



The Stealth Blogger

Advanced Blogging Tactics

How To Build Really Lucrative Blogs...

Part 2 - "Underground" Blogging Tactics

A SuperSimpleMarketing.com Special Report

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Note: You should be familiar with the process of setting up Wordpress blogs to make use of this properly. If you're new to niche blogging, please go to SuperSimpleBlogging.com and go through the free tutorials there.

PRELUDE

This report was originally written as an "action plan" for myself, and the following steps can be used for creating an "auto blog" (where content is auto-generated) with 100% free tools.

In this report you'll complete the following steps:

1. Market Discovery
2. Keyword Research
3. Wordpress Setup
4. Content Creation
5. Installing the "right" plug-ins
6. Prepping your site for auto-gen content
7. Blog Monetization
8. Traffic Generation
9. The Workflow

While there are more advanced and automated tools available in the marketplace, I felt it would be more valuable for you to get started without worrying about all the expensive plug-ins and auto-blog programs and start building out these sites in a straight forward down-to-earth process.

Enjoy!

STEVEN

The Basics

I was going to write this whole long intro to this, but I think it's better if you take a look at the info, watch the videos (by clicking on the links provided in this video), digest it and take action.

So, here's what to do:

Step 1: Find A Market

With these types of sites, especially when starting out, you want to create them around markets that allow for physical products to be sold (this isn't hard... at all).

Here are some examples of markets and products you could promote in each:

- Sports Enthusiasts: golf, tennis, skiing etc.
- Cooking: cutlery, appliances, coffee makers etc.
- Home Theater Fanatics: surround sound equipment, HDTV, Blu-Ray players etc.
- Car Enthusiasts: car stereo, car speakers, dvd players etc.
- Parenting: car seats, cribs, strollers etc.
- Fashion: shoes, jewelry, clothing etc.
- Computer Gamer: laptops, desktop PCs, speaker systems, joysticks etc.

I think you're getting the drift.

If you're still having some trouble finding niches, try using Amazon.com or some of the [other resources](#) I mention and work

backwards. In other words, go to one of these sites, find some products and figure out niches that these fit into.

So, if you found a bunch of car seats while looking around, you could take a step back and think of “who might be looking for car seats?”

The easy answer would be: new parents and parents of toddlers.

Knowing this, you could setup a sites for new parents, parenting tips, baby care, car safety tips, car seat safety (this one should be pretty obvious) etc.

Still confused about market research?

Let me spell it out for you on [this page](#).

Step 2: Basic Keyword Research

I’m not even going to really bother with extensive Keyword Research here because what we’re doing here won’t take that much research (but if you want to learn more about basic keyword research, [watch these videos](#)).

So, this is what you do...

Let’s say you decided to pick “bread machine” as the niche / product to build a site around, now you need to just select some keywords to build your site around (you can omit this step if you want, although it can alter the effectiveness of this model):

- 1.** Go to Google Insights and see if you can find related and/or relevant keywords (also check whether keyword is seasonal)
- 2.** Go to Google External Keyword Tool and type in your chosen phrase.
- 3.** Once the search has been completed, set “Match Type” to EXACT.

4. Pick 5 long tail keywords (3 words or more). Preferably with brands and/or model numbers as part of the keyword. Only criteria here is that they are getting at least some searches for the keyword (300 – 500 searches or more is fine).

5. This may also be a good time to start compiling a list of brand names, related and relevant keywords etc.

Step 3: Get a Domain & Install Wordpress

First, get [hosting](#) and a [domain name](#).

For these types of blogs you don't really need an exact match domain name (although it doesn't hurt). Just get a domain name preferably with your primary keyword in it (or at the very least related to your topic). Here's a [secret](#) to choosing an effective domain name (even if the exact match domain name is taken).

Use Fantastico to install Wordpress on your server.

Pick a theme.

I prefer using a 2-column theme (my current favorite: the [Blogging Success Theme by iThemes](#), but you could easily use a different theme)

Set your Permalinks. (you can use `/%category%//%postname%/`).

(If you don't know what I was just talking about here, please [watch these videos](#)).

Step 4: Create & Post Content

Create 3 – 5 blog posts about your topic focused around the keywords you found in step 2 (each keyword should be 1 post). These don't need to be long, just 250 – 350 words.

If the keywords you selected are around “hard goods” like electronics, appliances, golf clubs, etc. you can go to Amazon.com or the Manufacturer’s website and re-write the product description and/or reviews to come up with content (*that’s just one example – for more ideas on how to generate good content, join the [Super Simple Blogging](#) site – it’s free*).

Be sure to post at least one of the “articles” (blog posts) you’ve written right away on your blog. (preferably, you’d want your blog to be indexed before you start turning on all the ‘bells and whistles’).

Step 5: Install & Activate Plug-ins

You don’t need a ton of plug-ins for this. But there are some that you absolutely need:



[Download the Stealth Blogger Basic Plug-in List](#)

Get them installed and activate them. (*See links in the PDF file for more details*).

Step 6: Prep Your Site For Some Automatic Content

With Stealth Blogger, we need to bring in content on an on-going basis. In order to do this, we need to find a good source for content (*look in the [“Automatic Content for Stealth Blogging” guide](#) for the free resources you can use*).

Once you've reviewed the info about automatic content, the next thing you need to do is to setup your 'categories' in Wordpress. Make sure you make them general enough so you can find adequate articles to populate each category.

In other words, if you have decided on a site about “car seats”, and you set up categories such as: Graco, Britax etc. (which are car seat manufacturers), you may find it difficult to find articles that are relevant for those terms. You will have better results by adding categories like: car seats review, infant car seat, toddler car seat etc. (although these might still be too narrow. you'll have to test it).

Generally speaking though, you want to go even broader with your category keywords and think laterally (*see the [automatic content videos](#) for more on this*).

I recommend that you setup around 3 – 5 categories (minimum).

Once you've setup the categories, setup your plug-in, and...

- make sure the posting frequency (the number of articles that gets posted to your site) is set to at least 1 post a day, but no more than 3 – 5 posts per day. You don't want to overload your server – particularly if you are on a shared hosting and plan to build a lot of these sites.

- depending on the content source, you can also set how many posts you'd like for it to initially post (i.e. immediately add to your site). Set this to any random number between 1 – 5 per category.

- also depending on the content source you use, you can choose which keywords to add to which category. If this is the

case, you can get as specific or as broad as you like it to be. So to use a category named "car seat review" as an example, you could add keywords like: "infant car seat review" or "car seat safety review" or what not.

Step 7: Monetize the Blog

This can be a bit challenging, but each "style" of site will have a "sweet spot" in terms of the way you monetize it. There are a lot of options...

For instance, you could add AdSense, Amazon, eBay, Clickbank, Commission Junction, Linkshare, CPA ads from places like Hydra, Pepperjam, Maxbounty etc. Pick a couple to start, just make sure they are relevant to the content of your blog.

You can add or rotate the offers using [Max Banner Ads](#) (MBA) by pasting the affiliate codes. If you want to rotate multiple products, you can do this by adding ads within the Max Banner Ad plug-in (make sure the ads are the same size for best performance).

I would recommend that you add at least one ad above the fold of your content (like [this](#)).

Don't know how to use MaxBannerAds?

[Click Here To Watch the video](#)

(scroll down to the video under "step 7")

But, what if you want to add eBay feeds or other affiliate feeds using RSS to every new post on your blog?

If you are using affiliate feeds (in the form of RSS) from places like eBay (and other affiliate programs) you will not be able to just paste the RSS code into MBA. What you will have to do is use a script, plug-in or something that can display your RSS feed

properly, and then paste the code generated by the script into max banner ads.

The problem is that those fancy plug-ins that pull in these feeds to your posts can't be pasted into MaxBannerAds and be displayed automatically on every page and post on your blog. (It has to be configured separately).

And while there are free plug-ins that display RSS feeds, none of them do a bang up job of doing it...

But as usual, there's an easy workaround.

Here's the easiest way to add RSS feed monetization:

[Click Here To Watch The Video](#)

(scroll down to the video under "step 7")

Step 8: Get Traffic

Because we're talking about auto-pilot blogs, you **HAVE TO** automate the link building. There's no way you can do all of this manually.

I also mentioned earlier that I don't rely solely on Google for traffic and that a lot of my traffic comes from other sources (this doesn't mean I don't want free traffic from Google search, far from it).

So I typically start with a simple 3 prong approach for my blogs:

1. 3 way link networks for very basic link building. A lot of people talk smack about this service, but I've used it on a couple of hundred sites with awesome success (provided you picked the keywords the way I told you to in step 2).

I use 2 of them, one is [3waylinks](#) by Jonathan Leger, and the other is [Neurolinker](#). See the "plug-in PDF" above for more info about which one I like to use better (especially for newbies).

2. Social Bookmarking. You can social bookmark each post using the auto-bookmarking setup I talk about in the PDF (make sure you watch the accompanying videos).

3. Pinging & RSS Directory Submissions.

Pinging is already built-in to Wordpress. I use the Max Ping Optimizer plug-in to manage it (see details in the PDF, including my ping list). *Make sure you set it to only ping once every hour (at the most).*

RSS Directory submissions is simply taking your RSS feed (which on a Wordpress blog is generally: <http://yourdomainname.com/feed/>) and submit it to a number of RSS directories.

I use a simple program called [RSSBot](#) for this. You could also submit them manually...

Step 9: Let it Run

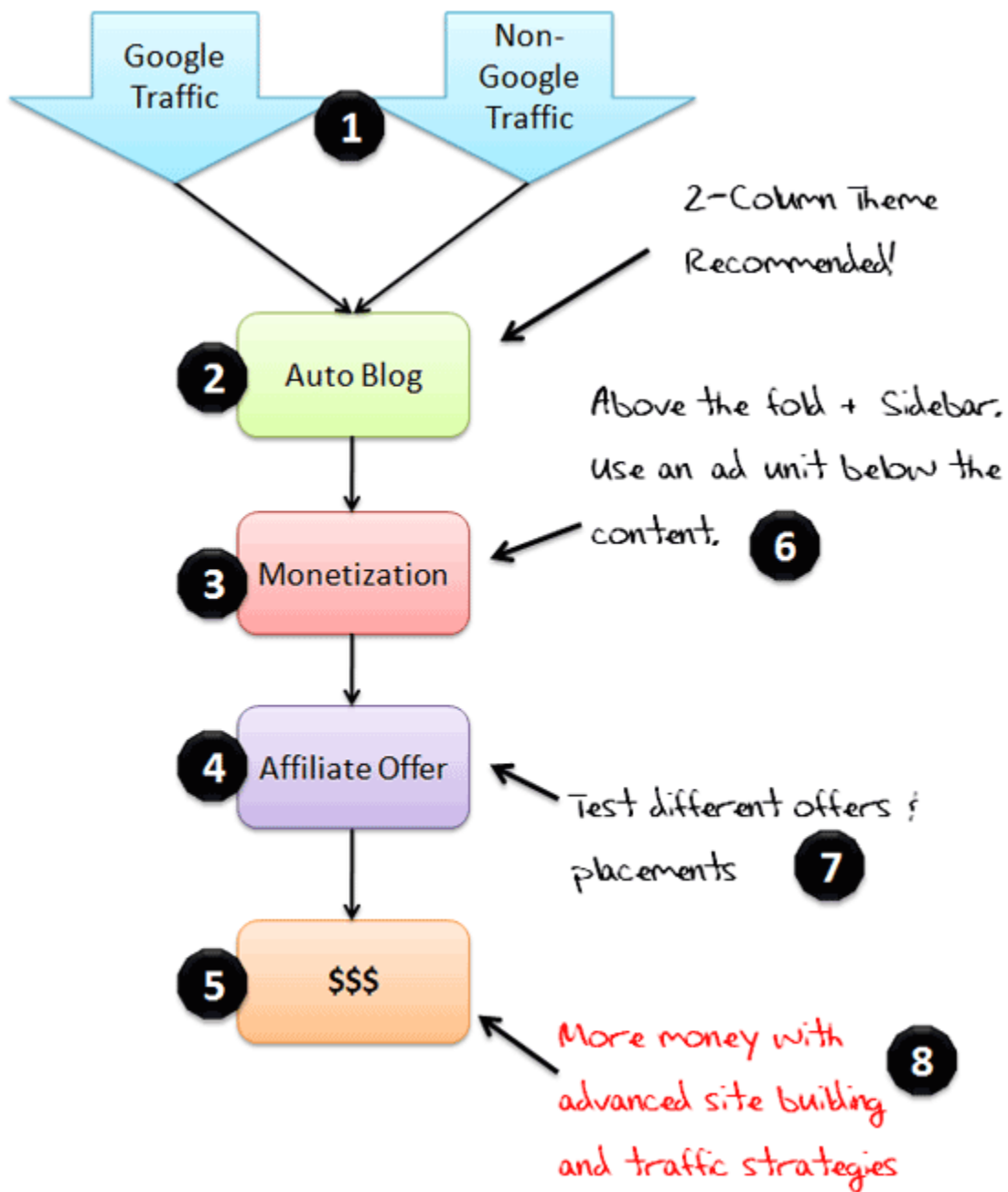
Once it's up and running, just "let it run".

Check on your blog after a week to make sure everything is running properly.

Step 10: Rinse and Repeat

Repeat this as often as needed (every day, every other day, every week...). To see what the income potential can be from building niche blogs, [click here](#).

The Workflow



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Number 1. Traffic will come from both search engine and non-search engine sources. For search engine traffic you'll be dealing with the 3-way linking networks and basic SEO, while non-search traffic will come from the auto bookmarking efforts (which will also

give you some “link juice” to your sites – I’ll talk more in-depth about auto bookmarking later).

Number 2. Your new blog will have both unique and “automatic content”. Be sure to use a simple theme (*fancy themes almost always pull in less money – I personally prefer a 2-column theme*).

Number 3. Your income depends on your ads. I generally pick 2 different monetization models (*but always pick ONE primary, e.g. clickbank, amazon, ebay etc.*)

Number 4. Make sure that the affiliate offer you choose is not garbage (this is especially true for Clickbank and some Commission Junction advertisements). In other words, you want to make sure that when they click on the link on your site it will take them to a page (vendor page) that focuses on ONE THING: **Getting The Sale.**

Number 5. The money will ultimately come from having MANY of these blogs. Don’t overthink the process. Also remember, it may take a week or two for your site to get traction.

Number 6. Advertise “above the fold”. (*If you don’t know what that means, go back and watch the video on Max Banner Ads*). It is also a good idea to place an ad in the sidebar (don’t use Google AdSense “link units” here – it’s a waste of advertising space. If anything use a vertical banner ad for AdSense).

Number 7. You need to test different offers. Sometimes AdSense will outpull Clickbank offers. Other times Amazon or a CPA offer might be the way to go... Make sure you send a decent amount of clicks to an offer before you decide it’s “no good” (decent amount = 500+ impressions of the ad).

Number 8. [Advanced Stealth Blogger Strategies](#) is extremely effective but completely an optional element. REMEMBER: Traffic Overcomes EVERYTHING (*the offer and conversion rates become income multipliers*).

The Next Step

You now have the tools in hand to setup a blog that will keep growing "hands free" into the unforeseeable future.

I hope you don't take what you learn here lightly.

It's important that you understand the power of this stuff before I can show you more advanced stuff...

You just learned how it's possible to make semi-automated content sites, starting from scratch... without the need:

- for expensive plug-ins;
- to start becoming independent of Google;
- to write dozens of articles for your blog;
- for SEO

And one way you can fully leverage this model is by combining it with the Super Simple Blogging model (or your existing blogs if you already have some).

You can do this.

I've laid it all out there.

All you have to do is put together your own plan and execute.

CLICK HERE To Get More Insider Information About How I Setup My Blogs, PLUS Get the Automatic Content PDF and Videos (and more...):

<http://stealthblogger.com/goto/report>

Use the email address below to make contact with me. I do get a ton of email so I can't always reply right away. With that said, I do try to "personally" respond to all emails within 72 hours (or so).

Here's the email address:

stevenresell+stealthblogger@gmail.com

Thanks in advance for your patience.

All the best,

STEVEN

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