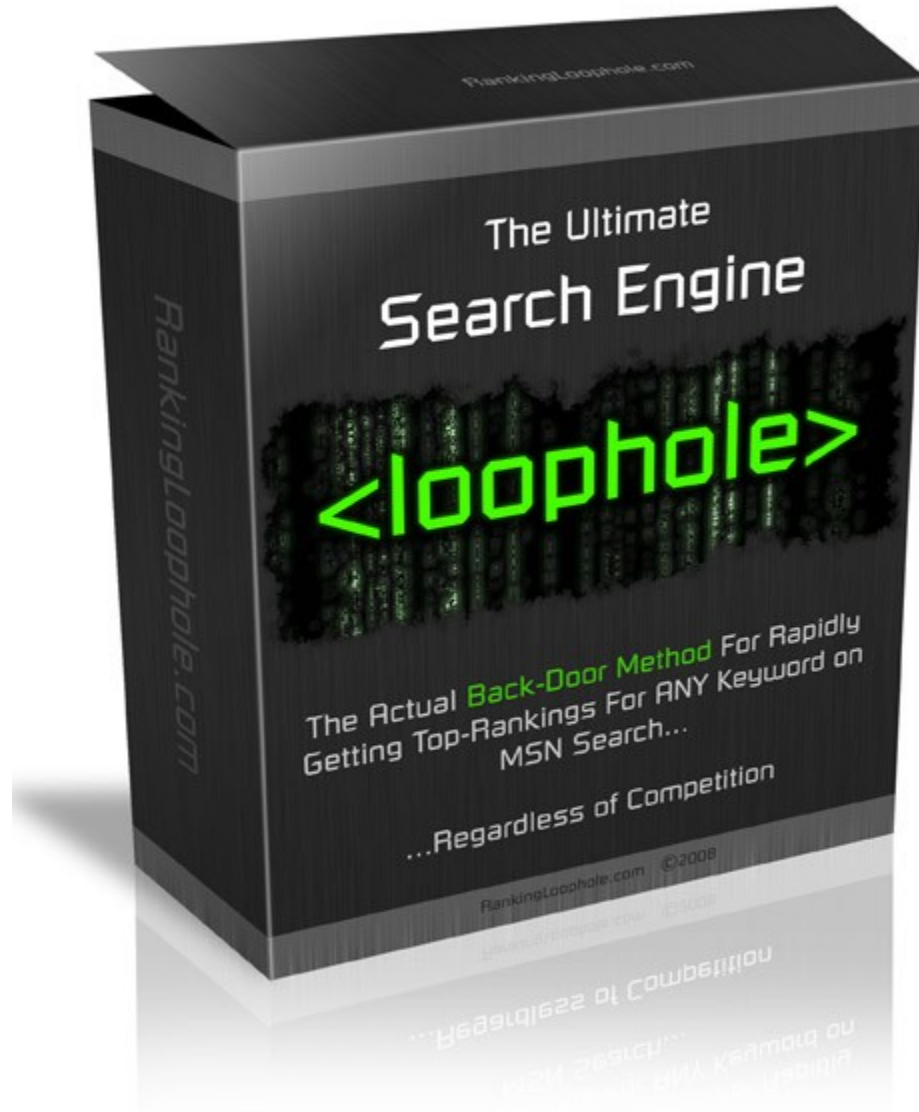


**The Ultimate
Search Engine Loophole
HOW TO CASH IN ON THE LOOPHOLE**



This Guide Written By Chris Rempel

Produced by Dave Kelly and Chris Rempel

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Traffic Means Jack Without Conversion

You can generate all the top rankings you want in MSN, all day long, and you'll still only end up making chump-change unless you know exactly how to choose profitable markets, get in front of the *buyers* in those markets, and supply them with what they're already actively buying...

Supply and demand.

So many people forget this basic principle, and it's the number one reason for failure in business – trying to sell something that people just don't want (or don't want enough).

This applies to any marketing strategy or monetization method – AdSense, affiliate promotion, building an opt-in list, selling your own product, CPA offers – whatever – **it's only going to take off if you're matching relevant supply to profitable demand.**

And on that note, I want you to realize the danger of falling for a very appealing, yet entirely destructive MYTH:

“Do what you love and the money will follow...”

Really?

Think about how many businesses tank for exactly that reason. Someone develops something they're passionate about. Something they think will work. Something that's totally new and revolutionary.

Six months later they've depleted all their savings (and then some) trying to market this “sure shot” thing, whatever it is. And then when they go to consult others for advice, they're usually fed the same old crap:

“Oh, don't give up now – hold on to your dreams!”

“Persevere – eventually if you stick with it long enough, things will just work out...”

And so on.

Now listen – I'm not shooting that down, and I'm not trying to be the condescending angel of cynicism, either. It's important to be passionate, to persevere and to never give up on your goals.

BUT...

Realize that if your goals right now are to make a good living on the net, rather than scraping by (or earning nothing), then what you need to do is **focus on doing things that are *inevitably* going to generate revenue.**

This really isn't rocket science.

You simply sell (or promote) the things that people want, and are buying – by getting in front of those people and presenting them with what they want.

Especially with the MSN Loophole strategy, it's very important to target profitable keywords and then monetize your sites effectively with relevant offers that your visitors will actually respond to.

So like I said – traffic is just one part of the equation. It's the fuel. But you still need the “spark”, and that's where conversion comes into play – and that's what this report will cover.

More specifically, this is what I'll be addressing in this report:

- 1) Choosing markets & topics that will actually make you money
- 2) How to determine profitable keyphrases (and ignore the “duds”)
- 3) Making your sites make real money
- 4) How to build income streams that will last for *years*...

Alright – so let's get started...

Choosing “Money” Markets

This is where most people get it wrong – thus literally preventing themselves from ever earning substantial revenues.

I know this first-hand, and all too well. I wasted 2 full years going after “untapped” markets and getting behind speculative products that had “potential”.

I almost shudder when I even hear the word “potential” these days. No, these days I'm all about proof and simplicity.

Instead of looking for untapped opportunities, I look for clearly-popular markets and already-effective sales processes.

Instead of trying to do something “new” or “revolutionary”, I simply look at what's obviously working for others, and then swipe their methods and apply it to my own projects.

And instead of wondering if something is going to work, I can know without a shadow of a doubt whether an idea will bring about fortune... or failure.

More than that – sometimes I can even literally “pre-calculate” how much revenue is at stake with surprising accuracy.

It's what I call “**Reverse Niche Selection**”, which is what we'll cover in regards to choosing target markets for the MSN strategy.

This process is actually a proprietary method of mine, and one that is actually a stand-alone product, but for our purposes here today, *here's the “Reader's Digest” version...*

Note: If you want to see the full strategy, you can check out [Reverse Niche Selection here >>](#)

In a nutshell, reverse niche selection (RNS) is an *inverted approach* to niche research.

Instead of trying to find markets and hoping they're profitable, with RNS, what we do is look for profits *first*, and then choose markets based on what others are *already* earning within them...

How?

We monitor the following sources in order to get a clear picture of who's making money, and the exact process in which they're doing so:

- **Websites For Sale** (where people buy & sell established sites)
- **Transparent Marketplaces** (where product popularity is openly displayed)

Then, once we see sites (or products) that are clearly profitable and pulling down some serious numbers, then we start delving into market research, keyword discovery, demographics and so on.

But we only do this after we clearly see profit. Just like the famous saying in the movie *Jerry Maguire*, “Show Me The Money!”

Websites For Sale:

Site marketplaces are a very powerful source of research and information. Not only can you clearly see how much the sites listed are making in revenue (to the cent), you can also see exactly how they're driving traffic and converting their visitors to sales.

It's all right there – right in front of you.

The most popular (and in my opinion, best) marketplace is [SitePoint](#). Browse through the Premium and Established categories for a very good idea of what others have done to generate the revenues they're openly reporting.

For the MSN Loophole strategy, what we're looking for in particular are high-yielding markets with lots of traffic and a high visitor-value...

Let the marketplace listings guide you as to which markets are paying off (well), and then start conducting further research into those niches.

Since the “for sale” listings will be trying to provide as much information as possible to woo potential investors/buyers, you'll be literally given a complete “blueprint” for duplicating their results.

Not only can you inspect their site and see exactly what they're doing, their sales copy, etc. - but you can also examine their rankings and PPC ad listings using tools like Quantcast.com, SpyFu.com and so on.

This tells you exactly what's working – and exactly what to target to get similar results...

Transparent Marketplaces:

These include affiliate networks, auction sites, ecommerce networks and other similar sites that clearly display how popular a given product (and therefore market) truly is.

Examples include:

- **ClickBank** Marketplace listings
- **CJ.com** affiliate promotion statistics & averages
- **Amazon.com** Best sellers
- **Ebay Pulse**
- **Download.com** (Shows how many downloads per week, etc)

And so on.

Using resources like those, one can clearly see what is selling like crazy, what's in demand – and what's not.

Since the MSN Loophole is designed to tap into BIG markets with lots of competition, it's best to think BIG when it comes to choosing target markets to go after...

But again – let the *profits* guide you.

By even quickly scanning transparent product marketplaces and “for sale” listings on [SitePoint](#), you will instantly see where the money is, and where the market is spending their money.

Your job with this strategy is simply to TAP INTO *already-existing* demand.

This requires zero speculation or creativity.

All you do is match demand with supply.

And since you already know what's selling – and what other sites are doing to generate their numbers – all you do is apply their approach to YOUR “money sites”.

Badda bing – that's it.

See?

Internet marketing isn't really that hard. You just need to see it from the perspective of *supply and demand*. Real people will be landing on your pages. Not statistics, or “hits”. Real people, with needs, wants and desires.

They will only respond to things that fit their desires and grab their attention.

This is why it's important to know what they *already* want. And others have already done all the hard work for you. You just need to “swipe it”, like how I just explained.

Alright – now that we know how to “reverse select” a market, as well as what to sell/promote, let's talk about how to develop a list of profitable target keyphrases for your money site network for maximum profit...

Determining Profitable Keyphrase Targets

Keywords and keyphrases are a REQUEST.

Like I just mentioned, **your visitor is a human being that needs something.** He/she is not a “piece of the internet” that shows up in your web stats, and then perhaps in your bank statement. (Always keep this in mind when you're creating your sites.)

And they're telling you what they need based on what they're searching for. Now, what we need to do in our target market(s) of choice is to determine which of these needs are urgent or pressing enough to justify an action.

Whether that action is a purchase (affiliate sale), a request for information (CPA lead offer), or even an AdSense click, **you need to be targeting visitors who want to take action** on whatever it is they're seeking.

Their actions = your results.

Make sense?

Good – so with that in mind, let's go over how to determine which keyphrases are worth pursuing...

We'll use the “Debt Relief” market as an example. As you can imagine, there's a lot of demand in this market, and many of the visitors are desperate and motivated to act (in an attempt to fix their situation).

There's also wide selection of companies in the “debt relief” niche who will pay anywhere from \$1 to \$10 or perhaps even more per *lead*, where you get paid that amount each time you send a visitor to their offer and they simply fill in a form (no credit card payment – just an info request).

This is called cost-per-action, or “CPA” affiliate marketing, and it can be very lucrative, with very high conversions...

Anyway – I just entered the root word “debt” into [Google's Keyword Tool](#), and it of course came back with several hundred results. Even though we're targeting MSN, understand that keyphrases in this case are simply just an indication of demand.

Even though MSN will send different amounts of traffic, and may perhaps have some differing performance in regards to keyword popularity, in general, a search engine is a search engine and demand is demand. So we can use Google's data to accurately determine relative demand. (Traffic figures will differ, though).

What we're looking for are specific requests to complete an “action”.

Not requests to learn, or read, but rather to *act*.

Let me show you what I mean by this:

Here are the first 20 keywords that come up, in order of popularity and overall search demand (ordered highest to lowest):

1. debt
2. credit debt
3. debt loans
4. debt consolidation
5. credit card debt
6. debt loan
7. debt consolidation loan
8. debt management
9. credit debt consolidation
10. debt help
11. debt relief
12. consolidate debt
13. debt collection
14. debt counseling
15. debt free
16. bad debt
17. debt consolidation loans
18. debt settlement
19. in debt
20. debt reduction

Each of those 20 keywords receives, according to Google, more than 100,000 searches per month. The top 4 phrases receive well over 1 million searches monthly.

What our job is now is to identify the most “action-oriented” keywords within the top, most-trafficked keywords in the niche.

(This is contrary to the typical long-tail Google strategy. With MSN, we want to go after the “gold” keywords, but we also want to be generating *profitable* traffic...)

Take a look at the list above and let's pick out the 5 most “action oriented” keywords of the bunch. Keywords that, according to our “gut”, seem like something a person would be typing into a search box if they wanted to take an action as fast as possible – not just to research, learn or educate themselves...

The first 3 are too vague. Some searches for those may be legitimate action-oriented, but some will also be “general” searches, or people doing basic research.

Number 4 (debt consolidation) is definitely more “action oriented” than the first 3, and it still gets searched for, according to Google, more than 1 million times monthly. A worth consideration.

Moving down the list, number 7 (“debt consolidation loan”), seems far more action-oriented. The visitor is searching for borrowing options. That one's a winner.

And again, number 9 (credit debt consolidation) is very much action-oriented.

In fact, here's the list again, with what I would, at first glance, consider to be the most action-oriented phrases bolded and in red:

- debt
- credit debt
- debt loans
- **debt consolidation**
- credit card debt
- debt loan
- **debt consolidation loan**
- debt management
- **credit debt consolidation**
- debt help
- debt relief
- consolidate debt
- debt collection
- debt counseling
- debt free
- bad debt
- **debt consolidation loans**
- debt settlement
- in debt
- **debt reduction**

Obviously, this is just speculation – and it's only for the purpose of example.

But it's a good place to start. My whole point here is to stress the importance of focusing on aligning your efforts so that you're targeting the most-profitable, action-focused visitors in the market.

This truly makes all the difference, folks.

Some keywords pay, and some just don't. But more often than not, doing a simple exercise like this to determine the “action” keywords will put you on the right path straight from day one.

(Keep this in mind when you're doing your “reverse selection” process – take a look at the keywords those sites are targeting in their title tags, header tags, etc)

Anyway, from this point, what we'll want to do is conduct further research into our keyword list.

I'd suggest using a tool like [SpyFu](#) (even the free demo reveals a lot) to get a good look at how much advertisers are paying to rank for those keywords in Adwords, as well as how *many* advertisers are competing for them.

This isn't always the “be all/end all” conclusion as to the viability of a keyword, but one thing's for certain – you do NOT want to be ranking for keywords that aren't valuable or competitive.

The whole point of using a loophole is to gain an unfair advantage and accomplish something that's usually really hard :-)

And finally, as I'd briefly mentioned above, just simply research the niche itself and run searches for all of the main keywords.

Make a list of all the top-ranking sites in the niche (it will be a handful of authority sites, usually), and take note of how they're optimizing their sites, and which keywords they seem to be “gunning for”.

That alone will tell you volumes...

And those are the basics of keyword research.

Once you have your “Top 5”, and you're confident that they're both action oriented and profitable (based on advertiser competition and avg. bid price), then it's time to roll out a mini-site for each target keyword...

Making Your Sites Make Real Money...

In this business, your visitor value is paramount.

And believe it or not – it's very easy to literally multiply your revenues just by making (seemingly) small changes to your site's content, layout and offer.

In fact, these small changes are the difference between making chump-change or generating *life-changing* revenue.

So pay special attention to this section...

The MSN Loophole is all about direct-response. Yes, you can now generate a LOT of traffic by using this method in a variety of markets, but your results are driven solely by your ability to effectively compel your visitors to ACT on a

desired course of action (click on an offer, fill out a form, join your list, click an ad, etc)

And the average ratio of actions per 1000 visitors (or any sample size) is going to determine your visitor value.

Here's some tips for drastically increasing visitor-value, below.

And I'm not talking about *marginal* increases in revenue. I have personally seen sites of mine go from earning a few bucks a day to generating thousands in commissions per month, JUST by making changes like this.

So don't shrug this off.

How to Multiply Your Average Visitor-Value

- **Display your offer in the top-fold.** As soon as the page loads up, your visitor should be confronted with the offer, without having to “read” or scroll down.
- **Make the offer interactive.** Involvement tools like drop-down forms, multiple-choice forms, quizzes, searches and so on are very effective in terms of instigating the “click”. Use them whenever possible
- **Switch up your affiliate offers/merchants and measure results.** Send each of the major merchants in the niche 1000+ visitors and see which one performs best. Stick with the winner – this alone can literally transform your earnings.
- **Don't hype, just refer.** Nobody likes being sold to. Avoid hype or too much “excitement” on the page, and stick with a more informative, compelling tone. Let the merchant or offer page do the selling.
- **Use exit-pops to “rescue” exit traffic** if someone clicks the back button in their browser. This will instantly increase the value from some of your would-be abandoners.
- **Keep the page CLEAN and FOCUSED.** Just promote one thing per money site. Trying to give the visitor options will simply confuse them and send them running.

Just some helpful hints that will make a world of difference for you...

In fact, here's a [SAMPLE WEBSITE](#) for you to use as a reference. (Please just use it as a guide – don't copy or plagiarize...)

Building Income That Lasts..

This “loophole” has been working for several years, and it's working just as well right now, today.

Dave and I are confident that it will continue to work for a long time to come, simply because MSN seems to have lost interest in their search engine. It's basically a failed endeavor for them, which is obvious due to their lack of innovation or improvement in recent times.

However – even the most established authority sites can (and do) often “fall from grace” when it comes to search engine rankings. In Google, MSN, Yahoo – wherever – it just happens.

It's simply not in your control.

Now – don't get me wrong. This isn't a crap-shoot. Search engines aren't complex animals. They simply spider around the web and index content, and they need content.

So long as we're providing content and matching their algorithm – we'll have traffic. Plain and simple. Especially with MSN.

But regardless, let me share with you exactly how I am using this loophole right now:

I'm building targeted, opt-in mailing lists in ultra competitive & profitable markets.

This way, even if ALL my rankings were to dry up for some reason, I can still leverage my subscriber base(s) for literally years to come by providing them with relevant content, offers and other monetization strategies.

This, by the way, is how the real money's made online.

Building a targeted list of subscribers in HOT markets who genuinely enjoy your broadcasts is a ticket to massive wealth. In effect, it allows you to generate traffic (and sales) at will – whenever you feel like it.

And it doesn't take long to build a subscriber base into the thousands. If your subscribers trust you and enjoy your content, then when you occasionally recommend affiliate products – or create your own paid content – you can see incredible results and conversions.

In fact, without exception in every market where I've built up a mailing list, I have yet to make LESS than \$1 per subscriber per month.

Think about the impact of what I'm saying.

It might take several months or even a year to build up a responsive, profitable email list – but once you've “got it”, you'll no longer be held hostage by rankings (and traffic) that, ultimately, you don't control.

But for right now, and likely for a very long time – this loophole is working like crazy, and you can tap into serious traffic quite easily.

Building lists into the thousands (and beyond) should be no problem for anyone who takes action on the Loophole Blueprint and chooses their market and offer effectively.

This is something I strongly recommend.

And this is also a seriously profitable opportunity right now for anyone who reads this and “gets it”. In fact, building a client-base (readership) that you can contact automatically and instantly – on demand – is the difference between just “making money” on the net, versus building a business.

Not only can you make far more money when you actually have a business (a client base), but you can also grow far faster than a typical website publisher.

How?

By doing cross-promotions with other publishers and employing your own subscribers through various means to help you build your business (viral marketing, recruiting affiliates, etc)

This is a crucial step for anyone who wants to see lasting profits for years to come.

Hint: Join all of your competitor's sites mailing lists and newsletters to keep a pulse on the market, and to get an idea for what you should be doing. When you seem them promoting something multiple times, it's an indication that they're making a lot of sales with it.

Note: I use [Aweber](#) to manage my lists, and suggest you do the same. This ensures far greater deliverability than running your own mailing program, and there's also less hassle with spam complaints, managing unsubscribes, etc. It's all automated and simple.

Well folks – that's about it for this report.

Remember the key points of monetizing the MSN loophole:

- Identify the profit *first*, and then research the marketplace
- Look for “action” keywords
- Design your sites for maximum CTR and conversion
- Build a subscriber base in hot, profitable markets so as to benefit from your visitors over, over and over again – not just once

If nothing else, just take away one thing from this report:

Making real money online isn't about talent or skill.

It's about matching supply with demand.

Give the right people what they want, and you will see results.

Then do it again. And again.

That's all there is to it :-)

Sincerely,

Chris Rempel
TheLazyMarketer.com

About Chris & Dave:

Dave Kelly is one of the founders of SEO, really. Dave has been at the forefront of the industry since the beginning of search itself. His main business site is Arundel Net Marketing

Dave was one of the most highly-sought-after SEO consultants when he used to take on clients, and he now operates and is involved in similar projects, although not as a consultant.

Chris Rempel is mostly known for his recent release, “Confessions of a Lazy Super-Affiliate”, which gained popularity with its tell-it-like-it-is antics mixed with non-traditional teachings. Chris' primary website is TheLazyMarketer.com

Chris is skilled at blending formulaic strategies (like SEO) with leveraged business building tactics.