

FREE MARKETING AWARENESS REPORT: This report is NOT a sales letter, but rather a *huge* wake up call for ALL Internet Marketers, Niche Marketers, Affiliate Marketers and AdSense Marketers – don't say you weren't warned...

NEWSFLASH: Google Is Now "Big Brother" Of The Internet!

New conspiracy report reveals the scary truth about Google's army of *secret spies*... why they are on a mission to *crumble* your online profits, *crush* your traffic in a heartbeat, and what you can do today to protect your business (and grow it) by outsmarting 'Big Brother' and using their methods against them!

Take 2 minutes, read this report. As an Internet Marketer, this is critical information that you need to know about (and more importantly, *act* upon immediately). You'll hear from one marketer who witnessed his \$35K per month website *plummet* to \$600 within 48 hours! This is no joke. Nobody is immune.

Big Brother IS Watching. You Could Be Next!

Here's a sample of the insights you will glean after reading this report:

- 5 rules you **MUST** follow right now to win (or get crushed) within the search engines when building affiliate or AdSense driven websites

- **What do conspiracy theories, ingenious viral marketing and spam squealers have in common? The answer will surprise you**
- **It's here... "death of the crappy site" – find out how this news can *devastate* you and your business if you *don't* implement these steps right away**
- **New TOTALLY FREE software (codename: Orwell) – just released – to help you fight back against 'Big Brother', get more traffic, armor coat your websites and make them more search engine 'friendly' by using this *key* ingredient**
- **Internet Marketing Predictions – 'Portals' are back (with a profitable twist) in a BIG way! I'll tell you why...**
- **And much, much more!**



From The Desk Of Jason Potash

Thursday 10:23 a.m.

Re: 'Big Brother' Is Watching...

You are being watched, tracked, documented...

Well, not *you* specifically, I am talking about your websites.

And this is something that you might be completely unaware of until YOU get "*hit*" next!

You *have* heard of 'Big Brother', haven't you?

In George Orwell's classic book *1984*, he makes reference to a totalitarian society led by 'Big Brother' -- which censors and monitors everyone's behavior, even their thoughts.



I just got off the phone with a friend of mine (who is also a well respected and talented Internet Marketer).

(Note: I can't reveal this marketer's name to you. I will explain *why* later on. I will refer to him only as "Dr. J" – and *no*, this doesn't stand for Dr. Jason). Dr. J is a REAL person.

After the *shocking* (but 100% true) story he hold me during our 20 minute chat, I am now FULLY convinced that **'Big Brother' is alive and well on the Internet and could be spying on YOU as we speak.**

Note: If you are (or plan to be) a Niche Marketer, Affiliate Marketer or AdSense Marketer, you need to give this report a quick read! This report is a HUGE wake up call. DO NOT stuff this document away on your hard drive for later or put this on your “TO DO” list.

Keep reading...

Has Google Now Become The “Big Brother” Of The Internet?

Some would say so.

You’ll understand *why* in the next 2 minutes. This information is downright *scary* and can have *crushing* impacts on your online business, if you choose to ignore it.

During my conversation with the “well known marketer” I mentioned earlier (a.k.a Dr. J), he forwarded a copy of a Word document to me. Before we got off the phone, he stressed that I study EVERY word and act upon EVERY suggestion contained with it!

This got me VERY curious. What kind of report was this... I thought to myself?



Recently, rumors began surfacing all across the Internet about a “leaked report” from Google, also referred to as the Spam Recognition Guide For Raters.

Did you hear about this?

Here’s the story: Apparently, this whole ‘Leaked Report’ stemmed from the fact that an internal document was created to help new recruits learn the ropes over at Google. And you guessed it, this internal report somehow got *leaked* to the outside world.

It’s public knowledge that Google is on a hiring spree, signing up university students across the world to work remotely as Quality Raters. This is not surprising. Everyone knows that Google uses some of the most sophisticated and advanced auto-detection scripts and filters around. But, even with all of this technology to *de-list* and *stamp out* “spam” websites, nothing can replace a human.

What exactly is a Quality Rater, you ask?

Well, the job pays \$10 an hour. Not bad. It sure beats the usual jobs while going to school -- *flipping* greasy burgers or getting *harassed* as a waitress down at the local watering hole!

The primary role of Quality Rater is to perform searches on Google, look at the search engine results, clickthrough and visit these webpages, identify those sites that are considered “spammers”, and then report them for abuse.

This is what happened to Dr. J. His website was labeled as a *spam* website because he violated a few key rules. In fact, **31 of Dr J's websites are now on Google's blacklist.** This is why he asked me NOT to use his real name within this report.

What golden *rules* did Dr. J violate that caused his entire website empire to *collapse*?

Well, the leaked report that he forwarded to me definitely offers some answers.

What identifies certain websites as “spammers”? Are there telltale signs that get certain sites *nailed* more than others? What is Google looking for specifically to tip them off that your site is a spam website?

And what if you are an honest, hardworking Internet Marketer who tries to run a *clean* business? Unfortunately, it doesn't matter. Google has some borderline definitions of website spam. Nobody is completely immune from getting accused and blacklisted.

I will get into the details throughout this report and outline what you can do to protect yourself, your website assets/properties and your income.

The good news is, the *leaked report* that I referred to provides a wealth of *meaty* information that gives you an inside view about what Google expects and classifies as “offensive”, breaking the rules or outright *spam*.

Google Conspiracy Or Brilliant Viral Marketing? You Be The Judge.

But first off... is this report really *legit*?

Some people think not. Others, say it's some Google conspiracy. But whether or not this is a classified Google document or a *fake*, one thing is for sure...

The information contained within the report is **solid, concrete, based on fact and provides a good roadmap when creating your own websites designed to generate affiliate and AdSense revenue.**

Before I dive in and highlight some of the main points contained within this report, let me address something real quick.

Is this report some sort of Google conspiracy?

Perhaps. You be the judge.

It's no secret that getting top rankings in the search engines is getting increasingly more difficult. The competition is *fierce* for many keywords and keyword phrases. And what happens when your website suddenly appears out of nowhere and *de-thrones* the #1, #3, #5, or #7 listed website that has been there steadily for the last 8 months?

In many cases, these people get steaming mad! And WANT to get even with you, anyway and everyway they can!

And now more than ever, Google wants to make it as easy as possible for them to rat on you and report you as a website spammer!

So, rather than have Google hire a *gazillion* University and College students at \$10 per hour – and dip into shareholder’s pockets – why not let everyone else do the work for them, for FREE?

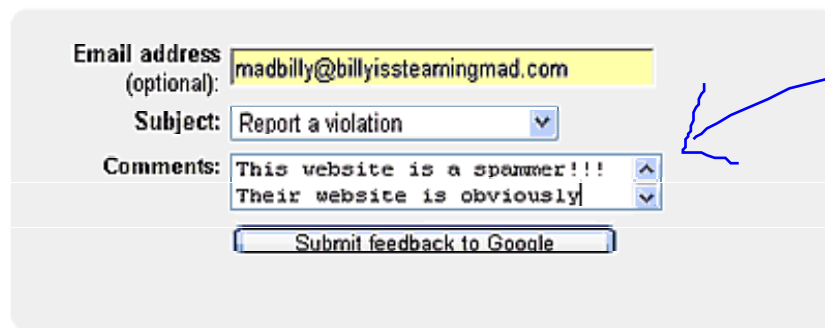
-- HELP WANTED --
JOBS PAYS \$0 PER HOUR,
CLICK HERE TO APPLY!

That’s right, for free. Here’s how it works...

Give everyone the ammunition (the reports, the info, the guidelines) to know what to look out for. And then give them an easy way to *blow the whistle* and report Google AdSense TOS (Terms Of Service) violators (a.k.a spammers).

And it’s ridiculously easy to do so... just click on any “Ad by Goooooogle” link on any webpage with AdSense ads running, and you’ll see that the AdSense ID is automatically transferred over to the comments form:

[Send Google your thoughts on the ads you just saw](#)



The screenshot shows a feedback form with the following fields:

- Email address (optional):** madbilly@billyissteamingmad.com
- Subject:** Report a violation
- Comments:** This website is a spammer!!!
Their website is obviously
- Submit feedback to Google** button

Handwritten blue annotations include the words "VH" and "OH!" with an arrow pointing to the "Submit feedback to Google" button.

Some people say that this “leaked report” is nothing more than a checklist (or list of guidelines) that ANYONE can use to evaluate their competitor’s websites and get even!

And now that this “checklist” has been *leaked* into the hands of tens of thousands of savvy web marketers, webmasters and online business owners (just like you), was this a coincidence or an *ingenious* viral marketing stunt by Google?

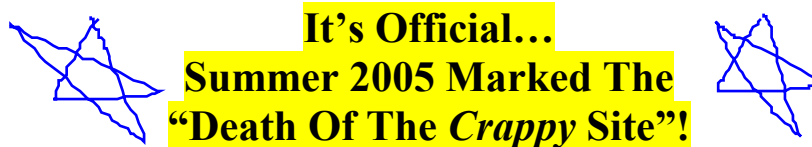
Again, you be the judge.

But, the bottom line is this. It is now easier than ever before to report websites as spammers. And Google just increased their virtual workforce exponentially by getting their leaked report passed around the Internet faster than the latest blonde joke!

It's no secret that Google has some of the most advanced auto-filtering technology out there and has been *turfing* websites from their search engine results pages left and right.

This new "human" element will only accelerate their efforts and make it more difficult for spammers to get their *crappy* websites indexed by Google.

And speaking about *crappy* websites...



What is a "crappy site"?

Maybe you've been *out of the loop* and weren't aware of this... in 2004 and early 2005, many individuals made a FORTUNE by uploading websites filled with hundreds of pages of pure *garbage* that offered little or no value to visitors of these sites. The purpose of these websites? Get a visitor to click on an affiliate link or Google AdSense ad and *shuffle* them off your website as quickly as possible.

These keyword *stuffed* webpages were filled with ugly, regurgitated content (stolen from other websites), *scraped* search engine results (scraped = grabbing search engine results and displaying them on your webpages as "content"), doorway pages, etc.

Times have changed. The message is clear...



Websites filled with scraped SE results were (and still are) a sitting duck for Google, Yahoo and MSN. Many of these websites have already been *tossed* from the Search Engine Results Pages (SERPs) and more are being kicked out each day!

If you are displaying other people's website meta data on your websites (a.k.a. scraped search engine results) like this...

~~[Plasma TVs, LCD TVs from Plasma Concepts](#)
Carries a wide selection of plasma TV displays, video projectors and line scalars.
[www.plasmaconcepts.com/ - 101k - 24 Oct 2005 - Cached - Similar pages](#)~~

~~[Plasma Televisions, Plasma TV, Plasma Screen TVs, SONY Plasma TV ...](#)
Shop for and buy the best Plasma Televisions, Plasma TV, Plasma Screen TVs, SONY Plasma TV, LCD TV at TigerDirect.com; your source for the best computer ...
[www.tigerdirect.com/applications/category/category_tlc.asp?CallId=37 - 108k -](#)~~



... you could have even BIGGER problems on your hands as more and more companies (and individuals) are taking legal action against those who display their website meta data without permission!

Sidenote: This is what happened to Dr. J (who I mentioned earlier). In addition to getting served legal papers on more than one occasion, he is now on Google's blacklist and as a result, witnessed his AdSense income plummet from upwards of \$35K per month to a measly \$600 per month. Once the search engines caught on to his network of websites stuffed with scraped content and search results, his traffic went from 30-40,000 hits per day down to 100 within 24 hours! This is what I am referring to here.

This is scary stuff and it IS happening more each day!

But, before you get all *depressed* and think that the sky is falling or the end of affiliate and AdSense revenue driven websites is near... think again. This is clearly NOT the case.

After reading through this entire report, hopefully you will start to draw the same conclusions as I have:

- 1) Websites designed around driving affiliate revenue are not going anywhere
- 2) There are now more opportunities for websites designed to generate AdSense revenue than ever before
- 3) If you play by the rules (i.e. **put up sites filled with quality, relevant, keyword rich content and DO NOT use Google vomit, scraped search engine results and useless filler pages**), and follow the guidelines mentioned here, you can STILL win (plus, you'll get a heckuvalot less competition from other websites since 99% of them haven't read this report, or they will completely ignore the suggestions mentioned)



So YES, there is some very good news for those of you who want to crank out dozens of mini-sites, yet choose to take the high road and actually implement the suggestions outlined here.

Sidenote: You need to also start thinking about creating "Portals" (I will further explain this concept to you later on and why it is so powerful – and profitable!).

The good news is... you can keep 'Big Brother' (Google) happy, develop a network of websites that will last for years (and not get *de-listed* in 3 months by auto-filtering bots or nabbed by a Quality Rater who casually visits your website)... **AND you can still generate a TON of traffic and make a good buck with your AdSense and affiliate websites!**

**Finally, You Can Have Your Cake
... And Eat It Too!**



So, let's break down the key points contained with the Google leaked report and analyze them further, shall we?

*Be sure to keep reading the next few pages for more street-smart lessons, ideas, marketing predictions, and even some **free software** to help you out.*

Within the “leaked report” (a.k.a. Spam Recognition Guide For Raters), the first recommendation made is for Raters to familiarize themselves with Google’s Webmaster Guidelines. This is nothing new. Emphasis is also placed on the following points:

- (a) The distinction between pages designed for human viewers and those set up for search engine robots
- (b) The specific enumerated manipulative techniques for which sites may be “punished” by Google

The first point mentioned in the Google report under “Common Spam Techniques” is about using *sneaky redirects*.

Common Spam Technique #1... Sneaky redirects

What is a sneaky redirect you ask?

Let me give you an example. This has probably happened to you more than once. You go to Google, do a search on “tennis rackets”, click on one of the search results and what is displayed? A porn site.

Huh? You ask yourself. What happened here?

You were just the victim of a sneaky redirect. Sneaky redirects can also be used within webpages themselves. You visit a site about “eye glasses”, click on a link to a related site... you wait 3 seconds and are suddenly redirected to an online casino!

This is another example of what Google would define as a *sneaky redirect*.

But, not all redirects are automatically labeled as “sneaky” by Google. For example, the report mentions the website www.compaq.com. Since Compaq is now owned by Hewlett Packard, www.compaq.com redirects to <http://h1800.www1.hp.com> which is totally legitimate.

So, what if you have a website (let’s call it www.webtime1234.com) and your outgoing links to external “affiliate” pages are all formatted like this:

www.webtime1234.com/gardens-plus.htm
www.webtime1234.com/weed-feed.htm
www.webtime1234.com/soil-booster.htm

What if a Google Rater visits your site, clicks on the link www.webtime1234.com/gardens-plus.htm and gets forwarded to an affiliate page (i.e. www.gardens-plus.com/cgi-bin/aff.cgi?aid=2245)

The BIG question is... *sneaky redirect?* Some might argue that it isn’t. Or... can you be accused of being a “thin affiliate” (see Spam Technique #5 below for details...)

Common Spam Technique #2... 100% Frame

This is another sneaky redirect technique. It is also a form of cloaking. You click on a search result and are forwarded to the URL that appears within the search results. But, all is not as it seems. The page contains a frame that shows content from a different URL.

The search engine spiders one webpage, the visitor sees another. Sneaky redirect? You betcha!

Common Spam Technique #3... Hidden Text/ Hidden Links

Ever visit a webpage and notice large blocks of “blank” spaces on the top and bottom of the page? If you press Ctrl-A on your keyboard, you might notice something. Ctrl-A will highlight all the content on a page and often reveal hidden text or links that are the same color as the page background (most often white).

Often webmasters will attempt to trick Google by stuffing more keywords and text on to a page to artificially inflate their rankings.

Common Spam Technique #4... Secondary Search Results / PPC

In the past, remember those ugly websites filled with dozens of pages that contained nothing more than scraped Google search results? Auto-generated websites that provide little information and are clearly geared towards collecting (Pay-Per-Click) PPC revenue are spam sites in the eyes of Google.

Google also mentions that you can display Open Directory Project (a.k.a. DMOZ) search results on your webpages, however, if they are tied to PPC ads, this is deemed as “offensive” to Google and they will penalize you for it.

The bottom line is this, the report asks what are your intentions for creating a “directory” website. If you are providing a directory of free resources that is filled with recommended websites with no PPC ads, this is fine. However, if there are PPC ads present (or an abundance of affiliate ads/links), the site could be labeled as a spam site.

Common Spam Technique #5... Thin Affiliate Doorway Pages

The report goes into great detail differentiating between affiliate websites that offer an extra service, value or content versus those that are duplicates of other sites, clearly designed to pass visitors through to an affiliate link. The latter is considered spam in the eyes of Google.

In other words, if your pages are filled with informative, quality content that people will benefit from... adding a few affiliate links is okay with Google.

So, you see... whether you choose to admit it or not, you need to be VERY careful when building new affiliate and AdSense websites. Chances are, your websites are being watched, tracked and documented by 'Big Brother' and you've got to start protecting yourself starting today!

Now that you understand some of the criteria, rules and guidelines that Google is using right this second to analyze and rate your website, we can draw a few conclusions about the *right* way to create your sites and keep you out of trouble with the search engines. In summary:

5 Big "MUST DO" Rules When Building Affiliate Or AdSense Driven Websites:

- ✓ "MUST DO" Rule #1: Create webpages that **clearly offer value, useful information, content, articles to the visitor**
- ✓ "MUST DO" Rule #2: **Create webpages that are designed to offer a service to the visitor** (price comparisons, rebates, Q&As, products ratings and reviews that educate consumers or help them make an informed buying decision, etc).
- ✓ "MUST DO" Rule #3: **Do NOT create webpages that use sneaky redirects are plastered with affiliate links** and that are clearly designed to do nothing more that usher people to an affiliate page (i.e. Amazon.com) so you can earn a quick buck.

Note: If you focus on Rules #1-#2, affiliate links will become natural and your chances of being penalizes are extremely low.
- ✓ "MUST DO" Rule #4: **Do NOT fall victim to using techniques and tactics that are only designed to beat or trick the search engines** (i.e. Do NOT use cloaking, hidden text, keyword stuffing, display *scraped* search engine results...etc)
- ✓ "MUST DO" Rule #5: Make your website stand on its own. **If all the outgoing affiliate links and product recommendation links were removed from your site, would your website still offer value to visitors?** (or merely a bunch of webpages stuffed with garbage and meaningless text)

Ask yourself this: Do you design websites (past, present and future) that follow ALL of the above rules? If so, then you have nothing to worry about. If not... look out, because 'Big Brother' could be closing in on you next!



WARNING :



If your websites currently look anything like these...



... you better make some changes, **PRONTO!**

Haven't you heard?

Not only is the clock ticking... the alarm bells have gone off already!

If you've dropped by any Search Engine forum lately, you probably read posts like:

"Help!! Why are all my pages being dropped from Google?"

"Has anyone noticed a big drop in their traffic lately?"

Take a look at this thread of posts that I recently found at a popular search engine forum:

08-03-2005, 08:51 AM

"Last night they dropped me from 38,000ish down to 7,000ish... I checked and all servers were reporting the same thing"

Last night they dropped me from 38,000'ish down to 7,000'ish... then it went back up, I checked and all servers were reporting the same thing... kinda odd actually.

08-03-2005, 09:32 AM



Insane Scribbling
Big Board Admin

Admin Experience: Guru
Join Date: Feb 2004
Posts: 1,231

According to webmasterworld and sitepoint loads of pages have also been banned, something fishy is going over at google.

08-03-2005, 09:32 AM

"According to webmasterworld and sitepoint loads of pages have also been banned, something fishy is going over at google"

This is not surprising...

Using Scraped Search Engine Results = The Kiss Of Death!

SCARY NEWS FOR AFFILIATE & ADSENSE MARKETERS:

Websites that are designed using *scraped* content, *stuffed* with keywords and contain hundreds of *crap* pages are getting the *boot* from Google faster than ever before (and Yahoo and MSN are not far behind).

And those who bought into the "get traffic quick" mentality of pushing a few buttons and cranking out dozens of ugly, ZERO content websites (filled with hundreds of page of 'stolen' scraped search engine results) are the ones really feeling the pain these days.

**Want To Play By The Rules,
Generate Google-Friendly, Long Lasting Websites
And STILL Generate Loads Of Quality Traffic,
Beefy Affiliate Commissions And *Hefty* AdSense Checks?**

**Solution... YOU NEED TO START CREATING
HIGH-QUALITY, CONTENT-RICH WEBSITES!!!**

I know, this all sounds easy... but in reality, we both know that this is a lot easier said than done, right?

If you have already a network of websites built using automated page creator tools, how the heck can you just *flick* a switch and add quality content/articles to all these pages?

Or, if you are new to the affiliate and AdSense game and want develop more websites, you already know how much *time* and *energy* it takes to do this manually.

In fact, I recently built a website that was loaded with great content -- other people's articles that I was able to republish on my website. I call these little, content-rich mini-sites, *portals*. But, this little 30 page portal took me 7 hours to create!

Not to mention, I ended up buying 4 different software products and scripts (and then installing and integrating them all together) just to get the job done.

VERY painful to say the least!

But wait, let's backup a second here... you might be thinking: Isn't this just like *stealing* scraped search engine results and content? Aren't you going to get into a *whack* of

trouble by posting dozens of other people's articles on your website without their permission? Is this even legal?

Actually, believe it or not, IT IS 100% legal and totally aboveboard. In fact...

**Publishers Are Practically *Begging* You
To Use Their Articles
On Your Websites!**

I should know. **Back in June of this year, I introduced *ArticleAnnouncer* - the leading article promotion software and training system on the market today.** I have well over 1,500 article publishers as customers. As long as you produce quality sites and follow a few common "rules", these publishers WANT you to post their articles on your websites. This is why they submit articles to Article Directories in the first place!

Your job is to round up these articles and to starting building *portals* with them.

Sidenote: By using articles, it's like getting the best of both worlds -- you are generating revenue while *still* providing value, educating visitors and giving them quality, relevant content – **which is EXACTLY what Google is telling us to do within their leaked report, right?**

Do you remember *portals*?

If you were around a few years ago back in the dot com days before the "bubble" burst, you already know that *portals* were all the rave.

Venture Capitalists sporting \$5000 Armani suits would pace around in boardrooms, dreaming up these *grandiose* ways to improve their "brand awareness", "presence", boost sales, increase market share (and waste more shareholder's money!).

Their answer? Create a *portal*.

**Here's A BIG
Internet Marketing Prediction
For 2006...
You Need To Start Thinking
About Creating *Content* Portals!**

READ
THIS
↓

Portals??? I know, I know... In the past, "old school" portals were these *monstrous* sites (mainly run by Fortune 500 hi-tech companies who didn't know any better), that contained hundreds of pages of (useless) product information, whitepapers, industry statistics, etc... and cost tens of thousands (often hundreds of thousands) of dollar to build.

In case you didn't know, these style of portals were a HUGE flop – *white elephants* that were nothing more than a waste of drive space on a webserver.

Fast forward to the present and portals are back in a BIG way. Not the *stuffy* corporate-style portals that we've seen in the past. **I'm talking about a very specific (and highly profitable) kind of portal – content portals. Or more specifically, niche-content portals.**

And let's get one thing straight... a portal is NOT a *directory*. Online directories contain dozens (if not hundreds) of pages of recommended products/websites, website listings, links to other websites, etc. Content portals contain articles and content and little else.

✓ These new breed of portals are *loaded to the gill* with fresh, niche-oriented, specific, topical, keyword optimized content and articles. These new portals are laser-focused on a particular topic or market. For example, think about creating a portal about “wedding shower ideas”... and not a *generic* portal about everything to do with just “weddings”.

See the difference?

In theory this sounds great, but we both know that building content-driven portals is no easy task. Believe it or not, *building* the site is the easy part. Researching, finding and sorting out the right articles to use is what takes the most time.

Here Are The 3 Big Pain-In-The-Butt Challenges When Trying To Create Quality, High-Content Portals... (Maybe You Are Frustrated By These Too?)

Before I *dive* into some specifics, you'll be happy to hear that **I am going to GIVE you a piece of software (that I originally developed for my own internal use)** to help you quickly find articles and address some of the challenges I am going to highlight below. I'll explain how you can download a copy in just a second.

Plus, I have some other exciting developments in the works to make things even faster and easier for you. Keep reading for details...

Whether or not you have created a portal-style website before, we can all agree on three challenges...

CHALLENGE #1: The *real* work (and potential cost) is *hunting* down and finding quality articles that you can use, by searching through the major article directories.

If you have ever done this before, then you will know EXACTLY what I am talking about here... it's tedious and painful!

Sure, you can buy software that finds and downloads hundred of articles for you, automatically. But, if you do... be **WARNED!** Your IP address (and other *footprints*) are easily tracked and if you bring a webserver to its knees as a result of YOU scraping (*some call it “raping”*) articles from an Article Directory, you could make some enemies.



Don't even think about using software to automatically “scrape” article directories. Most article directories are taking measures to prevent massive scraping, PLUS it violates their Terms Of Service (*translation = it is against the law!*)

You see, there are a handful of article directories that include **over 30,000 articles each within 50 or more different categories** – plenty of content for you to choose from. But... there is a BIG drawback. Which bring me to this next problem...

CHALLENGE #2: The “search” capabilities within these article directories *suck*. You type in a keyword (or keyword phrase) like “divorce” and what do you end up with? Dozens of *unrelated* articles that contain the keyword “divorce” just like these:

Note: Before writing this next sentence, I just visited a major article directory and here’s what I came up with when I searched for articles on “divorce”...

Career Success - How Do You Handle Change?
Words That Are Like Magnets to Money
How to Find Weaknesses in Your Script

You might think I am kidding here, right? But I am not! These are *actual* results that I got from an article directory! As you can see, it takes you even MORE time to sift through all these article titles (or visit another few article directories) just to find a few relevant articles that you can actually use.

And this is only *half* the problem. Here is something else...

CHALLENGE #3: If you are optimizing your websites (and webpages) for certain keywords (and you should), you’ll want to get a sense of what the keyword density is of these articles. It won’t help you to upload any old article on to your webpages. These articles need to be targeted around the theme, niche or market, of your website.

So, once you find a bunch of articles that might be a good fit for your website, the next step is *analyzing* them from a search engine standpoint. How well are the articles optimized?

This process involves looking at the length of the article – it is too long or too short for your needs? But most important, is the actual keyword density of each article. **As a general (safe) guideline, search engine experts recommend that the optimal keyword density for an article should be between 1% - 3%.**

Definition: *Keyword density* = The number of times a keyword is used on a web page divided by the total number of words on the page.

Unfortunately, calculating keyword density canNOT be easily done by just visiting a handful of article directories. Unless, you want to whip out your calculator and manually count each keyword and divide it by total number of words in the article.

Not fun!

And then comes the *daunting* task of putting everything together into a website that looks great and generates a good flow of traffic, clicks and commission checks. Which brings me to my last point...

CHALLENGE #4: Once you find a bunch of articles that contain the optimal keyword(s) and keyword density -- which my free software that I am going to give you (codenamed *Orwell*) will help you do -- how can you save these articles to create HTML webpages automatically?

Ideally, it would be great to convert multiple articles into multiple HTML webpages with a mouse click (or drop them into an web template) – and *pump* out content portals with ease. What a time saver!

But as you can see, this whole routine is a VERY time consuming (but absolutely necessary) process. Tracking down quality, optimized articles is no picnic! And quite frankly, it is something that has been a *thorn* in my side for months.

And I am definitely not alone here. It's a challenge many of us AdSense and Affiliate marketers face, as we continue to add quality, keyword rich articles to our websites to *bait* and *hook* the search engines to spider our websites more often, boost our search engine rankings and traffic... and most important, turn MORE clicks into cash!

So, rather than sit back and complain about it... I did something about it.

Pssst... Hardly Anyone Knows About This Yet...

A few months ago, I put together a little software product (which I am going to give you in just a second) to help save me time when finding and analyzing keyword rich articles to overcome some of the challenges that I mentioned above. This was a simple, *raw*, piece of software (for personal use only), built out of my own necessity.

I had some big plans to enhance the software, add more functionality, time-saving features, more automation... etc, but then something happened that completely turned this product on its ear! At the time, I had no idea how quickly this project would grow...

This Little 'Experimental' Software Quickly *Bulked Up* Into Something Gargantuan!

Here is what happened... Not too long ago, a good customer of mine (Jason Katzenback) introduced me to a friend of his. Who was this *friend*?

(Please scroll down to next page...)

Marc Quarles.

If you don't know Marc, he is a *super-smart* programmer and also a sharp marketer (a rare combination). **He has worked with some of the biggest names online and has released some of the most *ingenious* software products that you and I have witnessed over the past 2 years. Products like *Directory Generator*, *RSS Equalizer* and *Blog Power*, to name but a few.**

I had no idea that Marc was *also* working on some similar “article finder” and “portal creation” software to help him address the same issues and challenges that I outlined to you within this report. *The timing was perfect!*

To make a long story short, Marc and I decided to combine forces and have been *secretly* working together on an exciting new software product that is really going to help you automate all the things I talked about in this report (and do it legally and ethically).

The technology we are using to make the ‘*magic*’ happen is amazing. It's a really *slick* product and I'll be glad to tell you more about it when it's ready in a few weeks. (*see below to get yourself on the **Priority Announcement List** and be the first to hear about it*)

Here is a small *taste* of what the software will do for you...

Imagine if... you could type in a keyword or phrase, instantly access a database of hundreds (if not thousands) of quality articles that are directly related to your keyword – without resorting to *risky* article scraping – and then analyze the keyword density of these articles *lightening-fast* in an *easy-to-read* table format... *tag* the articles that are best suited for your new *portal* site... and then press a few buttons to *auto-feed* these articles into complete content portals that *auto-build* themselves in a few minutes... and I am only skimming the surface here!

So, rather than having to buy all these software products and services:

- | | |
|------------------------------------|--|
| 1... Auto-website builder software | 4... Article database software/service |
| 2... HTML editor software | 5... And more |
| 3... RSS integration software | |

... we've included ALL this and more into one integrated product, with NO scripts or MySQL databases to ever install, upload, or setup on ANY website that you own!

Oh yeah, one more thing... since *everyone* knows that to get more traffic and better rankings, you need to *pepper* your websites with both static and dynamic webpages, this new software gives you BOTH options when creating your portals – rotate articles or RSS feeds based on your definitions and add them to your portal webpages in a few mouse clicks.

Everything has been well thought out here right down to the finest detail.

In case you aren't seeing the lights yet... *this is* the next generation of automated website creation software – without all the risks, dangers, pitfalls and short shelf life of products and tactics you might have seen (or used) in the past!

(Please scroll down to next page...)

By now, this might *almost* sound too good to be true. But, all this is now possible with the introduction of my latest software, *PortalFeeder!*

Introducing... *PortalFeeder*

And before you roll your eyes and say, “*Ohhh brother, this is ANOTHER one of those auto webpage creators*”, let me say something...

You are dead wrong. You see, the premise of *PortalFeeder* is NOT designed to *spam* the search engines. As you already know, ‘Big Brother’ is on to this stuff already. If your strategy is to hop on the latest traffic *trick* to get a 3 month window, or use *risky*, “black hat SEO” tactics or create *crappy* webpages -- that we both know don’t stand a snowball’s chance in hell of lasting more than a few months -- then this software is NOT for you.

On the other hand, if you are interested in quickly building dozens of online assets that you can profit from for years to come – without the fear of watching your websites get *de-listed*, *de-ranked* or get you into legal trouble – then, this new software is EXACTLY what you’ve been waiting for!

If you are *serious* about boosting your affiliate and AdSense income while *Google-proofing* your websites to protect your online assets (and income), then **I urge you to get yourself on the Priority Announcement List right now**, so you’ll get first glance at the full product when it’s released towards the beginning of December:

[Click Here To Get Yourself On The Priority Announcement List](#)

But, In The Meantime...

Here’s How You Can Download A FREE Copy Of The *Orwell* Software Now!

While Marc and I are still wrapping up *PortalFeeder*, we decided to give you the software that was the original *spark* that kickstarted this whole project. This software could easily sell *as is* and people would *gladly* buy it. But, it’s yours free!

This software didn’t have a name, so I decided to give it a codename (you know, just like big software companies like Microsoft do).

What is the codename for this software? *Orwell*. If you read the beginning of this report, you’ll understand why this codename is perfect ;-)

Before I give you the download link, let me make a few things clear...

I don’t want this software getting into the hands of everyone, and that’s why you will need a special unlock code to access the software (see below). Without it, the software will not install. Just make sure and keep your unlock code in a safe place in case you ever need to reinstall the software or move it to another computer.

Warranties And Disclaimers: I will keep this simple. This software is not some flashy product with cool graphics and icons. It's a pure *workhorse* more than anything. There is no user guide and no help file for this software. Actually, until a few days ago, there wasn't even a setup program for it until Marc put something together to make it easier to install on your computer.

You download it and use it, *as is*. I also whipped up a quick video that walks you through the software – it saves me from answering a *gazillion* emails about “where do I start?”. You'll get the video link once you download *Orwell*.

YES Jason! Please Put Me On The Priority Announcement List And Send Me The *Orwell* Software Right Away..

Once you press the link below, you will receive the download link to grab your copy of this *handy* software product – it's a real timesaver!

Then use this code to unlock the software:

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>>> [Click Here To Download Your Software Now](#) <<<



YOURS
FREE!

Here is a screen shot of the main window within Orwell

Here's how you can download and install the software right now in 3 easy steps:

STEP 1:

Download the software from the above link

STEP 2:

Save the file to your hard drive. Then open it to start the installation

STEP 3:

Open the software you installed and follow the instructions (when prompted, enter your unlock code as shown above)

Note: As I mentioned earlier, I am planning to make some *nifty* updates to this software and some other add-on tools. Also, as more and more people begin to use *Orwell*, I will be sending out fixes, patches and updates to further enhance the performance of the product.

One more thing... Yes, you can pass this software along to your friends, customers, opt-in subscribers... and give them your unlock code to use (as shown below), but please... do NOT resell this software, include it as some \$97 bonus on your website, or clone it and make it the basis of a new software product that you plan to sell. I appreciate your honesty.

Your software unlock code is: 1518

If you have any suggestions for improvement with *Orwell* or need some help getting it to work, you can email me at orwell@profitjolt.com and either Marc or myself will get back to you.

What are people saying about *Orwell*? I recently gave one of my colleagues a copy of *Orwell* (the exact same software that you can download from the above link). He sent me a reply a few hours later and was absolutely *floored* with the software. The timing was perfect! He is creating a network of mini-sites (or "*portals*" as I call them) and was looking for an easier way to research and find keyword-rich, optimized articles for his AdSense-driven websites.

Here is what he had to say about the software:

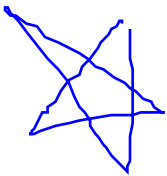
Jason, this thing is a dream! How do you come up with this stuff? Just this week, I was searching for some articles for one of my new AdSense websites and *Orwell* couldn't have come at a better time.

Thanks again for forwarding a copy to me and I am looking forward to seeing the other portal creator software that you mentioned.

*George McKenzie
San Antonio, Texas*

Well, you've read this far. Thank you ☺

If nothing more, I sincerely hope this report was a wake up call for you. Or better yet, a *stern* kick in the pants!



I hope you are convinced like I am... **'Big Brother' IS alive and well on the Internet and is watching your EVERY move!** Massive changes are taking place in the search engines and the tactics and techniques we've all used in the past are NOT delivering the same results today.



In fact, using them could get you into hot water with the search engines, lawyers, or, your income and traffic can drop like a stone in 48 hours, as explained throughout this report.

As Internet Marketers, the message is clear... **you either adapt or perish!**

Pushing a button and creating a 1,000 page *crappy* website – *stuffed* with scraped search engine results – worked like gangbusters a year ago (even a few months ago), but times have changed...

The search engines keep getting smarter and YOU also need to get smarter in order to play by the rules, keep the search engines happy and STILL generate a steady flow of traffic and commission checks from your websites.

→ → **Content IS (and always will be) king!** ← ←

Those who realize it and start to use quality content as the basis of all their mini-sites and *portals* are the ones who are going to truly thrive and survive in 2006 and beyond.

The writing is on the wall. You have the guidelines... you have the blueprint... and now you have the *Orwell* software to *hunt* down and find fresh, keyword-rich articles to add to all your websites.

The next move is up to you... *step up* and make the necessary changes to your business and your websites, or close this report... go back to checking email... and pretend that 'Big Brother' doesn't exist and that you are totally immune to everything that you've read about over the past 2 minutes...

To your online success,



Jason Potash
Jolt Marketing

Send your questions or comments to: orwell@profitjolt.com

P.S. – In case you briefly skimmed this report and decided to head straight to the end to find the “good stuff”, you’ll want to get your hands on this FREE software (called *Orwell*) that I just decided to release. If you already have (or plan to have) a network of “AdSense or affiliate” driven websites, then you need to start *peppering* these websites with fresh content/articles. Massive changes are taking place within the search engines and “old school” mini-sites that are loaded with pages of *crap* and *scraped* search engine results are doomed! Grab the software now, install it, use it... and see just how easy it is to find, analyze and use keyword-rich, optimized articles to *revitalize* your current websites and make your future websites come alive with more search engine activity and traffic using fresh, quality articles!



[Click here now to download your FREE software:](#)

Your software unlock code is: 1518