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Foreword

Project Black hat explains in detail what Black Hat SEO is and how to do it.

The highest earners in the field generate over ten thousand dollars per day using techniques similar to the ones found in this book.

These techniques are not only frowned upon by the search engines, they are the bane of blog owners, guestbooks, web 2.0 sites, forums and webmasters everywhere.

Some of the tactics detailed in this book may be borderline illegal where you are.

They are provided for information purposes only and the author takes absolutely no responsibility of any kind for adverse results you may get by using them yourself.

This e-book is written by someone who hates “filler” with a passion. Too many e-books and how tos are filled with general knowledge and half truths. The information provided herein details how black hatters can make a very good income gaming the search engines.

That being said, let’s get to it.

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Search Engine Optimization

Everyday, tens of millions of dollars in commission are generated through search engines, both through organic listings and Pay Per Click advertising (PPC). Both of these are an integral part of black hat SEO, as the most common monetization method is to draw traffic free traffic from the search engines and send it off through AdSense or similar contextual advertising platforms.

The underlying principle is this: draw people to your sites: make money. It really is that simple, and everything else builds upon this principle.

White Hat SEO:

White hat SEO refers to the practice of helping your sites and their pages rank in the search engines for given keywords and key phrases by using methods that are in perfect alignment with the guidelines put forth by the search engines.

White Hat has its rewards and the majority of people trying to make money on the internet employ it tools at one point or another as well as unwittingly adding a touch of black here and there.

The hallmark of white hat sites is content; lots of unique content with the right linking strategy.

The best white hatters out there are master linkers, using link requests, paid advertising and highly linkable content (link bait) to attract authority from search engines. These practices can be very rewarding done correctly. They also require a certain degree of luck and perseverance.

Unless you already have longstanding established domains, authority is not built overnight.

Search engines are also notoriously capricious, making changes to their algorithms regularly. These changes often cause sites to gain or lose rankings depending on the flavor of the month, frustrating, to say the least, for entrepreneurs who have spent long hours and big dollar to achieve top ranks.

This book is not about the merits of one method over another. It is not about ethics either, an issue that is often raised by white hatters when discussing black hat search engine optimization.

Having cleared that out of the way, the more general SEO knowledge you can gather, the more successful you will be at either facet of the game.

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Black Hat SEO

Black hat SEO uses almost exactly the same principles as its white hat counterpart. Search engines have formulas, that when catered to produce favorable rankings, traffic and ultimately: revenue.

The big difference is that the black hat SEO has complete disregard for what Google, Yahoo! and friends say is right or wrong. If it works, you do it.

The other main fork in the road is automation.

While the white hatter sends out personalized link requests one by one to highly targeted recipients, black hatters spam links using scripts and automated software that submits to guestbooks, blogs and forums. They also create their own links by using blog farms, cross site scripting and other methods that get instant bang for their buck.

The black hatter seeks to automate everything, from keyword research to site building and link gathering. Very little time is spent on design. Unique content is only as good as what a computer can generate, ten thousand page sites are built by the hundreds – in a matter of minutes, at the click of a button.

There are two main paths to follow in black hat Seo: low and high competition optimization. Both will be discussed in this e-book with particular emphasis on the first because it is more accessible to all and the building block of the second.

By putting up masses of very large sites, all of them filled with machine generated content peppered with long tail keywords, the black hatter can generate thousands of dollars a day.

An average black hat site, built on a proper content generator can very easily generate \$.20 - \$1 per day. While this may seem like a ridiculous sum of money, it all adds up very quickly considering how low the investment in time and money is for such a site.

Here is a very average scenario that is very attainable using only the most basic of the methods detailed in this book.

Over a period of one week, 200 domains will be built on \$0.75 .infos. Each of these will have thousands of pages. Within one month, these sites will be on their way to making \$0.50 per day. That's \$100 per day for one week of work and \$150 worth of domains. Do that every week and your income would hit \$400 per day by the end of the second month.

Automate the process and do it faster. Build twice as many domains per week in

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half the time. Double the effectiveness of each site by constantly evolving your

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linking strategy and using better scripts. You are now looking at \$1600 coming in every day. It's not only doable, it's being done right now, using exactly the tactics you are about to discover.

Welcome to the world of Black Hat SEO.

Project Black Hat is not only an e-book covering tips, tricks and tactics. It should be read and absorbed as a step by step guide to building your virtual real estate empire.

The order of the chapters and sections is no accident. They are the reflection of exactly how I proceed to identify opportunities, purchase domain names and hosting and finding thousands upon thousands of relevant profitable keywords.

The next section covers building these sites on several different content generators, getting those sites indexed quickly and finally adding all the link power you need to rank those pages.

Nothing is left to chance, from the very first step you take towards your black hat empire to the powerful free links you can generate to outrank your competition, and the landing page tricks you can use to get out of this world conversion from traffic to cash, it's all inside.

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Monetizing

The biggest challenge most people face in their quest to make a living online is

generating enough traffic. The black hat SEO tactics detailed in this book should largely take care of that problem.

The next step is to earn cash from that traffic. There are several ways to do so, all of which are the same as traditional SEO.

Contextual or PPC Advertising

By far and wide, this is the preferred method of monetization for Black Hat SEO. It is as simple as pasting a piece of code on your pages.

Contextual advertising displays relevant ads on your site depending on the content of the page. Every time a user clicks on one of these ads, the site owner gets paid.

The most popular provider is Google's AdSense. If you do not have an account yet, a later section of this guide will show you how to get one quickly and easily, even if you don't have your own domain or website. Be warned that Google does at times ban black hatter's AdSense accounts. This has never happened to me but does happen, as it does with white hat sites. For this reason, I have several AdSense accounts and try to spread earnings across them so that any eventual penalty would have limited impact on my income.

Affiliate Redirects

This simply refers to the practice of drawing in traffic from the search engines with huge auto-generated black hat sites and rather than having this traffic click on your contextual ads, they are sent off to an affiliate sales page.

With cloaking, traffic can either be sent directly to the affiliate page or to your pre-sell or review page. Affiliate marketing through black hat SEO is slightly more advanced than monetizing through PPC ads. It can also be more rewarding. I highly recommend you start with the latter and move your way into affiliate redirects once you have the hang of it.

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List Building

Many black hatters redirect their traffic to squeeze pages. A short, simple catchy page that promises all sorts of benefits in exchange for the user surrendering their email address. These signups will be monetized again and again through mailings and promotions. There is no reason why you can't build a long term business based on black hat SEO.

One of my favorite aspects of the process is that by building cheap domains tightly focused on hundreds of largely untested niches, the diamonds emerge from the rough.

Whenever I launch new black hat sites, I only do a very limited quantity of research into the niche. Why? Because the best way to find out how profitable a niche will be and how accessible it is does not run through keyword research and only slightly accurate projections provided by tools. It runs through real testing. For every new batch of sites I put up, some do poorly, some do average business and others take off and make almost ridiculous income for something that took minutes to build.

Since these sites are using the low competition method, I know for a fact that any half decent white hat site using the same keywords would not only be easy to position in the search engines, it would also stay there month after month earning residual income without me ever touching it again.

Using this method, I only invest time in building sites that will be a surefire success, cutting out the wasted time and effort that inevitably finds its way into all webmasters' failed endeavors. My income streams are varied in their monetization methods as well as the SEO methods I use to tap into them. There has not been a single month in the last year where my income has not grown substantially, even when I go on vacation and leave the whole operation whirring quietly in the background.

Those are exactly the results you can achieve for yourself if you read and apply the techniques detailed in this book. May they leave a lasting impression upon you, one that will commit you to action and the financial rewards you desire and deserve.

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Project Black Hat

1.1 Hosting:

First things first. Hosting is just one of those utilities you need as the building base of your black hat empire.

Here are a couple of features you might need when using content generators and scripts that automate posting to blogs or page growing on websites.

You will want your host to support (generally, this is a good bet they will also not be bothered by your activities):

Wildcard sub domains

CHMOD 777

Fantastico

Cron Jobs

PHP fopen function

Ideally, you will also want several IP addresses for your sites. This has two advantages.

First of all it prevents you from losing too much in the rare advent your IP gets banned. Secondly, it allows you to bestow link juice upon your site, thusly building mini-networks, as will be discussed further in this guide.

This can take away from the protection you receive with the first feature but used sparingly you shouldn't run into any trouble.

For example, if you have a 4 splogs (blog farms) on 4 distinct IPs and you post on each with links to a new site of yours, each of those 4 links will come from a different IP and pass at least that filter on the search engines. This means all of them will count towards your indexation and page rank.

To achieve this, you could use dedicated hosting or VPS hosting that provides you with multiple IPs off the same account or you could use several smaller shared hosting accounts.

Free hosting:

If you're just starting out and you don't have a single penny to your name, the good news is, nothing stops you from spamming. Free hosting is available in different forms. Most of them will force third party advertising on your sites in exchange for the free hosting.

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While this is undesirable, there is a certain measure of success to be had on free hosts that are sub domains of high PR sites. Some of that authority trickles down.

Free hosting list:

http://www.absolutely-free-hosting.com/free_hosts_01.php

This is however the least desirable form of hosting you can get. The forced ads are not the only issue, as you will have limited access to settings and functions needed for moderate to advanced black hat SEO.

Blogger: The Other Free Host (<http://www.blogger.com/start>)

A Google offspring, blogger is a free blogging platform that allows you to set up any number of blogs for free. Again there are limits to what can be achieved, but this can be a good place to start for those that can't afford even the most basic hosting package. Blogger blogs are also useful for gaming MSN, indexing your sites, providing backlinks and getting an AdSense account the easy way.

At the time of writing, MSN is absolutely gaga over blogger blogs. MSN will rank these higher than any other site formula I have seen even if the blog in question has a largely inferior linking profile.

Concretely, what that means is that if you build a keyword stuffed blog on blogger with only an inkling of content and point a couple of links to it, MSN will be eating it up and ranking it favorably in no time.

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While MSN does not command that much traffic, it does command enough on high competition terms to make you several thousand dollars per day if you can rank for these.

Right now there are blogger blogs with less than 60 inlinks ranking all over the first page on MSN for great terms like "cheap travel".

It's debatable how long this will be possible but it has been going on for several months with no indication of slowing down.

Blogger blogs are also the best way to get your AdSense account if you don't have one already. Start a blog there, post once a day for a week and use their service to apply directly through the site. Most accounts initiated this way are quickly approved. This is by far the best alternative for those who do not have a

white hat site they could use to apply.

Shared Hosting:

Shared hosting comprises the majority of accounts. With shared hosting, your sites will share the same space and IP as hundreds of other sites from other people doing largely white hat building. Generally speaking, this is a good thing. While you have less control over your server and settings when using shared hosting than using VPS or dedicated, the fact that there are hundreds of good clean sites sharing your IP makes it harder for Search Engines to nuke your sites in bulk.

I personally like www.resellerzoom.com these days. For \$4.95 a month, you get all the necessary functions mentioned above. You can host 50 domain names with 2000Mbs of disk space and 30g bandwidth which is generally sufficient. With most shared hosting, you can buy different IPs at between 1 and 3\$ per IP per month. Make sure the IPs are a different C block, or they will be worthless to you.

Explore your options; it's never a good idea to put all your sites on the same hosting account.

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VPS Hosting:

VPS hosting refers to Virtual Private Server. In essence, you get a part of a server dedicated to you. That means that whatever server resources you pay for are guaranteed to be available to you when you need them. Mass pinging, site growing and link spamming can all be resource intensive and VPS hosting becomes a good idea to run your scripts on once you reach a certain level.

The two things to watch out for are the higher price tag (generally between 25 and 50 dollars per month) and also the chance of getting a mass ban from the search engines since your sites are the only ones on the server.

Most VPS providers will set you up with at least two unique C block IPs, with the possibility of buying more as you see fit.

Dedicated Hosting:

Also known as dedicated server. This type of hosting allows you to rent an entire server for your needs. This provides the most resources and highest flexibility. It also requires some basic knowledge of servers and the costs can be quite prohibitive until you start earning interesting money.

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1.2 Domains

Keep your domains organized. Black Hat Seo is about volume and automation.

The most prolific spammers have thousands if not tens of thousands of domains.

Managing these can become a headache unless you organize from the get go.

Does the domain name matter? I am tempted to say yes. Whenever I can, I insert the keywords in the domain name itself. It certainly doesn't hurt your rankings and will help with most search engines as well as clickthroughs from the SERPS (search engines results pages).

1.2.1 Cheap but Good

When you use the "throw it against the wall, see if it sticks" black hat Seo approach, vomiting anywhere between dozens and thousands of auto-generated sites into cyberspace, you want cheap domains. The cheaper the better.

In such, .info domains are the spammer's best friend.

www.Registerfly.com is one company that hears you loud and clear. They have an ongoing special that will hook you up with .info domains for as low as \$1.19, anytime. That's when they're not having the SUPERINFO promo which tends to run once weekly, during which time you can get as many .info domains as you want for \$0.75. You might also try tierra.net for \$0.88 .infos anytime.

Latest analysis suggests that there is no sign of .infos losing their credibility with search engines.

However the wave of concern is also rising. I've seen the .info question brought up across syndk8.net as well as 3 or 4 other prominent forums where SEO discussions are held. While no one has been able to conclude that .infos are getting any kind of penalty thus far, the sheer fact that it has risen to the top of the collective mind is enough to bring the spammer's best friend to the rescue :caution.

1.2.2 Expired domains:

Expired domains are great, when you can get them. They already have their spiders, a minimum of trust, a lot of the time links and sometimes even links from powerful .edu domains and directories like Yahoo! or DMOZ.

What this means is that anybody who can get their hands on them would jump on the occasion since a site launched on one of these would get an immeasurable advantage over any new domain.

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This is nothing new as it has been common practice for years to try and scoop up these old domains that are expiring. Countless applications and pieces of software have been built to find and track domains that are on the verge of dropping. That's actually the easy part.

The hard part is catching the domain once it becomes available. So many individuals and companies are now lined up to buy these domains the minute they drop that it has become nearly impossible for a regular person to get their hands on one of them.

Sure some mostly worthless domains can fall through the cracks and be snapped up but for most domains that are worth anything at all, the competition is fierce and expensive.

There are companies out there that exist specifically to capture these domains as soon as they are released.

Domains drop from Icanm on the 75th day after they expire between 11am and 2pm pacific time. At that moment, domain scooping companies use immense amounts of threads from servers with huge resources to grab as many of these domains as they can. Any home based operation is hard up to compete against them and will get nothing 99.99% of the time.

Which leaves you with two options. Register new domains and suffer the pains of slow indexing and lack of link love or shell out what can seem like obscene amounts of money to one of the aforementioned companies to get your hands on one of these "crusty old domains".

Is it worth it? Only if you plan on putting considerable time and effort into that particular site. White hat sites can gain a nice benefit despite the price but black hatters have more of a dilemma on their hands.

The only time a black hat SEO would consider paying such a high fee for a domain name is if they really knew what they were doing and had a well thought out plan to cash in on a competitive term in a hurry.

For example, if you went after a competitive insurance term, had lots of high PR links ready to go and found a nice old domain with links from the major directories and a .edu site or two, it could be worth it to pay up to \$500 or more for it. The site would get banned in time but if executed correctly, the maneuver could pay off big in that window of opportunity.

To learn more about these expired domain services, check out this article by Mike Davidson : <http://www.mikeindustries.com/blog/archive/2005/03/how-tosnatch-an-expiring-domain>

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1.3 Keywords

Keywords are another absolutely essential part of Black Hat, or any SEO for that matter. Choosing the right niches and the right keywords for those niches can make or break a site.

Selecting keywords to target can be a daunting task no matter what method you will use to target them. We've all heard time and time again that niches are where it all happens in this day of fierce competition. That also happens to be true for black hatters.

In fact, black hat SEOs may be even more inclined to target very specific keywords for which there is little traffic and little competition.

This is definitely one of the biggest advantages of black over white hat. While it would hardly be worthwhile at all for a white hat to build highly optimized unique content pages for very low traffic keywords, let alone a whole site aimed toward that mini-niche, for their dark counterparts it is as feasible as it is desirable.

With content generators spewing these content pages for you, it can take a matter of 12 minutes to build a 10,000 page site with each of those pages targeted towards a specific low traffic, low competition keyword.

Low traffic could mean anything from 10 searches a month or more. Low

competition means that there would be very few “competing results” for those particular queries.

Let’s look at these realistic figures closely. Say the average number of searches per month per selected keyword is 5. This means your site would have a potential of 50,000 searches per month. Keeping in mind that these are very low competition search results, say you got 2% of the clicks originating from those searches for a total of 1000. Standard conversions to contextual advertising would be around 12% at a low average of \$.10 per click. Total monthly earnings: \$12.

Not a whole lot you say. Tremendous, I say.

Black Hat is more often than not about volume more than anything else. Only the most seasoned warriors can dependably go after high search volume, high competition keywords.

But it doesn’t matter. “Bottom Feeding”, as the practice described above is often referred to, is nothing to sneer at.

A quick calculation: Say you build 25 sites per week or approximately 100 per month. You are adding \$1200 of somewhat residual income every month. At the

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end of 10 months, your monthly “sitting on your butt” income would be \$10,000. Not too shabby.

Now build more, build faster, link better and in no time, you’re really getting somewhere...

1.3.1 Niches and Competition

The trick to making easy money from Black Hat SEO is, in most cases, to go after low hanging fruit. Small focused niches with low to moderate amounts of competition. Yes, there is loads of Viagra spam out there and it makes its owners rich, but for most beginners, it will be much more rewarding to go after low competition keywords while taking the bulk approach.

It can be quite hard to know in advance if a particular niche will work out well for black hat purposes. Thankfully the low time commitment and cost associated to building one site takes care of this in good measure.

Say you create 10 near random niche targeted sites. I do this a lot especially when my pool of domains registered but not built on gets low and registerfly’s \$0.75 .info domain special catches me with my pants down. You pretty much take random subjects inspired by trends on Google zeitgeist or similar applications, the yahoo directory or DMOZ or whatever pops into your head. You generate keywords around these niches you have identified, build the sites, get them indexed and move on.

A while later, you come back to them and see how they are faring. It’s a good bet some will be doing well while some will be doing almost nothing. Generally speaking, because of the extremely low time and money cost associated with building these sites, you will come out on top.

A light analysis of results should tell you what niches are performing and which ones are not. When you have that data in hand, it’s a simple exercise to rebuild one or more sites around the same niche, adding a couple of keywords when possible and changing templates around or content generation methods.

By doing so, you not only put yourself in a position to build a profitable site on a theme you already have data for, but you are also making provisions for the future. When your lead site gets banned, the “duplicates” take up where it left off. I put duplicate in quotations here because you don’t want an exact duplicate, that would damn you to supplemental results hell, but is rather unlikely given the way content generators function.

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Keep in mind that while complex in-depth website analysis can be less rewarding for black hat SEO, it does have its place. Most would benefit from adding very topical results evaluation to the build build build philosophy.

Here is a post by Patrick Gavin of text-link-ads that goes into more of the reasons why you might want to do this.

http://www.linkbuildingblog.com/2006/07/warning_no_back.html

1.3.2 The Low Competition Method: Building Long tail Keywords

By the time Microsoft announced its intention to launch Zune, a so-called iPod competitor; almost all the “good” domains were already taken. Competition is

getting really stiff. Of course this applies to keywords too.

When running an adwords campaign on a competitive high search volume term, the short more generic keywords will often cost a bundle and have a lower conversion rate than more specific 2-3 or more word phrases.

What is true for adwords is also true for SEO and therefore black hat applications.

A generic keyword, in the sense I am implying would be “MP3 Player” as a choice for Zune. While a less generic one or “long tail keyword” could be “buy zune New York City”. It’s a good bet the second would see much less action on the search engines, but the traffic that would hit that term either through contextual ads or generic results would likely bring high conversions.

Since this facet of black hat SEO is often about a large volume of low search keywords and phrases, these long tail keywords should compose the bulk of your offerings.

So how do you transform a generic keyword into a long tail keyword? It’s rather simple. You need to add action terms (buy, get, purchase...), qualifiers (cheap, bargain, on sale, lowest price...) locations (New York, Pasadena, Anchorage...). Another method is to search out misspellings. Indeed the average human being makes an inordinate amount of mistakes while typing in their searches and savvy webmasters know to capitalize on this.

Doing all this manually is not only painfully time-consuming but nearly impossible considering the volume we are going for. Keyword tools are an essential part of any self-respecting black hatter’s arsenal.

Find a couple of free resources here:

<http://www.onlinehoster.com/blog/scripts/>

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For a free keyword tool that scrapes Overture amongst other public applications, sign up to www.Syndk8.net and search those terms on the forums.

More advanced keyword tools will be discussed shortly.

1.3.3. The High Competition Approach

One of the most heavily spammed “niches” is Viagra, or male enhancement products. These are high volume, high payout keywords that come with hefty competition. Not only are there lots of “legitimate” sites to compete with, there are also numerous spammers giving it a go.

It’s not impossible to get your sites ranked for these keywords but it is considerably more difficult than the keyword selection method above. In most cases, you will need inordinate amounts of links, as well as some less savory tactics that will nevertheless be discussed in a coming section.

My suggestion would be to start at the bottom rung of competition and build your way up from there. Once you are able to rank for moderately competitive terms, you will be ready to step up and put a dent in the SERPS for lawyer and insurance words.

1.3.3 Keyword Research and Tools:

When using the highly recommend high volume approach, generating thousands or tens of thousands of keywords at lightning speed is absolutely essential.

If I had unlimited resources, I would use Keyword Discovery, Enterprise Edition to get the job done. Since it’s a little too pricey for most, I’ve reviewed some of the keyword tools I’ve used successfully in the past and continue using to this day.

Keyword Discovery + Keywords Analyzer = Spamtastic

Either one of these tools is an interesting standalone product and holds its own for traditional SEO and PPC campaign optimization. Put the two together and you have a mean, lean spamming machine.

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Keyword Discovery

Whether you use keyword research to get more bang for your buck in PPC advertising or for black hat site generation purposes, the same pattern holds true.

Main keywords, the most obvious ones, often one or two words, have high search volume and high competition. Statistically speaking, they cost more in terms of CPC and have lower conversions to sales or concrete action.

Using these “main” keywords is often a lost cause for blackhat SEO, as it takes a large amount of work and powerful links to rank for them. For CPC, they will

dilapidate your account balance in no time and often provide poor results conversion-wise.

The trick, in both cases is to target long tail keywords as previously mentioned. How do you find them? There are many different ways. Scraping Overture's Inventory and other free keyword tools is one of them but will often stop just short of providing the level of depth you are after.

Paid keyword tools can often achieve this to a greater degree.

Until some time ago, I relied quite exclusively on Wordtracker to do this for me. It worked rather well in comparison with other methods.

Lately though, I had been wanting to speed up the process of generating keyword lists while finding a way to dig deeper. Keyword Discovery (<http://keyworddiscovery.com/>) by Trellian seems to be the answer to one of these conundrums.

Keyword Discovery is available in two levels, standard (\$39.95 monthly) and enterprise (\$495 monthly).

The enterprise edition comes with a hefty, somewhat prohibitive price tag. It allows for very fast search and could probably accumulate hundreds of lists of 10000 keywords in a day's research. I will not review for it the time being because I am using the standard version although I may upgrade in the future. The standard edition is very easy to use and digs very deep into any root keyword. You can then branch out laterally to any sub-root keyword and so on until you reach the final level.

Since Keyword Discovery contains a database of some 32 billion searches, the more elusive long tail keywords are to be found here. I found it rather easy to achieve 2 to 3 times the list size with this tool than with Wordtracker or Overture Inventory.

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Many of these keyword searches are 4 and 5 words long, meaning they are low competition and easy to target with black hat methods. This has been right on the money for me as sites generated with these keyword lists have done impressively well in the serps compared to the same theme using lists generated by other tools.

The only real drawback is that it is more time consuming than the other methods of keyword generation.

When Keyword Discovery returns results, they can be in any number range. 5,000 results for a relatively tight term is not uncommon.

The problem is that it will only display them 100 at a time, meaning you can only add keywords to your project list 100 at a time. You then click for the next page of results and keep going that way. The pages load rather slowly and this is the most painful part of the process when looking for 10000 strong lists. That means 200 or more clicks in the system with an average wait of up to 10 seconds per click. Time consuming, something the black hat hates.

Thankfully, Keywords Analyzer is the perfect match and automatically queries the Keyword Discovery database for the best of both worlds.

Keyword Discovery is not a strictly black hat tool. As it applies to PPC, I would consider it a nearly invaluable tool. The long tail searches will be more than worthwhile as they will pull high converting dirt cheap traffic.

Keywords Analyzer

In black hat SEO, one of the safest tactics is to build lots of sites and then build some more. The more markets you set up stakes in, the more winners you will find, the more money you will make.

It's relatively easy to find new markets, especially in consideration of the fact that winners are often not where you expect to find them and costs associated with launching a new site with thousands of pages is extraordinarily low.

Having a look at that cost, it becomes evident that beyond useful software purchased here and there to provide more reach and automation, the biggest investment is time. For example, you can get a domain for about .75\$ at registerfly, hosting for one site for about .10\$ a month. Total money investment is under a dollar...

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The most important cost then is time. Beyond putting together a system that gets the job done in terms of indexing your sites, getting rankings and then converting

clicks or sales, building new outlets for this system fast is what will have the strongest effect in determining your success and income.

That being said, the greatest time waster, or to be fair, investment of time is in keyword research. Done manually, this can end up making you into a drone and using up 90% of the time you allot to your black hat activities.

A while back, that was the case for me. I used Wordtracker, Overture, several free tools... I could build large high performing keyword lists but it would take ages and be a huge drain on brain functions as it is highly repetitive and done over and over becomes very boring.

When I started working with Keyword Discovery, my only problem with the application was how slow it was. Keyword Discovery standard edition will give you access to 1000 results for terms you search. You can then search any of these 1000 results and so forth until you find what you're looking for. Great. Problem is, you can only add keywords to your "basket" 100 at a time. Result: you'll get a great keyword list, but for a list 10,000 strong, you might be looking at hours worth of clicking and searching.

I knew I was onto something with Keyword Discovery but the slowness of it was turning me into a drooling zombie. I needed to make this thing go faster, but how?

My programming skills are pretty basic, to put it politely. I'd love to make all the stuff I need myself but using out of the box software is often cheaper and faster than learning everything and reinventing the wheel every time you need to get something done. For now I'm quite content to use part of the money I generate to make the system more effective by buying the tools that will speed things up or otherwise increase returns.

Keywords Analyzer has proven to be one of these. In fact it's saved me so much time in keyword research that I may just be able to crack open those PHP manuals that have been gathering dust...

Keywords Analyzer is not strictly a black hat keyword research tool. It has great features for regular SEO as well as powerful functions for PPC campaign and competition analysis. However, that's not what I use it for.

I use it to generate absolutely huge, deep keyword lists extremely fast. And it works.

There are two main ways to build these lists. First of all Keywords Analyzer is a high performance Overture Inventory Scraper. You can launch 40 threads on

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proxies that will dig as many keywords as you want on as many levels as you specify. For example, if you started with the word car and dug on many levels you could just click the button and come back hours later to find a list of 100,000 keywords, a lot of them as deep as "buy cheap new car muffler New Jersey". Use the built in filters that come with Keywords Analyzer to remove the stuff you don't want and export your list in a text or excel file. Very fast, very automated, very easy.

Here is where it really took the load off for me. Scraping Overture has its limits. There's a lot of people doing it so competition is never as low as it could be for the terms found, plus results are only based on one search engine. Thus the reason why Keyword Discovery is so appealing.

Keyword Analyzer also scrapes Keyword Discovery.

You need to have an account with Keyword Discovery for this to work, but if you do, watch out, you're in for an avalanche of juicy search terms in a hurry.

Somehow, this application is able to query the Keyword Discovery database about 100 times faster than results are returned when clicking manually. It also sucks them right into a list for you.

Here is how I have been using it with great satisfaction.

I enter a couple of root keywords and set KA(Keywords Analyzer) to go get the top 100 search phrases for them from KD (Keyword Discovery). I then copy paste the results back into the search tool and change the setting so KA returns 1000 results for each in KD. About 20 minutes later, I will likely have a huge keyword list with tons of long tail searches.

If the list is to my satisfaction, I stop there, enter the next root keywords and go off to generate a huge site with my fresh list. Otherwise, I select some more terms from the expanded list, add synonyms and lateral searches and search again. This will usually fetch an enormous list. A couple of filters later, it's ready to go.

Another simple feature is keyword concatenating. Big word for a simple function. It simply means to add words at the beginning or end of a search term.

Keywords Analyzer can do this too. Paste your search terms in the central column, add a word in the left column and or one in the right column, press the button and there you have it.

This is great if you want to go after specific local markets or a particular phase of the user's search process.

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For example, if you were to build a site on car insurance, you could generate the 1000 most popular searches for that term, pop it into the keyword permutation tool that comes with Keywords Analyzer and then in a couple of clicks add descriptors and action words to the end and beginning of each term. Effectively, a quite general term like "cheap car insurance" instantly becomes "buy cheap car insurance New Jersey".

This kind of keyword permutation can provide very impressive results and once again, being able to do it fast is the key to launching your black hat income into the stratosphere.

All in all, at less than \$100, Keywords Analyzer proves to be a very valuable part of the black hat tool arsenal. Used correctly, it provides huge returns and can easily swing from black hat list builder to PPC campaign optimizer and more.

Whatever method you do settle on for keyword research and list building, do make sure that you use filters to remove all offensive and adult language from your lists if you are planning to use AdSense to monetize your site. Adult content, even accidental, will get your account banned in a hurry, when and if the AdSense police notice it.

Keyword Domination

Although I don't use this tool regularly, it is by far and wide one of the highest performing keyword research tools for black hat SEO on the market today.

When you need a lot of juicy, long tail keywords in a hurry, Keyword Domination is keyword research on steroids.

This one functions somewhat differently than the others. Input a single base keyword and hit search, minutes later, you have an excel sheet, ready to be downloaded with 10,000 keywords and phrases in it.

The only downside is the price and limited structure. For \$97 a month, you get 1000 credits. Each 1000 keywords returned deducts one credit from your total.

This means you get one million keywords per month. You can buy more for reduced rates, if need be.

While the price tag is hefty, nothing beats Keyword Domination when you need keywords fast.

Check it out here: <http://www.keyworddomination.com>

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1.4 Design and Templates

White hat sites need to ride the fine line between conversion rates and good taste. With most applications of Black Hat Seo, good taste can take a hike.

1.4.1 Templates and Footprints

One of the pitfalls of using various software applications to generate large quantities of sites and content is they can leave tell tale footprints.

Footprints are readily identifiable details that can link your site to its creator and the other sites using it. It is particularly important to remove them when you are dealing with a commercial application or something that a lot of people have gotten their hands on.

If you remember the golden days of Traffic Equalizer when just about any site could be thrown up in a matter of minutes and be making \$50-100 a month a couple of weeks down the road, you probably know that footprints are what put an end to these easy pickings. That and the Search Engines getting a tad smarter, but that is a story for another day.

What constitutes footprints? It could be something as ridiculous as a "powered by" mention, down the names of your classes, files and divs in the code of your pages. Other signs can be hundreds of pages with exactly the same word count in the body text, meta-title, etc...

How to avoid the most common footprints:

- 1) Never use the generic templates that come with software you acquire from a third party. Make your own or get them built for your personal use on the cheap.
- 2) Change the div ids, image names, class names, file and directory names of

the script so they are unique to you. This takes a bit of time but is immensely worthwhile down the road.

3) Look for any other text on your template page that might repeat itself or be part of unmodified pages created by the application you are using.

4) Whenever possible, use more than one template per site so that pages don't have exactly the same titles, word count etc with only the keywords and body text changing from page to page.

That should take care of nearly everything. Once you have your templates cleaned out, you'll be the only one using them and this will greatly diminish the

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possibility of your sites being mass identified to the generator that spawned them.

Quick Passing Note:

This is a quick note but an important one. When looking for more of something you have found on the internet, the best way to search is by using footprints. For example, if I want to find more guestbooks on which I can leave comments to create backlinks for my sites, I could use this search command in Google:

`Inurl:guestbook.asp`

This will find all the websites that have the "guestbook.asp" in their URL somewhere. This also works for "powered by" mentions.

While this may seem unimportant now, it will quickly become clear to you that you need to protect your sites from footprints and use footprints in other sites to quickly find what you are looking for.

1.4.2 Landing Pages

I use a lot of cloaking in my black hat network. As such I've build different types of landing pages. Here are the ones that have worked best.

1.4.2.1 Real Search Engines

The user clicks on the results page in Google or Yahoo! They are then redirected to my search engine. It's actually dead simple. The code is made so that the results displayed in the search engine are drawn exactly from the keywords the user clicked through on. Therefore the results are perfectly targeted.

I can also "force" a keyword using this method.

For example, the keyword that got me the listing and click from the search engine results page was "make your teeth really white". If I let this customer land on the page from my content generator, the crappy Markov generated content (we'll get to that later) might draw untargeted or low payout ads. What I do is force the keyword "tooth whiteners" which will draw a nice payout from the click. The CTR is likely to go down because the results will be slightly less focused to the exact search but the payouts will be notably higher, resulting in a higher ECPM (earning per 1000 impressions).

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The page has a very simple header. 2 large AdSense rectangles are the only things visible above the fold.

Below the ads are results generated from search engines and a search box. If the user clicks an ad, great. If not, I can still monetize them if they make another search in the aforementioned search box as they will stay on my search engine. Google does not allow you to discuss your CTR (click through rate), but lets just say it's very, very high.

In black hat Seo, the simplest designs win. Try ignoring this AdSense...

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1.4.2.2 Fake Search Engines

This one works on the same principle as the above except that it only gives freedom of search for the original search. After that it forces the user to hit the back button or explore the other options in the sites navigation menu. All of these options force high paying ads to the content section of the page...

1.4.2.3 AdSense Abuse

The easiest way to get started though is to straight up abuse AdSense. While I

cloak on most domains, I also have a considerable number of RSSGM (a content generator we will investigate in more depth shortly) sites that are doing very well. When you download the software, you will notice it comes with its own template already included. Whatever you do, don't use it!

First of all the footprint on it is huge and all over the web: the search engines will identify your site for what it is: low grade spam.

Secondly, it has content and non paying links all over the page above the fold... Refer yourself to the first search engine model to see ad placement that converts well...

AdSense may be the best catch all for your generated sites in the beginning because they will provide paying ads relatively well targeted to just about any query or content.

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1.4.2.4 Redirects

Redirecting traffic directly to affiliate sites is another black hat method made possible by cloaking. When a surfer clicks on one of the search engines results that display your site, they get redirected directly to the affiliate of your choice. This needs somewhat more focused traffic than AdSense landing pages to work well. Once you get the hang of it, the payouts can be astounding.

1.5 Content

Content is the basis of every site that aims to draw natural organic traffic from the search engines. Black hat SEO is all about generating the best possible content and placing it on your pages without any effort on your part. You can let your word processor sleep on your desktop; you won't be needing it here.

1.5.1 Scrapers

Scraping refers to the automated process of a script scouring search engine result pages and or pages from other websites, lifting and cleaning the content there and placing it on the machine generated pages of a black hat site.

For more on scraping, read this excellent article by SEO Todd Malicoat:

<http://www.stuntdubl.com/2005/12/11/scraper-sites/>

The main issue with scraping is that it will fill your sites with duplicate content and might infringe the copyright of the original author if the text is not jumbled or proper credits given.

In comes M. Markov.

1.5.2 Markov

Andrei Markov (1896-1922) developed algorithms to draw out patterns from a set of data. This is a way over simplified explanation but as much as is necessary for the purposes at hand.

The important thing to us is that by using Markov chain generators which are an integral part of many content generators, including the free ones recommended in later chapters, scraped text becomes unique.

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The original scraped content is found by the content generator and run through the Markov chain, which then switches the order of the words and or sentences, sometimes combining different sources into one output.

While Markov text does not read well, it does pass the test of duplicate content filters and largely removes the possibility of generated content infringing any copyright.

Markov text and RSS feeds are the building base of most black hat sites.

1.5.3 Re-writers and Synonymizers

As the title suggests, these are applications that take original text and re-write it by replacing words and phrases with their differently worded equivalent.

Most of these tools use a thesaurus to provide synonyms as well as allowing you to set specific replacements for selected keywords or phrases.

This type of content generation has both advantages and disadvantages.

The positive aspect is that your generated content will read very well and pass human reviews, essentially making your computer generated site grey hat if not bordering white. These sites will have a much longer life span in the search engines, earning for months on end, sometimes years or indefinitely.

The notorious disadvantage is time. You have to find the source for the synonymizer to work its magic on. Generally that means downloading content from the public domain, the Wikipedia, article sites and other sources. This

content then needs to be run through the re-writer and saved for future use.

1.5.4 Articles and PLR

Article directories are a great source of free content. The only problem is that this content has already been published numerous times, not only on the article directory itself, but also on a variety of other sites that have picked up these articles.

The other disadvantage is that they require you to post the original author's signature box to be in compliance with copyright laws. This can cause significant leakage of traffic to the author's site rather than your PPC ads or affiliate offers. Generally speaking, it is preferable to rewrite these articles using the tools mentioned above.

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Another option, indeed quite viable, is to use PLR articles, or Private Label Rights. These articles become your property, to be used as is, re-branded or rewritten at will. They are used by less people than those found on article directories and have less chance of raising a flag with the duplicate content filters.

A new program by the Halfagain team, www.thecontentclub.com provides you with 500 private label articles every month as well as providing a high grade synonymizer through which you can easily run these articles to make them "even more unique". 500 monthly articles and a content re-writer is a lot of unique readable text to work with and can be the cornerstone of a black hat network, if that is the route the owner wishes to pursue.

1.5.5 RSS Feeds

Rss stands for Really Simple Syndication. It is a system used to aggregate news or other content. All blogs have RSS feeds, as do most news sources.

It is an easy task to display related RSS feeds automatically on the pages of your sites. The code to do this is simple and several free versions exist. RSS is also present in most content generators, including the free ones detailed in the following section.

RSS feeds are one of the main content sources for black hat sites. Some use them exclusively with great results. They are also a great compliment to most content generators and Markov text pages.

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1.6 Site Generators

These are the applications that bring it all together. From fetching RSS feeds to scraping content and running it through Markovian text generators to be outputted on your pages and creating inside linking schemes and sitemaps for your sites, site generators do it all from a simple keyword list.

Not all site generators are created equal. Some work like magic and others have great difficulty generating pages that the search engines will consider worth indexing.

Most content generators also have a limited lifespan in their generic unmodified form. The reason for this is footprints: readily identifiable traces left by the site generators that the search engines use to find and discount these sites once they become too wide spread for their taste.

As mentioned in the design section of this e-book, modifying your templates is the first thing you should do when using a run of the mill site generator.

Most commercial applications do not give you the source code, which means you are very limited in what modifications you can bring to the actual form of the pages generated.

Happily, one of the best content generators in existence at this time is not only 100% free, it is also open sourced. This guarantees it a long full life while allowing you to plug in add-ons and make any changes you want, assuming you have programming knowledge.

While I personally use several commercial applications, one of the most successful and consistent has been the free script RSSGM. Another application has done exceptionally well for me but it is private at this time, to be released by its creator at a later date.

I use as many as possible because you never know when sites made by a particular generator will fall in or out of favor with the search engines. This is the black hat equivalent of not keeping all your eggs in the same basket.

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1.7.1 RSSGM

Black hat SEO starts with content generation as its base. Some altruistically minded developers created a page generator called RSSGM: Really Simple Site Generator Modified. Not only is it impressively complete, it's actually completely free and unencrypted.

All content generators work on the same principle. They automatically create content for pages based on specified keywords. RSSGM uses scrapers plus a markov chain to swipe content from web sources and jumble it up so it becomes unique. It also ads articles from RSS feeds based on the keyword for that page as well as integrating your AdSense code, Peaklick ID and Chitika ID so that each page has a wealth of ads targeted to their content for which you will get paid.

This makes it quite the high powered freebie.

RSSGM can generate sites in under 2 minutes, each with thousands of keyword focused unique content pages. This script is responsible for a lot of people making a lot of money. It makes a great entry into the black hat world, keeping your investment extremely low while giving you a taste of content generation first hand.

To give RSSGM a whirl, you can download one of two versions here:

http://sourceforge.net/project/showfiles.php?group_id=153966 . I highly recommend you take version 1.35 as it has all the functions of the later version without the bugs.

To install it, you need to upload the file called RSSGM to your server in the public_html folder. You then need to create a new folder in the public_html and name it cache.

In the RSSGM folder, you will find a folder called keywords. Replace the text file with your keyword list, one keyword per line and make sure that list's extension is .txt.

Because of different hosts, the biggest issue that comes up with RSSGM is CHMOD permissions. When generating the site, you have to set the right permissions or it won't work. The easiest way to do this is to set the CHMOD to 777 or 755 for the entire public_html folder, subfolders and files. You can do this easily with the free software SmartFTP. (download it here:

<http://www.smartftp.com/download/>)

Once that's done, open a browser and go to yoursite.com/rssgm/install.php. If you get an error here, it's a good bet your CHMOD is not the correct setting for your host, change it to something else and try again. This may seem annoying but it's just about the only glitch you'll run into.

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Next, point your browser to yoursite.com/rssgm/generator.php. This will generate your pages. It shouldn't take long at all. Finally, point your browser to yoursite.com/rssgm/article_gen.php. Enter some keywords, fill the other blanks and hit submit. A good markov value is 2 or 3.

Voila, your site is built. Go to yoursite.com and see how it looks. If you get an internal server error, you probably just need to go back to your public_html folder and reset CHMOD permissions to something lower like 555 for the whole folder and contents.

You should now have a live site with as many pages as you entered keywords, each one with links, ads, sitemap, rss feeds and articles. All you have left to do is get that site indexed using blog and ping or black hat indexing methods.

Consider your first site a test as you will want to make changes to the template to eliminate the footprint of the site. To eliminate the RSSGM footprint, you will want to follow the basic instructions in the section above about templates as well as deleting the install.php, generator.php and article_gen.php files from your server. You will also want to change the name of the RSSGM folder to something less conspicuous after the site has been generated.

www.Syndk8.net has a complete sub-forum dedicated entirely to RSSGM support, where knowledgeable black hats will help you get on your way if need be. This forum is also one of the best sources of free knowledge on black hat you can find.

Notes

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The generic version of RSSGM comes with Peakclick and Chitika affiliate and ad feeds. I generally remove these, having found that earnings are higher without them.

- Get free templates for your RSSGM sites here : <http://layouts4free.com/>. Other free templates will do just fine too. Just remember: ugly gets the click...

If you have no experience at all with hosting or programming, I strongly suggest you get the basic reseller package from www.resellerzoom.com . For under \$5 a month, you can host 50 sites and get started without having to figure anything out. All you will have to do is set the entire public_html folder to CHMOD 755 before you generate the site and then back to CHMOD 555 once the site is generated.

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1.7.1.1 RSSGMAI

One of the biggest pitfalls of Black Hat Seo is that it can, at times, get just a little stale. Actually that is quite a broad statement so let me be more specific. During a typical week, I will go through approximately 100 Rssgm (Really Simple Site Generator Modified) installs.

I won't go into too much detail here because I don't want to talk about the problem, rather the solution.

RSSGMAI (Automatic Installer) was released a couple of months ago and I picked it up not long afterwards when everything that was on my wish list had been added, with some extras and the promise of more to come in form of free upgrades.

To be perfectly candid, everything that can be done with Rssgmai can be done without. It would just take approximately 15 times as much time and labor, time I'd much rather spend getting links and researching my next targets.

Before I get into how it works, I want to state a couple more of the problems it addresses in maximizing the performance of Rssgm sites, particularly for people like me that couldn't code their way out of a cereal box but know the rewards associated with proper Black Hat Seo.

In a nutshell, Rssgmai will allow you to make your sites more unique by freeing your hands to add more templates, more meta tags, more tightly targeted articles, all the while allowing you to build more sites in less time.

An example is in order here to illustrate the principle.

Say I wanted to build a domain around a batch of 3000 keywords. To make this site as successful as possible, I would use my modified Rssgm templates and change the meta descriptions and titles so that I had 15 different wordings (it might take half an hour to do this but I can use them again and again so it's really no big deal.)

To make the most of rssgm, I would not want to put the 3000 keyword pages in one huge directory. That would likely raise an immediate flag with the SEs. I would be much better off, for several reasons, to divide these 3000 keywords into more tightly focused batches of 150 or so.

I would then create 20 directories on my domain (domain.info/keyword1, domain.info/keyword2 and so on up to 20). This would mean 20 manual rssgm installs, about my dose of patience for 1 day. Not anymore. I tried this with the Automatic Installer and it took me about 35 minutes the first time around.

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This has a huge advantage over a site with 3000 pages in the main directory. Instead of 4 different meta tag descriptions, I have 60. Instead of my articles being loosely targeted to 3000 pages, they are targeted to batches of 150 keywords. Instead of 1 single page structure (template) I have 15. Instead of one sitemap, I have 20... And best of all, it happened in the time it takes to eat lunch rather than the whole part of the day before lunch.

Ashley, the developer behind Rssgmai has been very friendly from the start, replied quickly and provided a simple to follow video tutorial that I didn't even need since the process is so intuitive and simple. There is also a help forum for the product on www.blackhatseotools.com , where, incidentally, you will also find

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1.7.2 My Gen

Mygen is a very simple to use 2 step site generator that builds thousand page sites in a jiffy.

It's based on a very clean wordpress template that comes devoid of advertising.

You will definitely want to modify the template to stick your different ad offerings in prominent locations while also making it uglier.

As it stands now, MyGen has a very clean, professional blog appearance. While I like this type of look for white hat content sites, it's been proven that in black hat Seo, ugly sells, or more precisely, gets the click. It's been stipulated that this is because searchers will click away at anything to get off a nasty unprofessional looking site as fast as they can.

But we veer away from the heart of the subject...

Getting MyGen to work can be simpler than rssgm, which has some minor accessibility barriers (not if you use the hosting and settings mentioned above).

Mygen just requires you to upload the file to your hosting, change the keywords.txt file with your own keywords (making sure to rename this file keywords.txt) and CHMOD the cache folder to 777.

The site is now live and any page you click on will be generated on the fly and cached, complete with scraped content, serps and rss feeds. The content actually seems slightly more palatable than that produced by generic RSSGM uploads.

Rssgm is a proven winner but it's always nice to add another tool to the content generation arsenal. I have personally used this generator with success although I still get better results with RSSGM.

Download MyGen here:

<http://www.boogybonbon.com/2006/08/17/mygen-v102-now-available/>

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1.7.3 Other Site Generators

There are several dozen site generators sold on the market today. I have tried several of them. If I do not mention them here, it is either that their efficiency has expired or I have not tried them yet.

Beyond rssEvolution, I know of two exciting products that could make their mark on the Black Hat world in the months to come.

1.7.3.1 Simple Search Engine Cloaker

This is an extremely promising generator. It was launched out of beta in September 2006, with perhaps the most feature rich model to hit the commercial market.

At the time of writing this, the software and company behind it need to work out some kinks.

My recommendation: there is a time to lurk and a time to buy. I only mention this generator because it's worth keeping a serious eye on. Don't buy it now though; it has yet to prove its value on the streets.

1.7.3.2 Mystery Site Generator

I won't linger on this one because it is not available on the market yet. I have been allowed to test it for the past month now and it has done amazingly well. You will be the first to know when it goes live.

1.7.3.3 rssEvolution

When this generator was released, I had been committing quite a bit of time to research in the past weeks what kind of sites were doing well in the serps (search engine results pages). One of the main tangents I was able to extract from this research is that very simple RSS based sites with the content of the feeds displayed as html were doing very well. Most of these sites had little snippets of article-like content included throughout the pages, as well as clear navigation, interlinking and outside links to other sites that were most likely part of the same network.

Several of the sites that I have been watching have been growing steadily in Google despite being completely auto generated. Yahoo was eating these sites up as usual and MSN was indexing them surprisingly well.

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I'm still surprised at the simplicity of this pattern that seems to be working so well. The next step was to test it for one's self.

Being my usual programmatically challenged self, I set out to find a generator that would build these sites for me, requiring me only to fill in blanks and provide keywords and such.

I didn't have to look far as I received an email from the halfagain guys, the people behind one of my favorite tools: The Blog Solution. The newest addition to their arsenal is rssEvolution, but would it stack up to the task at hand?

rssEvolution may be one of these easiest generators I have ever used.

Generating a site is as easy as launching the software, loading in keywords and rss feeds, tuning your settings and hitting the generate button. Moments later, a complete site is output to a folder, ready to be uploaded.

rssEvolution is a template based site generator that pulls content from the rss feeds you specify and lays them down on your pages in nice crisp html format. It also allows you to enter snippets of text as long or short as you want wherever you see fit. Even better, you can load as much of this text as you want into five separate "databases" and specify where on each page the snippets will be pulled from.

This is actually a step up on the sites I was mentioning earlier as most of these had the same article snippets for many if not all pages of the site.

rssEvolution works with tokens, which means you can decide to interlink the pages of your site as you see fit, provide easy navigation as well as link out to other sites you want to get indexed or provide link juice for. The tokens make it incredibly simple to build unique sites each and every time just by varying the output specifications.

I found it very easy to achieve the desired keyword density for the pages of the site, which cannot be said of most RSS based generators.

To make rssEvolution extra powerful, make the snippets of text it inserts in your pages unique. To do this, run them through a synonymizer like Content Solution or other applications that rewrite content. Either that or use PLR articles that you chop up into pieces by using one of the tokens mentioned above.

Combining this to the Content Solution, mentioned earlier, should provide excellent results and sites that are nearly ban proof.

At the time of writing this, rssEvolution (www.rssEvolution.com) is selling for only \$64, which makes it a relative steal.

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2. Indexing and Ranking

We've just completed the first part of making money with Black Hat SEO: building your sites. The second part is just as important: getting your sites indexed and ranking for the terms you want in the search engines. Here follows a complete arsenal of tactics and tricks to get your sites indexed in days.

2.1.1 Blog and Ping

Blog and Ping is nothing new, but it still works and is one of the best ways to get your black hat site indexed.

The essence of blog and ping is to build a load of blogs and keep the spiders coming back. Once your blogs are indexed you start posting links to your new sites which the spiders then follow. Generally speaking, this will get the page the blog links to indexed quickly, or at least a lot faster than if left to fare for itself.

There are many ways of going about it, namely different blog platforms like blogger, wordpress and others. Setting up these blogs manually is time consuming and generally a pain in the neck, that's why several different pieces of software exist to automatically generate blogs for your blog farm.

Ok, so that leaves you with a large number of blogs, there's still one painful piece of the process you'll want to be knocking out when doing the blog and ping thing for a 5000 page site.

The problem: Unless your blogs have high PR, which they won't since they are auto generated with piss poor content, spiders won't follow many links on the site the blog leads them to, leaving you with only a few pages indexed out of the load. To get full indexing, you will want to post links to all or at least a healthy proportion of your pages. You have to collect the links to all of your pages so that you can choose any number of them and post them to your blogs before the proverbial ping. If you do this manually, you will be there all night copy pasting.

The solution: grablinks 1.1 (<http://www.cflwaves.com/projects/>). This is a nifty little piece of code that is graciously offered by Joseph Tierney. You'll have to enter your email address but it's a small price to pay for this free tool as well as a link spam application and more.

Grablinks is very simple to operate. Install it with one click; enter the URL from which you want to fetch the links and the file to which they should be saved. Sit back and sip your coffee.

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A few moments later, you have all your links, nice and clean in a single file. It's then a question of copy pasting as many as you want into your blog every couple of hours followed with a ping.

If you have enough blogs that have been around for a while, your site could get indexed in its entirety in a matter of days, circumventing the sandbox effect and starting the flow of traffic that much sooner.

2.1.2 The Blog Solution

Several tools allow you to do this, but so far I have not seen one as powerful as TBS (www.theblogsolution.com). The sales page for this monster claims that you can create thousands of blogs in seconds. The most surprising thing is that after testing it for myself, this claim is far from unsubstantiated.

How does it work?

It's actually very very simple. Blog Solution works on its own blogging platform so you are not limited by any parameters as you would be with Word Press, Blogger or others.

All you need to do is:

- Install Blog Solution on a domain of yours (easy)
- Insert a keyword list
- Select RSS feeds from which to draw content
- Add links to your blogs' side menus
- Add links to future blog posts
- Configure your settings
- Press enter and gape in amazement when 15 seconds later your admin panel says 900 blogs successfully added.

It doesn't stop there.

You can set a fixed number out of the total number of blogs to go live immediately and the rest to be on standby. A number of these standby blogs can be added daily, entirely automatically.

You can set Blog Solution to add posts to your blogs daily as well as ping them as often as you want.

So this is what a Blog Solution job might look like:

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Install the monster (it's really not that big, it just performs like a beast). Add keywords. Set it to generate the blogs, making 353 of them live on your sub-domains immediately and saving another 447 to be added at the rate of 14 daily. Configure settings and you are done. Everyday, Blog Solution will add X number of links to your blogs, grab X new posts for Y number of blogs, insert a certain percentage of your links in the posts themselves and then use proxies to ping a random selection of live blogs according to the percentage you set.

Sounds exhausting, and it absolutely would be if it weren't for the fact that it can be set up to do this in less than an hour and keep growing and pinging your network for months to come without you ever having to touch it again.

Of course if you want to add more links to your posts, more blogs to your farm, more proxies, whatever, you can do that at any time.

2.1.3 Blogger Generator

Wherever you can save some time, you need to put serious consideration. In black hat SEO, indexing, or getting your sites pages into the various search engine indexes is one of your primary concerns. You need to be able to generate a site on a new domain and get hundreds if not thousands of pages into the indexes as fast as possible.

There are several ways to do this, namely, links from high PR sites, link spamming and blog and ping.

Link spamming will be discussed shortly and high PR links too, but I just want to make a little comment on it here.

There are three main methods for generating high PR links to your sites. You can buy them, which gets expensive in a hurry and is not recommended for Black Hat SEO except in very specific situations. You can send links from your own sites on which you have earned this PR. Again, not really recommended because you have a limited quantity of links to give and linking to spam will drain or nullify your page rank in a hurry. Finally, you can use little exploits like the movable type comment preview (coming up) to generate these links. This last one can be time consuming but is generally quite worthwhile as the link will help your site along later when what you want is ranking for your keyword pages.

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Blog and Ping, is one of the simplest most accessible ways of getting your sites indexed. There are tons of tools out there for it but some stand out more than others.

I have already mentioned the Blog Solution which achieves good results while also delivering a bit more. It is not the fastest indexing tool on the market, delivering superior results to others, but after the site has been around a bit longer.

For nearly instant indexing, nothing beats Blogger blogs. Blogger is a Google company, for which the main domain has a PR of 10. It is quite probable that some of this power is passed down to sub domains created on Blogger. Search engine spiders basically live on Blogger and like these blogs a lot. They appear in search engines faster and rank better than an equivalent blog on any other platform. This makes them a tool of choice for getting black hat sites indexed. The problem is, creating Blogger blogs manually can be a dead boring, time consuming task. Plus the Blogger templates come with the “no follow” tag, an attempt to prevent PR from being passed on...

Joseph Tierney has built a high performance tool that takes care of all these problems: Blogger Generator. It does pretty much what its name says. It generates Blogger blogs for your use at breakneck speed.

Here is the gist of it. Once you have the software installed (easy wizard install), all you have to do is create a user name and password, configure a couple of settings to suit your preferences and start generating blogs.

Blogger Generator allows me to generate approximately 10 blogs per minute. The only thing I need to do is enter the captcha that the interface puts up on the screen.

So approximately 20 minutes in, I have 200 new Blogger blogs that are ready to go. I then use the free tool Blog Poster, included with the package to make one post to these blogs. Sometimes this post is composed of articles and links but most of the time; it is all mass links to my new or existing sites.

I use another free tool included with the package, Grablinks, (<http://www.cflwaves.com/projects/>) which I've mentioned before, to go and grab all the links from my site maps. Grablinks automatically saves these links, one per line, in a text file. I then fire up the aforementioned Blog Poster and set it to post 1000 of these links on every new blog I just created. Yup, you read right, one thousand links per blog.

A couple of minutes later, Blog Poster has worked its magic and I have 200,000 or so links to just about every page of my sites.

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The final step is to use yet another free tool that comes with the package to ping all these new blogs. Thankfully, Blogger Generator is very well made and saves all these new blogs to a file that I specify. Therefore I just need to double click Blog Pinger, select the file that has the new blogs and press submit.

I then let Blog Pinger run in the background, pinging the blogs every six hours for a week. My job is done.

In short order, I have created an indexing machine with unique one way backlinks to 200,000 new pages. 3 or so days later, I will start seeing these pages sucked into the search engines. About a week later, I will have thousands upon thousands of pages indexed that can now receive organic search traffic and start raking in the money.

Just like any other tool out there, Blogger Generator is not the magic solution to becoming rich. It is however perhaps the most efficient indexing tool for your

black hat sites. At under \$100, it's a rather essential application that you shouldn't hesitate to add to your arsenal once you get the hang of things.

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2.2 Linking

Not so long ago, links were seen by search engines as votes for your site. One link equaled one vote. A lot has changed since those good old days.

Google now focuses on link quality rather than quantity. A couple of inbound links from what the G considers quality sites will get your site indexed, crawled and ranked faster and more reliably than just about anything else.

Sites that have a large quantity of inbound links from non-quality web properties get no advantage from them or can even be penalized.

Yahoo is starting to adopt this philosophy and MSN still counts a link as a link. This is the first reason black hatters tend to optimize their sites more for Yahoo and MSN than Google as the latter is harder to rank in and has an aggressive de-indexing policy in place. On the other hand, a couple of days in Google will usually pay for your efforts ten times over before it gets relegated to earning a slow and steady income from Y! and MSN.

What that means is that for Y! and MSN, standard link spamming methodologies still work well but G requires more creativity.

Thankfully, ever imaginative webmasters are never at a loss to find new ways to feed Google what it wants.

2.2.1 Blog Farms

You have perhaps heard the term blog farm. Sounds a bit strange to the untrained ear, but it's actually quite accurate. It refers to the practice of creating hundreds, if not thousands or more blogs, with interlinking schemes, outbound links to other sites and perhaps even a monetization feature or two directly on the blog itself.

Why would someone want to farm blogs? Blogs still get indexed at a very high speed by search engines. They can start appearing in search results within days, sometimes even hours of being created.

What that means is that you can start getting "organic" traffic almost immediately, which you can then convert to AdSense, affiliate offers or other contextual monetization means.

You could also send this traffic off to one of your other sites directly or by cloaking the blogs to be even less conspicuous.

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The other advantage is that blog farms can serve up hundreds of backlinks that are crawled quickly and followed by the search engines. In other words, if you have a new site that's fresh out the content generator or a baby white hat site that you would like to see appearing in the search engines sometime this year, links from blogs can get the job done.

Of course all this can be done manually, but that would be a lot of work and far from the black hat SEO philosophy. To be in good terms with the latter, you need to automate the process, as always seeking to minimize your time spend and maximize your output.

2.2.2 Comment Spam

Comment spam is one of the most popular ways of generating Black Hat links. It refers to the simple art of posting comments with your links in them on other people's blogs.

Doing this manually is time consuming and does not generally provide good returns. This is one department where I haven't found a good script to automate the process. They are out there but are a well kept secret, although they are not that difficult to code.

When spamming blog comments, make sure you use a system like TOR (<http://tor.eff.org/>) that makes use of proxies to leave your little comments. You don't want your real IP flagged or banned.

Comment Spam is annoying. As a blogger I will be the first to admit it. That is just another reason to use proxies and register domains with privacy on them.

2.2.3 Trackback Spam

Trackbacks were first implemented by the Movable Type people in 2002. Since then, they have spread to all the other major platforms, becoming very popular amongst bloggers before their spamming counter parts got word of it.

Trackbacks work by sending a ping (notification) to another blog that one of its posts has been referenced on another site (generally a blog). In most cases, the blog that has been referenced will leave a trackback in its comment section, often accompanied by a link to the site that referenced it.

Some clever spammers saw the opportunity here and built little pieces of code that find posts related to the content of their spam sites and then either reference them in their content or fake the referral, thus tricking the blog in linking to their site.

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This is another technique that pretty much requires automation to be worthwhile. However, just like with blog spam, trackback spamming can be worthwhile when finding high quality links for more competitive sites.

2.2.4 Guestbook Spam

Guestbooks are an almost endless supply of free one way backlinks for your Black Hat sites. Using the footprint trick I mentioned in an earlier section, you can find tens of thousands of guestbooks in which links can be posted, either manually or automatically using scripts.

2.2.4.1 Dity

Dity is a free script you can download [here](#).

<http://www.onlinehoster.com/blog/scripts/>

It stands for “Did I Tell You”. (The site also has a couple other little scripts that look interesting even though I haven’t tried them yet.)

What Dity does is find guestbooks on and post your comment to them automatically. Your best bet would be to scrape some guestbook URLs and add them to the tool to “widen” your distribution. So that’s yet another way to gather backlinks for your spam empire.

2.2.5 Forum Spam

There are three ways to get links by spamming forums. The first is to add your links to your profile when signing up. The second is to make posts in the forum itself with links to your sites in them. Finally, on the forums that allow links in your signature, you can use that space to promote your spammy sites.

There are several tools on the market to automate your forum spamming endeavors. Notably, check out <http://www.terrafirmadesign.net/forum-genie.php>. This nifty little tool searches for topics “related” to your subject and posts there with your links. It’s not perfect but it does give you a better chance of getting away with more posts on live forums. It can also submit your site “advertisements” to over 600 forums that have an “advertise your site here” section. Sounds like a nice invitation! The same company offers “referral genie”, which leads us to our next method of gathering free links.

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2.2.6 Referral Spam

Referral spam is a rather harmless and rewarding way to get unique backlinks to your sites. It’s about as close to ethical link spamming as you can get. The only real “damage” it does is confuse webmasters that don’t understand why your silly site is showing up in their referrer logs.

Several types of sites and content platforms have public referrer logs. What that means is that if you refer X amount of traffic to their site, the script it runs on will automatically display your site with a nice clean link in a “top referrers” section. Of course, you won’t actually send any real traffic to their sites at all, that would be a sad waste of revenue. Instead, use a simple script that delivers hits to the sites you want to referral spam on behalf of your sites. These are simple little scripts and commercial versions are available inexpensively.

www.Terrafirmadesign.net has “referral genie” on sale for \$49.

Referral Genie fetches thousands of results for the search term you are trying to rank for, it then sends hits to these sites in the object of generating a link for you in the referrer logs. This is pretty efficient considering there is even a measure of targeting included...

2.2.7 Site Networks

Site networks can be a great way to pass on authority to your sites. However, it must be done properly and comes with a certain degree of risk.

Here is an example to illustrate how a site network might function.

1) Register 10 different domains, using different registrars and registering them

on different dates using “alternate” whois information and or privacy.

2) Host these sites on different hosting accounts, each with different IPs.

3) Build those sites over a period of a couple weeks. Make links from certain sites in the network to others. You do not want to use a circular or network wide linking philosophy here. Do not make reciprocal links, rather make sure that each site’s linking profile is unique.

Using this technique, you can provide one of your sites with keyword rich anchor text coming from 9 different sites and IPs that appear completely independent from one another.

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The danger in this is that if the search engines are able to link all your sites together because of footprints or other data, they can also ban them all together.

This technique should be used sparingly with specific objectives in mind.

2.2.8 Wikipedia and Social Networks

Wherever you can leave your links on high PR pages or sites the search engines love and spider continuously, there is room for the opportunistic black hat SEO to take advantage of the situation.

2.2.8.1 Wikipedia

When using the high competition method detailed in an earlier section, you will need high powered links as well as mass low quality links to achieve the rankings you want. One of the easiest ways to get these links for free is by adding your links to Wikipedia articles.

Wikipedia is a free online encyclopedia that is edited by volunteers and created by users. It has gained tremendous market share and it is not uncommon to see Wikipedia pages on top of the serps for relatively competitive terms. The site is a definite authority and many of its pages have high PR just waiting to dribble down to your spammy pages.

There are two ways to go about it, manually and automatically.

Here is how it’s done:

- 1) Make a list of the terms you are trying to rank for
- 2) Place your content relevant to those terms in delimited section of your site
- 3) Go to www.wikipedia.org and look of for juicy high PR pages that are relevant to the terms you found.
- 4) Click on the Edit This Page tab. Go to the portion that says ==External links== and add your link using the following code:

* [http://www.example.com Anchor Tag] A collection of free articles.

Where it gets really scary is that this process can be automated by scripts that search for pages relating to your keywords on Wikipedia and submit your links with anchor text. Make sure to use a proxy and handle with care as this is a very powerful technique that could get your IP banned in a hurry.

Go to www.bluehatseo.com for more information on using Wikipedia as your personal SEO tool.

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2.2.8.2 Myspace and Social Networks

Myspace and other social networks also have a huge potential to be abused for backlinks. Create as many free accounts as you want and use these high authority pages to create links to your sites.

The way Myspace works is by creating a profile for yourself and then adding and growing a network of friends that visit your page and to whom you can send comments with live links in them. These links are then indexed by search engines...

There are multiple pieces of software on the market that automate the whole process. For example, check out <http://www.friendadder.com/>.

The way this works is by sending out automatic “friend requests” to recipients based on your search terms. It then sends them your generic message and a very reasonable number will accept your request.

You can then send comments to these friends with linked pictures or live links to your site in them. Besides generating direct traffic for your sites, this also generates masses and masses of live links to be distributed on your network.

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2.2.9 XSS, Getting Nasty

XSS stands for cross site scripting. I long debated whether to leave this out or include it in this guide, but since I promised to go all out, here it is.

Use this with caution or not at all depending on where you are. It may not be perfectly lawful. If you've ever wondered what "hacking" is about, XSS is the basis for it.

XSS refers to finding vulnerabilities in other people's websites and exploiting these vulnerabilities to further your own means. Black hatters use this for 2 purposes: building unique high PR links and also effecting 301 redirects, something we will have a better look at momentarily.

XSS can also be used for much nastier activities such as fraud and other plainly illegal activities. Do not go there, it's just plain nasty and could land you in trouble.

For XSS links to work, they need to be posted thusly:

```
<a href="http://www.spam.com" title="anchor text" target="_blank">spam</a>
```

2.2.9.1 .gov and .edu Links

Although there is some debate about the higher worth of .gov and .edu links and Matt Cutts has even stated that they are the same as any other tld, I still apply my own version of common sense: never believe the government, never believe Matt Cutts, and unless something is extremely clear cut, find out for yourself whether it's true or not.

I must admit that I am biased already in favor of these links as I've seen what they can do firsthand and I'm quite convinced that they convey link juice one way or another, be it pure trust or trust with a certain measure of PR.

But enough talk and a little more action.

Using basic XSS, anybody can very easily get as many .gov or .edu links as they want.

Here's how it's done.

To do this, you will need a script that changes form methods from post to get.

This one uses the Firefox webmaster toolbar to convert the form from get to post.

Don't worry, this isn't going to get overly technical.

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Download the latest version of Firefox here:

<http://www.mozilla.com/firefox/>

And then add the webmaster toolbar by downloading it here:

<http://chrispederick.com/work/webdeveloper/>

This exploit revolves around the faulty forms that often outdated government and other similarly prehistoric organizations use on their sites.

The first step is to find .gov sites that use these search forms. Easy enough using good old Yahoo!.

Try this for starters:

<http://search.yahoo.com/search?p=site%3A.gov+search&fr=FP-tab-webt500&toggle=1&cop=&ei=UTF-8> .

The next step is to use the Firefox extension mentioned above, or your own version of it to convert the form you choose from post to get. This will make the search results linkable. Hit search and voila, you have a link .

Only two issues remain. First of all, the page you just created is floating out there in the middle of cyber emptiness, so unless you do something, it won't get indexed. Secondly, although it took me all of 23 seconds to make that link, it's still a lot less efficient than automatic link spamming applications.

Fortunately, there are solutions to all of life's more delicate dilemmas. To get the page indexed, you could ping it repetitively, or link to it from one of your other sites or blogs or just create some throw away bloggers, post links to your .gov pages and ping away. This should get the page indexed in no time, considering its extension and the trust associated to the domain itself.

As for the question of time, I'm going to have to provide only a middle of the run solution. Very advanced spammers will use scripts to automate the whole process, from finding the sites to converting the form to posting links and anchor text, pinging and what not. There are presently no applications available on the market that do this.

So how do you benefit from these links? If you have medium competition keywords that have high revenue potential, a couple dozen .gov links should get you into the business end of the serps. If high competition spamming isn't your

game, you could always send the link juice to your blog farms, which would then confer to them much higher indexing power for the thousands of spammy pages you use them on.

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2.2.9.2 Movable Type Preview Button Exploit

This is another instance of using the form modification post to get to create backlinks for your sites on high PR domains.

Movable Type is a blogging platform used by thousands of bloggers. Earlier versions of this platform have a flaw in the comment preview form that allows black hatters to insert links into the site.

All you need to do is find blogs running on Movable Type versions 3.1 or lower: Try this footprint as the base to find as many as you want:

<http://www.google.com/search?hs=973&hl=en&lr=&client=opera&rls=en&q=powered+by+movable+type&btnG=Search>

Conclusion on XSS

These little exploits exist just about everywhere. Although you have enough with the above to keep you busy for a long time, you can always find more by looking for faulty forms and the like and then searching for their footprint.

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3. Other Sneaky Tricks worth Mentioning

3.1 Cloaking

Cloaking sometimes gets a bad name for sounding mysterious and enigmatic. It really isn't. It's as straight forward as you can get.

Cloaking, in the internet sense of the term refers to the practice of serving up different content to Search Engines and human visitors. That's it. Plain and simple, no smoke and fireworks, no hoopla, no black magic.

To function, cloaking needs to be able to be able to separate search engine bots and crawlers from human visitors. Thankfully, this is easily achieved by checking User Agents or IP addresses.

When a website gets a hit, it will call up a robot.txt file that tells the site what to display depending on the User Agent identified or the IP address.

Both techniques work, but IP based cloaking is more fool proof as User Agent cloaking can be unveiled by spoofing a User Agent from your browser. The best cloaking applications are IP based and have code that makes these IP addresses automatically update whenever a new Search Engine IP is detected.

Ok, this is meant as an overview so that's as technical as I'm going to get.

White hats frown upon cloaking. Beyond the fact that they are whiners, the reason for this is because it can give your website offspring an unfair advantage over by-the-book-spic-and-span-google-friendly-unique-content-rich-bla-bla-bla sites.

To a black hat Seo, there is only one specific situation in which cloaking is considered unethical. For example, you could build a huge site on popular cartoon characters, cloak it and have the visitors redirected to your porn site.

Other than that, it's all fair game.

Cloaking can be used simply to check for user agent language and show the appropriate page to international visitors. It can also be used to provide a heavy duty content backing of a dynamic site that has little content to help it rank in the search engines.

Mainstream black hat uses are to build huge sites with content generators.

Search engines gobble up thousands of highly optimized spider food pages while human visitor get redirected to a highly optimized AdSense landing page. The landing page could also be any affiliate whose product you push or your white hat site, to which you wish to get more signups, traffic, whatever.

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The New York Times was recently given dirty looks for some cloaking of its own. What they did was allow the search engines to index their paid content. This content would then rank highly in the search engines for several sought after terms. When a user clicked on one of these search results, they would get zipped

to a page on the site that informed them they needed to sign up and pay to access the content.

You need to decide for yourself if cloaking is ethical or not. What it certainly isn't is illegal, as many are led to believe.

To learn more, visit the "industrial strength" pioneer in this field Fantomaster (www.fantomaster.com) or a less expensive provider, kloakit (www.kloakit.com).

3.2 301 Redirects

Many sites have scripts in them that make 301 redirects. Without getting technical, a 301 redirect tells search engines that a piece of content has been permanently moved from one place to the other. When a site links to another site and specifies a redirect to another site in the URL, the search engines will assume the two sites are related and some of the authority of the site issuing the redirect will be passed on.

For example, if you owned www.spamsite123.com and made a link on a blog to www.examplesite.com/redirect.php?url=http://www.spamsite123.com/, the search engines will read this as the content from example site having moved to spamsite123. Spamsite123 gets credited with part of the authority of example site. This is high powered endorsement for your sites and an essential tool the top level spammers will use to rank for heavy duty competition terms that have huge payouts.

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Other Resources:

Simply put, these are excellent SEO resources that I read daily to stay updated with the latest tips, tricks and tactics. Most of the articles you will read there will not be directly related to Black Hat SEO because the best black hats are notoriously solitary and do not like to share their tactics.

However, with practice and common sense you will be able to develop your very own edge and dominate the serps.

- Syndk8.net
- Wickedfire.com
- Bluehatseo.com
- Seoblackhat.com: read the archives
- Seoegghead.com
- Boogeybonbon.com
- Armyofblogs.com
- Davidnaylor.com
- The David Naylor show
- Cloakingforums.com
- Fantomaster.com

Worth a mention:

- Stuntdbl.com
- Seomoz.com