others found loads of other good PR blogs.

So here's how this happens.

A blog is built and promoted and gets good rankings etc etc

Then Blogger deletes of blog

The links remain incoming to that blog so it keeps PR and MSN even keeps it's ranking for a few weeks.

You come along and search a keyword and find a blog. It has an error page saying the blog is no longer available etc etc

You go to Blogger and register that blog.

You now have a blog with incoming links and good rankings, all within 20 minutes or so.

Sound easy, it should because it is.

So on the other hand how do you stop a blog from been deleted?

First of all you can't exactly stop it but you can try and give yourself a better chance of survival if you have a high ranking blog.

You need to make sure first of all that the blog isn't on any spam words. By this I mean words that trigger spam filters like Viagra and other pharmaceutical names.

Blogs on loans, mortgages and sex etc etc also get flagged easy so keep away from these markets.

The next big thing is having a Blogger account with a ton of blogs. I now never have more than 10 blogs per account, most of the time it's no more than 5.

If you have an important blog that is generating money then create a new account and have it on it's own or delete the others from the existing account.

The final thing you can do is by making your blog look real so that a Blogger employee doesn't think it's rubbish.

To do this you need to make your blog look different:

- Add Pictures of the related topic
- Don't have the basic adsense ads on there
- Have long good quality posts and more than just one or two
- Have RSS feed chicklets for people to subscribe to
- Modify the template
- Don't cover the blog in ads

Besides these things there's not much you can do to prevent your blog getting deleted but by doing some of the things above you stand a much better chance.



## Black Hat Technique Three – Redirecting Blogs

So you may have worked to get a blog a top 5 position in the search engine or you may have just stole it ;-)

Now instead of having a blog for all of your blogs why not just redirect the visitors to the affiliate page or your own website or opt-in form.

This can work very well with blogs that have good rankings because more people are seeing the offer you want them to normally click on. This means more money or opt-ins.

To do this all you do after getting good rankings to delete the template code and replace with the following code.

```
<html>

<head>
<META NAME="ROBOTS" CONTENT="NOFOLLOW">

<meta http-equiv="refresh"
content="0;URL=AFFILIATE LINK ">

<title>KEYPHRASE </title>

</head>

<body bgcolor="#FFFFFF">

</body>

</html>
```

Just change the affiliate link to the url where you want the visitors to land and the keyphrase of the phrase or word you are ranking well for.

This will then redirect the visitor to the page you want and is a very successful technique I have used when stealing blogs.

## **Black Hat Technique Four – Blog Comment Links**

Now the days of getting thousands of blogger backlinks and shooting to the top of the search engines are over. Things just got a little more complicated.

Now some blogger backlinks are great but you need backlinks from a variety of IP blocks and domains to get and keep good rankings these days.

The good news is that there's now software to help you do this.

Before we go any further I recommend using these techniques with Article Submission and Link Metro links as this gives the best results.

Other than Blogger there are other services and software for blogging. The main one been wordpress.

Now how would you like to place your link of hundreds of wordpress blogs that all have different domains and IP blocks?

If you didn't say YES then turn off the computer and go hit your head against a brick wall because this is gold.

There's not only Wordpress but B2Evolution, Drupal and others.

Now below are a few software recommendations. I don't recommend you go out and buy every single piece of software if you're just starting. Instead get one or two and use with the software you already have in the package.

Then once you're earning money, by another piece and so on.

### **WordPress Blogger**

There's a ton of Wordpress blog and this software will go out and find them based of keywords or at random, you chose.

Once you have them you can post a comment to them with a click of a button, just leave for an hour and then you come back to see you have a couple of hundred new one way backlinks to your blog.

The software is very easy to use and if you are only getting one to start with them seriously consider making this it.

<http://www.bloggingtothebank.com/wordpress.html>

## **B2E Blogger**

B2E Blogger is very much similar of the software above except it searches for a different type of blog. B2Evolution Blogs are the ones you can target and there are thousands of them.

The good news is that you can easily get keyword optimized one way links using this simple software.

<http://www.bloggingtothebank.com/b2e.html>

## **Drupal Blogger**

Again the same simple style of software that aims to get one way backlinks for Drupal blogs to your blogs or websites.

Now this software is the latest offering from Amy of the time of writing this and I have only managed to have a little play with it the last few days but it seems just as powerful as the software above so check it out.

<http://www.bloggingtothebank.com/drupal.html>

## **Trackback Blogger**

Another software that has the simple to use style of the others and posts trackback comments to blogs which has a unique advantage over the other software.

By posting on trackbacks you can have your link/ad see all over the planet.

This is because trackbacks are used in RSS feeds which are then syndicated all over the internet.

If you can afford two pieces then this should be the second to Wordpress Blogger

<http://www.bloggingtothebank.com/trackback.html>

Now there is other software available for backlinks but these simple applications are very effective and combined with link metro and article submission as well as linking from your other blogs can get you top rankings without too much hard work.

## **Conclusion**

So there you have it. More black hat techniques and software to use to dominate the search engines with ease.

Now you may agree with some of these techniques and not others or you may agree with them all. The important thing is that if you feel comfortable using the technique then all is cool.

But please don't use them if you feel they are wrong as you still can make a ton of money from Niche Blog Networks without the black hat stuff... it sometimes just takes a little more work.

So, get to work

Rob ;-)