

The Black Hat Bible

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“Every battle is won or lost
before it is ever fought.”

Sun-tzu

“Money was never a big motivation for me,
except as a way to keep score. The real
excitement is playing the game.”

Donald Trump

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With that said, lets get right down to it...

Introduction

I hope that you are ready.

The journey you are about to embark upon in this guide is a journey that few people ever make. The words "Black Hat" conjure thoughts and feelings fear and loathing in some marketers, and invoke images of back-alley thieves, used-car salesmen, and those frighteningly focused people who will do anything for money.

The people who think this about black hat marketing are the people who are too scared to even think about trying to find out what black hat marketing is about. The reality is quite different.

The reality is that black hat marketing is not simple, it's not evil in and of itself, but it most certainly is profitable, and it is happening every day.

The journey you will soon embark upon changes the way that a lot of people think about themselves. After reading this guide, you will never be the same. You will think about using these techniques early and often in every marketing campaign you ever put out, and once you begin making money with it, you **WILL NOT BE ABLE TO STOP...ever.**

Black hat marketing is infectious, in fact, it will spread through your body like wildfire, or like you always wanted one of those viral ebooks to spread throughout the internet even though it never quite did. With these techniques, you can do it, and you will do it well.

Just follow me, and do as I say.

I'm going to take you on a journey in this guide, and during that journey, you might find yourself pressing your own limits of ethics and morals. You may, of course, do as you please, but keep in mind that the more you do, the better off you will probably be.

Is money worth the compromise on your ethics? Well, that's for you to decide. I personally have, at some point, delved into all of these techniques, and of that fact, I am not necessarily proud...but at some point, I think that you **MUST** do these things if the situation warrants it.

When you're forced to choose between a small compromise on morals and living on the street, I think you'll make the same choices I did.

This is Black Hat. This is my life. This will soon be your life.

Are you ready to take the first steps?

Then lets go...

Black Hat Myths

Here are some myths I've heard about black hat marketing which I think you need to know about before we go any farther.

Myth #1 – Keyword Stuffing is Black Hat Marketing

Keyword stuffing isn't black hat marketing, it's just plain stupid. Don't do this.

The old technique used to be to put white or near-white text on a white background, and then just listing a bunch of keywords which you could use to help your site hit the top of the search engines.

However, because all colors are displayed to the computers as hexadecimal values, all relative to each other, it's very easy for search engines to know what text is readable and what is not. Yes, even if you use both font tags and CSS to clean up your code, and even if you use every other trick you can think of, the fact is, it's not going to work any longer.

Search engines will delist your site eventually anyways...don't give them any more fodder than they need with this tired old trick.

And that stands true for a majority of these old-school techniques. They no longer work, especially if it's easy to spot, and that means that you must constantly be on the lookout for new techniques and new information. Black hat marketing requires you to stay on top of the latest news from search engines and the latest tricks and techniques of the hackers.

In fact, most of the stuff you'll read about in this book will be dead within 2 years. The world just catches up very quickly. That does not, however, mean that these techniques don't work now, and that's a very important point

Myth #2 – Black hat Marketing is Easy

Black hat marketing is every bit as tough as white hat marketing. You need to know just as much stuff (if not more) and do just as much promotion as a white hat marketer does, you're just doing it in a different way.

Black hat marketing has a completely different mindset. We work on small projects and abandon them quickly as search engine discover their linking strategy, while white hat marketers build larger scale sites and allow them to grow in popularity over time. This is just as much work, if not more, we're just using a different mindset to go about doing it.

The only major difference between white hat and black hat is the longevity of results. White hat marketing gets few results early and lots later on, while black hat marketing gets tons of results early and very few (if any) later on.

Myth #3 – Black hat marketing is all about doing “EVIL” marketing

I will certainly show you some downright dastardly tactics in this guide, and you can feel free to use them to your advantage.

In fact, in this guide, you'll learn how to steal other people's products, how to use negative SEO to ruin the reputation of other sites, how to get people accounts banned from affiliate programs, and how to steal their entire websites. This isn't exactly light-hearted stuff.

What most people don't realize is that the vast majority of black hat marketing is not about being evil, it's about changing your frame of mind. Instead of building one site that lasts forever, promoted entirely fairly according to best practices, black hat marketing is about making 1,000 websites which last for about a month or two and are promoted using automated methods and link injection or link spamming. That's not evil, unless you're a search engine who is trying to figure out how to shut your sites down.

However, this is my warning to you: I am not responsible for your actions or anything you choose to do with the information in this guide. I am simply presenting this information as what it is: information. You can choose to use it for good or evil.

Make your choice.

Myth #4 - Black hat marketing will make me #1 on Google!

One of the most surprising things that I've seen and heard from people who don't know about black hat marketing is that they think that it's all about using Google. The reality might surprise you: very, very few black hat marketers use Google at all.

Google is a superb company when it comes to search engine results, and the fact is, more people use Google than any other search engine on the net. It's a great tool, and it really pays to be number one, however, it should also be noted that Google does not give out #1 rankings very easily.

And most of the time, new websites won't rank on the first page unless you get very, very lucky.

As a black hat marketer, I say screw that. Lets go ahead and pick the low-hanging fruit rather than climbing all the way to the top of the tree. Sure, there's a nice view, and that fruit may be a tad bit sweeter, but it requires so much effort to climb to the top.

In case you didn't know, Google sets the bar for other search engines, and while they may be months or years behind, they are still following the same model. Thus, if you stay abreast of what Google did a few months ago, you'll always be OK with the other sites.

Find out what kinds of marketing techniques got people's websites delisted in Google's search engine, and I guarantee you that you'll have a technique which earns you #1 rankings on Yahoo, Live/MSN, Dogpile, Lycos, Altavista, ScrubtheWeb, Ask, and any number of other, less desirable search engines.

And when you have #1 rankings on every site that is not Google, then you've got yourself a winning website, and a lot of money heading your way.

Setting Up

Black Hat marketing is going to require a few tools and services that you probably don't have as a regular everyday marketer. Let's talk about this for a minute before we get into the regular tactics. I don't want any confusion.

First of all, you must remember this – Stay Invisible. In order to do that, you need to make sure that your name isn't on anything you're doing. There's a few ways to do that, so here are some options.

First, consider incorporating yourself. You actually don't even need to do any legitimate business like owning a store or anything, you can set it up like a trust. What this will allow you to do is put everything in the name of your corporation, allowing you to have another legal identity which can cash checks, start accounts, or anything else you need to do. The fee is about \$100, and gives you a lot of flexibility.

This is great for those times where you find yourself banned from a particular affiliate program or service. You simply sign up again in the name of your corporation, buy a PO Box or something similar for \$50 per year, and you're good to go again. Now you've got a completely brand new identity and will be treated like a completely new customer. Obviously, you want to be a little more careful this time, but at least you've got a place to start back over again with.

Now when an affiliate company sends you a check, you can still cash it, even if it's not in your name thanks to your corporation. In addition, you can get a corporate spending account at the bank which will give you some extra flexibility and bonuses, and you can deduct your business expenses from your taxes (although most Black Hatters don't report 100% of their earnings anyways, so this isn't a big deal).

In addition to staying invisible in this way, it's also important to mask your presence online. Some of the methods that we'll be talking about require you to act as if you are different people, and in order to do that, you need to be able to change your home computer's IP address. There are a number of commercially available pieces of software which can do this for you, but honestly, none of them work as well as the [Tor Project](#). This software will mask your internet connection by making it appear as though you are connecting to the internet by proxy (meaning you'll appear as if your IP address is different, probably in another country).

This software comes with a few other little bits which you should install as well. I would recommend using all of this or else Tor may not work properly. You'll have to turn off your regular firewall in order to connect with Privoxy (Tor's firewall of choice, and it's actually probably a safer firewall to use than Norton or McAfee).

In order to connect via proxy, all you need to do is open your internet browser and click on the "Tor Disabled" button. It should turn green and say "Tor Enabled" when you do this, and that's your signal that the program is working fine. Your IP will change at random intervals, though your internet connection will still remain active and connected for the entire time you're online. All of this happens invisibly. If you need to change to a new identity without having to guess at it, then just right click on the green onion in your system's tray and then click "New Identity".

This is a great program, and an absolute must for some of the techniques I'll teach you.

As you'll see, Black Hat is a world where you don't want anyone knowing who you are or what you're doing, since they'll take every opportunity to knock you down. One of the biggest security leaks on the internet is the WHOIS lookup. If you didn't already know this, there's a service called [whois](#) which can look up your domain name and find all sorts of contact information about who owns it, where they live, the email address and phone number, and even the IP address where your site is hosted.

This in and of itself is bad enough, but there are also some services which can search and match registration details to all of the sites registered to the user. Thus, if someone takes offense to your marketing techniques (like a competitor, an affiliate program which just doesn't like you, or even a search engine), it's possible for them to use this service to find all of the domains you own and blacklist them all. If that happens, no level of anonymity will save you.

However, what you can do is register your domains through a service called [Domain By Proxy](#), which will keep your registration information secret, hiding your contact details, and displaying their own contact info to whois searches. There are hundreds of thousands of sites who use this service, and it is proven to keep you safe, which is especially important if you're hosting an illegal download website or a bunch of stolen scripts. If you do use stolen scripts and software, you MUST

host your domains with this service, and even if you don't, it's a good idea to use them anyways.

What this service cannot do is mask your website's IP. This is very unfortunate because Google and most Forums will blacklist your IP address as their way of removing your accounts or your website from their listing. When this happens to your home computer's IP, it's no big deal since we can use Tor to change it, but when it happens to your website, we have very few options.

Now, as a whitehat marketer, you probably have a shared hosting account. This allows you to host multiple websites from the same server and you save a ton of money. Unfortunately, the big disadvantage here is that all of your sites will have the same IP address. Thus, if one site's IP is banned, all of your sites will suddenly be delisted. Since part of Black Hat marketing is expecting your sites to get delisted, this is not good at all.

In fact, there is almost no way for you to mask your web site's IP from visitors (after all, the domain name is just a placeholder for your IP address). However, there are some options for you to change this.

The best way to solve this problem is to get a different type of host. Shared hosting isn't going to cut it here, unfortunately. At a bare minimum, you need to have something called "Reseller Hosting" which is offered by most good hosting companies. I prefer [Hostgator's](#) service since I've found them to be the fastest and the most reliable, but I will admit that it's fairly expensive. I'm sure that with a little searching you can find something a little cheaper, but make sure to read some reviews before buying. A mistake in this step is costly since you'll be signing a long-term contract and you'll be expected to make the whole payment up front.

Basically, this allows you to pay a fixed monthly fee and sell hosting accounts to anyone you'd like. Most marketers use this because it allows them to name their commission on the sale of web hosting, but we're going to use it because each time you create a new account as the owner of the shared hosting, you're assigning a brand new IP address to all of the websites hosted in that account.

Now you've got an unlimited supply of IP addresses to pull from, although it does require a little bit of work to reset everything on a new IP.

If you know a good deal of programming (and have lots of spare cash lying around), you might find VPS Hosting to be advantageous since you get more control over the programming of the server, but that's a little too advanced for this guide.

If you don't have any money to start, you'll have to use free hosting. The best company for this is [110mb](#)'s service, though you can also use a site like [Tripod](#) or [Live Spaces](#) to host a small site. All of these should be considered very temporary solutions, since the sites hosted here are crawled by the owners regularly and they know all about the techniques in this guide, and they don't like them. This just adds another problem into the equation, and you don't need any of that.

The final tool I want to recommend to you as a black hat marketer is called [Roboform](#). This is a piece of software which functions as an extension for your internet browser which will remember your passwords and store form data for a number of different identities. This is great for marketers who want to manage multiple accounts on forums, or multiple accounts for an affiliate program, and it speeds up the sign up process for article directories and things like that. This is one of my favorite tools for internet marketing in general, but it's great for black hat use.

Getting Free Products

If you're at all worried about the fact that these tools and services, as well as all of the new reports and information you might want to buy is going to add up, well, you have reason to be worried. Black Hat marketing requires a great deal of money in order to purchase a lot of the automated software which can help you earn money quickly.

And seeing as how this is supposed to be unethical marketing, I figured that I'll teach you an unethical trick. Here's how to get almost any ebook, video, or software product online for free.

There are a couple of ways to do this, but the easiest way is by looking at the robots.txt file. This is a file which is usually put on the main page of a site's folder which will tell search engines and other robots which pages they can and cannot display in their results. You would be amazed at the number of people who try to cloak their download pages by putting the link to the download right there in the robots.txt file. All you need to do to view this file is type in the site's main address, like [www.something.com](#) and then add in a "/robots.txt". You should see something like this:

User/agent = robot

Disallow: /img

Disallow: /css

Disallow: /download123.html

When you see that, you see that the webmaster doesn't want a search engine spider to visit those three sections. If you know anything about web design, you should recognize that the first file is the images of the site, and the second file is the CSS code which displays the layout of the site. The third is likely the download link for the product.

You can also find free products with our friend [Alexa](#) (you know, the same site that gives us information about our site's traffic? They have a search engine too). This search engine is important because it doesn't follow the robots.txt file. It will display anything it pleases in its search results, and there's not all that much you can do about it other than hide your download like with a product like [DL Guard](#) or something similar.

When you are using Alexa's search engine, type something generic like "Thanks for your purchase", "Thank You" or "Click here for your Download" and then the product or website's name. If you're attempting to get a Clickbank product, the easiest way is to use "A charge from CLKBNK or Clickbank" with the product name, since those words are required on every Clickbank product's thank you page.

Nine times out of ten, you'll see the product's download page appear and it's yours for the taking.

Unfortunately, this can't break into membership sites or to protected download sites, and it won't get you protected software which requires validation. In order to get to those things, you need to find another source.

One way is to rely on uploading services. These sites were created to allow people to transfer large files from one person to the other, and lots of pirates are using this service to transfer software products, music and movies amongst each other. The largest of these services is called [Rapidshare](#) and it can get you darn near anything, but there are others like [Megaupload](#), [Mediafire](#), and [YouSendIt](#) which are also well known. Google the product name and rapidshare, and you'll likely find it. You can also use filename restrictions. For instance, if I knew I

wanted an ZIP or a PDF File, I would type the following into the search engine: "zip|pdf rapidshare productname" and then I would likely get a zip or a pdf file on rapidshare.

Now, not all of these products will work alone like this. Some programs "phone home" and connect to a database to verify that you are a registered user. When this happens you need what's called a "cracked" version of the program which is modified to bypass this step. Now, I'm a decent programmer, but even I don't quite know how to do this, but fortunately, there are dozens of people who do. Use those resources. I've found a bunch of cracked programs at [IranJava](#), [Wickedfire](#)'s forum and also at [Black Hat World](#) forum. That should get you access to almost every single tool in this guide, with only a few exceptions.

However, what you do with this information is completely up to you. I will repeat what I said in the warning: I do not condone stealing these products. I have purchased each and every one of these pieces of software, and I suggest you do to, however, I know what it's like to need the money, and I know that this will help. Do what you will with this information.

Black Hat Technique #1 – Cookie Stuffing

We'll start off this guide with the technique of cookie stuffing. This is a very mild form of black hat marketing, because in all honesty, this one doesn't necessarily break any laws. Certainly, it goes against the terms of service of some affiliate programs (but not all), and it could get you "banned" from certain programs, but you can always get back in.

This is a lot like card counting in blackjack. It's not necessarily illegal, you're just bending the rules of the game in your favor by knowing what you're doing really well.

The philosophy of cookie stuffing is simple. Here's how it works: you put cookies on other people's computers when they visit your page, and then you make money when they buy stuff as if you were the affiliate. They don't even need to click through your affiliate links. They just need to get to your page.

How to Stuff Cookies –

Let's discuss the implementation first. All you need to do is open the salespage of choice on one of your pages so that your cookie can be properly set. There are a bunch of ways to do this, but the best one is just to use an HTML tag called IFRAME.

What you might find if you do some research on the subject is that most people disagree with my choice of doing the stuffing by IFRAME. There are other ways to stuff cookies, but most of them are pretty lousy. I've found that the IFRAME tag is the best of all of the methods in my own testing, because it's simply the most consistent. Most other cookie stuffing methods rely on pop-ups, which can easily be blocked by most browsers, and make your site appear rather unprofessional. Other methods rely on redirects, which are OK, but unfortunately do not allow you to set a random rotation script unless you're really an ace programmer, or running a site that relies solely on click-thrus for traffic.

All you need to do is take the following code and insert your affiliate link:

```
<IFRAME src="##AFFLINK##" width="1" height="1" scrolling="auto"
frameborder="0"></IFRAME>
```

Insert that between your <body> and </body> (probably towards the bottom of the page), and you'll be all set. You should see a little box in the corner, but that's as easy as it gets for cookie stuffing.

If you want to stuff a cookie in a popup window, you can do that too, the only problem being that if someone has a pop-up blocker installed (which almost everyone does, by the way), then there's a very good chance that nobody will actually be stuffed with your cookie. Here's the code for that:

```
<script language="javascript">
window.open('##AFFLINK##');
</script>
```

If you use the "blur" function, that works slightly better, but again, it's easy to block:

```
<SCRIPT language=javascript>
<!--abc=window.open('##AFFLINK##','abc');abc.blur();//-->
</SCRIPT>
```

There are a bunch of other ways to do it, including loading cookie stuffing scripts through frames or through images, but those are a bit easier to detect, and as I believe in staying as covert as possible, I don't think it's well worth it to do this.

However, I do want to cover one more technique which is really useful to you. Cookie stuffing via .htaccess redirect.

Your .htaccess file is a file on your webserver which allows you to direct visitors wherever you please. This is a great tool for creating redirects and you can even use it to customize 404 pages (you know, when you visit a page that has been moved, and the browser says "404 Error"). Here's how you do it.

Create a new directory on your server and call it something like "img" (for images). Your server should create a .htaccess file automatically which should be blank. Once they do that, download your .htaccess file from your server and add the following code.

```
RewriteEngine On
RewriteRule (.+)/(.+).jpg ##AFFLINK## [R,L]
```

Again, make sure to replace the ##AFFLINK## with your actual link (and always include the http://). Now all you need to do is direct people to that folder via an image tag on a forum or on your site. For a forum, I would do something like this:

```
[img]http://www.mysite.com/img[/img]
```

If you can, minimize the size of the image to as low as you can get it. Some forums will let you, while others won't. Unfortunately, you'll always be left with a broken image link, but that's not something you can really do anything about.

If you're using this on your own site, you can control the image size, so do it. The code is this:

```

```

This time, the picture will be very small, so it's difficult to notice.

Or you can use CSS to stuff. Follow the same procedure for setting up an image redirection, but change the ".jpg" to ".css".

Now you simply do this:

```
@import url("http://www.mysite.com/css/anything.css");
```

That will open your affiliate link as a CSS document, which will not affect your site's layout at all.

As you can see, redirecting with .htaccess is one of the most powerful ways to set up a cookie stuffing extravaganza, but it takes a little more work than a traditional IFRAME. If you have flash games or movies on your site, stuff via a .swf file. Get creative!

Becoming a Black Hat Ninja -

As long as cookie stuffing is against the terms of service of most affiliate programs, we need to be a little bit sneaky about it, and you'll see that the majority of the time, I'm very careful. While it's not too difficult to get another account with these affiliate programs (especially if you bought the PO Box and incorporated), it's a lot of work and not something that I want to have to go back and fix again. After all, the

more time I have to spend resetting all of my cookie stuffing scripts, the less money I can make.

So what I do is cloak my cookie stuffing religiously. What I did was create an encryption page in the bonus folder which will allow you to copy/paste any HTML code that you want into the box, and have it encoded in Javascript. Once you do that to your cookie stuffing code, it no longer screams "I'M STUFFING A COOKIE!" to the affiliate program managers, and will allow you to get away with almost anything. The reason is simple: very few people who will be investigating you from the affiliate companies have any idea how to decrypt the Javascript...though they can still see the cookie being stuffed.

So that's one method of staying safe, but you have to go a little farther to maintain a high level of success. One good way to do this is by setting up a rotation or a random script. Don't know how to do that? Well, I've got you covered with that too, because the code is below. It's best to use PHP for this since that completely hides all traces of the rotation script from viewers.

```
<?php $random = rand(0, 10);  
if($random == '1')  
include("ipopuptop.php");  
?>
```

This little script generates a random number between 0 and 10 when a page loads, and then if the random number is one, it includes a PHP file with my cookie stuffing code inside. All you need to do is open up a blank Notepad file, copy your encrypted javascript and call it "Ipopuptop.php" and then add it to the site's file. **Note:** Any page you use this code on must be renamed from HTML to PHP as well.

When you do this, you only display the stuffing script on the page for certain visitors. You'll stuff less visitors, but you'll conceal your techniques better, which is equally as important in my book.

When you do this, you might also want to hide the status bar (the little bar on the bottom which shows the percentage of the page which is loaded). When you stuff cookies, you'll see a little message showing something like "Opening: ##AFFLINK##" flash by, which is probably not so good for business. If you're stuffing, you can hide the status bar with this Javascript:

```
<script>
function hidestatus(){
window.status=""
return true
}

if (document.layers)
document.captureEvents(Event.MOUSEOVER | Event.MOUSEOUT)

document.onmouseover=hidestatus
document.onmouseout=hidestatus
</script>
```

Remember this: keeping your techniques a secret is important because at the heart of all this, cookie stuffing is against the terms of service of most affiliate programs. Even those programs who allow stuffing aren't particularly happy about it. Since you're not actually acting as an affiliate, sending traffic, and thus, sales to their website, you're basically relying on their brand name and their own popularity to make the sale. You're not an affiliate, you're a moocher. Normally, they wouldn't owe you a cent, but the cookie you planted certainly indicates that they do. You're taking money out of their pockets, and that doesn't make them all too happy.

If you suddenly become a big time player in one of these affiliate programs, then that program is going to check out your site figuring that they might be able to learn something. If they see you stuffing, then they know that they're losing money on sales, and won't be too happy with you.

One thing to keep in mind with this, however, is that most companies won't look too hard. That's why the encryption and the simple random hiding of the stuffing code works. If they really want to get involved in the search, nothing will stop them from finding the traces of stuffing, but I've done this for almost two years now without being caught, so I expect that you can do the same.

Oh yeah...mistake #1 that people make with this is that they don't actually have any affiliate links pointing to their referrer's website. That's a dead giveaway that you're stuffing, so include some text links to your affiliate program on every page, or maybe a banner or two. Even if they don't get clicked, they at least give the site a reason to think that you're acting as a real, honest to goodness affiliate.

How to Make Money Stuffing Cookies –

OK, now we've covered the basics, but we need to talk about technique. One of the myths of Black Hat marketing is that cookie stuffing will make you money automatically, without having to do any work whatsoever. Unfortunately, that's not true. You need a solid strategy before you can make big money. There are a number of approaches to take with cookie stuffing, but the two major ones are to hit your target market, or to hit the major programs.

If you're aiming at your target market, you want to stuff cookies related to the subject of your website. If you have a site that promotes web hosting companies, then you'd stuff cookies for a hosting company. You can look at the big names and stuff cookies for all the sites you promote, or you can just promote one site in particular, leaving negative reviews for all other hosting programs, and stuff for that one. Now, even if someone is looking for a review on a product, and not necessarily looking to buy right away, then at least you know that they're likely to buy in the future.

This method works really well, although there are limits to how well it can work for every site. Unfortunately, unless you're promoting a very small niche, it's impossible to stuff cookies for every product available, even if you can get most of them. Not every company has an affiliate program, which is unfortunate, but true. The other problem you'll run into is that your conversion rate is likely to be AWFUL unless you're promoting a review page. If I stuff cookies for 5 different hosting companies, then even if everyone buys from one of those 5 companies, I'm only hitting at a 20% conversion rate. Considering that people are likely to buy from a variety of programs, you'll see some sites which will have 10,000 click-thrus and zero sales.

However, if you build a review site that focuses on reviewing one, and only one product, you can safely stuff a cookie to that program, and you'll actually see your conversion rates increase. I've seen as high as a 12% conversion rate stuffing with this method. By targeting one program in particular, focusing all of your content and all of your clicks on one program, you'll do quite well with this.

Normally, cookie stuffing in a haphazard, five-programs-at-a-time method will always translate to a pretty low conversion rate, somewhere around .2% (with a more normal, white hat conversion rate at about 5%). Not great, but not bad either considering that every single person who visits your site is going to be counted as a

click on your affiliate link, even if they haven't actually done that. When you're stuffing at a review page, that .2% is pretty good, but at a non-review page site, like a general informational website or a blog, then you'll only get a .01% conversion rate, which will eventually cause someone at the company to notice and check out your site. Not good.

However, if you plan on stuffing cookies at a regular website, then you need to have a better conversion rate. The problem is...what can you stuff? Most visitors probably already have the products they want if they're visiting your site, so that means that you'll be left with awful conversions on any programs you choose to stuff...except for the sites that everyone visits.

A study recently came out which states that something like 40% of all internet users have purchased things from eBay and Amazon. That's ridiculous! Use it!

These two companies have been around forever and are very well known for their service and their great prices. They've grown so large, in fact, that they are normally the first places people look when purchasing something online.

Unfortunately, on April 1st, 2008, eBay moved their affiliate program in-house. Most Black Hat marketers took this to be a good thing, figuring that eBay was probably clueless when it came to managing affiliates. As it turns out, eBay is pretty sharp, and they have a bunch of people out there investigating every affiliate referral they can find. Unless you're very savvy with your cloaking, you'll be caught.

This is a shame because eBay used to be the very best affiliate program to stuff. Their cookies lasted for 7 days, and you got \$25 for every new member who signed up, and could earn commissions on every winning bid, even if your referrer was already a member. Now, the cookies still have the same duration, but eBay is cracking down on affiliates big time.

A guy who I've known for a long time, a real professional Black Hatter, was caught within 24 hours, and was blocked as an affiliate. Since eBay approves affiliates manually, he can't find a way to get back in, even using the tricks I've already shown you.

As of this writing, I haven't yet been caught, but I'm only stuffing 1 person out of every 150 who visit my sites. I still make a little money

(very little, only about \$100 per month), but I am damn careful of what I'm doing.

If you stuff cookies for Amazon, you'll get a decent 4% commission, and you'll get plenty of sales, though you will have to stuff a whole bunch of cookies to get there. Since Amazon's cookies generally only last for 24 hours, it's very difficult to get sales from this site during the slower months. However, around a major book or movie release, you can make a killing. Around the time when Harry Potter 7 came out, I had a day where I converted at 31% and made over \$900 with cookie stuffing alone. Normally, that's never going to happen, but if you increase your stuffing ratio around the time of a major release like that, you can make a whole lot of money.

Unfortunately, due to the low commission rate and short lifespan of the cookies, this is not always an A+ place to stuff cookies at, although they can pay well if you get lucky.

Overall –

If you're not stuffing cookies, you're missing out. This is very easy money...all you do is build a site, attract traffic using any method you know, and then add the cookie stuffing script in. Depending on luck and the way you decide to stuff, you'll either see a trickle of money, or an absolute flood.

Test it for yourself, and try it out, but stay conservative with the number of cookies you stuff and try to have your site remain invisible to the sites you're promoting.

Black Hat Technique #2 – The Automation Nation

It's rare to see a white hat marketer who concentrates solely on a single website in a single niche. It's true that more often than not, it's common for white hat marketers to have only one site per niche, but it's also true that they want to maximize that one site and dominate search engine results with it.

What we do here is similar to what most white hat marketers are doing, we just automate it, and multiply. Instead of building one site per niche in a bunch of niches, a black hat marketer builds hundreds or thousands of sites in a single niche and then moves on into other markets.

Here's where we really get into the first bits of Black Hat marketing. Because there's no way for you to manually build hundreds or thousands of websites overnight and then promote them, it's important to automate a lot of the process.

This will give you an introduction to what Black Hat marketers can do and how they can build sites instantly. First, though, we need to talk about where that content is coming from.

Scraping

One thing that you'll need in order to do this is a content scraper. A scraper is a program which visits all of the pages of a particular site and copies pertinent data. You would then use this data to build your own pages.

For instance, one of the most popular uses of a scraper in black hat marketing would be to visit an article site like [Ezine Articles](#), copy all of the articles and then export them to your own article directory, or set them up on a blog.

There are a bunch of different scrapers on the market which work well, including [WebScrapers Plus](#) which is a very expensive program at \$400 or so with a high learning curve, but man is it ever powerful. If you're just starting out with black hat marketing, a much easier program might be [Orwell Pro](#), which is not as automated or as powerful as the above scraper, but still capable of doing the job. This scraper can visit 4 different article sites and copy articles and export them for you in any format, including HTML, PHP, and even just txt format. While

you'll have to manually visit each page, this is a much better solution for grabbing lots of content really quickly.

Spinning

Spinning is the process of taking one article and making it appear completely unique. This is done by taking as many words as possible and replacing them with synonyms using a built-in thesaurus.

While it sounds like a great tool for creating content quickly, unfortunately, it requires a great deal of work to get it to work properly. Even then, this is the kind of thing which software cannot do particularly well, and you will get complete garbage more often than not.

Let's look at an example: If my original sentence was "It is a nice day outside", my favorite spinner, Unique Article Wizard, seems to think that all of the following are adequate replacements:

- The morning is swell in the out of doors
- There exists a great morning away.
- In nature, a great day exists.
- It is happening a good time outside.

As you can see, all it's doing is choosing a random synonym for each word I've got in the original, and it's not capable of deciding whether or not the content makes sense.

This is a lousy tool for white hatters, but for black hatters who don't much care about the clarity of the content or the quality, then this is a great tool. A single spin can generate 1000 or more articles which can all be considered "unique content" by search engines. Humans might not like to read it, but it's still a good tool for multiplying your content and building new pages and articles.

I use [Unique Article Wizard](#), but there are faster and better alternatives available everywhere (UAW gives me more control over my content, but it's much slower than most other spinners). One of the more useful ones is [JetSpinner](#), which is free.

RSS Feeds

RSS, which stands for Really Simple Syndication, is a powerful tool for black hat marketing. These feeds are created by almost any popular

CMS, from news sites to article directories, and can be used to display their content on any other page on the internet.

Black hat marketers will often use a program like RSS to Blog to create a bunch of hybrid blogs, all of which grab content and update automatically. With a large number of feeds, it is possible to create hundreds of blogs which each have unique, automatically updating content.

If you create a large number of these blogs, you'll have a great network of sources to build links from, and you'll have a strong chance of unseating a number of your competitors thanks to many search engine's duplicate content penalties. When a search engine's spiders visit your sites, they can't tell if the content belongs to you or your competitor, and in cases where it finds duplicate content, they always accredit the source which they found first.

This can destroy the rankings of other blogs and content items, and even better, it can help promote your spam blogs on the search engines. With that done, all you need to do is set up some AdSense and some affiliate programs and you have yourself a system.

Now that you know where black hat marketers are getting content, we need to know how they're automatically building that content. Here are some resources for you:

Content Generators

There are a bunch of ways to set up sites like this, but the easiest way to do it is to use content generators. Basically, a content generator works a lot like a Content Management System such as Joomla or Wordpress, and they are capable of automatically integrating and scraping content from other sites.

There are dozens of these on the internet, and they all have the same problem: they are so widely used and distributed that sites which use these programs are no longer considered unique content by most search engines. In other words, Google and other search engines know that the content they find on these sites was taken from somewhere else, and they don't rank these pages in their search engine results. This is often called a footprint, and it's a real problem for people who are trying to use this software.

The best of the content generators is probably [YACG](#) (which stands for “yet another content generator”). This is an open-source program which has a lot of templates which you can use to make your site look slightly more unique. If you’d like, you can also use programs like [Hyper VRE](#) and [Sitebuilder Plus](#).

Overall, I think that it’s going to be impossible to use a commercial or open-source content generator program over the long term, as even medium-grade search engines like Yahoo and Live can identify the footprint of most content generation sites, but some low-grade search engines will still index the content. The better option is probably to hire a programmer at a website like [GetAFreelancer.com](#) to build you a program which you would own yourself. Depending on the features you need, this could cost you as little as \$400.

Content Management Systems

Many CMS, like Blogger, Wordpress, Joomla, Drupal, and others can all be integrated with RSS feeds, and there are programs called “Dripfeeders” available for all four which allow you to set up a ton of content ahead of time, and post it to the blogs over a certain time frame. This is a popular option for many black hat marketers because they can do all of their site building right away and then forget about it.

If you’re using this, you might want to invest in a Mass Installer program, which will certainly speed up the process. Each CMS has it’s own mass installer, and there are dozens of options for each.

With all of these tools available to a black hat marketer, it’s no wonder that they’re able to automatically generate enough websites and back links to dominate search engine results quickly and easily, however, this is not the entire battle that needs to be fought. Once these sites are uploaded and made available, there needs to be a way to get search engines to follow them.

Black Hat Technique #3 – Link Spamming

We all know that search engines rank websites based on the number of incoming backlinks, and that the only way to improve your ranking past a certain point is to simply get hundreds or even thousands of backlinks.

And of course, knowing this little tip, we can exploit it as Black Hat marketers.

Software –

You will need software if you're going to use linkspamming. It's just too difficult to do on your own. Here are my favorite options:

[Xrumer](#) – Xrumer is probably the best autosubmitter out there, but for a legitimate copy of the software you'll have to pay an arm and a leg. It's \$450 for the platinum edition, and it has yet to be cracked sufficiently by a hacker, so you'll likely have to just pony up the cash for it. If you use the software religiously, then it's actually well worth it.

All you have to do is set up a project, which involves inputting your site's URL, keywords, and a message to be posted to the bulletin boards, guestbooks, and all of that stuff. It's easy to use and fully automated, so you just have to let it do its thing while you work on other projects.

Xrumer can also take in some custom forum options and post there. For that reason, I included a big list of forums with a .edu extension. Putting a comment on those with a link to your website will get you ranked high very quickly, since every major search engine gives a lot of credit to sites with backlinks from .edu domains.

[Article Post Robot](#) – This is my personal favorite tool because it's actually useful in whitehat marketing too. It will require some time to setup because you have to build accounts with every site they have, and not all of the 550 sites they support will actually post your articles, but you can definitely use this program to your advantage.

What you're doing with this software is posting articles, which requires a little bit more work, but looks a lot more legitimate to search

engines. I've gotten lots of websites to a #1 ranking overnight using this software just once or twice.

In order to get the most out of the software, it's important to get different articles posted to each site, so use a spinner, or you can spin articles manually, which is difficult, but very doable.

You can find cracked versions of this product, but only up to version 1.4, so you're missing out on a lot of sites that you could be submitting to.

[PR Storm](#) – This software is a scam and a half. It looks like it's posting links back to your site, but what it's really doing is faking a connection between your site and another random site. Then, a "link" from their site to your site appears in their traffic logs. However, spiders can't follow links from traffic logs since they're password protected. Don't waste your money or your time using this piece of trash.

Note: Since writing this book, this software has been removed from the salespage and is not being sold elsewhere, at least as far as I can see.

[Myspace](#) – Spam central. Create profiles and then use software like [Myspace Friendbot](#) (the free version works just fine for your needs) to make friends and to use the comment box to spam them. The funny thing is, if you find enough of those whorey people who add anyone as friends, your comment will stay on their profile and earn you clicks every day.

Eventually, your profile will be removed for spam. Even if that happens, many times, your comments will still be displayed on the user's pages unless they delete them. Even though it's inevitable that you'll get removed, you can always use Tor to change your proxy and create a new account. Then it's wash, rinse, repeat. I usually spend one day a month creating new profiles and groups, and then when I'm ready to spam, all the setup work is done, and people have had the opportunity to confirm me as a friend, I just unleash a comment spam fury on them.

Straight affiliate links to some programs are not allowed anymore on Myspace since the domains of sites like Clickbank and even most cloakers like TinyURL have been blacklisted, but you can use this technique to flood your blogs and review pages with traffic which will earn you sales.

I've earned thousands of dollars using this technique, and while it certainly requires more work than other methods of link spamming, it can lead to giving you more longevity in the search engine rankings.

Note: this same method will work on a much smaller scale for sites like [Friendster](#), [Facebook](#), [Digg](#), and any other social networking site out there, but the fact is, they all have much better control on spam than Myspace does, and sometimes, they mark their links as "no follow" so that they don't count towards your pagerank anyways (though some people believe that having lots of no follow links can actually benefit you over the long term).

[RSS Feed Submit](#) – If you have a wordpress or a blogger blog, or just a site with an RSS feed, you can use RSS Feed Submit (available cracked in a full working version, or \$49.95 to buy) to submit your RSS feed to about 60 search engines.

This program is probably the best of it's kind, but it doesn't make sense to waste a lot of time with this. The links back won't count for much, but it might drive some visitors to the site and increase your links a tiny bit.

[Press Equalizer](#) – You submit press releases using this software (\$97). What's great about press releases is that they look almost exactly like newspaper articles, so it's easy to copy a majority of content from the Sunday paper and add a quote from a pen name of yours to earn around 150 backlinks quite easily. You can't, and probably shouldn't use a spinner with this content.

What's great about this software is that links from press release sites, for whatever reason, count a great deal towards your search engine rankings, and you use the same press release for all of those sites, so you really only need one of these to make a big difference.

When you get Press Equalizer, you also get a program called Submit Equalizer for free which will cover submitting your sites to search engines, classified ad sites and FFA sites. This is pretty good software too, and well worth the \$97. I use this a lot for link injection (see next chapter), and also for a nice mass link-building effort when a page is brand new.

Strategy –

Link spamming is not a very long term marketing strategy, and it's primary use is to promote pages for the short term, over the course of a month or so, and then to abandon that site in favor of a new site.

This means that you'll spend a lot of time creating new websites and using link spamming to promote them, but it also means that you can completely dominate most small to medium sized niches for a whole month using this simple strategy

I love using this method because it's going to ensure that you get top rankings for Yahoo, MSN, Live, and the majority of smaller search engines. Generally, this technique doesn't work well for Google, but they're a much more intelligent search engine, so they're harder to crack (and remember, we don't much care about Google anyways).

Once you get good with this technique, you can promote anything, but what I've had the most success doing was promoting new releases in the IM market.

When Butterfly Marketing was released, I made a killing because my sites were ranked #1, #3, #4, #6, and #8 for searches on Live and Yahoo for at least a month for the name of the product.

I've also had success with doing this for mass market product release dates, like when Harry Potter 7 came out in print. I used cookie stuffing on most of the pages whenever possible, yes, but I got those visitors by promoting my sites using link spamming.

Eventually, yes, my spamming technique was discovered and my sites were removed from the ranking, but not until I had made a ton of money from people who were searching for the product. Heck, Link Spamming had my site ranked above the official salespage for the product at one point.

I also used this technique successfully marketing for search terms like "Amazon .com" and "ebay .com" because people will mindlessly click the first thing they see. I stuffed a cookie and I made a sale.

This works well for any market where you can ascertain that a certain number of links will allow you to climb the rankings quickly. Obviously for a search term like "weight loss" which has a kajillion million competitors, this isn't going to be easy, but you can still do it for most smaller to medium sized niches and have success. The key is to dominate not only the #1 spot, but also the second, third, fourth and

fifth spot so that there's almost no way that someone will search for that term and not find your affiliate links or cookies.

The more spots you own, the greater your percentage will be. That's why it's so important to use automated site building to increase your chances of success.

Applying the Technique -

Here's what you do. Start by setting up some sites each optimized to a particular keyword in a certain niche. I always use sites set up at [Squidoo](#), [Blogger](#), [Tripod](#), and [Wordpress](#) (the .com not the .org). You can also use classified ad sites like [US Free Ads](#) or even just articles at an article directory that allows you to post direct affiliate links. We use these sites because they have already earned the trust of the search engines, and will rank relatively high even without any promotion.

If you bought the reseller hosting like I recommended, create a new account for yourself, buy a domain name, and make a short little website. When doing this, buy a domain through [DomainsbyProxy](#), which will hide your identification, and try to purchase an expired or older domain. These have automatic credibility with Google and will almost certainly be ranked highly by them. If you do not purchase an older or expired domain, your site will probably not rank on Google, although your site will definitely be indexed by Yahoo and MSN/Live, as well as other aggregate search engines like Dogpile.

Know this: Link spamming can get your site's IP address banned, so it's imperative that you use reseller hosting (so you can get a brand new IP address for each site) and not a shared hosting account for this. Shared hosting will work once, and then never again, since your IP is always the same no matter how many domains you have.

Now simply start link spamming to those sites. If you've got Xrumer, then this is pretty simple, but the others will require some work. Use as many of those tools as you can for each project, and make sure to include links to all of these sites, not just your main site. The more sites you own on the top ten rankings, the more dominant you'll be, and you can get as many as 80% of the sales in a niche in a single month if you do this continuously.

So what I would do is this:

Step #1 – Build the sites, the lens and all of the blogs. Optimize conversions with cookie stuffing whenever possible, and figure out some good keywords. Use good white hat SEO techniques (bolding the keywords, 4% keyword density, etc.).

Step #2 – Write an article, put it through a spinner, and use Article Post Robot to submit it.

Step #3 – While APR is submitting the articles, use Xrumer to spam guestbooks and forums with my links.

Step #4 - Use Submit Equalizer to ensure that I'm listed with all of the really behind-the-times search engines who still require submission. This will also put your site out there on a number of classified ad sites.

Step #5 – Write a simple press release which promotes my website and submit it using Press Equalizer.

Step #6 – Use RSS Submit to submit the feeds of all the blogs and the lens.

Step #7 – Use Submit Equalizer again, this time using link injection techniques (next chapter).

Step #8 – Repeat steps 2 through 7 for each blog and lens, optimizing for slightly different keywords each time.

By the time Article Post Robot finishes submitting your articles, your site should rank on the third or fourth page. By the time Xrumer is finished, you should be firmly entrenched on the first page of results. After a few days, giving each directory a chance to accept your articles and publish your links, you should have a #1 ranking for your site easily.

The blogs and lens will all have a decent ranking from the get-go because Squidoo, Wordpress and Blogger are all considered highly relevant site, and spiders are constantly searching those domains for fresh content. The link spamming will put them over the top, and they should soon join your homepage with a first page ranking.

The Removal -

Most of this will eventually be discovered and removed. After all, moderators will delete Xrumers automatic forum posts, webmasters

will remove spammy content from their guestbooks, and not every article directory will publish your spun content (though most will). Wordpress.com is also very good about removing your blogs quickly once they see your promotional techniques, though you'll keep your Blogger and your Squidoo forever.

Once someone on the inside at the search engine discovers your spammy link building strategy, your site's IP will be blacklisted and removed, and certain search engines will remove your individual pages.

However, while it lasts, this a great technique for promoting affiliate products, and especially for promoting big releases of new books, movies, or internet marketing products, and can earn you a bucketload of money if you do it right.

Black Hat Technique #4 – Link Injection

Link Injection is a lot like link spamming, and it uses a lot of the same tools as well. I chose to keep this one separate, however, because it doesn't exactly work on the same principles.

This technique is focused on taking advantage of some faulty coding which allows your site to earn backlinks on pages where you don't actually have any backlinks. I've got a list of about 200 different sites you can do this with in the bonuses folder.

This works well as an advertising technique because most, if not all of these links are from .edu and .gov domains. It's common knowledge that you can't get your hands on these kinds of domains easily, and a few years back, it was noted that Google was beginning to rank those domains as highly relevant. A backlink from a .edu or a .gov was golden!

Well, eventually Google realized that link injection exists, and they have since penalized all of the sites who use this technique. However, there are many smaller search engines (including Yahoo, Lycos, Alexa, Ask and more) who are behind the times and are still focused on counting these links as highly relevant.

If Google isn't the main prize, and for most black hatters it isn't, then this is a technique that you definitely want to use.

All you need to do is copy and paste the links into a word processor like Microsoft Word or Open Office and then do a global search and replace. You want to change the following two attributes:

##site## with your URL

##word## with your keywords (use a hyphen for multi-word terms)

Now simply use software like Submit Equalizer or Xrumer to spam these links out there, and ensure that they get spidered by search engines. It's as easy as that. There are only two things to be careful of with this technique:

1. Don't put a space anywhere in the keywords or URL. If you have a multi-word keyword like "play poker" then write your keyword as "play-poker" or "playpoker" or else this technique won't work..

2. Make sure that you keep each address as one line.

Remember, Google will penalize you, but other search engines will give you tons of love for this technique, so if you're focusing on marketing with Google and Google only, then don't use this technique, and do consider using it to penalize your competition (but keep in mind that they'll benefit from massive numbers of visitors from other sites).

Black Hat Technique #5 – Attacking Your Competition

Other marketers in your niche are your competitors, and you should consider it your job to win the competition. You can do that a number of ways, and we'll talk about that here.

Attacking Traffic

When you attack someone's traffic, you're taking away their high ranking on a search engine's page. By moving them down a notch, you will hopefully catapult your sites ahead of their's in the ranking position, and steal their traffic right from under their feet.

This technique is called Google Bowling because it implies bowling over your competition, especially on Google. While I know that I've said before that we don't much care about Google in particular, we do know that other people definitely care. Some marketers promote so heavily on Google that they don't follow best practices for other search engines.

Doing this requires some underhanded tactics and some basic knowledge of how search engines work.

Google in particular does not like certain things. They're picky. They have a knack for figuring out how Black Hat marketing techniques work, and so they know exactly what it is that we are out there doing, and they want to put a stop to it. Remember how I told you that link injection earns your site a bad reputation? Well, we're going to use little loopholes like that to force our way to the top.

Here's another example: when search engine marketing was still fairly young, and backlinks first began to be considered an indicator of how good a page was, Black Hat marketers got together and began creating sites that were nothing but backlinks. These sites were called Link Farms because they served no purpose other than linking out to other pages.

For a while, it was possible to submit your competitor's site to a number of linkfarms and watch them get de-listed from Google within a day or two (remember, this is back in the day when Google was first born, so their spiders were rather slow). Fortunately, Google has now realized that people were doing this and has reindexed every page which was removed in this way, and no longer counts links from link

farms as either positive or negative for SEO. The fact is, it's impossible to control which sites are going to link to your site, so you can't be penalized for things like this.

However, Google hasn't learned their lesson yet. They're constantly making progress in fighting these so-called illegitimate techniques, and (here's their problem) are constantly looking for some way that they can punish people who optimize using false techniques. Their newest problem comes with people who purchase text links from other sites in an attempt to optimize their keywords. Now it is possible for regular, everyday people to report a paid link to Google and have them punish the websites who are buying those links.

And these idiots at Google are actually punishing the rankings of sites who have bought links! Haven't they learned anything?

All you have to do then is find a relatively cheap site which allows paid advertising, and spend a few dollars to buy a bunch of text links for your opponent's websites. Google will then punish their ranking and you'll hopefully jump them in the SERPs for your chosen keywords.

Or you can do it my way. This is really quite fun.

What you need to do is create for yourself an article directory or a regular old link directory where people can submit their links to you. This is fairly simple to set up, and you can get free scripts to set up the whole process from places like [Article Dashboard](#) and [aeDirectory](#). You can monetize with AdSense or with Cookie Stuffing if you choose, and this can actually be pretty lucrative if you do a good job with it.

I have these scripts set up on their own servers and I use whitehat techniques to promote them. These are small moneymakers on their own and a great promotional tool when used to hurt the ranking of others, but they are a pain in the ass to have to move, so I don't take chances with these sites. You can submit your directories to other directories and encourage some link exchanges, as well as do some simple article marketing with Article Post Robot, and you'll have a PR5 directory in no time.

Now to get content for the site, I would suggest signing up to be on the list of every single mass distribution or automatic posting tool available. For an article directory, this means getting on [Isnare](#) and [Article Marketer](#)'s list, as well as contacting David Tang of Article Post Robot and asking him to include your directory in the next update of

his software. For a link directory, you can publicize your directory on any number of free directory listings, forums, and by ensuring that your site is supported by [Submit Eaze](#), and Brad Callen's new software [Directory Submitter](#).

Once you start to get a bunch of content rolling in, you can begin to utilize your new directories for both positive and negative SEO manipulation.

Add a page to your directory where you offer advertising services through text links for any price you want. Make sure that you highlight particular areas where a person can advertise so that it looks authentic. It doesn't matter what you offer, since nobody is likely to actually buy the advertising off of you anyways. Now, all you have to do is put up some text ads around your site for your competitor's web pages. Make it as blatant as possible by adding something like "Visit our sponsors", "This article brought to you thanks to the support of..." or even better, "Paid Sponsor:".

Once this is in place, you simply need to report to Google that your site is offering paid advertising through text links (Matt Cutts put a good article about how to do this [here](#)). Once they do some investigating, all of the sites which are "paying" for your text advertisements will start to have a penalty enforced against them. Google will never ask you questions about it, as they'll assume that people are legitimately paying you, and this won't hurt your article directory at all, and it certainly won't affect the placement of your articles, but it will hurt your competitors.

If you're really smart, you'll do some research on their highest ranking keywords and highlight their link with the anchor text for their highest ranking keywords to make it look even more suspicious. You should see the site fall at least one or two positions, sometimes a page or two, just with this technique alone.

If you're looking to hurt a site's rankings on other sites, consider stealing their site or articles and posting them elsewhere online. I use a piece of free software called [HTTrack](#) (it's free) to download a copy of any site built using HTML, Javascript and CSS (sorry, it can't steal PHP code). Once you get it, upload it on a number of free sites like [110MB.com](#) and [Tripod](#), and then point some links to it with Submit Equalizer.

This will impact the rankings of your opponent's site because it will be seen as duplicate content. Google is smart enough to know that you're copying the site, but a site like Yahoo or Lycos is not, and their site will be penalized.

Eventually, I expect Google and other search engines to notice that black hatters are using this to their advantage, but for now, it still works, and it works really well. Even if Google does decide to close that particular loophole, another one will likely open up again in the near future for you to exploit, and chances are, you can use the directories again to help you out.

Remember, if it's your goal to get a competitor delisted from Google, you can also use Link Injection for their site. They won't last long with all of this negative SEO in place.

Attacking Profit

Attacking a person's profit is one of the most cruel and underhanded approaches to Black Hat marketing, and perhaps because of that, it's one of the best tactics to use if you want to thoroughly crush a competitor and force them out of your niche.

Basically, the premise of this idea is to make them want to get out of a market because their site is no longer profitable. There are a couple of different methods to do this with, depending on how your competitor monetizes their website.

If your competitors are using a pay-per-click promotion strategy, then the easiest way to make them cut back on their efforts is to simply click on their paid PPC advertisements. Every time you click, you're costing them money, and the more times you click on an ad without buying, the less profitable that keyword becomes. They may find that they begin to lose money on that particular keyword, and will begin to spend less and less of a budget on that particular term, sometimes even to the point of getting out of the market entirely, and you can take advantage.

If this sounds silly and pointless, let's look at an example: Let's say you are involved in a business that reliably converts at 5%, and that you get roughly 100 clicks per day. That means that one out of every 20 customers is buying. If you use this technique to make only 20 false clicks per day, the conversion rate of the page drops to 4%. If you make 100 clicks, their conversion rate drops in half, and at that

point, the buyer is likely to significantly decrease their efforts in that niche over time. And once they start that, you start to move up in the rankings, and you'll likely end up paying less money for the same search position.

This method forces people out of your market because they're not evil enough to try doing this to you. The result is fewer competitors and lower bid prices on those terms.

Now, it's not as easy as just firing up your browser and clicking repeatedly. You need to approach this with caution. Use a proxy system (again, I recommend [TOR](#)), and make sure to Google your chosen search term and click through to the ad of your choice. You can even click on multiple people's ads if you want. Then just use Tor's "new identity" feature and start all over again. You can always use [this service](#) to check your IP just to be safe, but I've found Tor to be pretty consistent.

Make sure not to look like a robot when you do this. Spend a random amount of time on each page before clicking off, or else it looks like you're cheating the system (I know, I know, you are, but we want to pretend like you're not). If you're attacking multiple advertisers, then make sure to click on their advertisements in a different order, and not to click on every ad every time. The companies in charge of running these programs pride themselves on limiting click fraud (which is the technical term of what you're doing), and want to minimize their risk of complaint. Thus, if you're doing this for long periods of time and making it obvious that this is what you're doing, then those clicks might be handed out for free to the advertiser just to keep them happy. If that happens, then you're actually benefiting the advertiser instead of hurting them.

This works particularly well if done over a long period of time. If you spend a whole day doing this, the advertiser might attribute the fluctuation in sales per click as just a bit of luck and keep up with their current program. However, spaced out over a long period of time, the results which they are indicating would show that this is no longer a profitable keyword, and that they would be smart to limit their campaign in this particular area. That's when you get the advantage.

By the way, even though I'm only mentioning this on in terms of Google, it works for any pay-per-click program on the internet.

OK, so that's option #1, but it only works to attack profit by tacking on to people who are already paying for advertisement. If your main competition isn't doing that, then you need to get at their profits a different way.

The first step is to figure out how they are monetizing their site. If they use AdSense, Kontera or a similar service, then visit a site like [AllowU](#) and use that to visit your target's webpage. This is a web based proxy service which anonymizes your connection without changing it from time to time like Tor does. It's very well-known for being a good service, and lots of people use it to mask their identity online.

What we're going to do with this site is make certain that it looks as blatant as possible that your competitor is manipulating their advertisements to their advantage. This means that we're going to visit their site through a proxy and continuously click on their advertisements over and over and over again. To the advertisers, this looks like a blatant attempt by the advertiser to falsify their clicks and make some easy money. It doesn't work, but yes, people do try it.

This will get them banned, or at the very least, investigated by Google's AdSense team, and payments will be withheld on their clicks for as long as the investigation is pending. If they are displaying banners for other realtors, then they are going to see the owners of those banner ads complaining about click fraud as well. They'll lose a source of major revenue, and that's a great way to have them lose motivation and abandon a site.

Now, if a site makes it's money by promoting affiliate products, the easiest way to shut them down is to copy their affiliate link and set up a cookie stuffing script on a page you own (registered through [Domains By Proxy](#) of course). Don't use a rotator and don't use the encrypted Javascript. You can even add HTML comments to the page to say something like "`<!--Cookie stuffing Script Here-->`". Remember, we want this to be as obnoxious as possible so that we're sure they get banned.

Now, use Black Hat technique #6, Traffic Spoofing (next chapter), and send hundreds or even thousands of fake visitors to that site. Then go ahead and report your fake site to their affiliate program manager for cookie stuffing. They'll investigate that site, see the cookies being stuffed, and probably ban the affiliate all together. Remember, when

using Domains By Proxy to register, they won't know who owns the domain, so they have no choice but to assume that it's them.

This can seriously impact a site's profitability, and when an owner is faced with the choice of making a drastic change in their site's layout and monetization strategy or abandoning a project altogether, it is surprising how many people will choose the latter. If they stop promoting their page actively, then their site's ranking will begin to fall slowly over time and eventually your site will be good to go.

In general, because this technique works so slowly, it's usually a good idea to try this only in niches where you have a site being promoted primarily by whitehat methods. Black Hat promotional techniques, like link spamming are generally not a good way to go because even if they decide to abandon a niche (which, lets face it, they may not), it will still take some time for their site to fall behind in the rankings. Fortunately, Yahoo and MSN/Live place so much attention on the frequency of attaining backlinks that their site will begin suffering some immediately, but the long-term benefit to be gained is minimal if your site is only going to last a month too.

Unfortunately, if a competitor is promoting a products they have created themselves, and they are getting organically ranked, there is little you can do to impact their profits, however, doing a little Google Bowling can certainly affect their sales negatively.

Black Hat Technique #6 - Spoofing Traffic

Using Black Hat methods, it's also possible to make it look like a site is getting a lot of traffic, even though that traffic is actually coming from automated robots. The number of visitors is limited only by the processing speed of your computer and the number of hours you leave your PC running.

If you can't think of any reason why you'd need to know this, just think about these ideas:

- Spoofing traffic to a domain name or website and then selling that site to someone else. Lots of people don't do adequate research before buying a website and this could net you a sneaky profit
- Selling your traffic to others for a fee. I've heard of people selling 1 million visits for as much as \$50. While I'm not sure who's buying this garbage, obviously someone is!
- Using these techniques to suck out bandwidth from competitors. If someone is stupid enough to host a video on their own site which downloads automatically, spoof traffic to that, and each time a robot visits the page, they'll be opening the video and wasting huge amounts of bandwidth.
- Signing up for a CPV service and sending fake visitors there (be careful! This is expressly against terms of service and will get you kicked out of the program if noticed).
- Use this to boost your Alexa traffic statistics so you can charge more for advertising, or to get your banner displayed more often on banner exchange networks.
- Writing an article for one of those pay-per-visit sites like [Associated Content](#) or [Helium](#) and sending faked traffic to those sites in hopes of getting paid (I don't think this actually works any more, but it did for the first month or two that Associated Content was paying for page views, and I made a killing...although they have suspended my payments and reduced my pagecount since...but I still got away with the cash!)

I'm sure that there are plenty of other reasons you can think of that you'd use this for, and it's a powerful little trick once you know the methods.

Technique –

First you need software. While the most popular program out there for spoofing traffic is Ifaker, I've found this software to be unreliable at best, working sometimes, and crashing my system at random intervals. Not so much fun. A program I've included here called Alexa Rank Cheater works much nicer. That's in the bonus folder. You should also download the [Alexa toolbar](#) from their main page if you plan on growing your site's Alexa ranking.

You should then use a program like [Access Diver](#) (my personal preference since it's free) or [Forum Proxy Leecher](#) to gather and test a large number of working proxy lists, and save them to a txt file somewhere on your computer. To use Access Diver, you click on "My Skill" and then on "Expert". Then click "Proxy" and "Web Proxy Leecher". Set the maximum number of proxies to use to be 99,999 (the max). Now you have to go through and find a lot of different sites which list proxies. A few of my favorites are listed below.

<http://www.checkedproxylists.com/> (you'll have to click through for the current date's list on the bottom)

<http://www.freshproxy.com/forum/login.php?redirect=viewforum.php&f=2&start=0> (make sure to register and save registration details to auto-login)

<http://www.proxy-list.net/fresh-proxy-lists.shtml>

<http://www.proxy4free.com/page1.html>

Unfortunately, Tor doesn't work because it changes proxy too slowly. Hopefully someday this kind of functionality will be built in, but for now, we have to do it this way.

Input this list into Alexa Rank Cheater and then input all of the sites you want to send traffic to, and let it go. If you have at least 512MB of RAM on your computer, I would suggest running it at a maximum of 15 threads to maximize traffic. If you have less than this amount, test out how much you can do while still allowing your computer to perform, and then run it at this.

You can minimize the program so that it runs in the background.

Keep doing this every once and a while and you'll have a nice chunk of fake traffic coming in. Every day or two you should try to change your proxy list, as these public lists will eventually become overused and very, very slow.

Conclusion

Hopefully you now have a much better idea of what you can do with Black Hat Marketing, and you're ready to use it, for good or for evil.

I know that I covered a great deal of information in this guide, and I certainly hope that this information will be useful to you. Remember to read, reread and use it to the best of your abilities, and if you have any questions, you can always get a hold of me via email at jordanmatthews5@gmail.com

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