

WHITE LABEL DATING BLUEPRINT



How to make a lifetime residual income from free niche dating websites



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White Label Dating Blueprint

How to Make a Lifetime Residual Income From Free Niche Dating Websites

Introduction

What I will teach you in the White Label Dating Blueprint is a proven, fullproof 100% white hat method to make money (and a lot of it) with online dating. This money-making method has nothing to do with e-whoring or any other kind of black hat marketing system nor with any pay-per-click, media-buying, cost-per-action, or email marketing. What I am going to teach you is a fully scalable marketing method based on search engine optimization, which you can use repeatedly to make a multiple figure, self-perpetuating residual income from white label dating sites.

What Is WhiteLabelDatingSolutions.com?

Just to make things clear before I get started with the method, most white label dating providers won't work with this method because they won't allow you to do all the things Dating Factory will. You can't add articles to your websites, you can't optimize them, you can't edit or add pages, you can't make your URLs SEO friendly . . . basically, you can do nothing. World Dating Partners is the only one in my opinion that might work with this method (I never tried it though), so, if you are already an affiliate with them and don't want to try Dating Factory (why on earth wouldn't you want to try them?), then feel free to implement my method with World Dating Partners. You will wind up

making much less money with them, and you won't be able to do half the things you can do with Dating Factory.

The white label dating site you will be using for this method is WhiteLabelDatingSolutions.com. I am not a BS kind of guy, so I will go straight to the point. I am not giving this book away for free out of the kindness of my heart, just like I didn't share my "Black Hat System" for free just out of good intentions. I will make money thanks to all of you. And lots of it. Some ungrateful people might decide that for some reason I don't deserve to make money from them (although the money I make is obviously not taken from your earnings, so you don't lose anything). Unfortunately for these people, they will "have to" sign up on my site rather than on the Dating Factory's main website so they can make a lot more money! These two sites use exactly the same platform and offer the same support. The only difference between them is that I don't run things on Dating Factory but I do on White Label Dating Solutions, meaning I am the one setting commission rates on White Label Dating Solutions. Dating Factory pays you 65% on initial and recurring payments during your first three months to get you started. Then after the first three months, they take a look at your average monthly income with them and give you commission rates based on this average. Simply put, the more you make during your first three months, the better your permanent commission rates will be. You can take a look at the commission structure here:

<http://www.whitelabeldatingsolutions.com/revenues/commission-structure/>

And this is where I come in. When you sign up on WhiteLabelDatingSolutions.com, just email me after your first three months with "White Label Dating Blueprint Commission Rates" in the subject line, and I will give you 65% on your members' initial and recurring payments during an additional fourth month! No matter how much revenue you generated during your first three months, you will be receiving 65% on all your members' initial and recurring payments for an extra month. You will receive a whopping 65% commission for four full months. You will never find such an offer anywhere else. The original Dating Factory offer is already unprecedented, but, with my added bonus, this is simply an incredible bargain that will make you much more money in your first four months.

Also, as a side note, remember, the more money you earn, the more money I make, which means it is in my best interests to make this blueprint as effective and reliable as possible. All the concepts you will learn about here are proven methods that have made me large amounts of money in the past few years. As verification of this truth, take a look at these current screenshots of my income.

Earnings overview:*

	Today	Yesterday	This week	This month	Last month	Total
Registration attempts	17	34	51	774	2135	65288
Registrations	15	30	45	630	1830	54516
Deleted	9	15	24	403	1109	28512
Live members	12	22	34	328	879	29965
New payments number		3	3	41	65	2798
New payments value, €		88.82	88.82	1014.96	1314.29	60596.54
Recurring & renewal payments number	5	8	13	105	160	3741
Recurring & renewal payments amount, €	93.85	141.83	235.68	1992.69	2986.55	65675.36

Last member payments over the past six days (until today December 20, 9:00 pm EST):*

Date	Count	Value (€)	Count	Value (€)	Count	Value (€)	Total
Dec, 15 2011	2	54.41	5	110.06			164.46
Dec, 16 2011	1	89.79	3	71.66			161.45
Dec, 17 2011	2	62.76	2	39.55			102.31
Dec, 18 2011	3	132.81	12	224.25			357.07
Dec, 19 2011	3	88.82	7	125.75	1	16.08	230.66
Dec, 20 2011		0	5	93.85			93.85

Payments sent to my account bimonthly for the past seven months:

My Wallet

Payments History:

Date	Amount	Status
2011.12.15	2373.27 €	Transferred
2011.12.01	3059.89 €	Transferred
2011.11.15	2180.85 €	Transferred
2011.11.01	2576.99 €	Transferred
2011.10.15	2392.22 €	Transferred
2011.10.01	2734.68 €	Transferred
2011.09.15	2278.36 €	Transferred
2011.09.01	2701.60 €	Transferred
2011.08.15	2563.69 €	Transferred
2011.08.01	1708.19 €	Transferred
2011.07.15	2483.29 €	Transferred
2011.07.01	2201.32 €	Transferred
2011.06.15	2382.72 €	Transferred
2011.06.01	2939.36 €	Transferred
2011.05.15	2693.04 €	Transferred

*Screenshots taken on December 20, 2011, around 9:00 pm EST, on *one* of my accounts (€). I own several. Please note that these are payments from my sites alone using the same exact techniques I teach in this blueprint. My referral income is not included in these screenshots.

I have decided not to include *any* affiliate links in this blueprint. I know most people would be more than happy to use my affiliate links as a way of saying thank you to me for working on this blueprint for them, but I don't want anybody thinking that I am just writing this to push you to buy product after product. Most information in this blueprint will be 100% free, and, whenever you are presented with an alternative paid option, I will *not* include an affiliate link so that my readers know this blueprint is 100% objective, neutral, and unbiased and not in any way some promotional material of third-party products and services I am affiliated with. Like I said before, the sole purpose for this extensive tutorial is to help *you* make money to help *me* make money through Dating Factory *only*.

And now for the good stuff—the White Label Dating Blueprint!

The Blueprint

This blueprint is meant for beginning, intermediate, and more-advanced Internet marketers. Advanced Internet marketers might already know some of these techniques, but they will learn about many more tricks and resources here. Most of all, the real gold mine in this blueprint is how to apply these key concepts of search engine optimization to this very specific white label dating provider. Nothing else compares to Dating Factory, and you will soon understand why.

I am about to walk you step by step through every aspect of your new online dating business: registering on Dating Factory, creating your very first website, setting up your Google analytics tracking code, doing your keyword research, optimizing your website for your target keywords, adding some optimized SEO-friendly content, creating backlink campaigns, indexing your backlinks, tracking your results, and scaling your business. In this White Label Dating Blueprint, no stone will be left unturned. I will tell you everything I know about how to make a monthly four-figure income—all on autopilot, with very little work and maintenance.

Key Metrics

This blueprint is 80-plus pages of solid money-making content. More than 193 hours have been dedicated to the research and creation of this report. I have invested more than \$1,800 into the development of this e-book, including proofreading, layout improvement, graphic cover, PDF conversion, and secure protection and encryption.

Today, it is yours for FREE.

Why Create Niche Dating Sites?

Before I show you how to create your very first dating website with Dating Factory, you need to know a few things. The online dating market is very saturated for the main keywords. I am talking about mainstream dating here. Try to compete on Google with giants such as Meetic.com or

Match.com, and see how it goes! Tough right? Wrong. Not tough, impossible. You can always compete with low-competition keywords, but there is a better way of making money with online dating—niche dating. Basically, you build websites that target specific topics, locations, and demographics. So, instead of creating a mainstream dating site that will be suitable for everyone, you will create a site targeted to a specific population, for instance, people with disabilities or single parents in the New York area. You can even select specific age ranges (this will be useful for niche sites that target particular age ranges, like senior dating).

Instead of competing against millions of pages (“dating” on Google.com returns about 737 million pages and counting), you will be up against a few thousand (“vegetarian dating” returns only 205,000 results). And, as a consequence, all your keywords will have lower search volumes but also very significantly fewer competing pages, meaning it becomes much easier for you to create small niche dating sites, rank them, and scale your business with new niche dating sites as your member count and revenue grow.

The good news is this is exactly what Dating Factory was been designed for—creating niche dating sites. They currently offer 40 niche markets in 15 languages, with each niche market being customizable so you can actually turn your dating site into a micro-niche dating website if you choose to do so.

Here is a list of the main niche markets Dating Factory offers (by the time you read this blueprint, there will probably be many more):

General dating Senior dating Disabled dating Single parents Christian dating Uniform dating Divorced dating Millionaire dating **BBW/BHM dating** AIDS/HIV dating **Dating for expats** Vegetarian dating **Dating & sports** Professional dating Asian dating Black dating **Gay dating** Gay dating for men **Lesbian dating** Gay adult Gay adult for men **Lesbian adult** **Casual dating** Adult dating ALT/Fetish **Trans dating** SugarDaddy BBW/BHM adult dating **Nudist dating**

More information about Dating Factory niche markets can be found here:

<http://www.whitelabeldatingsolutions.com/solutions/niche-dating-websites/>

So without further ado, let’s get you started, and together, let’s make some serious money!

1. Registering an Account with Dating Factory

If you want to take advantage of my additional month of 65% commissions from your member's initial payments, you must [register on WhiteLabelDatingSolutions.com](http://WhiteLabelDatingSolutions.com) and *not* on DatingFactory.com. Also, if you don't join through WhiteLabelDatingSolutions.com, you will be missing the incredible money-making opportunity described in section 11 (the method to make a lifetime residual income from your own referrals using your own private-label version of this report). And, once again, by joining WhiteLabelDatingSolutions.com, you get the exact same platform, admin control panel, and support as you would by joining on DatingFactory.com. The only difference is that you will make more money, and, on top of Dating Factory's support, you will get mine (you can contact me at admin@whitelabeldatingsolutions.com). And, of course, I will receive a commission from your earnings, but this will not affect your revenue. So, you will actually make more money by joining White Label Dating Solutions while also receiving better support and using the exact same platform.

Let's register then! Visit [WhiteLabelDatingSolutions registration page](#).

The sign-up process is pretty straightforward, so I won't get into specifics here. Just know it doesn't matter if you don't have any information about your marketing methods or any current websites. Your application will not be denied. These questions are just so the Dating Factory team has an idea of your potential as an affiliate and how you drive your traffic.

Once you have created your account, you can log in to your admin control panel here: <http://admin.datingfactory.com>.

Like I said earlier, the fact that you registered on WhiteLabelDatingSolutions.com doesn't change a thing. You log in on the same admin, and everything is the same after you register, no matter whether you joined on the Dating Factory website or on the White Label Dating Solutions website.

2. Doing Keyword Research the Right Way

2.1 Compiling Your Keyword List

Before I show you how to create your first dating website and how to optimize it for search engines, I decided to teach you about keyword research first because, before you pick your niche, you will need to research it. After doing your keyword research, you will know which niches give you the most profitable keywords, which will help you make your decision.

Keyword research is a crucial part of this method and is also the most important aspect of Internet marketing and the very reason so many Internet marketers fail. Do it right, and you will send laser-targeted traffic to your websites. Do it wrong, and you're headed for a hard time as an SEO trying to compete for keywords that are just not in your league or that aren't profitable. The main problem

many marketers face is that they don't do keyword research the right way or maybe not at all. And then they wonder why they are failing miserably.

Keyword research is the most important ingredient of Internet marketing. Do it wrong, and you will fail.

What is the best way to do keyword research? First, pick a niche. I advise you go for dating niches because they are easier to rank and to make money from. Adult dating niches are good for existing adult traffic.

In my experience, the following dating niches work well with SEO:

- Disabled dating
- Vegetarian dating
- Nudist dating
- Sport dating

There are more, but I have personally tested these four niches and have made a lot of money from them.

These are the niches I would avoid like the plague:

- Gay dating
- Lesbian dating
- Senior dating
- Single-parents dating

You should avoid these at all costs because I have personally tried them with SEO concepts, and they did not convert for me.

Now that you have picked a niche you are interested in, you need to do keyword research to make sure you can find profitable keywords to target. Here are three key concepts about keyword research:

- Do not attack highly competitive keywords. You need to target smaller keywords with less competition so that you stand a chance of ranking at the top of the SERPs (search engine results pages).
- Your keywords need to be in high demand. If they don't receive a decent amount of searches, being number one for your keywords won't do you any good.
- [Target "buying keywords." In our case, this one doesn't really apply. Our dating sites offer a free membership for basic members, so there's no need for buying keywords. We will rely on the Dating Factory platform to convert those members, which I'll explain later. However, we will use common sense to pick the best keywords, the ones people type when they are actually looking for what we offer: a niche dating subscription.]

First, we will build a massive master keyword list. To build this list, you will need to register a Google AdWords account. Don't worry, the account is free. Without a registered account, AdWords will

return only about 100 to 150 results versus up to 800 if you are logged in. Create a Google AdWords account here: <http://adwords.google.com>

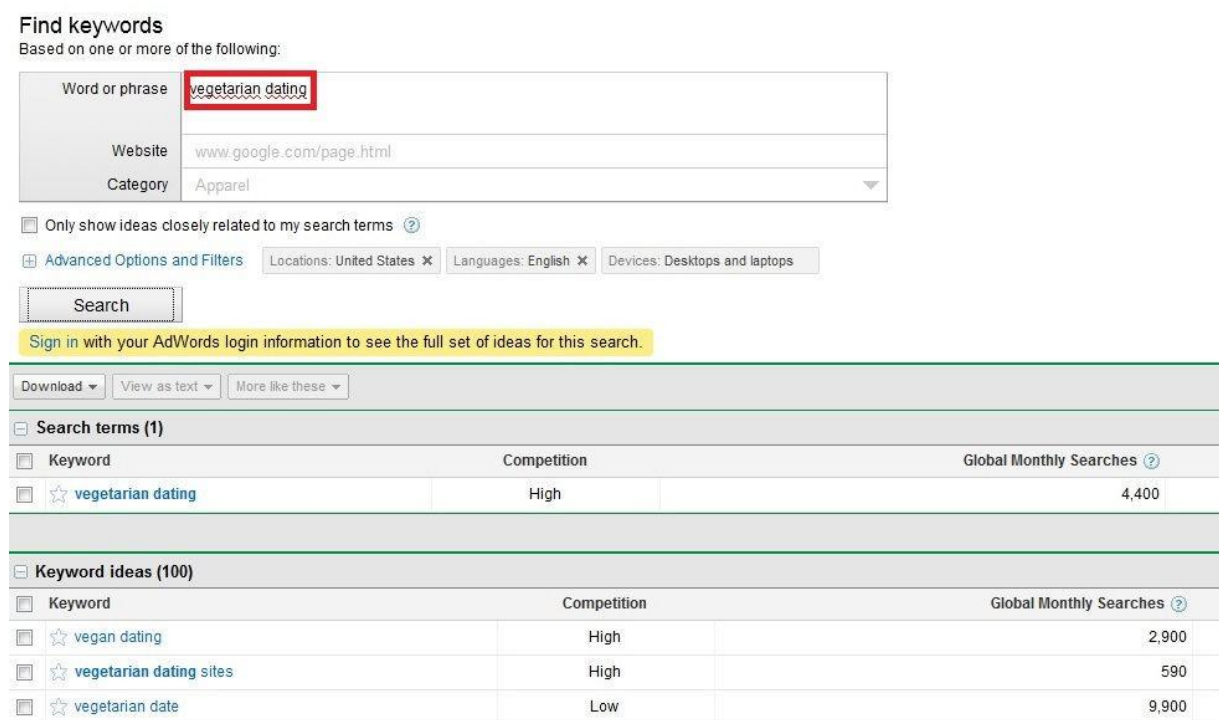
Once you are logged in, visit this URL:

https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none

Type in your main niche dating keyword. It doesn't matter if this is a very competitive keyword because we will refine the search later and filter out the ineffective keywords. Make sure you select "English" and "United States" in the Advanced Options and Filters > Locations and Languages.

Note: Alternatively, you can do your keyword research inside of Market Samurai, which is a powerful software that does the exact same thing as AdWords (because it uses the AdWords data) and is also 100% free. I will discuss this option later.

Here is an example of finding keywords in AdWords using the phrase "vegetarian dating."



Find keywords
Based on one or more of the following:

Word or phrase: **vegetarian dating**
Website: www.google.com/page.html
Category: Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters: Locations: United States, Languages: English, Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Keyword	Competition	Global Monthly Searches
vegetarian dating	High	4,400

Keyword ideas (100)

Keyword	Competition	Global Monthly Searches
vegan dating	High	2,900
vegetarian dating sites	High	590
vegetarian date	Low	9,900

As you can see, "vegetarian dating" is a competitive keyword (Competition: High). But it doesn't matter; this is only the starting point so that we can drill down and gather more keywords. The Google keyword tool will display a list of up to 800 keywords. Don't worry about the additional information; we don't need it. Now, select all the keywords that are relevant to your niche market, and click the "view as text" button (on top of the keywords list) and "selected." Now copy your list of keywords into a text file.

Keyword ideas (611)							
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC	Ad Share	Search Share	Local Search Trends
vegan dating	High	2,900	1,600	€1.04	-	-	
vegetarian dating sites	High	590	320	€1.43	-	-	
vegetarian date	Low	9,900	3,600	€0.96	-	-	
best dating sites	High	110,000	60,500	€3.68	-	-	
green singles	Medium	14,800	12,100	€0.57	-	-	
dating sites	High	2,240,000	1,000,000	€3.36	-	-	
dating services	High	165,000	90,500	€3.90	-	-	
christian dating	High	201,000	135,000	€3.37	-	-	
online dating sites	High	201,000	110,000	€4.02	-	-	
greensingles	Low	5,400	4,400	€0.37	-	-	
veggiedate	Low	1,600	1,000	€0.90	-	-	
100 free dating sites	High	60,500	27,100	€2.38	-	-	
best dating site	High	110,000	60,500	€3.23	-	-	
dating sites free	High	673,000	301,000	€3.36	-	-	
veggie date	Low	6,600	2,900	€0.82	-	-	
free online dating sites	High	90,500	49,500	€3.86	-	-	
Vegetarian singles	High	1,900	1,000	€0.97	-	-	
dating service	High	550,000	246,000	€2.78	-	-	
best online dating	High	33,100	18,100	€3.59	-	-	
dating websites free	High	550,000	301,000	€3.38	-	-	
dating over 40	High	9,900	4,400	€3.08	-	-	

Here is an example of which keywords I would choose or avoid:

I would save

- Vegan dating
- Vegetarian dating sites
- Vegetarian date
- Vegetarian singles

I would leave

- **Best dating sites**—It's too general and has nothing to do with vegetarian dating.
- **Green singles**—This one is an existing vegetarian dating site; people looking for this keyword are actually looking for this specific site either because they already have an account there or because they have heard of it and want to join. Either way, there is a good chance they won't be interested in your website, plus you will have a hard time competing with them since they have an exact match domain (their domain name matches the exact keyword).
- **Veggiedate**—This also is an existing website.
- **100 free online dating sites**—This one is bad for two reasons: First, it is not targeted to vegetarian dating. Second, it has the word *free*, meaning people typing it are not likely to become paying members. Avoid targeting keywords including the word *free*.
- **Best dating site**—Same as "best dating sites."
- **Dating sites free**—Same as "100 free online dating sites."

- **Veggie date**—Same as “veggiedate.” There is a good chance people typing this are actually looking for the website www.veggiedate.org.
- **Free online dating sites**—Same as “100 free online dating sites.”
- **Dating service**—Same as “best dating sites.”
- **Best online dating**—Same as “best dating sites.”
- **Dating websites free**—Same as “100 free online dating sites.”
- **Dating over 40**—This one is a keyword for the senior dating niche and has nothing to do with vegetarian dating.

Now that you have your list of master keywords, you will take each keyword and copy it into the search box (enter only one keyword at a time here; otherwise you may miss some keywords). Every time you enter a new keyword, search again and save the relevant keywords into your text file. I understand this is a very tedious process, but it is necessary to gather a list of as many keywords as possible. Since we will be filtering these keywords later based on search volumes and competition analysis, we need as many keywords as possible to increase our chances of finding the real gems.

After you have done this with all your master keywords, do the same thing with your secondary keywords to find even more related keywords. Don't be lazy here. This is a very important step; the more keywords you find, the more profitable keywords you will end up with and the easier and faster the promotion of your website will be. If you do this the right way, you will end up with a list of hundreds or even thousands of keywords.

Note: In your case, you will have significantly fewer keywords than if you were targeting larger markets. You could also create a mainstream dating site and create your list the same way. For this method though, I advise you to stick with the niche dating concept.

To check for duplicates, you will need to download Market Samurai (we will need this tool later to filter the keyword list). For those who are not familiar with this tool, it is extremely valuable for keyword research, competition analysis, keyword tracking, and more. And better yet, the keyword research module of this software is 100% free.

[Click here to download Market Samurai](#) (no affiliate link).

Keyword: vegetarian dating

Keyword Research

Keyword Sources: Google Keyword Tool - Account: [redacted]

Phrase Length: min: 1 word(s) max: 10 word(s)

Add Keywords

- vegetarian dating
- vegetarian dating
- veggie date

Positive Keywords

Negative Keywords

Keyword (2 active, 0 removed, 0 filtered)

- vegetarian dating
- veggie date

As you can see, I entered “vegetarian dating” several times into the search box, but the duplicate keywords have been filtered out. You will notice with this method (especially with small niches) that at some point most (if not all) keywords you come up with are duplicate keywords that had already been generated from previous root keywords. Use Market Samurai to check for duplicates as you add more keywords, and, when you see that all the new keywords you can possibly come up with are duplicates, move on to the following step.

After you are done with this process, you can also find synonyms of your keyword, such as “meeting vegetarians,” “meet vegetarians,” “vegetarian encounters,” “vegetarian dates,” and so on. You can also think about keywords pertaining to subniches or different themes as long as they are relevant to your website. Be creative here; think out of the box! But always stick to *targeted* keywords, keywords that describe what your website actually has to offer. If your traffic is not targeted, it will *not* convert. With this method, you will come up with even more related keywords that you didn’t find with the previous step!

Another very cool method is to look up your keyword and find related keywords by website URL. Just Google your keyword “vegetarian dating,” and copy the URLs of your top competitors. Now you can enter these URLs (one by one) into the “Website” search box and hit the “Search” button. The keyword tool will come up with some more keywords that you can dig into to extend your keyword list (using the same method as before).

Website: www.veggiedate.org
 Category: Apparel

Only show ideas closely related to my search terms
 Advanced Options and Filters

Locations and languages

Locations: Afghanistan, Albania, Algeria, American Samoa, Andorra, Angola

All Languages: English, Japanese, German, Portuguese

Include specific content
 Include adult ideas

Show Ideas and Statistics for
 Desktop and laptop devices

Filter ideas
 Local Monthly Searches >> [] Remove
 + Add another

Search

About this data

+ Add keywords | Download | Estimate search traffic | View as text | More like these | Group by None | Sorted by Relevance | Columns

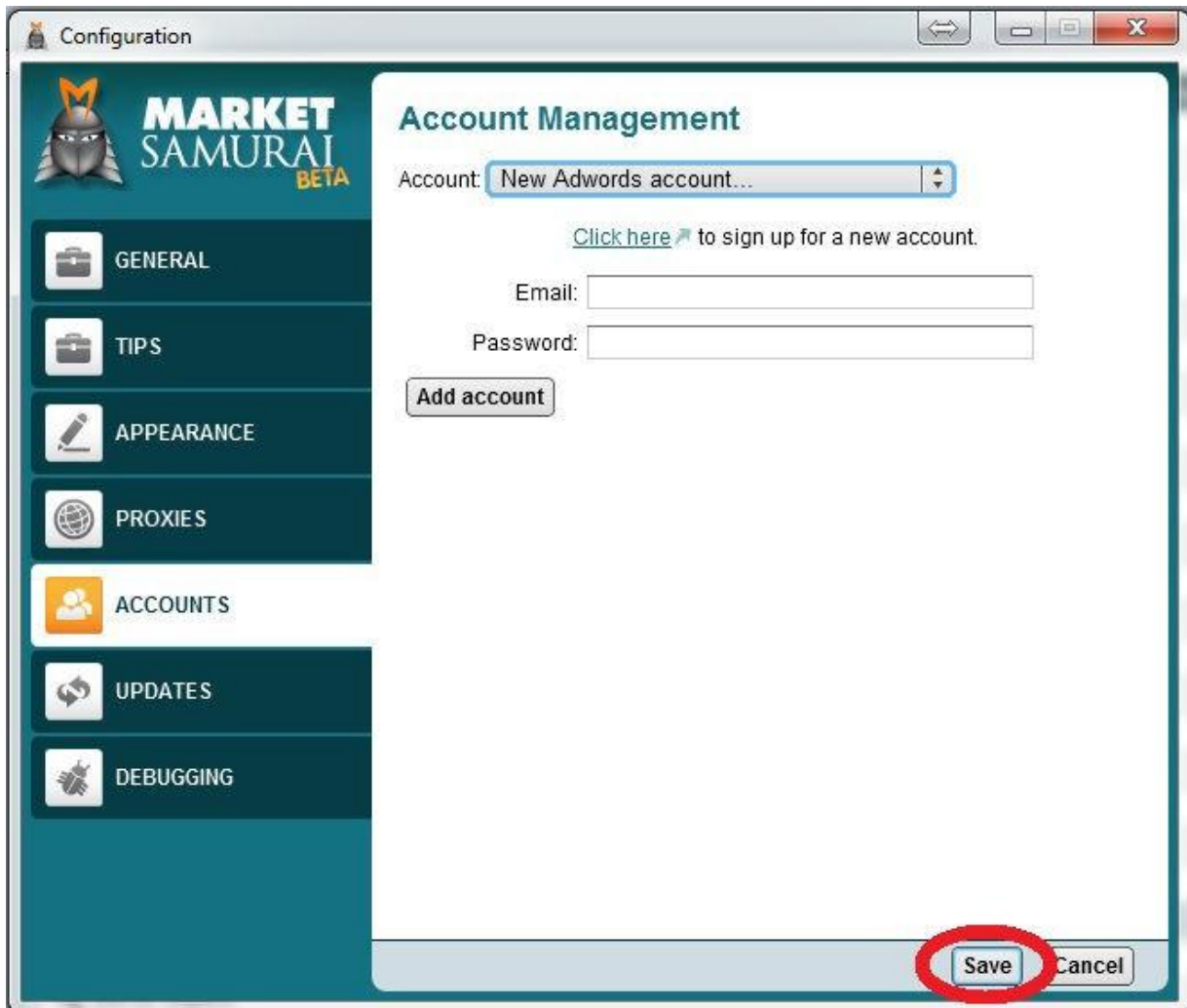
Keyword ideas (100)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC	Ad Share	Search Share	Local Search Trends	Extracted From Webpage	Google Search Network
vegetarian dating	High	4,400	2,400	€1.13	-	-		Vegetarian dating for vegetarian singles and vegan dating for vegan singles.	-
vegetarian singles	High	1,900	1,000	€0.97	-	-		Vegetarian dating for vegetarian singles and vegan dating for vegan	-

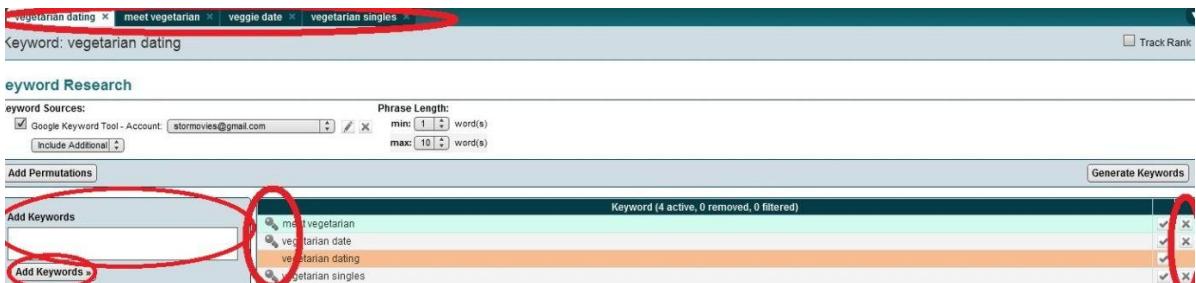
Once you reach the point where you can't come up with any new keywords, it is time to move on to the next step. Not many people use this technique, but it is extremely powerful (especially when combined with the Market Samurai filtering options later). Many paid keyword research tools do not provide such a large amount of high-quality keywords. And, remember that the more keywords you compile, the more you increase your chances of finding a large number of highly profitable keywords.

2.2 Alternative Keyword Research Method

As mentioned earlier, you also can do your keyword research directly inside Market Samurai. First, you will need to input your Google AdWords account information in File > Settings > Accounts, and select the "New Adwords account" option.

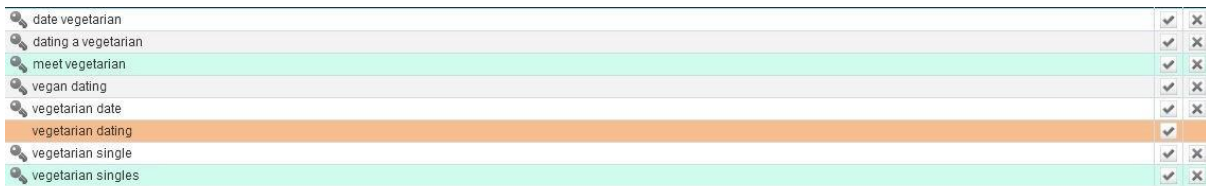


After saving, you will be able to generate lists of keywords using Market Samurai. Just click the little X to delete a keyword, and click the little key to open a new tab with this keyword, where you will be able to create another list based on this keyword.

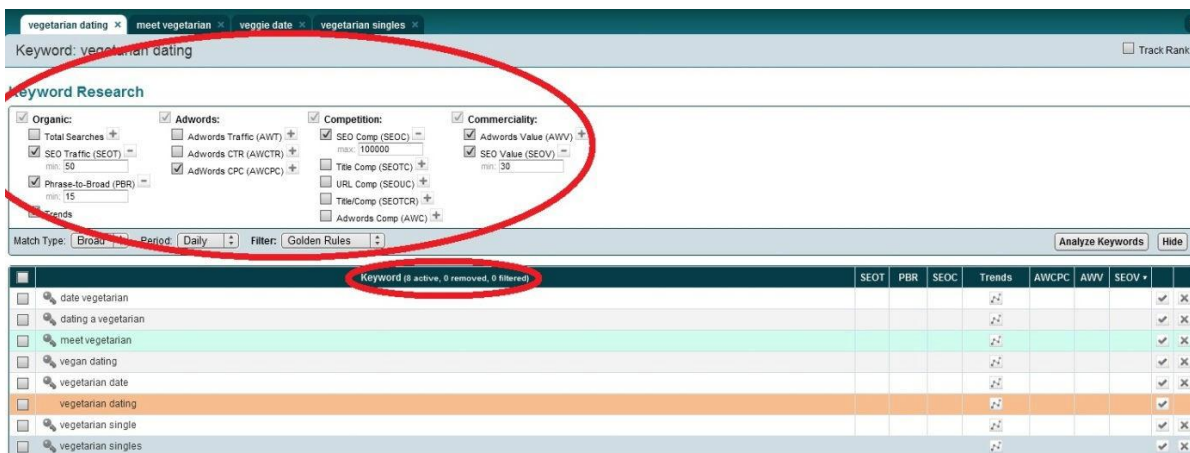


Now that you have your keyword list inside of the “Add Keywords” box, just click the “Add Keywords” button to add your keywords to Market Samurai. If you have built your list using Market Samurai, you can use the “Export” button at the bottom of every keyword tab to export your keywords and paste them into a single file, which you will add to Market Samurai in the way described above.

Now that your entire list is in Market Samurai, it is time to let it do its magic and analyze these keywords. Click the “Keyword Analysis” button to go to the keyword analysis screen.



This is what your screen will look like after you press the “Keyword Analysis” button.



You can see a “Keyword Research” section, which is a set of filters for your keywords, and your full list of keywords below it.

How do you filter this huge list of keywords? Well, you need keywords that have an acceptable level of competition and a decent volume of searches. By combining these two criteria, you should find keywords that you can realistically rank and that will still bring you a fairly large amount of visitors to your website.

A good compromise is to set the “Total Searches” to 30 and the “SEO Comp” filter to 50,000. You also need to use the “Phrase” option in “Match Type.”

vegetarian dating × meet vegetarian × veggie date × vegetarian singles ×

Keyword: vegetarian dating

Keyword Research

Organic:

- Total Searches (min: 30)
- SEO Traffic (SEOT) (min: 50)
- Phrase-to-Broad (PBR) (min: 15)
- Trends

Adwords:

- Adwords Traffic (AWT)
- Adwords CTR (AWCTR)
- AdWords CPC (AWCPC)

Competition:

- SEO Comp (SEOC) (max: 50000)
- Title Comp (SEOTC)
- URL Comp (SEOUC)
- Title/Comp (SEOTCR)
- Adwords Comp (AWC)

Commerciality:

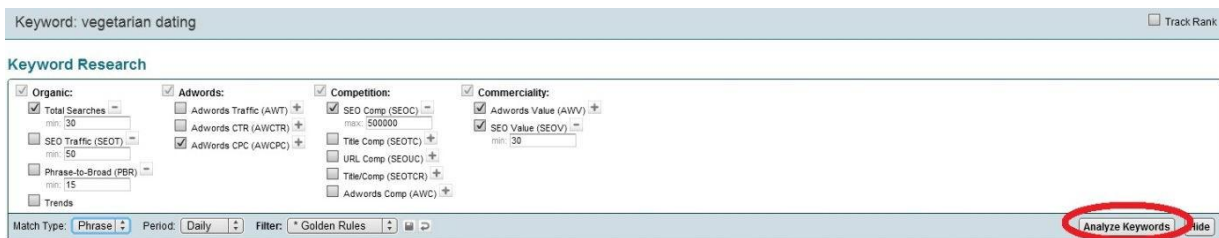
- Adwords Value (AWV)
- SEO Value (SEOV) (min: 30)

Match Type: **Phrase** Period: Daily Filter: * Golden Rules

Keyword (8 active, 0 removed, 0 filtered)	
<input type="checkbox"/>	date vegetarian
<input type="checkbox"/>	dating a vegetarian
<input type="checkbox"/>	meet vegetarian
<input type="checkbox"/>	vegan dating
<input type="checkbox"/>	vegetarian date
<input type="checkbox"/>	vegetarian dating
<input type="checkbox"/>	vegetarian single
<input type="checkbox"/>	vegetarian singles

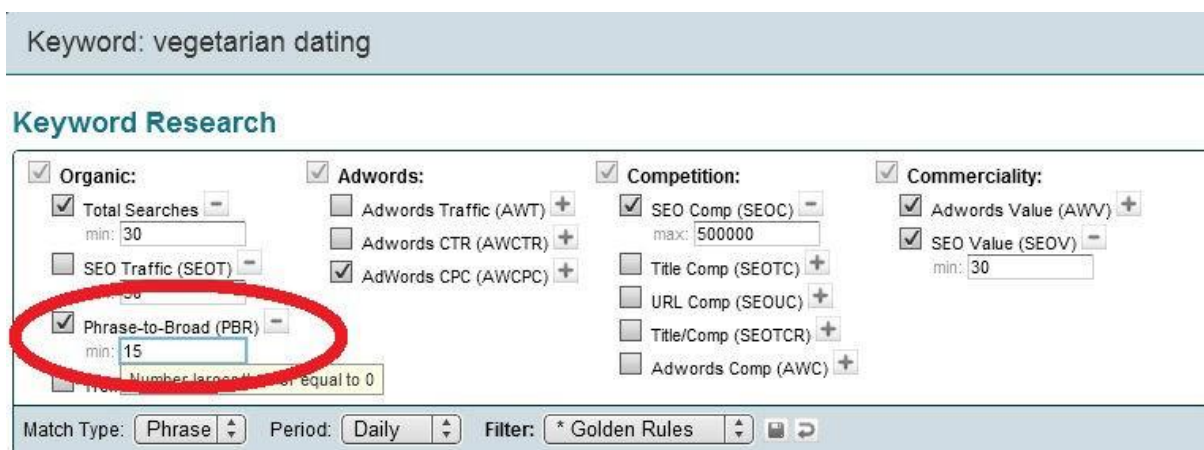
To understand the difference between broad match, phrase match, and exact match, please take a look at this page: <http://www.google.com/support/grants/bin/answer.py?answer=96903>

Now that your filters have been set, just click the “Analyze Keywords” button to start gathering your keyword data.



You should now end up with a list of highly profitable keywords, keywords that people are searching for but for which few websites are competing. Those are the gems you will need to target in your link building campaigns (more on that later).

An additional step you can take is to select the “Phrase-to-Broad (PBR)” filter and enter 15.



This ensures that your keywords are actually typed in this specific order and that you don’t target keywords in the wrong order. Here is the exact definition of PBR provided by the Market Samurai creators: “PBR—Phrase-to-Broad Ratio—The percentage of phrase-match searches out of broad-match searches for this keyword. Low values indicate there may be other word orderings which are being searched for more.” More information in the Market Samurai glossary can be found here: <http://www.marketsamurai.com/glossary.php>.

By using this method, you can find some very profitable keywords in little time. Not many people use this technique, which is why everyone will tell you some niches are completely oversaturated. Don’t listen to them. No niche will ever be oversaturated as long as you target the right low-competition, high-demand keywords. This is why extensive keyword research like we just did is critical to your Internet marketing success. Also, after your domain name starts getting age, authority, and backlinks, you will be able to aim higher and go for more competitive (and with higher demand) keywords.

2.3 Filtering Your Keyword List

Now that you have created this huge keyword list, it is time to filter it so you discover which keywords are really worth targeting. To do this, you will need to open Market Samurai. If you missed the link, here it is again: [Click here to download Market Samurai](#) (no affiliate link).

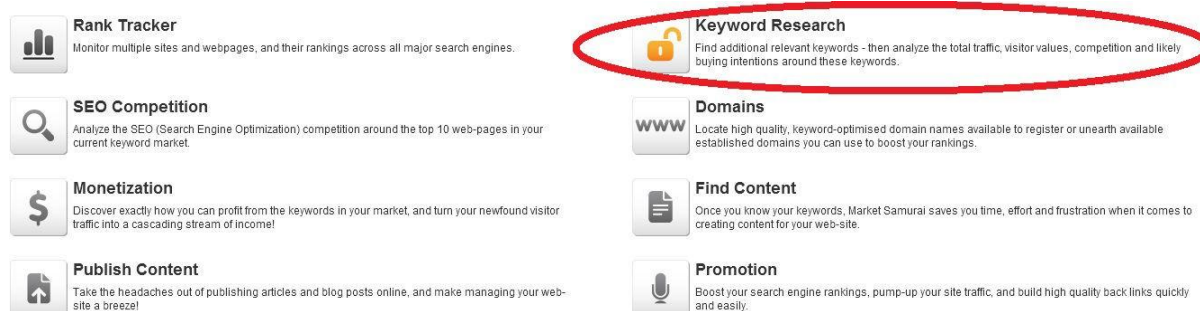
As mentioned earlier, Market Samurai is a paid Internet marketing software that offers various modules, including rank tracker, keyword research, and SEO competition, among others. I strongly recommend that you purchase this software at some point because it is extremely valuable. However, you don't need to purchase it now because the keyword research module is free, even after your trial period expires!

For now, just open the software and create a new project using your main niche dating keyword in the "Keyword" box.

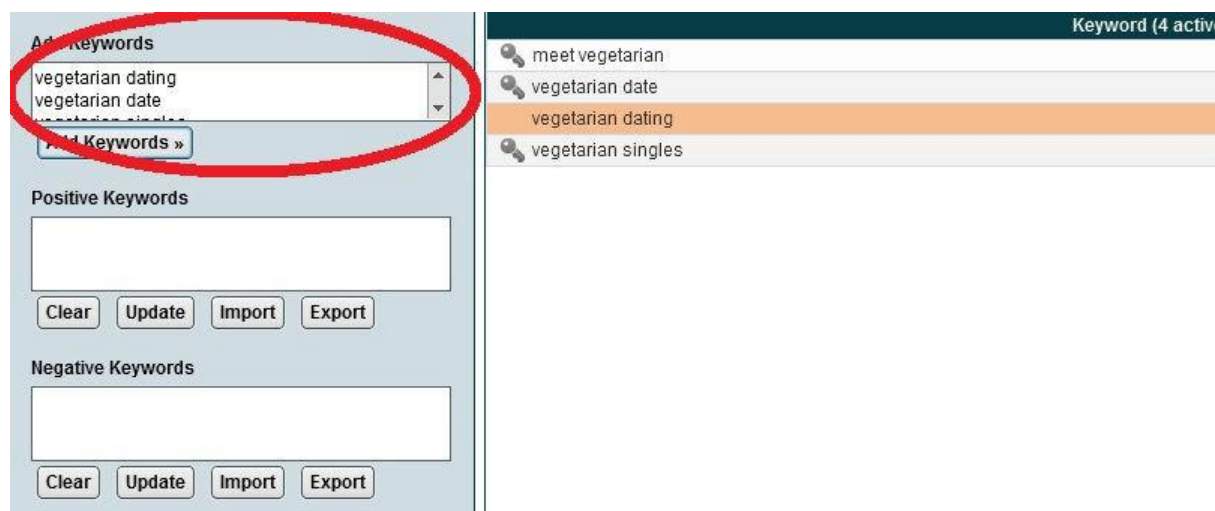
For additional help in using Market Samurai, [feel free to check their online tutorials](#). I strongly recommend that you take a look at these tutorials; they are highly educative, and the videos are professional.



Enter the main keyword in the "Keyword" box and click "Create." The additional information will autofill when you enter your keyword.



Now click on the “Keyword Research” module, and copy your entire keyword list into the “Add Keywords” box.



3. Creating Your First Dating Website

Now that you know which niche and which keywords to target, it is time to create your first dating website. Following the previous example, I will create a vegetarian dating site.

After registering on [WhiteLabelDatingSolutions registration page](#), visit <http://admin.datingfactory.com>, and log in using your username and password. Click on the “Sites” tab and then on the “Create a site” subtab (or simply click the big blue “Create a Site” button). Then select the niche you have picked during the keyword research phase, choose a template, and click on the “Next” text link at the bottom of the screen.

Note: The template “your own design” is for more-advanced marketers who know web design and who want to design their own home page from scratch. Do not use this option unless you know what you are doing.

Datingfactory private label solutions International White Label Dating Affiliate Program

Home Account Wallet **Sites** Promo tools APIs Referrals Affiliates Reports Help Forum

Create a site Copy a site Edit a site Send newsletters Newsletter history

Create a Site

Promotional Tools

Create an Affiliate campaign

Your account manager
 Nick Dovgopolyv
 n.dovgopolyv@datingfactory.com
 skype: nick_datingfactory
 phone: +44(0)20 3239 3504
 Veuillez appeler de 7.00AM à 7.00PM GMT

Our DNS settings:
 md1.caerussolutions.net
 md2.caerussolutions.net
 md3.caerussolutions.net

Blog Feed
 Forum Feed

Create New Site

Step 1 → 2 → 3

Choose the niche market:

- Dating
 - General dating
 - Senior dating
 - Single parents
 - Disabled dating
 - Uniform dating
 - Christian dating
 - Millionaire dating
 - BBW/BHM dating
 - Vegetarian dating**
 - Dating ex-pats
 - Divorced singles
 - Professional singles
 - Dating for expats
 - Asian dating
 - Black dating
 - AIDS/HIV/STD dating
 - Dog Lovers
 - Extramarital Dating
 - Dating for marriage
- Gay Dating
 - General gay dating
 - Gay dating for men
 - Lesbian dating
- Adult
 - General adult
 - Trans
 - Alt
 - SugarDaddy
 - BBW/BHM adult
 - Swingers
 - Nudist dating
- Gay Adult
 - General gay adult
 - Gay adult for men
 - Lesbian adult
- Casual
 - General casual
 - Cougar Dating
 - Extramarital Affairs

Choose template:

Please double click on the design to preview it. Java script needs to be enabled in your browser.

NOTE: You will be able to edit this design before publishing your site, you are choosing

The next step allows you to choose the basic settings of your website. Here is what it looks like:

Countries:

- International
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua

Age restrictions:

-- --

Languages on the site:

- Select All Languages
- Croatian
- Czech
- Dutch
- English
- French
- German

Default language:

English

Site name:

Vegetarian Dating

Pricing model:

Standard

Subscription	GBP	EUR	USD	USD us/ca	CHF	ZAR
1 Month Gold membership	£24.95	€19.95	\$19.95	\$24.95	CHF34.95	R162.95
3 Months Gold membership	£54.95	€54.95	\$34.95	\$54.95	CHF79.95	R374.95
6 Months Gold membership	£79.95	€79.95	\$59.95	\$79.95	CHF114.95	R545.95

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

For your very first website, until you really know what you are doing, I advise you to use the following settings:

- **Countries: International.** Unless your website is targeted to a particular geographic location, you do not want to restrict your site because you want as many members as possible to be able to join.
- **Age restrictions: None.** Unless your website is targeting a specific age range (for example, senior dating), it is advisable that you leave it open to people of all ages (+18).
- **Languages on the site: English.** I do not recommend using any other languages unless your website is for people who speak a language other than English. If you did your keyword research in English, 99% of your traffic will be English speaking and will have found your site using English search phrases, so there is no need for additional languages. It will be better in terms of search engine optimization if you have only one language on your website.
- **Default language: English.** Unless you are targeting another language, specify English as the default.
- **Site name: Enter your site name here.** It should be your main keyword or a phrase containing your main keyword (for example, “vegetarian dating,” “vegan singles dating,” “vegetarian singles dating,” and so on). Usually your website name will match your domain name (more on this in the next step).
- **Pricing model: Leave the “Standard” default setting here.** As you start receiving traffic, members, and payments, it will be a good idea to implement new pricing models and see which one brings the most revenue per click. However, at the moment, you should use the default standard setting. I can’t advise you which one is better because every niche is different and I have experienced various levels of success with those settings, depending on my particular niches. The key is to experiment, test, track your results, and make your own opinion based on your long-term results.

Now that you are done selecting your basic site options, it is time to move on to the next step by clicking the “Next” text link at the bottom of the page.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

3.1 Domain Name

In this last step of the website creation wizard, you have two options for your domain name:

Step 1 → **2** → **3**

Partners are responsible for their domain name used on our platform and for the promotion that they run for their sites.
Choose your site URL:

Your OWN domain:

[If you don't have a domain yet, register now »](#)

OR

Partner web-site including the domain name or sub-domain must not infringe any trademarks. Offending sites will be deleted from the system without any notice.

Sub-domain of one of Dating Factory domains:
 .

NOTE: If you use your own domain name please transfer the DNS to the following servers:
md1.caerussolutions.net
md2.caerussolutions.net
md3.caerussolutions.net

Create your site

Note: On the screenshot above, you can see that I have filled in the boxes for both options. I did this just to save some time and space, but, when you create your website, you will pick only *one* of these two options. Let me briefly explain what each option does and which one you should use.

3.1.1 Your Own Domain

This option lets you register your own domain (I highly recommend this option) and use it with your Dating Factory website. All you need to do is register your domain name, point your domain name server (DNS) to the Dating Factory servers, and wait for a couple of hours (usually takes less time) for the DNS to propagate. Your website should be approved almost instantly, and, by the time the DNS has propagated, your website will be live (sometimes it can happen in as little as a few minutes). Later on, I will explain how to do this in detail with screenshots, but first I want to tell you why this is the better option. A domain name costs around \$10 a year (at the time of writing this blueprint, GoDaddy sells a domain name for \$7.49), which would be your only cost for running your Dating Factory website. By using your own domain name, you are promoting your *own brand* and giving authority to your *own domain*. Plus, if for any reason, you decided to leave Dating Factory, all you

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

would need to do is update your DNS, and you would keep your domain name plus its domain age and authority and all the backlinks and brand recognition you will have acquired over time. If you choose this option, skip the next step, and go directly to the section 3.1.3, “How to Register Your Own Domain Name and Use It with Dating Factory.”

3.1.2 Subdomain of One of the Dating Factory Domains

This option is recommended only if you have a very limited budget and can’t afford (or don’t want) to spend \$10 on a domain name. The other advantage compared to the own-domain option is you will be leveraging the existing authority of the Dating Factory domains. By building your website on a subdomain of their existing domains, you benefit from their domain age and authority, which means you may rank a bit faster and higher at first. In the long term and as explained before, this is *not* an option I recommend. So, pick this option only if you want to start your online dating business at absolutely *no* cost. All you have to do is enter your website name in the subdomain box and select one of the Dating Factory subdomains. You will notice that some of their domains match your site (for example, “vegetarianbuddies.com”). In this case, your site URL could look like “http://dating.vegetarianbuddies.com” or “http://veggiedates.vegetarianbuddies.com.” You get the idea. If you have chosen this method, just click the “Create your site” button and you are done! Your site will be live as soon as it is approved since you don’t need to wait for DNS propagation.

3.1.3 How to Register Your Own Domain Name and Use It with Dating Factory

The registrar I have been using for my domain names is the most popular one: GoDaddy. Their interface is a bit messy, and they always try to sell you a million additional things that you won’t ever need during the registration process. However, they are a reputable and inexpensive company for registering domain names. I know there are other places to register domain names, but GoDaddy is the one I have been using and know best, so I will use them in this example. If you know of a better alternative, feel free to use them instead of GoDaddy. If you are using another registrar or you already know how to do this, skip the following section.

To begin, click on the following banner to register a domain name for \$7.49 (again, I have *not* added my affiliate ID here):



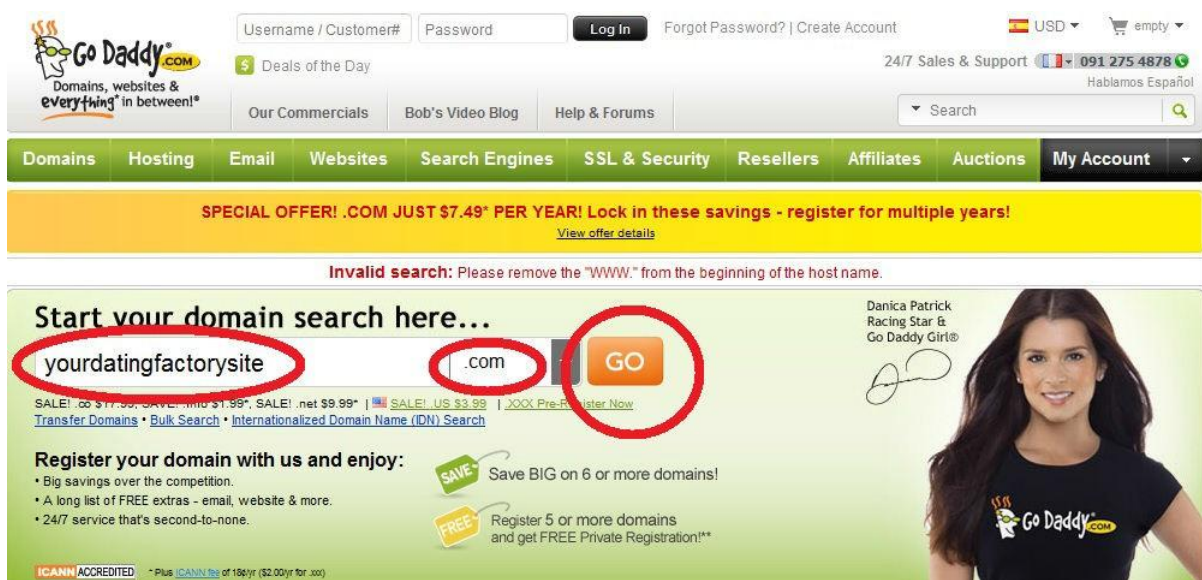
Now enter your desired domain name without “www,” and click the “Go” button. It is very important that you include your main keyword in your domain name—in the same order as the keyword is best.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

This will greatly help in terms of SEO. So, if your keyword is “vegetarian dating,” you should use domains such as:

- vegetariandating.com (This one will already be taken, obviously!)
- vegetariandating.org
- vegetariandating.net
- vegetarian-dating.com
- vegetarian-dating.net
- vegetarian-dating.org
- vegetariandatingsingles.com
- vegetariansingledating.net

Be creative!



I recommend the “.com” extension. Don’t go for cheap domain extensions such as “.info” or “.biz.” Those will hurt your business because users do not trust them. Instead, always go for “.com,” and, if the domain name you really want is not available with this extension, use “.org” or “.net.” In my experience, those extensions are about as easy to rank as “.com” in terms of SEO, and users trust them as well.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

The screenshot shows a domain registration interface. At the top, a yellow banner reads "SPECIAL OFFER! .COM JUST \$7.49* PER YEAR! Lock in these savings - register for multiple years!". Below this, a search bar contains the text "your dating factory site.com". A pop-up notification box is overlaid on the search results, stating: "SPECIAL OFFER! .COM JUST \$7.49* PER YEAR! Lock in these savings - register for multiple years! This promotion has changed due to increased prices from the registry effective July 1st, 2010. The updated price is reflected in your cart. Your discount will be applied in your shopping cart." Below the pop-up, the domain "yourdatingfactorysite.com" is listed with a price of "\$11.99*/yr" and a "Most Popular" tag. To the right, a "Pending Registration" sidebar shows "0 domains pending registration" and a "Continue to Registration" button. Another "Continue to Registration" button is visible at the bottom right of the domain list.

Once you've clicked the "Go" button, you'll see this pop-up box. Don't worry about this. I know it says the offer doesn't work anymore and the domain name will be \$11.99, but, when you finalize the registration process, the discount from my banner will apply, and you will pay only \$7.49 for your domain name (I just checked this, and the information is correct at the time of this writing). Also, an \$11.99 price tag would be definitely worth it anyway considering the amount of money you will be making by the time you have to renew your domain name (in a year). You will quickly recover this expense. Now click the "Continue to Registration" button to finalize the registration process.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

STOP! Don't miss your chance to SAVE 65%!
Protect and expand your domain name with matching variations and SAVE BIG!

Includes **FREE** Privacy[^]

Standard - Get 3 more!		Deluxe - Get 5 more!	
✓ yourdatingfactorysite.net	\$14.99	✓ yourdatingfactorysite.net	\$14.99
✓ yourdatingfactorysite.org	\$14.99	✓ yourdatingfactorysite.org	\$14.99
✓ yourdatingfactorysite.info	\$11.99	✓ yourdatingfactorysite.info	\$11.99
		✓ yourdatingfactorysite.us	\$19.99
		✓ yourdatingfactorysite.mobi	\$17.99
.net / .org / .info retail price..... \$41.97		.net / .org / .info / .us / .mobi retail price..... \$79.95	
Get all 3 for just \$15.00⁺* - Save 64%^{^^}		Get all 5 for just \$28.00⁺* - Save 65%^{^^}	
Add		Add	

No Thanks
 Don't show this again.

*+,^^ Click here for product disclaimers and legal power...

And here you go. Just tick the “Don’t show this again” box, and click the “No Thanks” button.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

1. Domain Registration Information * Required Information

Already a customer? **Log In.**
If you have domain contact information, Log In here and Continue.

Customer Number or Login Name:
[Text Field]

Password:
[Text Field]

Next >

OR **Create your domain registration information.**

First Name:* [Text Field] Last Name:* [Text Field]

Email Address:*(Important information about email accounts)
[Text Field]

Company Name:
[Text Field]

By checking this box you certify that the Company Name specified above is the legal registrant of this domain name.

Address 1:*[Text Field]

Address 2: (Suite, Apt #, etc.)
[Text Field]

City:* [Text Field] Country:* [Dropdown: United States]

State or Territory:* [Dropdown: Select State] Zip Code:* [Text Field]

Phone:* [Text Field] Fax: [Text Field]

This information will be used to populate your [WHOIS](#) listing.

Order Summary
1 domain pending registration
x yourdatingfactorysite.com

On the screen above, you can either create your domain registration information or log in using an existing GoDaddy account. I already have an account, so I will log in with my GoDaddy account number and password. After confirming your contact information, you will be taken to the following screen:

Get your domain in 3 easy steps! Search Customize Checkout

Add a domain to this order: [Text Field] .com [GO!]

1. Domain Registration Information * Required Information

2. Your Domain Settings

Your Domain Names (1)
yourdatingfactorysite.com
[View and Edit All Domains](#)

Registration Length: 1 yr

Registration Contact
Thomas VOULLEMER
39, Avenue de Cournon
Aubiere, puy de dome 63170
France
(046) 757-5570
admin@illicomail.net
[Edit](#)

Certified Domain ⓘ
 Certified Just \$4.99/yr
 Uncertified

Hosting these domains elsewhere? [Set nameservers](#) ⓘ

Includes FREE Auto-Renew Protection. [Click here to change to Manual renewal](#) ⓘ

Next >

Order Summary
1 domain pending registration
x yourdatingfactorysite.com

The "Registration Length" defaults to five years. You certainly don't need that much time right now, so change the registration length to one year. You will be able to renew your domain name next year

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

if you choose to do so. Leave the “Uncertified” option checked, and, before clicking the “Next” button, you will have the chance to set your DNS right now. Let’s do this so we save some time (and screenshots!). Click the “Set nameservers” link.

Enter the Dating Factory DNS settings, which you can find in your Dating Factory admin area:



This is how you will enter the DNS settings during the GoDaddy registration process. Now you can click the “Next” button.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

Your Domain Names (1)
 yourdatingfactorysite.com
[View and Edit All Domains](#)

Registration Length
 1 yr

Registration Contact
 Thomas VOULLEMIER
 39, Avenue de Courmon
 Aubiere, puy de dome 63170
 France
 (046) 757-5570
 admin@mlc.com
[Edit](#)

Certified Domain ⓘ
 Certified Just \$4.99/yr
 Uncertified

If you're hosting these domains elsewhere, enter up to 4 nameservers below. ⓘ

1 * md1	caerussolutions	net	2 * md2	caerussolutions	net
3 md3	caerussolutions	net	4		




* A minimum of two valid nameservers are required.
[Park my names at GoDaddy](#)

Includes FREE Auto-Renew Protection. [Click here to change to Manual renewal](#) ⓘ

Next >

In the next step of the GoDaddy registration process, you will see the following screen:

3. Your Privacy and Domain Protection

Keep your information private Select a registration type	 Standard Registration Included In Cart	 Privacy with Business Registration \$11.99/yr Select	BEST VALUE!  Protected Registration \$24.99/yr Select
Personal information is unprotected in Public WHOIS database	✓		
Private Registration ‡ Helps protect yourself from spam, scams, prying eyes and more by shielding your personal information from public view.		✓	✓
Business Registration Provides vital details of your business to millions of daily WHOIS searchers.		✓	✓
Expiration Protection Go Daddy EXCLUSIVE! Protects your domain against loss due to credit card expiration or failure, outdated contact information and more.			✓
Deadbolt Transfer Protection Protects your domain against any accidental or malicious transfer.			✓

Note: You will set up your Whois Advertising Listing information by logging into your account after purchase.

Next >

Stick to the "Standard Registration," and just click the "Next" button.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

4. Activate Your Domain

Add Hosting \$1.99* domains with any email, hosting or website plan.
Status: ✖ Inactive Choose from the options below

Choose Hosting Plan:

- Web Hosting Economy** 10 GB space, unlimited bandwidth^{AA} [Details](#)
\$6.64 / mo **\$4.49 / mo SALE**
- Web Hosting Deluxe** 150 GB space, unlimited bandwidth^{AA} [Details](#)
\$8.99 / mo **\$5.39 / mo SALE**

More Options:

- SSL Certificate** Guarantee protection of your customers' information with up to 256-bit encryption. [Details](#)
\$69.99/yr
- Using your exclusive online storage**, backup or access any file from any browser, anywhere with Online File Folder[®]. [Details](#)
\$29.88/yr

Add

Add Email \$1.99* domains with any email, hosting or website plan.
you@yourdatingfactorysite.com
Status: ✖ Inactive Choose from the options below

How many email addresses do you want?

- 5 email addresses & 2GB storage** [Details](#)
\$2.49 / mo
- 10 email addresses & unlimited storage^{**}** [Details](#)
\$2.99 / mo
- The Complete Email Package[‡]:**
10 email addresses & unlimited storage^{**}, Online Calendar, 10GB online storage for mobile files, back up & more [Details](#)
\$4.99 / mo SAVE 34%

Add

Next

Do not change anything here either, and click the “Next” button.

In the next screen (not shown), GoDaddy now gives you the chance to renew any current domains. Good news for you is, if you are following this tutorial, you do not have any domains with them yet. So, you won't have this additional bother. After clicking “Next,” you should now (finally!) see the last registration page.

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

Review Your Shopping Cart:

Product	Rate/Discount Price	Total
YOURDATINGFACTORYSITE.COM Quantity: 1 domain	\$44.99 \$7.49	\$7.67* (includes ICANN fee)

YOURDATINGFACTORYSITE.COM Domain Name Registration - 1 Year (recurring)*
Sku: 101-1

Domain Details
Term: 1 Year [dropdown] [checkbox] Upgrade to 5-yr registration! Why?
Registration Type: [radio] Public [radio] Private \$6.99/yr! SAVE \$3.00! Why Private? ⓘ

Add these matching domains Why?
 YOURDATINGFACTORYSITE.NET SALE! \$9.99*
 YOURDATINGFACTORYSITE.ORG SALE! \$6.99*
 ON SALE! YOURDATINGFACTORYSITE.INFO \$0.49

Order Summary
Cart Subtotal \$7.67
Enter Promo or Source Code
Order Total \$7.67
Round up for Charity. Round your order up by 33 cents and we'll match it, giving 66 cents to the charity. [checkbox] [Details]
Continue to Checkout

As you can see, the discount code from my banner has now been applied, and you can check out using either PayPal or your credit card.

Your new domain name has been registered and now points to the Dating Factory DNS. If you have already created your Dating Factory site, all you need to do is wait a couple of hours so that your DNS propagates. Soon your website will be live, and you will be able to visit it at <http://www.yourdatingfactorysite.com>.

4. On-Page Optimization: Optimizing Your White Label Dating Site for Search Engines

4.1 Title Tag and Meta Tags

For those who don't know, optimizing your site for search engines means that you will add your keyword(s) to relevant areas of your website. On-page optimization (as opposed to off-page optimization = backlinks) also means optimizing the internal structure of your website, decreasing loading times, and so on. But what we are mainly interested in with our Dating Factory site is the keyword optimization part of on-page SEO (the rest is handled by Dating Factory).

Here is a list of the main on-page elements that need to be considered when optimizing a website:

- Your domain name should (whenever possible) include your keyword, preferably in the same order as the keyword.
- Your page title tag should include your keyword.
- Add your keywords to your meta tags.
- H1, H2, and H3 tags should include your keyword.
- Bold, italicize, or underline your keyword. This was true a few years ago, now it does not weigh heavily in on-page SEO anymore. Some still like to do it though. It's up to you. In any case, don't overdo it, or else it looks spammy both for search engines and your visitors.
- Use your keyword as your image alt tag.
- Use a keyword density of about 1% to 2% (about one instance or two of your keyword should appear for every 100 words of text).

How to make a lifetime residual income from free niche dating websites. Register here:
<http://www.whitelabeldatingsolutions.com/registration/>

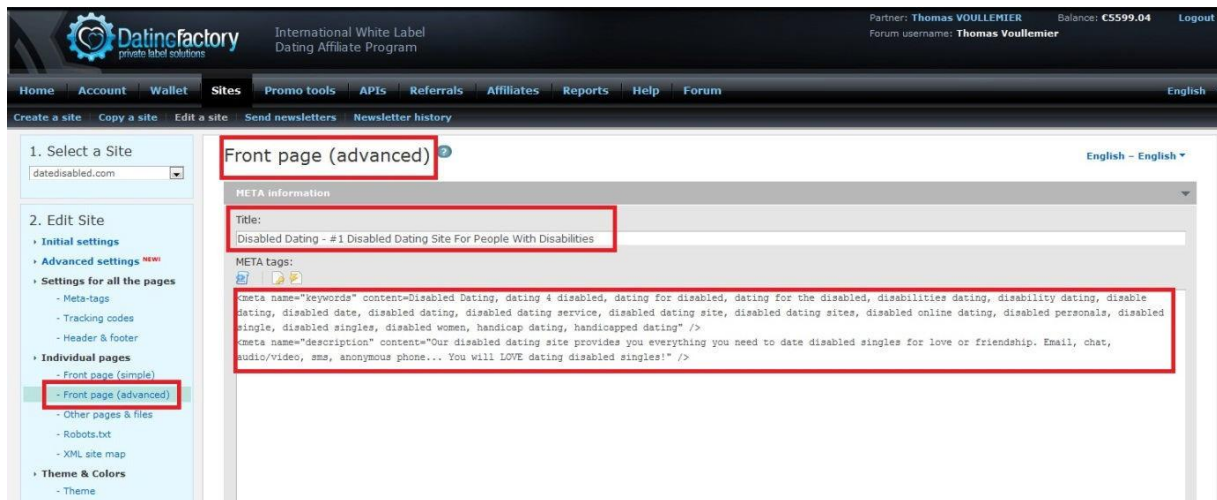
Important note: Remember that you are not just optimizing your website for Google! Your visitors are ultimately the ones who give you the money, not Google. So don't do anything that might annoy your visitors. Also, Google doesn't like keyword stuffing (putting your keyword all over the place). Keyword stuffing is something that used to work in the early days of Internet marketing, but now it will only get your site into trouble. So, keep your content natural and stick to the 1% to 2% keyword density rule, and everyone will be happy.



As you can see in the screenshot above, the keyword “disabled dating” appears in the title of the page, and a variation of it appears in the domain name (I couldn't find an exact match domain or a good one including “disabled dating,” so I went for “date disabled”). The keyword is also in my H1 tag and appears several times in my text, at least once per paragraph. I also included as many of my secondary keywords as I could. Again, use common sense here. You are also writing for your visitor, not just for Google. So make your text readable and natural while using your primary and secondary keywords wisely.

First, let's open the website editor in Dating Factory and add the title and meta tags to the home page. Go to Sites > Individual pages > Front page (advanced), and select the “META information” block. It will expand, and you will be able to view and edit your page meta tags and your title tag.

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As you can see, my title is “Disabled Dating—#1 Disabled Dating Site For People With Disabilities.” It’s just a simple title that includes some of my keywords. Another possibility would be “Disabled Dating—Date Disabled Singles With Disabilities.” Keep your title short; use only 65 or fewer characters because that’s all Google displays on their search engine results pages (SERPs).

Note: Don’t copy all my examples; it won’t do you any good. If everyone using this method uses the same title and meta tags, you will all be competing with the exact same on-page SEO. So, be creative and think out of the box. If you can’t come up with a title on your own, then maybe Internet marketing is not for you. I am stressing this because I have seen this behavior so many times, and it desolates me to see people do this.

Now that you have pasted your title tag into the title box, it is time to move on to the next box and add your meta tags.

```
<meta name="keywords" content="Disabled Dating, dating 4 disabled, dating for disabled, dating for the disabled, disabilities dating, disability dating, disable dating, disabled date, disabled dating, disabled dating service, disabled dating site, disabled dating sites, disabled online dating, disabled personals, disabled single, disabled singles, disabled women, handicap dating, handicapped dating" />
<meta name="description" content="Our disabled dating site provides you everything you need to date disabled singles for love or friendship. Email, chat, audio/video, sms, anonymous phone... You will LOVE dating disabled singles!" />
```

In the keyword part, add your keywords separated by a comma. Don’t add dozens, just your main keywords. Ten to 20 keywords should be fine. By the way, you don’t have to repeat “dating” with every keyword. I did those meta tags a very long time ago, when I didn’t know much about SEO, and I just never bothered to change them because they don’t carry much weight anymore (Google doesn’t care about meta tags anymore, but they do care a lot about your title tag and content). Some search engines still use them though, so you should add them anyway. It will take you a minute and definitely can’t hurt. So there’s no need to include “disabled dating, handicap dating, single dating, disability dating,” and so on. Just type in your keywords this way: “disabled, dating, handicap, single, disability.”

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In the description, use the same logic as used for the title and content. Write a short description about your website and why it will be a great benefit to your members. Don't do keyword stuffing; just insert your keywords wisely in well-written sentences.

By the way, you can also change meta tags on other pages in "Settings for all the pages" and then "Meta-tags." I personally don't bother editing meta tags for those pages (registration, member profile, etc.), but this is something you can do to make your website more unique.

Now it is time to add some content to your front page. If you are familiar with HTML coding, you can use the "Content" section of the "Front page (advanced)" area to edit your content (you can also edit your HTML and CSS code here if you know what you are doing). If you are afraid you will mess things up, just click "Front page (simple)," and type your text in the "Front page text" area. For better results, you should add about 300 words of content to your front page. Google loves fresh, unique content. Just tell users what your website is about, why they should join, and what the main benefits of the dating site are, and close your description with a CTA (call to action) sentence such as "Join now for free!" Although most advanced membership features are available only with paid subscriptions, joining *is* free. Also, don't forget to include your keywords. Your 300-word text should be divided into three paragraphs, with your keyword appearing once in each paragraph. This is not set in stone, just a guideline you can follow for improved SEO. But, as always, feel free to experiment!

4.2 H1, H2, and H3 Tags

H1, H2, and H3 refer to header tags, with H1 being the most important in terms of police size and SEO effectiveness. These tags also tell Google what your website is about, so it is important to use them. In the simple front page editor, you can enter your H1 content (one short line of text that will entice the reader to read further) in the slogan box. The Dating Factory system will automatically convert it into an H1 tag. For H2 and H3 tags, you can use either the simple or the advanced front page editor. Incidentally, you *don't have* to use H2 and H3 tags if you don't want to, but make sure you use at least H1. Using the other ones (as long as their use is not intrusive and is done properly) is a good idea though.

This is the way your header tags should look:

```
<h1>Disabled Dating Site For People With Disabilities</h1>
```

```
<h2>Join our disabled dating site now for free and find true love with disabled singles in your area within seconds</h2>
```

Those are mine, so again, don't copy them. Make your own because it is in your own best interest!

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4.3 Bold, Italics, and Underline

I won't get into specifics for these types of formatting because the exact same principles as followed for header tags apply. Also, as I said earlier, those tags are not required. They may help a little but are mostly a matter of personal preference. Here are the HTML tags you need to use if you do decide to format part of your content:

Bold: your keyword

Underline: <u>your keyword</u>

Italics: <i>your keyword</i>

4.4 Image Tags

The images on your front page appear thanks to the following HTML code:

```
<IMG SRC="http://www.yoursite.com/directory/filename.jpg" width="NNN" height="NNN"  
ALT="yourkeyword">
```

If you add any images to your template, the alt tag is where you should add your main keyword, which also will help with on-page SEO (this is something you will need to do in the advanced front page editor). The width and height settings are used to change the resolution and proportions of your image (remember to keep the correct proportions).

So, this is it for basic on-page optimization. Your website should now be ready to make Google bots happy. By now, you should have an optimized title; meta tags; headers; content; possibly bold, italic, or underline formatting; and image tags. This is all you need because the internal structure of your website is already optimized by the Dating Factory platform. Now that you have optimized your front page, I will show you how to add optimized content to your website to:

- **Make it more unique.** Google doesn't like duplicate content (especially since the dreaded Google Panda update), and, before you updated your tags and front page and added some extra content, your site looked pretty much like the other Dating Factory sites. That's why this step is very important, although I have ranked all my Dating Factory sites in the first page of Google (even in the first spot) without adding any extra content other than the front page text (that was before the Google Panda update though!) The more unique your website, the better it will rank in the search engines.
- **Attract even more laser-targeted traffic.** I will show you how to create optimized articles using your secondary keywords and even more remotely related keywords to attract unlimited traffic to your website and how to convert this traffic into registered members.

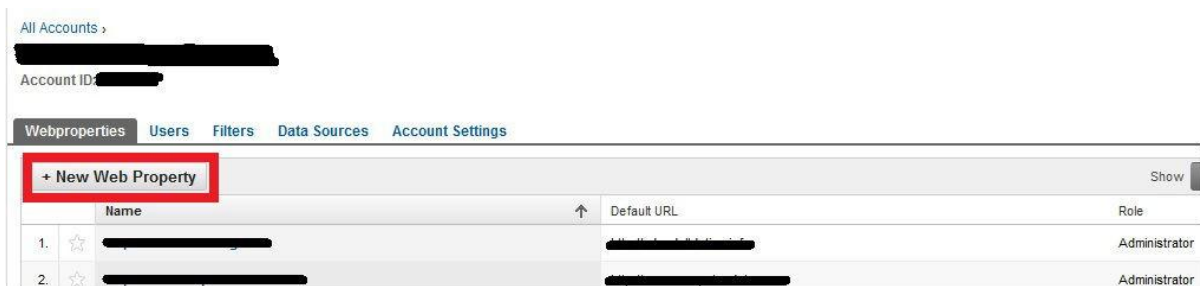
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<http://www.whitelabeldatingsolutions.com/registration/>

5. Tracking and Analyzing Your Traffic

In online marketing, sending traffic to your websites is not enough. You need to track your traffic and analyze it. Analyzing your traffic can help you determine which campaigns are effective and which ones are not. By analyzing your traffic, you can eliminate the things that don't work and focus your time on what is already proven to be effective to increase your success. This is why you need to use a tracker on your website.

I strongly recommend that you use Google Analytics. This is a great tool and it is 100% free. To access Google Analytics, all you need to do is log in here using your Google account (same credentials you used to create your Google AdWords account): <http://www.google.com/analytics/>.

Now click the little wheel on the right, and then create a new account if you don't already have one, or add a "New Web Property" on your existing account:



Enter the "Web Property Name" and "Website's URL" of your dating site and click "Create property."



Now go to your newly created web property and click the "Tracking Code" tab.

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<http://www.whitelabeldatingsolutions.com/registration/>

Home Standard Reporting Custom Reporting

All Accounts > World Dating Partner >

YourDatingSite

Web Property ID: [REDACTED]
Default URL: <http://www.yourdatingsite.com>

Profiles Tracking Code Web Property Settings

Tracking Code Configuration

Tracking Status Information

Web Property Name YourDatingSite

Website URL <http://www.yourdatingsite.com>

Select “A single domain,” then copy the tracking code that appears in the window, and click the “Save” button.

1. What are you tracking?

A single domain

One domain with multiple subdomains
Examples: www.yourdatingsite.com, apps.yourdatingsite.com, store.yourdatingsite.com

Multiple top-level domains
Examples: www.yourdatingsite.uk, www.yourdatingsite.cn, www.yourdatingsite.fr

AdWords campaigns

2. Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing `</head>` tag. [?](#)

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', '[REDACTED]']);
_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);
})();
</script>
```

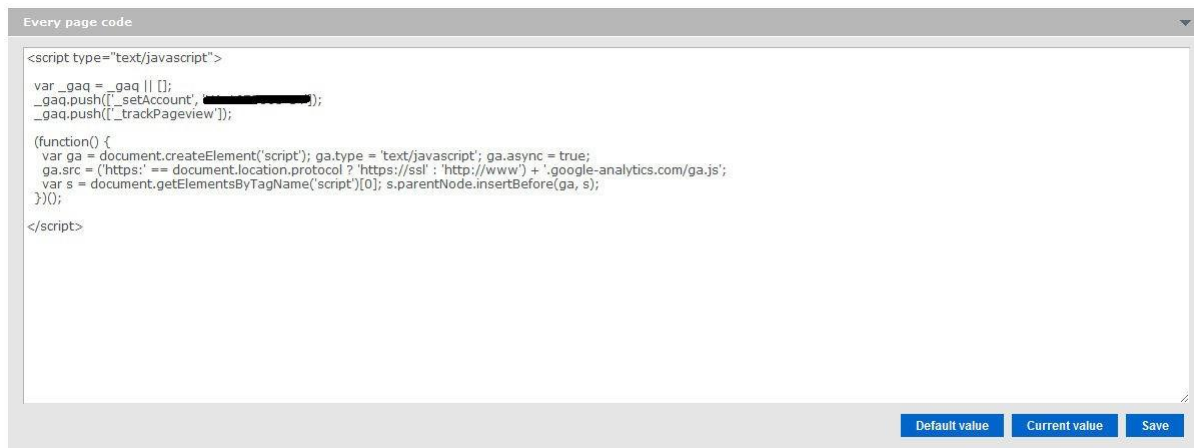
[Email these instructions](#) Optional

We recommend that you do not use both new and old tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, have old tracking code remain on others.

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<http://www.whitelabeldatingsolutions.com/registration/>

Now that you have your Google Analytics tracking code, you will need to add it to your Dating Factory site to allow Google to track your traffic and populate your account with your site statistics and analytics.

Open your Dating Factory account and go to Sites > Edit a site > Settings for all the pages > Tracking codes. Go to the bottom of the page, and paste your code to the window that says “Every page code.” This will insert your Google Analytics code on every page of your website.



```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-12345678-1']);
_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);
})();
</script>
```

As always, click the “Save” button, and publish your changes using the “Publish” button on the left sidebar of your admin control panel.

You’re all set! Check your account in 24 hours, and you will start seeing analytics about your website traffic. I won’t get into much detail here because analytics information is beyond the scope of this blueprint, but I strongly recommend that you learn to use Google Analytics properly because it is an invaluable resource that will greatly help you in your dating business (IM forums will help you for this).

6. Adding Relevant Content to Your White Label Dating Site

6.1 Creating Your Own Content versus Outsourcing It

Now that your website is optimized for search engines, you will want to populate it with unique and relevant content (Google will love you for this!) to attract even more targeted organic traffic (organic, or natural, traffic means free traffic from search engines). Additionally, adding fresh content to your website on a regular basis is not only great for search engines, but it is also effective for user engagement, meaning your visitors (and members) will spend more time on your website and return more often, and, as a consequence, will be more likely to convert into paid members due to the quality of the content of your website and the trust it will gain over time. It is also interesting to note

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that a website with a more engaged audience (those who come back to your website regularly) will rank better in Google! (Yes, this is one of the 400-plus factors Google uses to rank websites.)

Before I show you how to add articles to your website, I will discuss how to produce your content. There are two ways of doing this: writing your articles yourself or outsourcing them. Neither option is better or worse than the other. They just depend on your writing abilities, needs, and budget. Before you start creating your content, you will need to read section 6.3, "Using the Right Keywords," to discover which keywords you should use for your articles and how to optimize your articles for your chosen keywords. For now, I will simply show you an overview of the two main methods you can use to produce your content.

6.1.1. Writing Your Articles Yourself

If you are just getting started and don't want to invest any money up front, there is nothing wrong with creating your own content as long as you are a native English speaker (if you are not, write your own content only if your level of written English is excellent). Before writing an article, obviously you should do some research about your topic. The easiest and most effective way to research your topic is to go to article directories, such as:

- <http://www.EzineArticles.com>
- <http://www.GoArticles.com>
- <http://www.ArticlesBase.com>
- <http://www.Buzzle.com>
- <http://www.SearchWarp.com>
- <http://www.ArticleAlley.com>
- <http://www.WebProNews.com>
- <http://www.Amazines.com>

Personally, I recommend EzineArticles.com for your content research. This is the best article directory out there. Just look for articles related to your topic and keyword (more on that later), read the articles carefully, and write your own article based on your research. It is fine to manually rewrite some parts of the articles that you found, but do not copy any of the content! Plagiarism is not only a disreputable practice because you are stealing the content for unauthorized use (whole articles from article directories shall be used only on your website in their integrity and including the links of the original author), but you are also triggering Google's duplicate content filters and your page will be placed in the duplicate results (meaning no rank, no traffic).

6.1.2 Outsourcing Your Articles

If you are not willing to spend your valuable time writing your own articles or if you are not a native English speaker and spending a few bucks on articles is not a problem for you, then outsourcing is a

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great alternative for content creation. Here are some of the better places you can use for your content needs:

- [NeedAnArticle.com](#)—This article services platform has a monthly \$10 subscription fee, in addition to the individual article fees, but it is well worth it in my opinion. Highly recommended.
- [IWriter](#)—This is also an article-writing service. I have not tried it yet, but I have heard only good things about it.
- [Elance](#)—This platform is for outsourcing any kind of Internet-based services.
- [Freelancer](#)—This site is similar to Elance.com.
- [Odesk](#)—This is a global marketplace that helps employers hire, manage, and pay remote freelancers.

You will also find plenty of people offering article services on Internet marketing forums such as [WarriorForum.com](#) and [Forums.DigitalPoint.com](#), as well as social proof of their work through other forum members' comments and feedback. Some are good, some not so good, so always check other members' comments—and remember that you usually get what you pay for!

6.2 Adding Your Content to Your Website

6.2.1 Adding Your Articles

The Dating Factory platform allows you to add articles within the structure of your website, along with the corresponding optimized URL, title, header, and meta tags. In this section, I will show you how to add your freshly created content to your website and how to optimize it for your chosen keyword (more on how to pick keywords in the next section).

First, you will need to go to “Sites,” “Edit a Site,” and then click “Edit” next to the website you want to add content to.

Now go to Individual Pages > Other pages & files. I recommend that you create a new folder for your articles.



Enter the name of your folder (I would call it “articles” or something similar), and click the “Create folder” button.

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Now go back to the “Other pages & files” section, and click on your newly added “articles” folder.

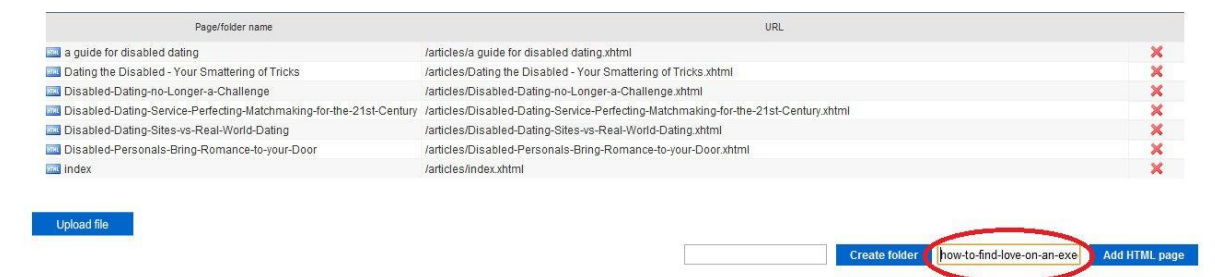


Now that you are inside of your articles directory, all you need to do is create your HTML article page by following the same process: you will type your article title (which includes your keyword!) in the HTML box. Here is how you must type your title. For example, if your title is “How to find love on an executive dating site,” you should type it one of the following ways:

how-to-find-love-on-an-executive-dating-site

how-find-love-executive-dating-site (recommended if your title is too long)

This will be used as the URL for your page. Typing it this way will ensure that your URL is optimized with your keyword and that it doesn't include this character: “%20” (if you use spaces instead of hyphens, this is the character that will replace your space in the URL for your page).



After typing your optimized URL path, hit the “Add HTML page” button, and you will be taken to your new page edition screen.

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6.2.1.1 Article Meta Tags

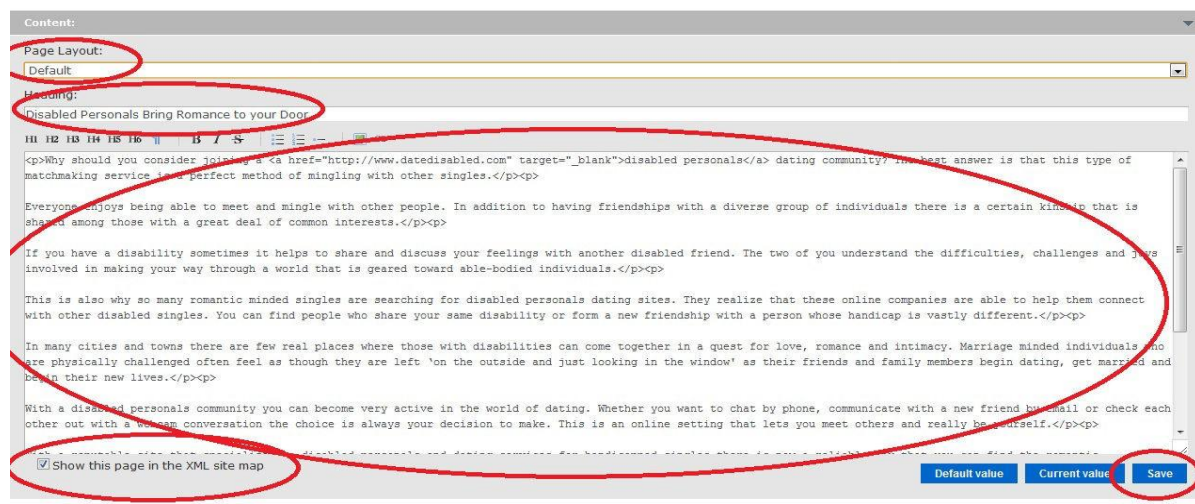


This screenshot is an example of one of my articles. So, just like in my example:

- **URL path:** /ROOT/articles/how-to-find-love-on-an-executive-dating-site
- **Title:** How to Find Love on an Executive Dating Site—ExecutiveDating.com
- **Description:** You can write your own description here (make it short), or you can even use the introduction of your article as your description.

Remember that you must include your keyword in your URL path, title, meta tag keywords, and description. Also, remember to click the “Save” button! There is one save button for the meta tags and another one for the content; you must click both of them to save your meta tags and articles. Otherwise, some of your content might be lost.

6.2.1.2 Article Content



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- **Page layout:** Leave this at “Default” so that your article integrates properly within the structure of your dating website.
- **Heading:** This will be used as the title tag and header of your article. You should enter your article title here and nothing else—for example, “How to Find Love on an Executive Dating Site”.
- **Main window:** Here you will paste your complete article. Each paragraph should be entered between the following HTML tags: `<p>Your paragraph here</p>`. Otherwise, the paragraph structure will be lost when your article is published. Also, I like to take the first instance of my keyword in my article and link it to my home page the following way: “Why should you consider joining a disabled personals dating community?” will be replaced by “Why should you consider joining a [disabled personals](http://www.yourdatingsite.com) dating community?” This is a good practice for the internal structure of your website, and your reader might want to click this link to join your website. Also, at the end of every article I write, I add the following HTML code: `<p>Start dating local disabled singles for free now! Click here.</p>`. Of course, as always, be creative and try to come up with your own text ad here. It is also a good idea to create a new ad for each article, thus making your articles even more unique.
Note: `target="_blank"` means that the link will open in a new window. It is up to you to choose whether you want your reader to open the link in the same window or in a new one. If you want the link to open in the same window, just eliminate the `target="_blank"` attribute.
- **Show this page in the XML site map:** Always tick this box; it will allow your new article page to appear in your site map, making it easier for search engines to find and index your newly added page.
- **Finally, click the “Save” button** (again, remember that there are two save buttons, one for the meta tags and another one for the content!), and, just like with your front page, you can now “Preview” and “Publish” your article page using the respective buttons on the left-hand panel.

Congratulations! Your article will now soon be live. However, although your article has been added to your site map, there is a couple of extra steps I like to take to make sure that both search engines *and* your visitors (remember, you write your content for your readers first, not for the search engines!) find your articles. I am going to show you how to create an index page for your articles, how to add all your articles to this index page, and how to link to this index page and all your individual articles directly from the bottom of your front page.

6.2.2. Creating an Articles Index Page

Now that your article is live, you will want to create an articles index page, where you will link to all of your articles. Here is how you need to proceed: First, just like you did to create your first article, you need to go to Sites > Edit a Site > Other pages & files. Now go to your “articles” directory that

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you created previously, and add another HTML page that you will call "index." Click "Add HTML page" to be taken to your new page edition screen.

META information

Title:
Disabled Dating Articles - DateDisabled.com

META tags:

```
<meta name="keywords" content="Disabled Dating, dating 4 disabled, dating for the disabled, dating for the disabled, disabilities dating, disability dating, disable dating, disabled date, disabled dating, disabled dating service, disabled dating site, disabled dating sites, disabled online dating, disabled personals, disabled single, disabled singles, disabled women, handicap dating, handicapped dating" />
<meta name="description" content="This section gathers all the latest news and articles related to disabled dating, all written by DateDisabled.com team of experts in disability dating." />
```

Meta tags: Above is an example of my title and description. But, again, be creative! Use your main keywords here, as well as a description explaining this page gathers quality articles about your niche.

Content:

Page Layout:
Default

Heading:
Disabled Dating Articles

```
</br><a href="http://www.datedisabled.com/articles/Disabled-Personals-Bring-Romance-to-your-Door/" target="_blank">Disabled Personals Bring Romance to your Door</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-no-Longer-a-Challenge/" target="_blank">Disabled Dating no Longer a Challenge</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-Sites-vs-Real-World-Dating/" target="_blank">Disabled Dating Sites vs. Real World Dating</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-Service-Perfecting-Matchmaking-for-the-21st-Century/" target="_blank">Disabled Dating Service Perfecting Matchmaking for the 21st Century</a>
</br><a href="http://www.datedisabled.com/articles/Dating the Disabled - Your Smattering of Tricks/" target="_blank">Dating the Disabled - Your Smattering of Tricks</a>
</br><a href="http://www.datedisabled.com/articles/a guide for disabled dating/" target="_blank">A Guide For Disabled Dating</a>
```

Show this page in the XML site map

Default value Current value Save

Content: Just like you did with your article, use the "Default" page layout. Enter a title like in my example: "Disabled Dating Articles." And for the content, you will simply add a hyperlink for each article. This is the code you should use for each article:

```
</br><a href=http://www.yourdatingsite.com/your-article-path/target="_blank" >Your Article Title</a>
```

Use this template code for each of your articles. This will display a list of your article titles, linking to your actual article URLs. Again, remember to click the "Save" button for both the meta tags and the content, and publish your page. This is what your articles page will look like after you publish it:

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<http://www.whitelabeldatingsolutions.com/registration/>



Remember to update your articles index page every time you add a new article to your website (which should be on a regular basis).

6.2.3. Linking to Your Articles from Your Front Page

Now that your index page has been created, you will need to link to it from your front page. Go to Sites > Edit a Site > Individual Pages > Front page (advanced).

```
<b><a href="http://www.datedisabled.com/articles/index.xhtml" target=_blank>DateDisabled.com latest articles:</a></b>
</br></br>
</br><a href="http://www.datedisabled.com/articles/Disabled-Personals-Bring-Romance-to-your-Door/" target="_blank">Disabled Personals Bring Romance to your Door</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-no-Longer-a-Challenge/" target="_blank">Disabled Dating no Longer a Challenge</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-Sites-vs-Real-World-Dating/" target="_blank">Disabled Dating Sites vs. Real World Dating</a>
</br><a href="http://www.datedisabled.com/articles/Disabled-Dating-Service-Perfecting-Matchmaking-for-the-21st-Century/" target="_blank">Disabled Dating Service Perfecting
Matchmaking for the 21st Century</a>
</br><a href="http://www.datedisabled.com/articles/Dating the Disabled - Your Smattering of Tricks/" target="_blank">Dating the Disabled - Your Smattering of Tricks</a>
</br><a href="http://www.datedisabled.com/articles/a guide for disabled dating/" target="_blank">A Guide For Disabled Dating</a>
</div>
</div>
</div>
<div id="footer">
<div class="content">
{FooterMacro}
```

Just like I did in the example above, you will need to link to your articles index page and to your individual articles just like you did in your index page. As before, use the following codes:

```
<b><a href="http://www.yourdatingsite.com/articles/index.xhtml"
target=_blank>YourDatingSite.com latest articles</a></b>

</br></br>

</br><a href="http://www.yourdatingsite.com/articles/your-article-path/"
target="_blank">Your first Article Title</a>
```

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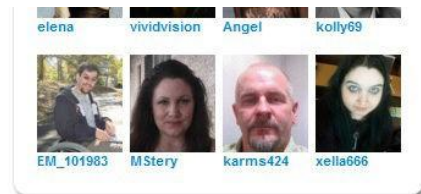
```
</br><a href="http://www.yourdatingsite.com/articles/your-article-path/"  
target="_blank">Your second Article Title</a>
```

```
</br><a href="http://www.yourdatingsite.com/articles/your-article-path/"  
target="_blank">Your third Article Title</a>
```

All you need to do is copy and paste the code of your articles index page and add an extra link to your index page. You can place this code anywhere you like, but I recommend that you place it at the bottom of your front page so it doesn't distract your visitors from registering. You can play around with the code and place it in different areas, then save and preview to find the best spot to put it. Once you are happy with the result, you can hit the "Publish" button.

This is what your front page should look like after you publish it with your new articles code:

among a 5 million members database. Once your profile is ready, you will be able to search members with our brand new matchmaking engine. Only one disabled single out of 10000 might be your soulmate... our system will find him for you. Thanks to this unique matchmaking engine, 92% of our new couples are still together after 5 years ! Create your profile now for free, after 30 seconds, you will be ready to find THE ONE...



NOTE: To improve the quality of our disabled dating service, we require our new members to confirm their email address upon registration. Make sure you do so, this will activate your account and will allow you to use the full functionality of our disabled dating site.

DateDisabled.com latest articles:
Disabled Personals Bring Romance to your Door
Disabled Dating no Longer a Challenge
Disabled Dating Sites vs. Real World Dating
Disabled Dating Service Perfecting Matchmaking for the 21st Century
Dating the Disabled - Your Smattering of Tricks
A Guide For Disabled Dating

12.1 Using the Right Keywords

12.1.1 Using Your Existing List of Keywords

At this point, you know how to produce your content, how to add it to your website, and how to link to it from your articles index page and from your front page. What you don't know yet is which keywords to base your content on.

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Remember all the laser-targeted keywords you found during the keyword research phase? Well, it is time to use them! What I personally do is take each of my primary and secondary keywords and write an article. Each article you write should focus on only one keyword. So, let's say you want to attract traffic for the keywords "vegetarian dating," "dating for vegetarians," and "veggie dating." You will write three articles, each one targeting a different keyword. Your articles should be around 300 words and have a 1% to 2% keyword density. I repeat, do not do keyword stuffing because search engines don't like this practice. One percent to 2% is just fine and will be enough to let the search engines know what your content is about (plus you will be sending anchor text backlinks to your articles with your target keyword as the anchor text, which also will help to tell the search engines what your article is about, but more on this later). So, if your article is around 300 words, your keyword should appear about three or four times. Again, remember, you are not writing for the search engines only; your primary focus should be your readers, so you should keep your articles as natural and readable as possible.

You may find that it is easier to write articles around some keywords rather than others. Don't worry; you don't have to actually base your content on your keyword if it is not something that will make sense or look natural. You can write some generic content about your niche and then smartly insert your keyword wherever it looks natural and unintrusive; then send backlinks to your article using this same keyword. Make sure your article is optimized as explained earlier, with your keyword in your URL path, title, meta tags, and content.

Also, depending on the size of the niche you picked, you may soon notice that you run out of keywords! Some of the smaller niches have only so many good keywords, and sometimes you just can't find more (using the keyword research method mentioned previously, I found as few as 60 targeted keywords for some small niches, and only a few were good after I applied the filters!). But it's okay; I will now show you how to attract even more traffic to your website using related keywords.

12.1.2 Finding Related Keywords

Related keywords are keywords that are not as targeted as the ones you gathered earlier but which are still somewhat related to your niche. If you are running a vegetarian dating site, your current keywords might be "dating vegetarians," "vegetarian dating," "vegan dates," and so on. The keywords you will be looking for now are keywords such as "vegetarian diet," "vegan lifestyle," "vegetarian activities," or "vegetarian recipes."

The niche you will need to research will no longer be "vegetarian dating" but rather anything related to the vegetarian lifestyle, namely diets, activities, recipes, and art, among others. This means that by using the methods described previously, you could easily end up with lists of thousands of relevant keywords instead of just dozens. Of course, this traffic will not be as targeted as the traffic related to "vegetarian dating," but it will still be people interested in the vegetarian lifestyle. And, although these visitors will not be as likely to convert into members, you will be surprised at how many of them will still join your website and become paid members! This method can bring you unlimited

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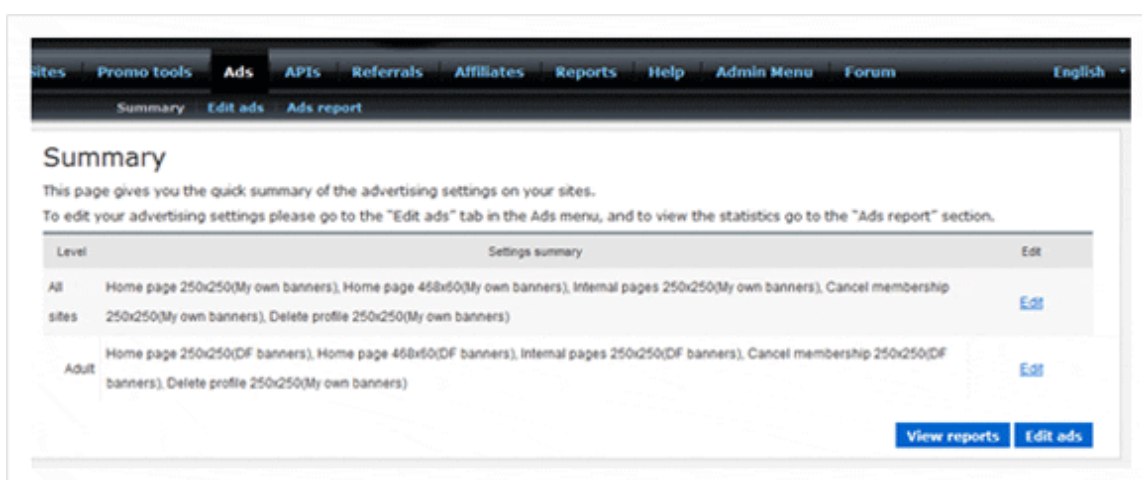
extra traffic. The more optimized articles you write, the more traffic your website will receive, which means more members will join your website. With this method, you will proceed exactly as explained earlier. You will simply write an article based on your related keyword, and, at the end of the article, you will add a text link enticing your visitors to join your vegetarian dating site! An extra step you can take to increase conversions is to add a graphic banner in the middle of your articles to entice your visitors to join your dating website. Once again, be creative, and make sure you convert as many of your visitors as you can without being too intrusive or spammy (you don't want your visitors to be annoyed and leave your website!).

12.1.3 Monetizing Your Related Articles Even More

For those of you who might think this traffic is not targeted enough and that creating this kind of content is not worth your time (after trying this method, you will understand you're wrong), you can make even more money from your articles by adding extra monetization to your articles. To do so, just use the Dating Factory's existing ads, or add your own. Using this advertising tool, you can add any kind of ads to your articles, whether banner ads or text ads such as [Google AdSense](#). A good idea is to find related products on [Clickbank](#) (for example, get your ex-wife back products such as The Magic of Making Up; this product converts very well, and many people join dating websites because their relationships have just ended), and promote them in your articles. Note that such a product would probably work better in your articles related to dating. In your related articles, you could sell anything related to your niche (for example, vegetarian recipes, diets, books, etc.). Google is your friend! Below, you will find an extract of the Dating Factory's newsletter that explains how the new ad management section works.

Ads management is now live

We have completely re-worked internal advertising concept and are launching the new ads management interface this week. Instead of the "Internal banners" section in your sites editing interface you will have the separate page for managing your ads throughout your dating system:



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Unlike any other dating system we do share advertising revenues with the site owners. You can either choose to show our ads on your sites and get 50% of the advertising revenue or rotate your own ads with ours 50% of the time. You can also choose not to have any ads on your sites if you think they harm user experience and don't work for your niche.

The screenshot shows the 'Edit ads' interface. At the top, it says 'This page allows you to edit settings for the advertising spaces, add your own ads or remove banners completely from the sites.' Below that is a note: 'NOTE: applying changes on the All sites level will erase the changes you made before on the Site or Niche market levels.' The 'Selected levels:' section shows 'All sites:' and a list of site categories: 'Home page 250x250', 'Home page 468x60', 'Internal pages 250x250', and 'Cancel membership 250x250'. The 'Home page 250x250' category is expanded, showing three radio button options: 'DF banners', 'My own banners' (which is selected), and 'No ads'. Below these options is a preview of a website with ads and a text area containing JavaScript code. The code is a tracking script for advertising. At the bottom of the text area are two buttons: 'Default value' and 'Save'.

You can edit all the sites settings at once to save time or set your ads preferences site by site – depends on how you want to structure your advertising campaigns:

The screenshot shows the 'All sites' selection interface. It has a tree view structure with checkboxes. The 'All sites' checkbox is unchecked. Under 'All sites', there are three main categories: 'Dating', 'Disabled dating', and 'Adult'. 'Dating' is checked and contains 'Senior dating' (checked) and 'latesummerdates.com' (checked). 'Disabled dating' is checked and contains 'disabledpeopledate.com' (checked). 'Adult' is unchecked and contains three sub-categories: 'General adult' (unchecked), 'gonnafuckyou.com' (unchecked), 'hornymatch.co.za' (unchecked), 'incontridolci.com' (unchecked), 'incontri-per-adulti.it' (unchecked), and 'realsex.co.uk' (unchecked). A vertical scrollbar is on the right side, and there is a red 'X' icon in the top right corner. At the bottom right is a blue 'Apply' button.

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You will also see the new report type – Ads report – where you will be able to see how much revenue you generated from the adverts that we placed on your sites. Sometimes the statistics can show with up to 30 days delay – it depends on the advertiser as some networks take about a month to confirm leads and sales before they can be shown in stats.

Of course you know your market well, so if there are any products or services that sell particularly well on your sites – let us know! We will get in contact with advertisers and will try to roll the offer out network-wide for the specific target audience.

12.2 SEO Silo Structure

This is a more advanced strategy that will help you rank higher for your master keywords. Basically, the SEO silo organizes your content into groups and subgroups (or categories) to help Google profile your website. Such a practice will help you rank for long-tail keywords (keyword phrases made of three or more words), while ranking your more competitive master keywords in the process.

So, let's say your niche is dog lovers (yes, there is a dating niche for dog lovers on the Dating Factory platform!). You will want to create content related to dogs, dog training, and so on. Your main groups could be (please note that I haven't done any research on this; the groups and keywords I am about to use are simply examples that came to my mind):

Master keyword: Dog Training

Groups: Clicker Dog Training, Dog Aggression, Dog Barking, Dog Breeds, Dog Health, Dog Separation Anxiety

Dog Barking Subgroups: Reasons for dog barking, how to stop your dog from barking, neighbors' dog barking, antibark collars

Antibark collars articles: Electronic Dog Collars: Pros and Cons, Are Ultrasonic Antibarking Collars Effective?, Why Should You Use a Spray Collar to Stop Your Dog from Barking?

Also, to rank for more-related theme keywords, I suggest that you use as many latent semantic indexing (LSI) keywords as possible. Here's a Wikipedia page about LSI: http://en.wikipedia.org/wiki/Latent_semantic_indexing.

This page is very technical, but, basically, in the SEO world, using LSI keywords means using synonyms and variations of your keyword and other keywords pertaining to the same lexical field. So, in the case of "disabled dating," you will want to use your main keyword, "disabled dating," with the right keyword density, plus try to use the keywords "handicap dating," "handicapped dating," "disability dating," "disabled date," "dating disabled," "meeting handicapped," and so on. This will add some extra value to your content by telling Google your article really is about your chosen topic, but it will also help you rank for long-tail and related keywords. Then later, when you start building backlinks to your website, it will be a good thing to vary your anchor text a bit by using your keyword variations instead of always using your main keyword.

Now that you have defined your groups and categories, you will create an article about "dog training" (your main keyword) and optimize it the way we discussed before.

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Then you will post a general article about dog barking (one of your groups; you will do the same with every group), and this article will have a backlink to your dog training article, with your main keyword “dog training” as the anchor text.

Now you will write a general article about antibark collars (one of the subgroups of your Dog Barking group; you will do the same for every subgroup), and this article will have a backlink to your Dog Training page (with the anchor text “Dog Training”) and another backlink to your Dog Barking page (with the anchor text “Dog Barking”).

You will then write various articles about antibark collars, and these articles will have a backlink to your Dog Training page (with the anchor text “Dog Training”), another backlink to your Dog Barking page (with the anchor text “Dog Barking”), and a third backlink to your general Antibark Collars page (with the anchor text “Antibark collars”).

Here is a (very ugly!) diagram I quickly made on Paint to illustrate how the SEO silo works. Just like in the previous example, I am showing only the hierarchy of your main keyword, one group, and one subgroup. Of course, you will repeat the process with all your other groups and subgroups.



You will do this for every group, subgroup, and category that you have defined. By doing this, the articles in your categories will rank for long-tail and related keywords while pushing up your group and subgroup articles and your main article in the Google SERPs. Your subgroup articles also will be pushing up your group articles and your main article, and your group articles will be pushing up your main article in the Google SERPs.

This is how you will structure your website. Of course, you can do this on as many levels as you wish. Such an internal structure is highly SEO optimized and will help rank all of your pages and keywords every time you add a new article or build backlinks to any of your pages.

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Then you will build backlinks (more on backlinks later) to all of your individual articles using the main keyword you are targeting with your article as an anchor text, as well as other LSI keywords that you will have included in your article.

7 Expand Your Dating Business—Additional Strategies for Extra Income

7.2 Local Geo-Targeted Micro-Niche Websites

With Dating Factory, you can create as many websites as you want. Here is a productive method to bring in members and money to your account very quickly. It is a method I have developed that leverages geo-targeted micro-niche websites and locations. For this method to work, you will need to create many websites, so I recommend that you use the Dating Factory's subdomains to create your websites instead of your own domains. Not only will it be free, but it will be faster to create your websites because you won't have to look for available domain names, register them, and transfer them over to Dating Factory's DNS.

Basically, what you will be doing is creating niche dating websites targeted to a specific geographic location, for example:

- 7.2.2.** A vegetarian dating site for people who live in New York
- 7.2.3.** A nudist dating site for people who live in London
- 7.2.4.** A disabled dating site for people who live in

Sydney You will need to find keywords such as:

- 7.2.5.** Vegetarian dating New York
- 7.2.6.** Nudist dating London
- 7.2.7.** Disabled dating Sydney

The benefit of this method is that you will be targeting keywords with very, very low competition. You will sometimes be able to rank for your keyword within days or less. The principle is to find as many very low competition keywords related to the same micro-niche—similar to the ones mentioned in my example—and build a micro website based on those keywords using one of the Dating Factory's subdomains.

Of course, because such keywords are associated with a very low search volume, you will need many similar keywords and many similar micro websites to receive significant traffic, members, and money. For every website, make sure you use the optimization rules mentioned earlier. For such websites, you won't need to write articles to receive traffic (the 300 words home page description will be enough). Just focus on finding as many keywords as possible, creating as many targeted websites as you can, and sending a few backlinks. You will notice that not many backlinks are required to rank high and you should be able to rank all your keywords on page one (usually in the first three spots) with very little effort.

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For this method, you will need to find keywords about a dating niche (could even be mainstream dating if it's associated with a small city; obviously something like "New York dating" would still be much too competitive for this method) and a location.

You can enter random keywords in Google to see which keywords generate more suggestions, which niches seem to be more popular in which cities, and the like. For instance, if you type "disabled dating new," Google will suggest:

- 7.2.8.** Disabled dating New-York
- 7.2.9.** Disabled dating New-Jersey
- 7.2.10.** Disabled dating New Zealand

Note: Another way of doing this is by using [ScrapeBox](#) (more information on Scrapebox in the Offpage optimization section (8)). ScrapeBox has a keyword tool that allows you to generate huge lists of keywords based on seed keywords using Google suggestions. This is another effective way of compiling huge lists of related keywords, and it works extremely well for this location method.

Keep looking using different niches and cities until you come up with a list of interesting keywords to analyze and expand on using the Google keyword tool and Market Samurai, the same way as explained in the keyword research section.

Something I also suggest you do is use PPC Keyword Generator, which you can download here for free: <http://ppc-keyword-generator.en.softonic.com>. This software will allow you to use seed keywords and create a huge list of related keywords from them. For instance, you will enter in the first column:

- 7.2.11.** Veggie
- 7.2.12.** Vegetarian
- 7.2.13.** Vegan
- 7.2.14.** Disabled
- 7.2.15.** Disability
- 7.2.16.** Handicap
- 7.2.17.** Handicapped
- 7.2.18.** Nudist
- 7.2.19.** Nude
- 7.2.20.** Naturist
- 7.2.21.** Golf

In the second column, you will enter words such as:

- 7.2.22.** Dating
- 7.2.23.** Date
- 7.2.24.** Dates

In the third column, you will enter locations (for small niches, try big cities; you can try smaller cities

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for bigger niches):

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- 7.2.25.** New-York
- 7.2.26.** London
- 7.2.27.** Washington
- 7.2.28.** Liverpool

What PPC Keyword Generator will do is create every single possible combination of all the keywords in column 1, column 2, and column 3, and you will end up with hundreds or even thousands of keywords such as:

- 7.2.29.** Handicap date Washington
- 7.2.30.** Nude dating New-York
- 7.2.31.** Golf dates Liverpool

Once you have created a list of thousands of keywords, just enter them into Market Samurai and analyze them. Of course, you won't be using the same filters as you previously used. I don't have exact filters to give you here; just use common sense. Keep in mind that only a couple of searches a day is fine as long as there is a very small number of competing pages. Because you will be grouping similar keywords and creating small sites for each group of keywords, you will actually end up with many sites, each one targeting many low-competition keywords. So, let's say each keyword has a couple searches a day and you have 10 keywords on each one of your 10 websites. Already this is $2 \times 10 \times 10 = 200$ unique visitors a day you can easily receive on your website.

Once you have several related keywords that are interesting to target (for example, "disabled dating new-york," "new-york disabled dates," "meet disabled new-york," etc.), it is time to create your website. Use your main keyword as the Dating Factory subdomain URL (for example, "newyorkdating.disabledbuddies.com"; in this case "newyorkdating" is enough because "disabled" is already included in the Dating Factory domain), and set your filters accordingly (if this is a website about disabled dating in New York, create your website using the disabled dating template, and set your filters so only people living in New York appear on the website).

Just like with the main method, you will be adding a description to your home page that includes your main keywords in a natural and non-spammy way, and you will be using all the other on-page optimization factors. This alone could possibly place your website on the first spot of Google for some of your low-competition target keywords. After optimizing your website, you will send a few backlinks for each of your target keywords until your website rises to the first spot of Google (more on backlinks methods later).

This technique is much more time consuming when it comes to doing keyword research and creating and optimizing websites, but it is a very effective way of receiving highly targeted traffic, with very little backlinking. The other advantage of this method is that your traffic will be highly targeted so that people looking for a disabled dating service in New York and finding exactly that will be several times more likely to convert (both from visitor to free and from free to paid members) than people who are just looking for dating.

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Also, this method is very good for people who have a limited budget and resources and who want to start seeing results quickly with a very low or no investment at all because very few backlinks and little time will be required to start ranking for such low-competition keywords.

7.3 Cross-Selling and Interlinking

Cross-selling can generate a 30% added value to your business. Cross-selling is promoting your Dating Factory websites on other of your Dating Factory websites. There are two main reasons cross-selling can significantly increase your income:

- 7.3.2.** Some people may land on one of your dating websites but actually be more interested in one of your other niche dating sites. By directing them to the right niche, you increase the possibilities of converting them into paid members.
- 7.3.3.** Dating Factory uses separate databases for each niche. This means your visitors and members will obviously not find the same people on your disabled dating site as on your vegetarian dating site, meaning some people may actually join both sites and pay for two subscriptions.

By interlinking your Dating Factory sites together and cross-promoting, you will be adding an extra revenue stream to your business through cross-selling. This is something you will only need to do once, and it can generate a substantial amount of extra revenue for you. Keep this in mind when building your Dating Factory websites.

8 Off-Page Optimization—What You Need to Know about Backlinks

8.2 Link Building Strategies

Off-page optimization is just a technical term for “backlinks.” A backlink is a link from an external website to your own. Any link to your website posted on a third-party website is a backlink, and all the backlinks to your website constitute what is referred to as “off-page optimization,” as opposed to “on-page optimization.”

A backlink can be a “direct link,” meaning there is no anchor text, just your website or web page URL, for example, <http://www.yoursite.com/yourpage.html>. Direct links carry very little value in terms of search engine optimization but it is good to have some for link diversity.

A backlink can also be an “anchor text link,” meaning your link is a keyword linking to your website or web page. Anchor text backlinks have greater value in terms of search engine optimization. They tell search engines what your content is about, which means that you could rank for a keyword that you use in your anchor text backlinks even if that keyword does not appear anywhere on your website and is not part of your on-page optimization strategies. Of course, it is highly recommended that you use your keyword both in your on-page *and* off-page optimization, but the point is anchor text backlinks alone can rank your website for your chosen keyword even if your keyword appears

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nowhere in your actual content. An anchor text backlink tells Google what your target web page is about.

When you create backlinks to your website, it is very important that you mix them up to make your backlink profile look more natural to search engines. Having all your backlinks of the same kind and from the same source will raise a red flag in Google algorithms and might trigger Google's filters. You need different kinds of backlinks to improve your chances of ranking well and to tell Google those backlinks are natural (vs. self-created). In the old times, link exchanges were a powerful method to rank websites. Webmasters would ask a related (but noncompeting) website to exchange links so that each website owner would place a backlink to the other's website, thereby benefiting both of them. Now this technique is outdated, and those types of backlinks have been highly devalued by search engines, especially Google. What you need is "one-way backlinks," as opposed to "reciprocal backlinks." One-way backlinks point to your website, but your website is not linked back to the host's.

Another very important concept when you build backlinks is "link velocity." Link velocity refers to the pace at which you build your backlinks. When your website is new, it is advised to build backlinks gradually. Many people advise not to build too many backlinks when your site is new, but I have seen many people—including myself—have great success sending thousands of backlinks to new sites. What I can say for sure is that aged domains (and the more domain authority, the better) rank much faster and better than new domains and it can take anywhere from three months to a year for your website to reach its full ranking potential in Google (depending on how competitive your keyword is). Do your own testing with link velocity. What I strongly suggest is that you maintain a *constant* link velocity, which means you shouldn't send 10,000 backlinks a day to your website for a month and then stop completely or just send a dozen a day.

My website, <http://www.datedisabled.com>, used to be ranked between the first and second spots of Google for the keyword "disabled dating," but it dropped to page five in a matter of days after I stopped working on it. I used to send many backlinks to this website, but I had to stop working for several months for personal reasons. This is not the only website I own that was affected by such a drop. Many others followed the same way. Google didn't like this sudden drop in link velocity and has devalued some of my websites. Keep your link building constant if you don't want to wake up some day to a bad surprise (you don't have to build backlinks every day, but try to do it on a regular basis). There are many myths regarding Internet marketing in general and search engine optimization in particular, but this is not a myth. So, keep this in mind when building backlinks.

Now that you know the basics of link building, I will show you the main types of backlinks you can acquire for your website and how to get them. Please note that this section is only an overview of backlinking, with the intent to point you in the right direction when it comes to building backlinks. This information is in no way a comprehensive backlink methodology because that much information would be greatly beyond the scope of this blueprint. You can find much more detailed information about backlinks on the Internet. Here, I present the different kinds of backlinks you should be trying to get for your website and how to create them, and I include some useful resources for getting such backlinks (with *no* affiliate links, as usual):

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Web directories: Web directories list websites by categories. These directories don't receive much traffic and are pretty useless in terms of SEO, but they are useful in making your link profile more natural or in indexing a new website. I wouldn't rely on these directories too much to improve rankings, but link diversity can't hurt. You can use a service such as [Directory Maximizer](#) to submit your website to web directories.

Article directories: Article directories allow you to submit articles related to your niche. They usually don't allow any link in the content itself but rather allow you to include an author resource box at the end, including a small promotional paragraph and a couple of backlinks to your website. Article marketing can be very powerful if you do it properly because your articles may be picked up by big e-zine publishers or website or list owners, who will then republish it or send it to their lists using your resource box and backlinks. This can result in a lot of traffic, but only if your articles have interesting content. Most people use article submissions just to get several backlinks from different sources.

Here is a list of the main article directories you can manually post to:

<http://www.seoresearcher.com/articles-directories-list-alexa-rating-ordered.htm>

I also strongly recommend that you use [Article Marketing Robot](#) (no affiliate link) which is the very best article submission software in my opinion to help you submit your articles to hundreds of article directories. However, before you submit your content, you will need to spin it.

What is spinning ?

Spinning means making your content unique by using spin syntax. This is an example of using spin syntax: {John|Tom|Frank}{loves|likes|enjoys} going to the {beach|countryside|city}.

This spin syntax will produce the following possible sentences, among many others:

- 7 John likes going to the beach.
- 8 Frank loves going to the city.
- 9 Tom enjoys going to the countryside.
- 10 John loves going to the countryside.

Most SEO software and services now support spin syntax, so make sure you spin your content before you submit it to many different sources. Otherwise, your content will be flagged as duplicate by the Google algorithms, and you will not get credit for your backlinks. To create spun content quickly and efficiently, I suggest you use one of these software programs:

<http://thebestspinner.com/>

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

Each program allows you to spin your content either semiautomatically (more time consuming but gives more readable content) or automatically (less readable, but this is a one-click alternative). Of course, you can manually self-create your spin syntax like I just did in the previous example, but it

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will be very time consuming. Acquiring one of these programs is well worth it in my opinion.

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Social bookmarking: Social bookmarking was originally just a way to bookmark your favorite websites and pages through web interfaces, allowing you to access your content from any computer. It has now evolved into huge social websites where members can share interesting stuff and discover content that is highly appreciated by the Internet community. Google used to love these websites because of their social concept and the fact that users vote for content on them. They are not as powerful as they used to be, though, because they have been severely abused (and still are) by Internet marketers. They still carry a little link juice, though, and I still recommend them for link diversity. Sometimes, you may rank on the main page of a category, which will send you many links and traffic. You might even get (really!) lucky and rank on the home page of the website. If you ever rank on the home page of Digg.com, you better make sure you have a very good server because many people's servers crashed after they made the home page of Digg! Here is a comprehensive list of social bookmarking websites: <http://www.social-bookmarking-sites-list.com/>. If you are going to do some heavy social bookmarking, I recommend you use [BookmarkingDemon](#).

Private blog networks: Private blog networks are self-hosted blogs owned and controlled by the same person. Therefore, the webmaster will never delete your articles because this is a paid service whose sole purpose is to rank your websites. The same concept applies as with article marketing but with a difference: you can (and should!) submit your content with your backlinks (one to three) embedded directly in your article, known as "contextual backlinks." Contextual backlinks are the most powerful backlinks and deliver much more link juice to your target page.

Blog networks will not bring any direct traffic to your website. Their sole purpose is to rank your website through the article marketing concept (you post your spun articles to the system, and you end up with hundreds of unique articles and backlinks on hundreds of different domains and servers). Private blog networks, just like most SEO software, support spin syntax so all you need to do is paste your spin syntax article into the article box and unique versions of your article will automatically be syndicated to hundreds of blogs in a matter of days (or weeks if you drip feed them; some blog networks allow you to schedule your submissions). Submitting your content to blog networks is a *very powerful* strategy if you do it properly. If you are targeting low-competition keywords and submitting highly spun content, you will rank very fast and high for your keywords. Here are a few of the blog networks I personally have tried and can recommend (all are paid services, I am not including my affiliate links as usual):

- 11 [SEOLinkVine](#)
- 12 [Article Marketing Automation](#)
- 13 [Build My Rank](#)
- 14 [LinxBoss](#)
- 15 [LinkVana](#)
- 16 [ArticleRanks](#)
- 17 [Linkamotion](#)

Web 2.0 properties: Just like private blog networks, web 2.0 properties allow you to submit your articles, with your contextual backlinks. Instead of submitting individual articles, you create your own blog on those web properties, and you can post as many articles as you wish on your blog. Those web

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6.5 properties usually carry a lot of domain age and authority and PageRank, which will be highly beneficial to your content. Such backlinks are very powerful, but remember to spin your content to make it look unique to the search engines.

Here are some of the main web 2.0 properties you can start working on:

<http://www.wordpress.com>
<http://www.weebly.com>
<http://www.wetpaint.com>
<http://www.clearblogs.com>
<http://www.squidoo.com>
<http://www.hubpages.com>
<http://www.blogger.com>
<http://www.livejournal.com>
<http://www.vox.com>
<http://www.quizilla.com>
<http://www.weebly.com>
<http://www.blogger.com>
<http://www.43things.com>
<http://www.zimbio.com>
<http://www.topix.com>
<http://www.knol.google.com>
<http://www.Gather.com>
<http://www.Xanga.com>
<http://www.9rules.com>
<http://www.eHow.com>
<http://www.tumblr.com>
<http://www.wikihow.com/Main-Page>
<http://www.ning.com>
<http://www.360.yahoo.com>
<http://www.squarespace.com>
<http://www.Blog.com>

Profile links: The concept is simple. You join a website and add your backlinks in the Signature or the About Me area. Profile links can be acquired in two ways:

6.5.1 Finding and joining sites (very time consuming) that allow their users to have a member profile.

6.5.2 Using profile link platforms to mass-post your backlinks using software or web-based services.

The most common platforms are [vBulletin](#), [Simple Machines Forum](#), [MyBB](#), and [Expression Engine](#). Those links used to be very effective a few years ago when profile links were made popular by Angela Edwards on the Warrior Forum. Many people will tell you that profile links don't work anymore and

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will get your sites in trouble. This is actually far from the truth. Such links are still very effective, but you must create them following a few important rules:

- 6.5.3** Don't use disposable or free email accounts because they are blocked on most forums. Instead, use email addresses that you register with your domain name, for example, youremailaddress@yourdomain.com. You can also use "catch-all" email addresses. A catch-all email address will receive all the emails sent to anything@yourdomain.com. That means you will receive the emails sent to admin@yourdomain.com, webmaster@yourdomain.com, todayisabeautifuldayandImworking@yourdomain.com, and so on. Using a catch-all email address will allow you to use unlimited email addresses on your domain without having to create them. All you create is one catch-all email account and you're set.
- 6.5.4** Wait about a week before you place your links. Many times the administrator will delete your account if you place a link in your Signature as soon as the account is live. Waiting a few days and coming back to place your link will greatly increase your profile stick rate.
- 6.5.5** Do *not* just place your link. Create a snippet of text of around 60 words related to your keyword, and place your contextual link within your text. This will give you much more link juice and will greatly increase your indexing rates (the percentage of profiles that are added to the Google index), making your backlink even more powerful. Again, you must place your backlink within your text, *not* in front or at the end of it.
- 6.5.6** This one may seem obvious, but, just in case you didn't get it yet, direct links suck. Place an anchor text link with your target keyword using the following code: `your keyword`.
- 6.5.7** Spin your text to make it *very* unique. Ideally, you should either spin your text on many levels (nested spinning), spin your text at a sentence level (much more unique), or create different versions of your text and then spin them. No matter how you do it, make sure each version of your About Me text and Signature is as unique as possible compared to your other versions. As always, the higher the percentage of uniqueness, the better the results.
- 6.5.8** Spin your anchor text link as well. No need to go crazy on this one, but a few variations of your backlink won't hurt. This will make your content even more unique across all profiles.
- 6.5.9** Place a maximum of only three links on each profile (I would personally never go above two). Your profiles will look much less spammy, and the chances of the admins deleting them will be lower.
- 6.5.10** Place your links on only domains that are at least PR1. The higher the PageRank of the website, the better of course, but you won't find as many of them. My advice is to post your link on all the websites that you can, as long as the PageRank is at least 1. Don't waste your time on PR0 and PR N/A (no PageRank) websites.

I strongly recommend that you use either an automation tool or a web-based service to create your profile links because creating them manually is an incredibly boring and time-consuming task. Personally, I don't think it is worth your time creating them manually.

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Here are some recommended automation tools:

- 7 [Nuclear Link Blaster](#)
- 8 [Sick Submitter](#)
- 9 [Profile Link Robot](#)
- 10 [XRumer](#)— This tool is only for those who can afford it and are confident they have the skills to master such an advanced piece of software!

Here are some recommended XRumer profile links services (you won't be able to respect all the rules mentioned above with these services, so, if you have the time to do it yourself, I recommend mastering one of the automation tools mentioned above; you will have better results):

- 11 [Dripable](#)
- 12 [Drip Feed Blasts](#)
- 13 [Backlinks Genie](#) - This tool is not for just profile links; it creates all kinds of backlinks for you.

Mass automatic blog comments: These are short comments that you place on blog posts, with your backlink as the author name. Again, I strongly recommend that you spin your blog comments for better results. You can either outsource this task (you will find plenty of people offering such services on Internet marketing forums) or do it yourself using automation tools. For this job, there is only one tool I recommend because this is simply the best and the only one you will ever need: [ScrapeBox](#). I won't write a ScrapeBox review here, but the possibilities with this software are just endless. If you are going to be serious about Internet Marketing, I strongly suggest that you purchase this software, you will use it every day for so many different research tasks. Here is a very good video course which taught me everything I know about Scrapebox: <http://www.scrapeboxdomination.com/>. Some people call it a spam tool (I personally like to call it SpamBox). It is not a spam tool per se, but its main use is definitely spamming blogs with your blog comments, though it also can be used as a white hat tool for any kind of research, sorting, filtering, and so on. Just a word about mass blog commenting: do *not* blast your Dating Factory sites (or any kind of money site) directly with this! The benefits are minimal, and you might even negatively signal Google. Instead, use mass automatic blog comments to blast second-tier web pages (in other words, pages that link to your money site). I will provide more information later on multitier backlinking.

Home page backlinks: Terry Kyle made home page backlinks popular, and they spread widely on Internet marketing forums, especially on [Backlinks Forum](#). With this link rental service, you pay a monthly subscription to get your link placed on the home page of a network of high PR websites, and, because it is a service, your links remain as long as your subscription is active. After paying for the subscription, your link will be embedded into a small snippet of text (usually as a blog comment) and placed (along with about 50–100 links of other people) on the home page of a high PR site (usually between PR3 and PR7). This practice is very effective for targeting more-competitive keywords or when your keyword is stuck somewhere on page one of Google and you want to make it go up to the number one position.

High PR manual blog comments: Placing a comment with your backlink on a high PageRank page will send a lot of link juice to your page for your target keyword. Acquiring many high PR links will greatly

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improve your search engine rankings. Such blogs usually are extremely moderated, so I suggest you do this manually and place a highly relevant and useful comment to increase your stick rates. Again, ScrapeBox is excellent for finding those rare golden blog posts and semimanually commenting on them. Again, do not use the fast (automatic) poster for this, or your posts will be removed.

Software directory submissions: You can use a web page conversion software to turn your website into an executable software (.exe file) and then submit it to software directories. Such websites will almost always give you direct links with no anchor text, so they are very weak and won't give you much link juice, but it is always good to use them to mix up your links and get some more link diversity.

Template submission: This method consists in designing (or if you can't do this yourself, you can hire somebody at elance.com or freelance.com to do it for you) a Wordpress template and distributing it for free on free template websites. Your template will include your anchor text backlinks in the footer, meaning that, every time somebody uses your template on his or her website, you will get backlinks with your anchor text. The more people using your template, the more backlinks you get. This is a very effective method for gaining backlinks for several reasons:

- 14 Your links may appear on high PR websites.
- 15 Your links appear not only on the home page of the websites using them but also on every inner page.
- 16 [WordPress self hosted solution](#) is widely used by hundreds of thousands of people all over the globe. If you create a good template and submit it to all the main template directories, you may end up with hundreds or even thousands of backlinks.
- 17 As people download and use your template, you will be acquiring gradually an increasing number of backlinks over time, at a very natural pace, which is exactly what Google loves.

Press release submission: This one works the same way as article marketing. Write or outsource a press release about your website (you could write about your dating site itself or about its new features—Dating Factory is always updating your web 2.0 websites), and submit it to as many press release websites as you can. If you are going to spin your articles, I strongly recommend that you do it manually or semimanually because many of these press release sites accept only high-quality content and your articles may not be approved if they don't meet the website's quality standards. Here are two lists of the main press release websites you can submit your press releases to:

<http://www.topwebsites.com/PressReleases.aspx>

<http://www.avangate.com/articles/press-release-distribution.htm>

It took me about 10 seconds to find these two sites, so, as always, you will find more if you do your own research on Google.

Link bait: Here is a good summary of what link bait is: http://en.wikipedia.org/wiki/Link_bait. Link bait is website content that is unique, amazing, and sometimes quite shocking. Because of its very unique nature, it will catch your readers' attention in an extreme way, and they will want to share it and link to it. Link bait is a powerful viral technique to get many quality links over time and in a

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natural way, but it can be hard to realize. Be creative, and try to create free content that will have a snowball effect on your readers, and you might just achieve effective link bait.

6.2 Link Pinging versus Crawling versus Indexing—Make Your Backlinks Count

This is a very important step. Doing it right will help you outrank competitors who have four or five times as many backlinks as you do. If you skip this step, an important percentage of your backlinks will simply not count. Why? Because Google will not know they exist!

Have you ever noticed how only a small percentage of your backlinks are shown in Yahoo Site Explorer, Backlink Watch, or SEO Spyglass? These tools will never show all your backlinks (don't even get me started with Google, who doesn't *want* you to find and reverse engineer backlinks unless you own the website), but there is a bigger problem. Many of your backlinks are impossible for search engines to find, making them worthless (if your backlink is on a page that is not linked to from anywhere, there is no way for the search engines to find it). To solve this problem, there are several ways of telling search engines about your backlinks:

Link pinging: If you are mass link building and just hoping that Google will give you credit for your thousands of daily backlinks, think again! Only a tiny percentage of your backlinks will get credit and give your website link juice (around 10% roughly, but of course it depends on the kind of backlink). Some tools allow you to mass-ping your backlinks to get them noticed by Google, thus helping your backlinks send more link juice to your website. Here is one of them: <http://www.nuclearpingscheduler.com>. This tool will simulate a natural ping pattern for your backlinks, thus giving you far better results than with traditional mass-pinging. However, pinging is still the least effective method for getting your backlinks noticed and energized.

Link crawling: Link crawling is a method that was first introduced by Linklicious. The way it works is you upload your list of backlinks to the web-based tool, and it creates some spun content around your backlinks and generates an RSS (really simple syndication) feed with the content. Then these RSS feeds will be scheduled for pinging over a period of time, and the service will track the Google bot visits to your backlinks until all of them have been crawled. Here are two similar tools for doing this:

[Nuclear Link Crawler](#) —You can process 5,000 backlinks a day for free!

[Linklicious](#) —You can process 2,500 backlinks a day for free!

If you don't have thousands of backlinks to submit yet, then I suggest you join both services for free. Test each one to find out which one works better for you, and take advantage of their combined 7,500 crawled links a day. Upgrade to the paid option of whichever one you like better once you need to upload more backlinks than their daily free allowances.

Link indexing: This is the most powerful method for getting your links noticed and sending more link juice to your website. While link crawling gets your links noticed and crawled by Google, link indexing actually indexes them. With link crawling, you won't get much link juice because all you are doing is

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getting Google to crawl them. This is where link indexing is a more powerful way of getting credit for your backlinks. Not only do you get them noticed and crawled by Google, but you give your links extra power and juice by sending backlinks to your backlinks. Indexing means that Google will not only know the existence of your backlinks, but it will also add them to its search database (index), meaning they will appear in the SERPs. Using this technique, you will receive much more link juice from your backlinks and will outrank your competition with fewer backlinks and less time. Here are the four methods you can use to know whether your backlinks are indexed:

- **Direct search:** Type the URL of your backlink directly in Google. If it is indexed, it will appear in the search results.
- **Info command:** Type “info:yoursite.com/yourbacklink/” (without quotes) to know whether your link has been indexed.
- **Site command:** Type “site:yoursite.com/yourbacklink/” (without quotes) to find out whether your link has been indexed.
- **Cache command:** Type “cache:yoursite.com/yourbacklink/” (without quotes) to see whether your backlink is in the cache database.

If you want your website to rise in search engines quickly without wasting your time and money, you need to use one of these methods. Link indexing is more expensive, but it is definitely the most powerful alternative. Of course, depending on your needs, daily backlinks, and budget, you might want to go for the link crawling method. Also, keep in mind that not all links are equal and indexing will work only with unique or spun content. Pages with no value have a very low chance of getting indexed, so if most of your backlinks are low-quality links, you will want to use link crawling. I personally like to use a mix of both. Because link indexing will not work on low-value pages and is much more expensive, I submit my quality links to link indexing services and my low-quality links to a link crawling service.

Here is what you should consider to be a quality backlink:

- PR1 domain and above
- Unique or spun content
- Anchor text link is embedded within the content (contextual backlink)
- Backlink is anchor text—no direct linking

Here are a couple of link indexing services I can recommend:

[Nuclear Link Indexer](#)

[Backlinks Indexer](#)

And, as always, there are many more on Google. I suggest that you look at reviews and comments on Internet marketing forums; this is the best place to find out which one you want to use. Over time you will want to experiment different services and come up with your own conclusions.

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9 Advanced Link Building Strategies

9.2 How to Build Backlinks to Your Dating Site Articles

When building backlinks to your dating site articles, you should focus on the one keyword your article is targeting. A low-competition keyword within an optimized page with unique content will be quite easy to rank for your keyword. I would personally build around 50% of my backlinks with my main keyword in the anchor text and build the other 50% as a mix of my other related keywords for this article (remember the section about LSI keywords?) and a few direct links to vary my backlink profile and rank for both my main keyword and my related keywords.

Note: Some websites use the “nofollow” attribute to discount your links and prevent spam. Although it is certainly true that nofollow backlinks do not carry as much link juice and SEO value as “dofollow” backlinks, it is still important to use them as part of your backlinking strategy. As always, it is important that you vary your backlinks a little to make your backlink profile look more natural in Google’s eyes. For this reason, I always build around 80% of dofollow backlinks and 20% of nofollow backlinks. Also, some extensive testing has been done regarding dofollow and nofollow links, and results show that such backlinks still carry some weight and that it is possible to rank a page on Google for a competitive keyword using only nofollow links—something to keep in mind when doing link building. More information on the Nofollow attribute here: <http://en.wikipedia.org/wiki/Nofollow>

9.3 Multitiered Backlinking

I will not go into detail here because there are tons of ways to do multitiered backlinking. Basically, multitiered links are backlinks that you build to backlinks. This is a very powerful method for helping lower-quality links get noticed and to increase their link juice and to filter low-quality backlinks through better links so that you don’t send a bunch of junk backlinks directly to your website.

An example of multitiered backlinking is the link pyramid. For instance, you could create web 2.0 quality backlinks to your money site, then build private blog network backlinks to your web 2.0 pages, then send several spun profile links to your private blog network links, and finally mass-backlink your profile links with low-quality ScrapeBox blasts. This way, you end up with multiple layers of backlinks, also called first tier, second tier, and so on. In this example, your web 2.0 pages are your first-tier backlinks, your private blog network articles are your second-tier backlinks, and so on.

This is a very basic example to give you a taste of what multitiered backlinking is, but the possibilities are endless and your imagination is its limit. You will find many advanced diagrams of multitiered backlinking on Internet marketing forums and in articles.

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This information should be enough for an overview of the backlinking methods. There are many more methods. The reason I don't get into greater detail is because this information would be greatly beyond the scope of this blueprint. Mastering SEO and link building is something you don't learn in an e-book. You need to be motivated, consistent, and willing to put in the required effort. My best advice for learning about backlinking methods is to consistently read articles about Internet marketing and be very active on Internet marketing forums. The ones I personally recommend are:

[Warrior Forum](#) — This is a general Internet marketing forum and is the biggest one on the Internet as far as I know. What I love about Warrior Forum is its WSO (Warrior Special Offers) section, where other members offer Internet marketing–related products and services at very affordable prices (usually around \$7 to \$37). This forum is good for two main reasons: the low price and the social proof you get through members' feedback.

[Digital Point Forum](#) — This also is a general Internet marketing forum. What I like about this forum is its marketplace—a very good place for buying high PR aged domains and similar Internet marketing–related properties.

[Black Hat World Forum](#) — Black Hat World Forum is another very large Internet marketing forum, but it focuses on black hat techniques. However, just like the other Internet marketing forums, a large part of their topics are about general white hat Internet marketing. I highly recommend it as well.

[Traffic Planet](#) — I am including this site in my list as a replacement for [Backlinks Forum](#), which has been shut down by its owners. Backlinks Forum focused more on niche Internet marketing. Although it also discussed general topics, the main focus was on SEO and backlinks. What I liked about this forum was the amount of Internet marketing services you could find. If you needed loads of backlinks on autopilot to your website for a very reasonable price, you could go there and check out its BFSO section (same concept as the WSO section but more focused on backlinks services). You could buy a service for a few bucks, and next thing you knew, your website was flooded with backlinks!

My guess is that Traffic Planet will be very similar to the Backlinks Forum, but I can't vouch for it because I have not yet joined it as a member. The creator and the members of Traffic Planet are pretty much the same ones as were on the Backlinks Forum, so I am sure it will be of an equal or superior quality.

More Internet marketing forums: <http://newestonthenet.com/10-internet-marketing-forums-to-make-money-online/>

I will say it once again: spend time reading blog posts and articles and be very active on forums! Be careful though—forums can be quite addictive, and some people spend 99% of their time on the forums instead of working on their business! So, spend some time on the forums (around 20-25% of the time you dedicate to Internet marketing should be more than enough) and *take action*! Also, do not take everything people say for granted; there is so much misinformation on forums from people who are not knowledgeable about Internet marketing and who spread false rumors. So, use due diligence, do your research, and do your own testing when necessary. As you learn about Internet

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marketing, use your knowledge on your dating business and let Internet marketing change your life, just like it did mine.

10 Tracking Your Progress

Tracking is a very important part of the backlink process. It's not only required to be successful, but it's also fun! When I work on a backlinks campaign, I track my rankings almost every day because it is so exciting to see my rankings rise as I build and index more backlinks! But, besides the fun factor, tracking helps to ensure you are going in the right direction and keeps you motivated. Depending on how competitive your keyword is, it might take quite a while before you actually start making money doing SEO, but your rankings will start rising almost immediately.

Many people make the mistake of tracking their backlinks instead of their rankings. This is the wrong way to go—backlinks don't tell you much about the productivity of your business because so many factors make them different in terms of link juice, value, and quality. Besides, no matter which tool you use, you will never find all your backlinks; some backlinks services (for example, private blog networks and home page backlinks networks) don't even show you reports of the backlinks they have built for you so they can protect the integrity of their networks! Plus, of course, the more competitive your keyword, the more backlinks you will need. So, instead of tracking your backlinks, track your rankings! Each time your money site goes up a notch in the SERPs, it will make you happy, keep you motivated, and show you that what you are doing is working! Tracking your rankings will also show you if your strategy isn't working. If your rankings are not improving, you need to change your strategy and stop wasting your time and money. I personally use SEO Spyglass to find my backlinks, but the reason I do this is to give my backlinks more link juice (through multitiered backlinking indexing services), not to track my progress. So like I just explained, what you should be tracking is your rankings for your target keywords. Google might not want you to find backlinks, but they sure show you your rankings and there are many software and web-based programs that show you your rankings in a well-organized and user-friendly way. Here are two keyword tracking programs that I can personally recommend:

[Rank Tracker](#) — I strongly recommend Rank Tracker because it is by far the best tracking program I have ever tried and I love using it every day. Rank Tracker is from the same creator of SEO Spyglass, which I also love. It is a bit pricey and now comes with paid updates (sigh...), but I strongly recommend it because it is by far the best in my opinion and I love using it every day.

[Market Samurai](#) — Market Samurai rank tracker is not the most advanced, but it is still very good as an all-in-one tool. This software is more than enough to track your keywords rankings, especially if you are a beginner.

I can't tell you much about the following tools because I have never personally used them. The only reason I am listing them here is because they have been recommended to me by Kok Choon, a well-trusted and successful Internet marketer and friend.

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- 7 [Advanced Web Ranking](#)
- 8 [Rankerizer](#)
- 9 [SEscout](#)

Pertaining to tracking, keep in mind that brand-new websites lack age, authority, and trust. A new domain will need more time to achieve its optimal rankings than a domain that has already acquired backlinks and trust rank from search engines over time. So, every time you create a new website, give it at least six months, and don't panic if your rankings don't go up as fast as you expected. After a few months, things will get easier, and you will be on your way to success. With brand new websites, I advise you go for less competitive keywords using the Silo strategy. Then, over time, you will be able to start targeting more competitive keywords.

11 Recruit Your Own Referrals

You need to read this chapter *very carefully* because this is possibly the part that will make you the most money for the longest period of time and with the least work. Like I said in the introduction to this blueprint, I will allow you to use this blueprint to recruit your own referrals and to make 10% lifetime commissions from their member payments (meaning you don't make 10% from what your referrals make—you make 10% of the total payments of their members, which is actually much more than 10% of the revenue from your referrals).

By now you have read most of this White Label Dating Blueprint, and you know its true value and potential. I am offering you a very rare opportunity to recruit referrals for your websites without having to do all the time-consuming and expensive work necessary to get those referrals. This is a once-in-a-lifetime opportunity, and all you need to do is share (for free!) this e-book with people who are willing to make money online and who are craving this kind of information. We all know that step-by-step blueprints of strategies that work and make people money are gold mines—plus this one is free! This is a long-term strategy that will work indefinitely in a market that can never become oversaturated, not some short-lived black hat trick. This blueprint is not only an invaluable “sales tool” (with such a high-quality product in your hands, it's inevitable that people will be enticed to join Dating Factory under you), it is also an excellent educational tool (not only will you be recruiting referrals, you also will be teaching them a system to make them successful, which makes *you* successful at the same time).

There are so many ways to share this e-book on the Internet that it is a walk in the park for you to make a huge residual income from this (I will list some of the ways and explain how to make them work for you in a minute). In my experience, this is a *huge* opportunity. No need to worry about Google nuking your websites here. No need to worry about SEO, building a list, or spending too much money on AdWords. Share this e-book for free (most of the following methods will cost you nothing), and then people will work to make *you* money for years to come. I am currently making thousands of euros *monthly* from people just like *you* who are creating and promoting their dating sites. This is a 100% autopilot residual income, growing stronger every month, and, better yet, you don't have to worry about your rankings. Your referrals do this for you.

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How does this work? Simple. As soon as you are done reading this report, just visit <http://www.whitelabeldatingblueprint.com/customaffiliatepdf.html> and enter your name exactly as it appears in your Dating Factory admin control panel along with your main email address. This list will only be used to send you the updated versions of the White Label Dating Blueprint, share with you new ways of making money with it, and offer you to take part in referral contests and challenges where the winners will win Ipods, Ipads, iPhones etc... Adding admin@whitelabeldatingsolutions.com to your white list is also a good idea to make sure my email doesn't end up in your junk folder when I send your custom pdf file to you. You will be sent an email to confirm your subscription. As soon as you click the confirmation link, you will receive further instructions so we can complete your affiliate ID integration. When I receive the additional information (basically your name and affiliate ID), I will manually edit the PDF of this blueprint and integrate your Dating Factory affiliate ID in *all the links*, including the header link that tells people to register. Note that I will *not* be able to integrate your affiliate ID if you joined Dating Factory directly. For me to be able to do this, you must have previously or need to now join Dating Factory here: [White Label Dating Solutions](#) (after I do your affiliate ID integration, this link and all the others will be replaced by your personal Dating Factory affiliate link). What this means is that you will be able to recruit your own referrals with this high-value product, which will now carry your own affiliate links, and share it just as if it were your own. Call it your own private-label version of the White Label Dating Blueprint if you want. Don't wait! As soon as you are done reading this, enter your full name and email address here: <http://www.whitelabeldatingblueprint.com/customaffiliatepdf.html> and I will take care of your affiliate ID integration and send your updated copy of this blueprint to you ASAP.

Also, as an added incentive to join under you, remember that anybody who joins through this blueprint—whether I am the referrer or you are—will receive 65% commissions on *all* his or her member payments for an additional full month. This alone is worth a lot of money, and anybody can see the potential it carries. Just remind people that they have to sign up using the links provided in this blueprint (with your affiliate ID) to receive their fourth-month 65% commissions. For your referrals, the process will be the same as for you; they need to email me and ask me to update their commission rates. And, of course, I will, even if they are not my direct referrals.

In addition to researching and creating this quality blueprint, I am going to go even further and help you share this blueprint so you can make the most money from its use. Following is a list of the methods I personally use to share this e-book, with a quick overview of each and how to make it work for you. I consider this strategy to be a true gold mine if you put it into action; you will understand why when you start making your first referral commissions.

[Here are 22 extremely effective ways to share this e-book that will make you boatloads of money on 100% autopilot for years to come:](#)

Share this e-book on classifieds websites. To me, this is probably the easiest and most effective strategy. They usually have “free” sections, which are perfect for this e-book. You can also post it in the “books” and “e-books” sections if you can find them. Also, because this e-book is a digital

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Glossary

% of uniqueness—How unique each version of your spun article is compared to the other versions. In other words, the higher the percentage of uniqueness, the more different each version is from other versions. A minimum percentage of uniqueness of 30% to 50% is recommended for optimal results.

aged domain—A domain that has been indexed a long time ago. As a general rule, the higher the domain age, the easier it is to rank it in search engines.

black hat—Refers to strategies that involve unethical methods. They are usually short-term strategies.

catch-all email address—An email account that will receive all emails wrongly addressed. So, if catchall@email.com was a catch-all email account, it would not only receive emails sent to catchall@email.com but also emails from catchall@email.com, catch@email.com, whoever@email.com, and so on, without having to configure these accounts. A catch-all catches all the emails sent to this email domain.

contextual backlinks—Also called “in-context backlinks.” Links inserted directly inside of the content, as opposed to being placed elsewhere, such as on top or at the bottom of an article or in the sidebar or footer.

DNS—Domain name server.

domain authority—An established domain with age and many quality backlinks has more domain authority, meaning search engines give it more trust and it is very easy to rank fresh unique, quality content posted to it.

3.2 horing—A black hat method that consists of posting fake ads on classifieds websites pretending to be a horny woman to get people to sign up on a paid dating site through an affiliate link.

indexing rates—The rate of web pages that have been indexed by search engines compared to the total number of pages. If 36 pages out of 100 have been indexed, then the index rate is 36%.

keyword density (%)—The number of times your keyword appears in your content for every 100 words.

link diversity—Refers to the backlink profile of a website. It means having backlinks of many types and sources, which is good in terms of SEO because a low link diversity may raise a red flag and trigger search engine filters.

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link juice—Refers to the amount of “link ranking power” transferred to a website by a backlink, depending on the quality of the link, page, content, and domain from where it came.

link velocity—The pace (or speed) at which you build backlinks to your website and how you maintain consistency over time.

LSI—latent semantic indexing.

nested spinning—Refers to spinning text on several levels using spin syntax.

- 3.2.1 normal sentence: The quick brown fox jumped over the lazy dog.
- 3.2.2 flat spun: The {quick|fast} {brown|gray|red} fox jumped over the lazy dog.
- 3.2.3 nested spun: The {quick {brown|red|gray}|smart} fox jumped over the lazy

dog. Note that in this sample there are two levels of spinning, and the output would be:

- 3.2.4 The quick brown fox jumped over the lazy dog.
- 3.2.5 The quick red fox jumped over the lazy dog.
- 3.2.6 The quick gray fox jumped over the lazy dog.
- 3.2.7 The smart fox jumped over the lazy dog.

one-way backlink—A backlink that goes to a website where the target website doesn’t reciprocate with another backlink. Only one of the two websites is linking to the other. This type of backlink is much more effective than a reciprocal backlink.

organic traffic—Natural traffic, which is free traffic from search engines.

PageRank—Refers to the value of a domain or page according to Google. Usually, the higher the PageRank, the more link juice its backlinks will transfer to your website. High PageRank websites usually rank higher in search engines because many quality backlinks point to them. You can find more information here: <http://en.wikipedia.org/wiki/PageRank>.

PLR—Private-label rights means you can redistribute content that you didn’t initially produce as your own, for example, e-books and articles.

profile stick rate—Refers to how many profiles “stick” (are not deleted) out of the total number of profiles that have been created. Creating profiles and posting backlinks in a certain way will ensure a better stick rate, meaning the administrators will delete fewer profiles.

reciprocal backlink—Usually done in “link exchanges,” owners agree to place reciprocal links on each other’s websites. Each website has a backlink to the other. This type of backlink is not valuable anymore.

ROI—Return on investment is a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio:

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$$\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

RSS—Really simple syndication. This is an example of an RSS feed:
<http://www.dogtrainingheaven.com/feed/>.

More information can be found here: <http://en.wikipedia.org/wiki/RSS>

second-tier web page or backlink—A second-tier web page or backlink links to a web page that links to the primary site that you are trying to rank. Second tier means it is the second layer. Simply put, the second-tier web page links to the first-tier web page, which links to your website. Here is an example: A forum profile links to an article, which links to your website. The article is your first-tier (also called tier one) backlink, and the profile link is your second-tier (or tier two) backlink.

SEO—Search engine optimization.

SERPs—Search engine results pages.

spinning—Refers to using spin syntax (see *nested spinning* for spin syntax examples) to create several unique variations of an article or piece of content. This method is widely used online to create many variations of a unique article and post them on different Internet properties, which increases their value to search engines and thus avoids search engine duplicate content filters.

squeeze page—Opt-in page, which is a page where people can opt in and become subscribers of your list.

white hat—As opposed to black hat, white hat strategies do not involve any unethical methods. White hat methods are usually long-term strategies, whereas black hat systems are usually short lived.

white label dating—You run your own private-label dating sites. The white label dating company takes care of website development, payment processing, member moderation and filtering, hosting, and so on. You take care of sending the traffic. You are paid following a shared revenue model, where the money from initial and recurring member payments is split between you (the partner/affiliate) and the white label dating company.

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Resources

About Dating Factory

The Dating Factory website that will give you four months of 65% commissions instead of just three:

[White Label Dating Solutions](#)

The Dating Factory registration page where you need to sign up to get your fourth month of 65% commissions:

[White Label Dating Solutions registration page](#)

Request your Affiliate ID integration and get your own custom pdf White Label Dating Blueprint here:

<http://www.whitelabeldatingblueprint.com/customaffiliatepdf.html>

Dating Factory nominated at the IDate awards:

<http://www.whitelabeldatingsolutions.com/dating-factory-is-in-a-final-of-ideate-awards-2010-for-the-best-dating-software-provider-and-best-affiliate-program/>

My testimonial about Dating Factory:

<http://datingfactory.com/about-us/testimonials/>

Dating Factory press release about my disabled dating site featured on the Australian government website:

<http://datingfactory.com/australian-government-featured-www-datingdisabled-net-for-australian-disable-community/>

Dating Factory newsletter about the launch of its French version of the business-to-business website for the French market (which I translated and own):

<http://datingfactory.com/dating-factory-launches-french-version-of-its-b2b-offering-paypal-and-some-more-exciting-july-developments/>

Dating Factory commission structure:

<http://www.whitelabeldatingsolutions.com/revenues/commission-structure/>

Information about Dating Factory niche markets:

<http://www.whitelabeldatingsolutions.com/solutions/niche-dating-websites/>

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Dating Factory admin control panel:

<http://admin.datingfactory.com>

Introduction

My last report:

<http://forums.digitalpoint.com/showthread.php?t=446025>

Keyword Research

Google AdWords:

<http://adwords.google.com>

Google AdWords keyword research tool:

https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none

Market Samurai:

<http://www.marketsamurai.com>

Market Samurai online tutorial:

<http://www.noblesamurai.com/dojo/marketsamurai/>

Market Samurai glossary:

<http://www.marketsamurai.com/glossary.php>

Broad/Phrase/Exact match explained:

<http://www.google.com/support/grants/bin/answer.py?answer=96903>

GoDaddy:

<http://www.godaddy.com/domains/search.aspx?isc=IAPdom4>

Tracking and Analyzing Your Traffic

<http://www.google.com/analytics/>

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Creating Content

Popular article directories:

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticlesBase.com>

<http://www.Buzzle.com>

<http://www.SearchWarp.com>

<http://www.ArticleAlley.com>

<http://www.WebProNews.com>

<http://www.Amazines.com>

Outsourcing your content creation:

<http://www.needanarticle.com>

<http://www.iwriter.com>

<http://www.elance.com>

<http://www.freelancer.com>

<http://www.odesk.com>

Wikipedia Definition of LSI:

http://en.wikipedia.org/wiki/Latent_semantic_indexing

Additional Strategies

PPC Keyword Generator: <http://ppc-keyword-generator.en.softonic.com>

Off-Page Optimization

Web directory submission:

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

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<http://www.whitelabeldatingsolutions.com/registration/>

List of some of the main article directories:

<http://www.seoresearcher.com/articles-directories-list-alexa-rating-ordered.htm>

Article Marketing Robot:

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

Spinning software:

<http://thebestspinner.com/>

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

Comprehensive list of social bookmarking websites:

<http://www.social-bookmarking-sites-list.com/>

BookmarkingDemon:

<http://bookmarkingdemon.com/>

Private blog networks:

SEOLinkVine:

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

Article Marketing Automation:

<http://www.articlemarketingautomation.com>

Build My Rank:

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

LinxBoss:

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

Linkvana:

<http://www.linkvana.com>

Article Ranks:

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

Linkamotion:

<http://linkamotion.com/>

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Some of the main web 2.0 properties:

<http://www.wordpress.com>
<http://www.weebly.com>
<http://www.wetpaint.com>
<http://www.clearblogs.com>
<http://www.squidoo.com>
<http://www.hubpages.com>
<http://www.blogger.com>
<http://www.livejournal.com>
<http://www.vox.com>
<http://www.quizilla.com>
<http://www.weebly.com>
<http://www.blogger.com>
<http://www.43things.com>
<http://www.zimbio.com>
<http://www.topix.com>
<http://www.knol.google.com>
<http://www.Gather.com>
<http://www.Xanga.com>
<http://www.9rules.com>
<http://www.eHow.com>
<http://www.tumblr.com>
<http://www.wikihow.com/Main-Page>
<http://www.ning.com>
<http://www.360.yahoo.com>
<http://www.squarespace.com>
<http://www.Blog.com>

Recommended Profile Links Automation Tools:

Nuclear Link Blaster:

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

Sick Submitter:

<http://sickmarketing.com/>

Profile Link Robot:

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

Xrumer:

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Register here:**

<http://www.botmasterlabs.net/>

Recommended XRumer Profile Links Services:

Dripable:

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

Drip Feed Blasts:

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

Backlinks Genie:

<http://backlinksgenie.com/>

ScrapeBox:

<http://www.scrapebox.com>

Scrapebox Domination video course:

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

Press Release Distribution Sites:

<http://www.topwebsites tips.com/PressReleases.aspx>

<http://www.avangate.com/articles/press-release-distribution.htm>

Wikipedia link bait definition:

http://en.wikipedia.org/wiki/Link_bait

Nuclear Ping Scheduler:

<http://www.nuclearpingscheduler.com>

Nuclear Link Crawler:

<http://www.nuclearlinkcrawler.com>

Linklicious:

<http://www.linklicious.me>

Nuclear Link Indexer:

<http://www.nuclear-link-indexer.com/>

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Backlinks Indexer:

<http://www.backlinksindexer.com>

Information on the Nofollow attribute:

<http://en.wikipedia.org/wiki/Nofollow>

Advanced Link Building Strategies

Warrior Forum:

<http://www.warriorforum.com>

Digital Point Forum:

<http://forums.digitalpoint.com>

Black Hat World Forum:

<http://www.blackhatworld.com>

Backlinks Forum:

<http://www.backlinksforum.com>

Traffic Planet Internet Marketing Forum:

<http://www.trafficplanet.com>

More Internet marketing forums:

<http://newestonthenet.com/10-internet-marketing-forums-to-make-money-online/>

Tracking Your Progress

Rank Tracker:

<http://www.link-assistant.com/rank-tracker/>

Advanced Web Ranking:

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

Rankerizer:

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

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SEscout:

<http://sescout.com/>

Make Money Recruiting Your Own Affiliates

High traffic classifieds websites:

<http://www.craigslist.org>

<http://www.backpage.com>

<http://www.kijiji.com>

<http://www.gumtree.com>

<http://www.usfreeads.com>

More classifieds websites:

<http://www.the-top-tens.com/lists/best-free-classifieds-websites.asp>

<http://www.stephanmiller.com/my-link-lists/92-free-classified-ad-sites/>

Automation tools for classifieds websites:

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

<http://clbotpro.net/>

Facebook Friend Adder Pro:

<http://www.livelybrowser.com>

Video search engines:

<http://www.reelseo.com/video-search-sites/>

Main web 2.0 properties:

<http://www.wordpress.com>

<http://www.weebly.com>

<http://www.wetpaint.com>

<http://www.clearblogs.com>

<http://www.squidoo.com>

<http://www.hubpages.com>

<http://www.blogger.com>

<http://www.livejournal.com>

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<http://www.topix.com>
<http://www.knol.google.com>
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<http://www.Xanga.com>
<http://www.9rules.com>
<http://www.eHow.com>
<http://www.tumblr.com>
<http://www.wikihow.com/Main-Page>
<http://www.ning.com>
<http://www.360.yahoo.com>
<http://www.squarespace.com>
<http://www.Blog.com>

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<http://www.hongkiat.com/blog/20-best-websites-to-download-free-e-books-part-ii/>

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One of the main Warez sites:

<http://www.arez-bb.org>

List of the main torrent sites:

http://netforbeginners.about.com/od/peersharing/a/torrent_search.htm

List of ad networks for media buying:

<http://onlinebusiness.about.com/od/affiliatemarketing/tp/online-advertising-networks.htm>

Media Buying Marketing forum:

<http://www.mediabuyingmarketing.com/forum>

Google joint venture giveaway events search string:

<https://www.google.com/search?aq=f&gcx=c&ix=c1&sourceid=chrome&ie=UTF-8&q=Give+Away+events>

One of the main giveaway events sites:

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

One of the main guest posts sites:

<http://myblogguest.com/>