

Blog2Cash.co.uk



Disclaimer

The information presented in this ebook is intended as an aid to earning cash online with very little technical knowledge or effort. Whilst there is presented and incontrovertible evidence that this method does indeed work, as always there is uncertainty to the level of success each individual will achieve.

By indulging in this method you agree to absolve Nick Nefarious and [blog2cash.co.uk](http://www.blog2cash.co.uk) of any responsibility for any losses you may incur.

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Now that the legal requirements have been mentioned, here is a promise from Nick Nefarious: This method **can** be implemented WITHOUT SPENDING ANYTHING. On this basis, I can guarantee that you WILL make cash. It is inevitable. The only uncertainty is the amount of profit you will be counting at the end of the day!

And to top it all off, this method is 100% whitehat and legal. You run no risk of breaking a single term or condition of ANY companies or corporations involved.

I hope you enjoy reading this ebook as much as I have writing it!

What you can expect

I am one of those individuals who can remember the hair yanking frustration of having to unplug your landline telephone to plug in your 33.6k dial-up modem. I have been monetizing the internet as long as the internet has been around and have spent years perfecting my craft to squeeze every last penny out of my pages. In this ebook I intend to:

- Tell you exactly where you can get all of the tools the average monetizing chump has no idea even exists, nevermind how to use them. And best of all, FOR FREE!
- Describe how to put together monetizing websites in such detail that you don't even need to know ANY CODING WHATSOEVER. This is a VERY bold statement to make. I can only make this statement as ALL CUSTOM CODING REQUIRED has already been done by me and will be either in the ebook itself or available to download FOR FREE from <http://www.blog2cash.co.uk> .
- Leave you at a point where you are already counting your earnings before you have even completed the ebook.
- Show you have to correctly install and use google webmaster tools and google analytics so you can maintain your sites and earnings indefinitely.

If you like the sound of this, let's go make some cash!

Let's Get Started! So . . . What is a Blog?

Here's the history:

Blog is short for weblog, and is the name given to a website which is generally maintained by a single person for the purpose of posting their experiences or views onto the internet. Initially people set up these sites to keep an online diary and eventually enough people indulged in this practice that software developers started designing web applications to help people with very little technical knowledge to set up Blogs with minimal effort. By far the most popular to date is an application called wordpress.

People whom the internet found interesting noticed that they were able to get lots of traffic visiting their sites and thus decided that if they were to show ads on their sites, they could actually earn money from the internet by effectively renting space on their websites to companies as ad space. Naturally the more material that was on their blog, the more visitors they would get and hence the more profit they would earn.

The race was now on as to who could get the most content onto their sites. Methods for post automation emerged triumphant and people became millionaires from doing virtually nothing other than owning web space with ads on. The method by which a person posts content onto their site with no physical input from themselves is called 'autoblogging'.

So where are we at present? We are in a world swamped with online blogs trying to scrape cash out of ad space. Thousands of users are trying to make cash using this method and only about 0.0001% are succeeding. So how do you become one of the 0.0001%?

This ebook is here to explain to you the techniques required to make serious cash on the internet. Techniques that have taken years of painstaking web analysis to develop. You will be presented with tools and code which will make your website UNIQUE. This is the key to successfully making it rich online!

What will I need?

- Access to the internet (This is a no-brainer)
- Webhosting (Either host it on a webserver or host it yourself)
- Domain Names (Free work fine, Top level Domains are better)
- PATIENCE! Like a fine wine this method takes time. If you are looking to earn a trillion dollars overnight, highjack some nuclear weapons and hold the world ransom Dr Evil style. If you are looking for a steady, ever-increasing reliable income this method is for you.
- To keep reading

The Strategy

Lets shoot from the hip and give you the non sugar coated raw truth. . . .

To make any cash online we need web traffic. It's as simple as that. There are 3 main ways visitors end up at your website. Direct traffic, Organic Search traffic and Referral traffic.

Direct traffic is exactly what it sounds like. People open up their browser, type in your domain name and bingo, they are on your site.

Organic Search traffic is traffic which arrives at your site after typing a query into a search engine such as google, yahoo or bing. They type in their query, your site pops up in the results, they click and bingo, they are on your site. Don't be too perturbed by the word 'Organic'. Some search engines, such a google, run schemes such as adwords where you can pay for your site to show up at the top of searches. The word 'Organic' simply means you have not paid to advertise your site through the search engine.

Referral traffic is traffic which arrives at your site via a link on another site. A link contained on someone else's website which links to a page on your website is called a BACKLINK. This term is really important. You will find out why later.

Now we know where the traffic comes from, how do we increase the amount we receive? Each of these points will be covered in a lot of detail throughout this ebook, but here is a bullet point list of the tinkering we have to do:

- Popular search term for domain name
- Print news instead of 'views and opinions'
- Incorporating the correct theme
- Diverting all 404 errors to the homepage
- Date stripping
- Duplicate content prevention
- Bypass Google's duplicate content filter
- Sitemap generation
- RSS backlinking
- Successful Adsense injection
- Automating posts from RSS
- Installation of webmaster tools and analytics
- Crawl and index management
- Backlink generation
- Multiple Interlinked Blogs
- Multiple Languages

And finally

- COUNT OUR PROFITS !!!!

This list may seem disconcerting at first, but don't look at it as a huge list of things we need to do, look at it as a huge list of things that your average blog monetizer IS NOT DOING and hence why you are going to be raking in the cash while they scratch their heads wondering why they aren't making anything!

So what are we waiting for??? Lets get started!!!

Getting Web Hosting

The first thing you will need is webhosting. To begin with free hosting is fine to use, however as traffic increases so does your bandwidth requirement. For the first 2 months I got away with less than 10 gig bandwidth per month. Beyond the first 2 months you'll definitely need more than 10 gig. Fortunately in the first 2 months you will make enough cash to pay for a years hosting package anyway. Thus the choice is yours. If you have no cash to begin with, my advice is to use free hosting until you encroach upon their bandwidth limit then use the cash you have already made to buy hosting for your needs. Alternatively you can purchase hosting outright if you don't want the trouble of relocating your website database.

There are a few requirements that your hosting needs:

- It must be wordpress compatible. This means it must have php and mysql access enabled. (virtually all webhosts are)
- It must have access to cron jobs. Look for the terms 'cron', 'cronjob', 'unix cron job'. Your site will not function as efficiently without this option, although it is still possible to accomplish without cronjobs being enabled.
- FTP Access. Although this isn't crucial it avoids A LOT of tedium uploading files.

Other than these requirements the choice really is yours. Disk space is not really crucial initially. It would take several years to fill the standard 5 gig disk space most webhosts offer!

Getting Domain Names

My advice on domain names is to choose a domain name which is commonly typed into search engines but not many people will have typed into their website. Sound confusing? I'll give you a tip. I once accidentally typed the word ýoutube rather than youtube onto one of my sites. The query 'youtube' gets searched millions of times per week on google, but never got me a single visitor because so many sites contain the word youtube (including youtube itself) that as a fledgling site I was probably on the 10,000th google result page. The word 'ýoutube' gets 4,500 queries per week by people mistyping it and I was on the first result page on every query because when it was mistyped on peoples webpages, they corrected their mistake and thus very few sites contained the word ýoutube. Unfortunately the word ýoutube cannot be registered as a domain and even if it could, im pretty sure youtube would not be too happy about it. Misspellings are often good but you must be careful, if the original website feels you are encroaching into their users and can prove you are gaining traffic by imitating them, they CAN file a complaint and have the domain removed from your possession. So be careful!

In terms of what types of domain are best, TLD (Top Level Domains) ie .com, .co.uk, .in, .es, .fr, .de etc are the best to use. On the other hand there is nothing wrong with free domains such as .tk . You just have to remember that if you are putting a lot of work into a site it is best to have a domain name which you actually own. Free domain names may be withdrawn at anytime and could result in loss of profits if you have based your strategy around a certain domain name which is then withdrawn or you cannot renew. TLD's also tend to rank better in searches.

Do not use .co.cc free domains! They are no longer listed in the google index and thus people searching google WILL NOT be able to find your site. For monetizing, .co.cc domains are about as useful as a condom machine in the Vatican. Don't use them!

The Wordpress platform

As mentioned earlier, the most popular blogging platform by far is wordpress. For this very reason alone it is the most reliable and customizable. For our blog, we are going to be using wordpress. Many hosting packages now come with a one-click setup option for wordpress so look out for options such as fantastico on cPanel hosting or installatron on Direct Admin hosting. If these options are not available don't panic, you can download the latest version of wordpress absolutely free from:

<http://wordpress.org/download/>

If you have the luxury of one-click setup, make sure you install wordpress to the root folder of your hosting by removing the /blog/ ending to your installation directory. After that just jump to the next section in this ebook entitled 'Printing The News!'.

If you have downloaded wordpress from the wordpress site keep reading and I'll point out some common errors users make when installing wordpress. It's best to attempt an installation using wordpress's own guide which can be found here:

http://codex.wordpress.org/Installing_WordPress

I found this guide a little confusing myself when I first started out so I am going to list a barebones guide here for you (Im assuming you are using cPanel which 99% of webhosts are). Here is what you need to do:

- Unzip the download locally on your machine.
- Create a database and user on your webhosts server. To do this click the icon labeled **MySQL Database Wizard**. In **Step 1. Create a Database** enter the database name and click Next Step. In **Step 2. Create Database Users** enter the database user name and the password. Make sure to use a strong password. Click Create User. In **Step 3. Add User to Database** click the All Privileges checkbox and click Next Step. In **Step 4. Complete the task** note the database name and user.

- Write down the values of *hostname*, *username*, *databasename*, and the password you chose. (Note that *hostname* will usually be **localhost**.)
- Open up the wordpress folder you just unzipped to your local machine. Inside there is a file named wp-config-sample.php. Rename this file wp-config.php (Ie remove the '-sample' part of the name) then open up this file in your favourite text editor. You will find the following text:

```
/** The name of the database for WordPress */
define('DB_NAME', 'putyourdbnamehere');

/** MySQL database username */
define('DB_USER', 'usernamehere');

/** MySQL database password */
define('DB_PASSWORD', 'yourpasswordhere');

/** MySQL hostname */
define('DB_HOST', 'localhost');
```

Change the part which says '**putyourdbnamehere**' to the database name you just created in the MySQL wizard. Change the part which says '**usernamehere**' to the user name you just created in the MySQL wizard. Change the part which says '**yourpasswordhere**' to the password you just created in the MySQL wizard. Leave the hostname as 'localhost'.

Next find the section that looks like this:

```
define('AUTH_KEY', 'put your unique phrase here');

define('SECURE_AUTH_KEY', 'put your unique phrase here');

define('LOGGED_IN_KEY', 'put your unique phrase here');

define('NONCE_KEY', 'put your unique phrase here');

define('AUTH_SALT', 'put your unique phrase here');

define('SECURE_AUTH_SALT', 'put your unique phrase here');

define('LOGGED_IN_SALT', 'put your unique phrase here');

define('NONCE_SALT', 'put your unique phrase here');
```

Delete this entire section then click here:

<https://api.wordpress.org/secret-key/1.1/salt/>

If you refresh this page you will notice that the values change. That's because this page generates these values randomly. These are the security keys for your installation. Copy the text from the webpage and paste it into the document where you just deleted the incomplete section. After that save the file.

- Now you need to upload the entire wordpress directory to your webserver. Place it in the root folder (Usually called `public_html`). The easiest way to do this is via FTP. If you have firefox there is an addon named FireFTP which is awesome for this job and is completely free. Google it.
- Once the wordpress folder is uploaded to your webserver, open up your favourite browser and type in <http://yourdomainname/wp-admin/install.php>

You should be greeted with this page:



The image shows the WordPress installation database configuration page. At the top is the WordPress logo. Below it is a heading: "Below you should enter your database connection details. If you're not sure about these, contact your host." The form contains five input fields with labels and help text:

Database Name	<input type="text" value="wordpress"/>	The name of the database you want to run WP in.
User Name	<input type="text" value="username"/>	Your MySQL username
Password	<input type="text" value="password"/>	...and MySQL password.
Database Host	<input type="text" value="localhost"/>	You should be able to get this info from your web host, if localhost does not work.
Table Prefix	<input type="text" value="wp_"/>	If you want to run multiple WordPress installations in a single database, change this.

At the bottom left of the form is a "Submit" button.

Enter the relevant information and the installation will finalise.
CONGRATULATIONS! You have now installed wordpress for the first time. The first time is always the hardest. Its becomes like clockwork after that.

Printing The News!

As I stated earlier, making money online is all about getting traffic. You have to honestly ask yourself, is there ten thousand people out there who want to hear about your view on what has happened in your life over the past 24 hours? Unfortunately not. However there are ten thousand people out there who want to hear about that plane crash that just occurred, the latest football results, what vomit-worthy name the a-list celebrities have just called their newborn. . . .

For this reason it is much more profitable to publish the news than it is to publish your journal. It is also much easier to find news content sources. Thus if we are publishing current news articles we are likely to draw a lot of traffic with minimal effort on our part. It seems publishing the news is the way forward, but in order to do that we need to modify our wordpress installation so that our site looks like a news site and not a blog site.

This is easy enough to achieve. The files I will be using to achieve this can be obtained from <http://www.blog2cash.co.uk/> for free. If you go to the files section you will find a file called 'othertools'. This file contains all the files you will need to alter the appearance of your installation. You could do this manually yourself however it takes a good 2 hours or so to achieve. It will take 10 minutes with these files as all the code is already completed for you.

First of all I will be installing the theme news 0.1. Please note: this theme is now updated to news 0.2. The file contained in the 'othertools' download is news 0.1 . If you are installing this theme without the 'othertools' download you need to search for the theme 'news' in wordpress and if possible get the original 0.1 version, it's better than the newer 0.2 version.

To Install, simply log into your wordpress dashboard by typing <http://www.yourdomainname/wp-admin> . Once you're logged in, scroll down to the appearance menu on the left hand side and click themes. Click the install themes tab then click the upload link from the top menu. Browse to the file news.0.1.zip and click install now. Once installed activate the theme. You should now have something that looks a bit like this:



Now we have the theme installed we need to customize it to make it more unique to our tastes. This involves altering images and code in the installation and can take hours to achieve, however in the 'othertools' download you will find a folder called headerfooter. In this folder are 5 folders which each contain 3 separate files: bg-footer.png, bg-header.png and style.css. Each of the 5 folders contains different colour schemes for this theme. To install a colour scheme simply go to the folder wp-content/themes/news/images and upload and overwrite the files bg-footer and bg-header. This will change the colour of the banners on the site. Naturally to keep the change in sync with the links and menu colours etc. we need to change the css file. If you upload the style.css file to the folder wp-content/themes/news this will update all the text and styles to the corresponding header and footer colours. You can also change the thunderbolt icon by changing the file logo.png in the wp-content/themes/news/images to anything you want.

Next go back to the dashboard and from the users menu on the left hand side select all users. Now click your username. In your profile you will find a text field called nickname. Change this to the name of your news site. Underneath is a drop down menu labeled

‘Display name publicly as’. Select the name you have just entered into the nickname field. Scroll down to the bottom and click update profile.

Head back to the dashboard and under the settings menu click general. Update the site title and tagline to whatever you want (tagline is displayed on the browser bar). Make sure the ‘anyone can register’ radio button is unchecked then click save changes. Next click reading under the settings menu. Make sure the front page displays the latest posts, set the blog pages show at most 5 posts, set the syndication feeds show the most recent 100 items, set for each article in a feed show full text and click save changes.

Next click discussion under the settings menu and set the following selections.



Discussion Settings

Default article settings	<input type="checkbox"/> Attempt to notify any blogs linked to from the article. <input checked="" type="checkbox"/> Allow link notifications from other blogs (pingbacks and trackbacks.) <input type="checkbox"/> Allow people to post comments on new articles <i>(These settings may be overridden for individual articles.)</i>
Other comment settings	<input checked="" type="checkbox"/> Comment author must fill out name and e-mail <input checked="" type="checkbox"/> Users must be registered and logged in to comment <input checked="" type="checkbox"/> Automatically close comments on articles older than <input type="text" value="1"/> days <input checked="" type="checkbox"/> Enable threaded (nested) comments <input type="text" value="5"/> levels deep <input type="checkbox"/> Break comments into pages with <input type="text" value="50"/> top level comments per page and the <input type="text" value="last"/> pag Comments should be displayed with the <input type="text" value="older"/> comments at the top of each page
E-mail me whenever	<input type="checkbox"/> Anyone posts a comment <input type="checkbox"/> A comment is held for moderation
Before a comment appears	<input checked="" type="checkbox"/> An administrator must always approve the comment <input checked="" type="checkbox"/> Comment author must have a previously approved comment
Comment Moderation	Hold a comment in the queue if it contains <input type="text" value="2"/> or more links. (A common characteristic of co When a comment contains any of these words in its content, name, URL, e-mail, or IP, it will be hel words. so "press" will match "WordPress".

Next select privacy under the settings. Make sure you ARE VISIBLE to search engines then click save changes.

Go back to the dashboard and select widgets from the appearance menu. Drag the widget ‘search’ to the box labeled ‘Utility:header’ on the right hand side. Press the downward arrow on the search box and for title type ‘Find Story’, for search submit type ‘Search’ and for search text type ‘News’. This will add a search function for our users to search for any other news article on our website.

Finally, go back to the ‘othertools’ download and you will find a file called 404.php. Open this up in your favourite text editor and change the domain name to your own domain name and save the file. Now upload the new file into the folder wp-content/themes/news on your webserver. If you remove or change the location of content on your website, anyone trying to access it is usually shown a horrible 404 error and told what they are looking for no

longer exists. This file will redirect them to your homepage with no fuss and thus you are not losing any traffic.

We now have a site that looks like a fully functioning news website, and best of all, we haven't written a single line of HTML or PHP coding! Type your domain name into your browser and take a look.

Now we need to make it work like one

The Plugins

In the 'othertools' download you will find two plugins. Both of these plugins are not authored by me and can be freely found on the net after a bit of searching.

Google Sitemap Generator

To understand the concept of what a sitemap or a sitemap generator is we first need to understand how Google functions. We know that we can go to google and type in a query and when we press search we are given relevant websites. But how does google know what these websites are? Google has a collection of dedicated computers collectively known as 'googlebot' which searches the internet for pages and records what it finds. Generally it finds websites by following links on other websites. This is known as crawling. Once a page has been crawled it is added to the huge database of websites google keeps known as the index. Google then queries the index when you do a google search and returns the relevant pages. But what if there are no links to your website and its pages? How will google find you? We can create a map of our website containing the location of all its pages and submit them to google. This allows googlebot to crawl the pages and then they will appear in the google index for searches and BINGO we get traffic. There is a problem with this however. . .

On full power an autoblog can be adding 600 pages per day! Creating a map of all of that would be a nightmare! Luckily this plugin does all of this work automatically every time a post is added! Here's how to install it:

You can either click upload plugin in the 'add new' page of the plugins menu and upload the zip file, or, unzip the file locally and upload the full directory to the wp-content/plugins directory. ONCE THIS IS DONE DO NOT ACTIVATE THE PLUGIN. First you need to go to your webhost file manager and create 2 files in the root wordpress directory (the one with wp-config.php in). Name the first file sitemap.xml and the second file sitemap.xml.gz . Once these files have been created you need to change the privileges of them to 666. You will usually see a column in your webhosts file manager entitled 'privileges' or 'permissions' or 'CHMOD'. You need to change this number to 666 in order for the plugin to function. This allows the files you have just created to be modified by the plugin. Once you have done this, go back to your plugin list in the wordpress dashboard and activate the plugin.

Please Note: Do not update this plugin if prompted! I have updated this plugin in the past only for it to stop functioning and had to spend time reverting back to the version found in

the 'othertools' download! If you are doing this without the 'othertools' download try to get version 3.2.4 of this plugin.

RSS Footer

This plugin automatically adds text on the end of your RSS feeds. An explanation of RSS feeds will follow later on in this ebook. For now, install the plugin by uploading the zip file or copying the folder into the wp-content/plugins/ directory. Activate the plugin. Go back to your wordpress dashboard and under the settings menu click RSS Footer. In the box labeled 'Content to put in the footer:' type 'Source: %%BLOGLINK%%'. Click the 'Update RSS Footer settings' button TWICE slowly (The first click updates the preview, the second updates the settings). The reasoning behind this plugin will become clearer later in the ebook.

The Other Plugins

The rest of the plugins described in this ebook can be downloaded for free from <http://www.blog2cash.co.uk>.

Date Deleter

One of the first things people check when reading the news is the date. People tend to want current information when it comes to reading news articles and thus if they see that the article or story is weeks or months old they immediately look elsewhere. Its gets worse. Often the date is shown in google searches. If no date is shown people tend to assume that given the article is on a news site that the news is up-to-date. Thus a workaround for this problem is to strip all instances of dates from your site. This plugin does exactly that. All news being current news = more traffic. To install upload the zip file using the plugin uploader or upload the unzipped directory into wp-content/plugins. Then go to the plugins page and activate it.

Google Duplicate Content Bypasser

The very premise of autoblogging is that we are automatically posting content from online sources. These sources may also be autoblogged by someone else. There is a massive issue with this! Google knows when content is being reproduced and simply marks the content on your site as junk. When someone then queries google with content you have on your site, google lists the original source and posts this message:

*In order to show you the most relevant results, we have omitted some entries very similar to the 6 already displayed.
If you like, you can [repeat the search with the omitted results included](#).*

This is the dreaded Google duplicate content filter! Chances are if you are just copying and pasting content from somewhere else, you won't get a single visitor from that content. Im going to type this in bold and underlined to signify the sheer magnitude of the statement:

THIS IS THE NUMBER ONE REASON AUTOBLOGGERS DON'T MAKE A SINGLE CENT AND IS SIMULTANEOUSLY THE NUMBER ONE MISTAKE AUTOBLOGGERS MAKE!

There are several methods to get around googles duplicate content filter. Some involve changing words automatically (article spinning). The issue with this is that sentences are often changed into non-sense leaving visitors immensely frustrated. The google duplicate content bypasser plugin works differently. It changes the page source so that on the face of it to the visitor, the content looks exactly the same, but to googlebot the page looks different and unique. This plugin alone will increase your traffic hugely. To install simply upload the zip file using the plugin uploader or copy the folder into the wp-content/plugins directory. Then go to the plugins page and activate it.

Duplicate Content Preventer

One of the biggest telltale signs of autoblogging is duplicate content on the same website. Imagine going onto a respectable looking news site only to discover that the same news story and been printed twice or even three times in succession. A human can tell immediately that some type of error has occurred and the site appears unprofessional and spammy. Most autoblogging software however, including the one we are going to use, is not human and doesn't know that an error has occurred. This plugin prevents the double posting of any material onto your website. This maintains the quality of your site thus increasing visitor loyalty and hence traffic. To install simply upload the zip file using the plugin uploader or copy the folder into the wp-content/plugins directory. Then go to the plugins page and activate it.

Adsense Injector

To monetize our site were going to need ads. The best ad network to start with is google adsense. Google adsense is primarily a CPC (Cost Per Click) ad provider. In simple laymans terms, they provide you with ads to show on your site and you make cash every time someone clicks one. Sound simple enough? It really is that simple. The easiest way to get a google adsense account is as follows:

- Go to google and open up a gmail account.
- With your gmail account, open up a blogger account at <http://www.blogger.com/>
- On your blogger account, make a single post.
- On your blogger design control panel, click the monetize section and enable adsense.
- Whammo! You automatically got yourself an adsense account! The reference you need is the publisher reference which looks something along the lines of pub-80758488384848. You can check your adsense publisher ID by going to <http://www.google.com/adsense> and logging in using your gmail account.

So what does adsense injector do? Normally webmasters are given code from adsense to insert into their page designs to generate the ads. Adsense Injector is a friendly interface which allows you to inject the ads exactly as you wish into your blog without having to write a single line of code! To install simply upload the zip file using the plugin uploader or copy the folder into the wp-content/plugins directory. Then go to the plugins page and activate it.

Once installed and activated, go back to the settings menu on the dashboard and click adsense injector. Enter THE NUMBERS ONLY from your publisher ID at the top, leave the channel as it is and make sure override 3 ad rule is unticked. Next click optimizer. Create the following combinations, selecting colours to match your site:

Ad Type 1 square main page.

type: Text & Image ads

corners: square

Margin around Ad: 7 px

Adsense Publisher ID:

only if different from general settings

Adsense Channel:

only if different from general settings

Click [here](#) to see examples of the different sizes. If you choose m will be used.

- 180 x 150 Small Rectangle (Text only)
- 300 x 250 Medium Rectangle
- 336 x 280 Large Rectangle (Text only)
- 728 x 90 Leaderboard
- 160 x 600 Wide Skyscraper
- 120 x 240 Vertical Banner (Text only)
- 468 x 60 Banner
- 234 x 60 Half Banner (Text only)
- 120 x 600 Skyscraper
- 250 x 250 Square (Text only)
- 125 x 125 Button (Text only)
- 200 x 200 Small Square

Ad Type 2 individual long top left

Ad Type 3 individual banner

Ad Type 4

Ad Type 1 square main page.

Ad Type 2 individual long top left

type: Text & Image ads

corners: square

Margin around Ad: 7 px

Adsense Publisher ID:

only if different from general settings

Adsense Channel:

only if different from general settings

Click [here](#) to see examples of the different sizes. If you choo will be used.

- 180 x 150 Small Rectangle (Text only)
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- 160 x 600 Wide Skyscraper
- 120 x 240 Vertical Banner (Text only)
- 468 x 60 Banner
- 234 x 60 Half Banner (Text only)
- 120 x 600 Skyscraper
- 250 x 250 Square (Text only)
- 125 x 125 Button (Text only)
- 200 x 200 Small Square

Ad Type 3 individual banner

type: Text & Image ads

corners: square

Margin around Ad: 7 px

AdSense Publisher ID:

only if different from general settings

AdSense Channel:

only if different from general settings

Click [here](#) to see examples of the different sizes. If you choose a size that is not listed here, it will be used.

- 180 x 150 Small Rectangle (Text only)
- 300 x 250 Medium Rectangle
- 336 x 280 Large Rectangle (Text only)
- 728 x 90 Leaderboard
- 160 x 600 Wide Skyscraper
- 120 x 240 Vertical Banner (Text only)
- 468 x 60 Banner
- 234 x 60 Half Banner (Text only)
- 120 x 600 Skyscraper
- 250 x 250 Square (Text only)
- 125 x 125 Button (Text only)
- 200 x 200 Small Square

Now set the settings as follows:

Where to show ads

Now do your settings where ads should be displayed within content area. For insertion into other Blog Parts :

Single Posts & static Pages

On single Pages where ONE Post is displayed in full length or on static pages.

Ad Nr.	Ad Type	Position	Aligment	
1	2	Top	left	Only show if article is longer than: 10 character
2	3	Bottom	center	Only show if article is longer than: 10 character
3	Dont show	Middle	center	Only show if article is longer than: 10 character
4	Dont show	Top	center	Only show if article is longer than: character
5	Dont show	Top	center	Only show if article is longer than: character

3000 chars = medium / around 5000 chars = long Posts

Only use in articles which contain <!--adsenseopt-->. To use the Plugin only in distinct articles mark that b

Do not show Ads on static pages. If you don't want Ads on a special page you can use the <!--noad--> tag

Multiple Posts

On pages showing more posts (full or excerpt) (archives, normal Homepage)

Ad Nr.	Ad Type	show with	Aligment
1	3	1st Post	center above Post
2	1	2nd Post	center above Post
3	Dont show	3rd Post	center above Post
4	Dont show	1st Post	center above Post
5	Dont show	1st Post	center above Post
6	Dont show	1st Post	center above Post

Don't show Ads on these pages:

- Home page
- Searchresult pages
- Category archives
- Tag archives
- Date archives
- Author archives

Click update options at the bottom. Now go to the dashboard and click widgets under appearance again. You will see that there is a new available widget called adsense ad. Drag it over to the box labeled Secondary. Press the downward arrow. Leave title blank but put a 2 in the ad type box. Click Save. We have now successfully added google adsense to our website! You will probably notice blank spaces on your site for a while. This is because google adsense can take 24-48 to activate your ads. Don't worry its completely natural.

So we now have a professional looking news website which is monetized with google ads, automatically prevents content from being duplicated onto it, bypasses google's duplicate content filter, strips all dates from posts, generates backlinks in the RSS footers and generates its own sitemap which automatically informs google of updates to the site.

I am hoping by now that you are wondering, that's all awesome, but where the hell do we get our content from?!?!

WPRobot

I can provide you with every plugin you need except this one. WPRobot is a tool which automatically posts content on your website from rss feeds. This tool is freely available from the internet. As a hint, typing 'WPRobot' followed by the word 'torrent' into google is probably a good place to start. Any version above version 3 is fine. Most versions you

acquire online come complete with detailed installation instructions. From here on I am going to assume you have downloaded and installed WPRObot.

RSS Feeds

For WPRObot to function we require RSS feeds. So what is an RSS feed and where do we find them?

RSS stands for Really Simple Syndication. It's a platform by which websites, such as news websites, publish articles and stories in lists known as feeds. An RSS feed is usually accompanied by this symbol:



WPRObot takes these lists of stories and articles and posts them on your website so they look as though they originally belong to your website. This is brilliant as your website stays current and rides current search trends. So where can we find RSS feeds? The best way to find them is to enter a topic into google and simply attach 'RSS' into the search. Here are some sample topics you could search for:

- Celebrity
- Sport
- Science
- Technology
- Health
- Business
- Finance
- Computing
- Politics

Yahoo is a good source of feeds. You will find many here: <http://news.yahoo.com/sitemap/>

Although there is an abundance of RSS feeds on Yahoo, don't rely on them entirely. The quality isn't that great plus many other people will be posting these stories! They are great to bulk up your number of feeds but that's about it. You are better sourcing feeds from other websites via googling as mentioned above. They will have better quality and will be less likely to have other people reproducing them!

To show you exactly what you need to do, im going to run through creating an RSS campaign in WPRObot. The sample topic I have chosen is Politics:

First go to your wordpress dashboard and under the posts menu click 'categories'. Under 'add new category' type the name of the category (In the example Politics), for slug just

retype the name of your category all lower case with no spaces (In the example politics) and then click the add new category button.

Now go to your wordpress dashboard and under the WP Robot 3 menu on the left hand side click 'Templates'. Scroll down to the RSS Module Template. In the content box delete the line '{source}'. This will remove the source from your RSS feeds on posting them to your site so the content appear to be yours. You should have something that looks like this:

RSS MODULE TEMPLATE

Content <input data-bbox="220 613 715 792" type="text" value="{content}"/>	Tags Available {title}, {keyword}, {url}, {content}, {source}, {author}, {mediacontent}, {mediathumbnail}, {enclosure}
--	--

Click save changes at the bottom.

Now go to your wordpress dashboard and under the WP Robot 3 menu on the left hand side click 'Create Campaign'. Click the RSS Campaign button at the top. Under RSS feeds, enter the feeds you find from your search. Under categories type Politics and untick 'Post every x Hours'. You should have something that looks like this:

Edit Campaign [→ Show step-by-step Instructions](#)

Campaign Type: Keyword Campaign **RSS Campaign** BrowseNode Campaign ?

Name your campaign: ?

MAIN SETTINGS

RSS Feeds (one per line) ?

Keywords (one per line) ?

Categories (one per line) Multi ?

Post every ?

Create categories if not existing

Next you need to use the 'Replace Keywords' box. In this box you are able to get WPRObot to exchange words in your content on publishing. It is a good idea to list the names of the websites you have used so that when your content is published it contains your sites name rather than theirs. The syntax is:

'WordToBeChanged|WordToChangeTo|LikelihoodOfChange'

'LikelihoodOfChange' is a percentage. The following line will change the word 'Yahoo' to 'YourSite' everytime it occurs (Or 100% of the time):

Yahoo|YourSite|100

Do this for all of the websites you have used, one per line. You should have something that looks like this:

OPTIONAL SETTINGS

The screenshot shows the 'OPTIONAL SETTINGS' section of the WPRObot interface. It contains several configuration options:

- Replace Keywords (one per line) ?**: A text area containing four lines of text: 'BBC|YourSite|100', 'Sky|YourSite|100', 'Yahoo|YourSite|100', and 'Yahoo!|YourSite|100'.
- Exclude Keywords (one per line) ?**: An empty text area.
- Amazon Department**: A dropdown menu set to 'All'.
- eBay Category**: A dropdown menu set to 'All Categories'.
- Featured Image ?**: A checkbox labeled 'Attempt to add featured image / post thumbnail to each created post if image is available. (Warning: Only enable if your theme actually supports WP post thumbnails or you get duplicate posts!)' which is currently unchecked.
- Custom Fields ?**: A section with a '1. Name:' input field, a 'Value:' input field, and a '+' button.
- Translation ?**: A section with a 'Translate 0 % of this campaigns posts from' dropdown, followed by 'to' and another dropdown, then 'to' and a third dropdown, and finally 'to' and a fourth dropdown. A note says '(translate comments? Yes ?)'.
- Rewriter ?**: A checkbox labeled 'Activate rewriting for this campaign.' which is currently unchecked.
- Author ID ?**: An empty input field.
- Start ?**: A section with 'Create first post in' input field followed by 'hours.'.
- New Post Status ?**: A dropdown menu set to 'default'.
- Custom Post Type ?**: An empty input field.

Finally click update campaign at the bottom.

Now go back to the dashboard and under the WP Robot 3 menu click campaigns. On the new campaign you have just created, click pause.

Why pause the campaign? Surely we want it running

Here's where it becomes a little tricky. Both wordpress and WPRObot are scripts. They do not have permission to run commands on your webserver. To get around this issue there are two options.

The first is that WPRObot attempts to overcome this issue by using your sites visitors to process new posts. The problem with this is that it requires many visitors to be accessing your site on a regular basis to keep the posts regular. If you do not have access to cron jobs on your webserver, unfortunately this is your only option. To use this option, do not pause your campaign. Instead edit the campaign and update the option which states 'Post every x Hours' to however often you would like your post to occur. You have to remember that this option will only work if you have regular visitors to your site. If you use this option you will need to visit your own site on a regular basis until you have a regular stream of traffic visiting your site.

The second option is to use unix cron jobs. A unix cron job is a command which tells your webserver to do a certain action on a regular basis. This is an option you will find on your webserver. If you cannot find this option, ask your hosting company if this facility is available. This is the better option of the two as it does not require anyone to be viewing your website for it to be updated. If you use this option, pause the campaign you created. Now go back to the dashboard and under the WP Robot 3 menu select 'Options'. Scroll right to the bottom of the page and take note of the address which says Cron URL, especially the code at the end of it. Now go to your webserver and access your cron job settings. On direct admin the page looks like this:



Create a New Cron Job	
Minute	<input type="text" value="*"/>
Hour	<input type="text" value="*"/>
Day of Month	<input type="text" value="*"/>
Month	<input type="text" value="*"/>
Day of Week	<input type="text" value="*"/>
Command	<input type="text"/>

The syntax for a Unix Cron Job looks like this:

```
* * * * * (Unix Command)
```

The first 5 parts are used to set the frequency of the command you wish to run. The first part signifies minutes, the second hours, the third days, the fourth months and the fifth 'day of the week'. The asterisk carries the meaning 'every'. As it stands this command will run every minute of every hour of every day of every month of every day of the week. This is a bit too frequent for what we need. We could simply enter a number into one of the first five parts thusly:

```
0 * * * * (Unix Command)
```

This command now says, do the command on the 0 minute only but every hour of every day etc. Hence we now have a command which runs every hour on the hour. Thus this

command will run 24 times a day every hour. Finally there is another trick we can use which is the '/' operator which means every other. For example */2 means every second instance and /4 means every fourth instance. To make the meaning clearer, here is an example:

```
0 */2 * * * (Unix Command)
```

This example says on the 0 minute of every second hour. This will run the unix command on the hour every 2 hours, meaning the command will run 12 times a day at regular intervals. Here is one final example:

```
*/20 * * * * (Unix Command)
```

This example says run the unix command every 20 minutes. Pretty straight forward right? From these examples you should be able to select any frequency you require.

So now we know how to command the time correctly, what is the unix command to make the campaign we just created post? The command looks like this:

```
wget --post-data='id=1' -O /dev/null http://www.yourdomain.com/wp-content/plugins/WPRobot350/cron.php?code=XXXXXXXX&id=1 >/dev/null 2>&1
```

Go to the wordpress dashboard and under the WP Robot 3 menu choose campaigns. Now hover over the campaign you just created (In the example Politics). As you do this a line will pop up telling you the campaign number. In the above command you need to change the number 1's highlighted in bold to your campaign number.

You also need to change the domain name to your domain name, the version of WPRobot to your version and the code number to your code number. You can find all of this information from the address at the bottom of the options page in the WP Robot 3 menu from the dashboard. Once you have updated everything you should have something like this:

```
*/20 * * * * wget --post-data='id=1' -O /dev/null http://www.mysite.com/wp-content/plugins/WPRobot350/cron.php?code=7gh68fj5&id=1 >/dev/null 2>&1
```

This command says every 20 minutes post a single article from one of the Politics campaigns RSS feeds. Enter this into your cronjob interface and save the command.

Choose the frequency based upon how many RSS feeds you have in that campaign and how often the RSS feeds are updated.

CONGRATULATIONS! You have successfully set up your first automated campaign. You will need a good 10-12 campaigns to really get a good result. The first one is always the hardest. After a while you will be able to set them up in minutes!

What Have We Learned So Far?

In a nutshell, we can now create a fully automated money spinning website. Sounds like we're at the end right? If we were to stop now we would earn a bit of cash, sure. But I never started my online monetizing journey so I could afford a McDonalds every week. Let's be honest. There is a Ferrari gathering dust in a dealership with my name on it. So where do we go from here?

Well the first thing we need to do is get ourselves some tools to analyse our websites performance. Fortunately google makes this very easy.

Google's Webmaster Tools

Google's webmaster tools is a set of online tools which help you track your sites performance. You can find these here:

<http://www.google.com/webmasters/tools/>

Sign in using the Gmail account you created earlier. The first thing you will need to do is click the 'add a site' button and enter your domain. To ensure that you actually own the domain, google requires that you verify it. There are several ways to do this but by far the easiest is to use the 'Upload a HTML file to your server option'. Simply download the file, upload it to your root folder (public_html) on your webserver via your file manager then click the link to verify. Once this is done, you will be able gain access to the webmaster tools that google offers.

The first thing you will want to do is tell google where your sitemap is located. This informs google exactly where to find your pages. Remember you created a file called sitemap.xml whilst installing the google sitemap generator plugin? This is the file you need to inform google about. On webmaster tools, click 'site configuration' then click 'Sitemaps'. Click add sitemap and when prompted add the url 'http://www.yourdomain.com/sitemap.xml'. Google will then download your sitemap and pass all your pages to googlebot to be crawled! More pages in googles index = more traffic = more profits.

This next bit of tinkering is extremely important and can effectively increase your traffic 10 fold so pay attention!

The amount of pages googlebot scans on a single visit is calculated by a simple algorithm by google. HOWEVER, on webmaster tools, you will find an option under 'site configuration' called 'settings' which allows you to manually override this algorithm. The lower this is set, the less data googlebot accesses on single visit but also the less up-to-date your site is in google searches! The higher this is set, the more data googlebot accesses on a single visit and the fresher your site appears in google searches. This is crucial because if people are searching for todays news and your data doesn't get read until 3 days later you are going to get no traffic! So why not just set it to max and leave it? Sounds logical right? Well there is a major problem with doing this. If you set it to max, googlebot will repeatedly access your site over and over on a single visit. If your site is 10meg big and you set it to max, google

could access your site 10 times a day, effectively downloading your website 10 times over using 100meg of your bandwidth. 90% of this bandwidth is absolutely wasted as googlebot only needed to scan your site once. This is 90meg of bandwidth that could have been used on your visitors to gain cash! So where is the compromise? Here is my advice, AND LEARN IT WELL.

Give your site a week or two to find its feet without altering the settings on webmaster tools. Then increase the value to maximum. After 2 days you will see the massive difference in traffic. This is the traffic you should be getting when google has your site completely up to date. Now you know how much traffic you should be receiving, keep reducing the value by half until the daily traffic starts to drop. Increase the value a bit and leave it where it is. This is the point where google is scanning your entire site once on a single visit without wasting bandwidth! Leave this setting alone until you notice your traffic has stopped gaining. At this point you will need to repeat this process to see your traffic level at max then alter until google is crawling your entire site once again.

So how do you know how much traffic you are getting? On webmaster tools in the 'Your site on the web' section there is a tool called 'Search Queries'. This tool will tell you how many impressions and click throughs you are receiving. The main issue with this tool is that it is usually 4 – 5 days behind. That means you cannot observe the effect of any settings changes you make until 4-5 days have gone by. The answer to this issue is google analytics.

At the very top of webmaster tools you can see that as well as accessing your adsense account from here, you can also access a tool called analytics. Click on the analytics link. Sign up for an account. Once logged in, click the link which says 'Add new profile'. Enter your domain name and click continue. Next you will be presented with some code. You do not need to know the function of this code, just highlight the code and copy it. It should look similar to this:

```
<script type="text/javascript">
```

```
var _gaq = _gaq || [];  
_gaq.push(['_setAccount', 'UA-26640711-8']);  
_gaq.push(['_trackPageview']);
```

```
(function() {  
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;  
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-  
analytics.com/ga.js';  
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);  
})();
```

Now go to your file manager on your webserver and locate the file header.php in the folder wp-content/themes/news. Open it up in your favourite text editor. It should look like this:

```
<?php
/**
 * Header Template
 *
 * The header template is generally used on every page of your site. Nearly all other
 * templates call it somewhere near the top of the file. It is used mostly as an opening
 * wrapper, which is closed with the footer.php file. It also executes key functions needed
 * by the theme, child themes, and plugins.
 *
 * @package News
 * @subpackage Template
 */

hybrid_doctype(); ?>
<html xmlns="http://www.w3.org/1999/xhtml" <?php language_attributes( 'xhtml' ); ?>>
<head profile="<?php hybrid_profile_uri(); ?>">
<title><?php hybrid_document_title(); ?></title>

<link rel="stylesheet" href="<?php echo get_stylesheet_uri(); ?>" type="text/css"
media="screen" />

<?php do_atomic( 'head' ); // Head hook ?>
<?php wp_head(); // WP head hook ?>

</head>
```

(More code follows)

Locate the text which says </head>. Past the code from google analytics on the line above the </head> tag. Save the file.

CONGRATUALIONS! You have now successfully installed google analytics. Google analytics is a powerful tool which is updated daily! You have to wait at least 24 hours before you will see any update in analytics for the first time so be patient. This tool will monitor your traffic and give you a better understanding of what your website is doing at any given time.

Boosting Your Traffic!

So we now have a website which generates its own content and is making money AND we can monitor exactly how well it is doing. What further steps can we take to increase our traffic?

After a while you will notice that the vast majority of your traffic comes from search engines and that pretty much means google. So understanding how google works is key to achieving better traffic. If 50 websites contain the same word, how does google determine which website is shown first in its results and which is shown last? By far the most important factor in this matter is known as a websites 'Pagerank'.

Contrary to popular belief, the word 'Pagerank' has nothing to do with google pages or search engine result pages. It is actually derived from the web developer Larry Page who designed the algorithm behind the ranking system. 'Pagerank' is a numeric value between 0 and 10 which is calculated for a website in order to determine the websites popularity. You can check your pagerank at anytime using this online tool:

http://www.prchecker.info/check_page_rank.php

The higher your pagerank is, the higher the preference your website has in google searches. So how is it calculated and how do we increase it?

The pagerank system is primarily calculated on one simple premise, BACKLINKS. As mentioned earlier, a backlink is a link on another person's websites which links back to your website. The more backlinks your site has, the higher its pagerank. The higher the pagerank of the other persons website, the higher it will increase your pagerank.

So we essentially need a way of getting tons of people with high pagerank websites to post a link back to our website. This is much easier said then done!

Remember earlier when you installed the RSS Footer plugin and altered the text to 'Source: %%BLOGLINK%%' ? This text is a link back to your website. Wordpress automatically generates RSS feeds for your website! Adding a link back to your website means anyone viewing or copying your feeds will automatically be posting backlinks back to your site! Pretty crafty huh? It is best to promote your RSS feed for this purpose. Even better, we can insert adsense feeds into our RSS feeds and monetize them! To do this go to:

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

Open up an account with your Gmail account. Enter your domain name in to burn a feed. Select the option which looks like this:

<http://www.yourdomainname.com/?feed=rss2>

Click next. Select a suitable feed address then click next. You can skip the next part, it is not important. Once your feed has been burned, go back to your adsense account and click the adsense setup tab. Select adsense for feeds and then select the feed you have just burned! Its that simple!

Now we need to promote our RSS feed, so here is how to do it. Go to your dashboard and under the 'Appearance' menu click 'news settings'. In the box labeled 'footer insert' type in the following:

```
<p style="color:#FFF"><a href="http://feeds.feedburner.com/yourfeedaddress"></a>  
YourSiteName </p>
```

This will insert a link with the RSS image at the bottom of every page on your website! Change the feedburner address to your feedburner address, the site name to your site name and change the FFF to 000 or leave it as FFF depending on whether you want black or white text.

By far the best free method to generate backlinks is by using the PRBacklink method. You can find this method in another free ebook on <http://www.blog2cash.co.uk/> .

There is also a software package called XRumer which automatically posts backlinks for you. However this software package can cost upwards of \$1000!

What Next?

We now have a website which generates its own content, propagates its own backlinks via its RSS feeds which are also monetized, prevents duplication of content, bypasses googles duplicate content filter, strips all the dates from the news published, generates a sitemap to tell googlebot exactly the where the sites pages are and redirects any traffic accessing any deleted or relocated material back to the homepage. We can also monitor the traffic, adjust the crawl settings to their optimal value and submit the sitemap for googlebot to crawl.

What more can we possibly do? The answer is very simple but also a very daunting prospect!

We need to do everything we have already done, ALL OVER AGAIN!

The easiest way to make money autoblogging is to have multiple blogs, FACT. But why? If we have one blog posting everything why have two? There are several reasons. . .

One reason is the in the footer where we entered the RSS link, we could also add a link to our new site. . . . and from our new site we can add a link to our old site. Now everytime we post an article on one blog site, we also automatically create a backlink to another blog site. But why stop at 2? Why not have 3,4,5,6? Now everytime one site creates a post it also generates 6 backlinks in the process. The chain is endless

There is another very good reason why you should create more than one blog. After creating tens of blogs I realized something. WPRObot has the facility to automatically change the language of the content being posted onto the website! I went to a blog that had been running for 2 months and changed the language settings on WPRObot to change the language from English to Arabic. Within a week my impressions went from 500 per day to over 12,000 per day! The reason for this is that very few people actually post western news in foreign languages thus you get masses of traffic. Even better, you can use the exact same RSS feeds and get 40+ different unique versions by only changing the language setting!

So where am I now?

I can create an entire self publishing blog, EXACTLY AS DESCRIBED in this ebook in less than an hour and half and own hundreds of blogs earning thousands of dollars!

Maintaining Your Blogs

A good practice is to log in to webmaster tools every morning to submit your sitemaps. This keeps your site fresh and allows googlebot a full day to give your site a thorough crawling! Keep an eye on your traffic and update the crawl settings on webmaster tools accordingly. You will also want to check each of your campaigns every week or so. On your dashboard under the WP Robot 3 menu click 'campaigns'. Now click on a campaign. If you scroll down to the bottom of the page you will see your feeds listed. If WPRObot attempts to post an article from a feed and fails to on more than one occasion it suspends the feed and the feed will be listed in red. This is a common occurrence if you have set your post frequency too high and you run out of unposted items in your feed. It's a good practice to check everyweek and restore any suspended feeds. If this occurs regularly then you need to lower your post frequency or add more feeds to your campaign.

A final message from me!

This method changed my life! I hope in reading this ebook I have inspired you to change yours! Good luck and I wish you every success in the world.

