

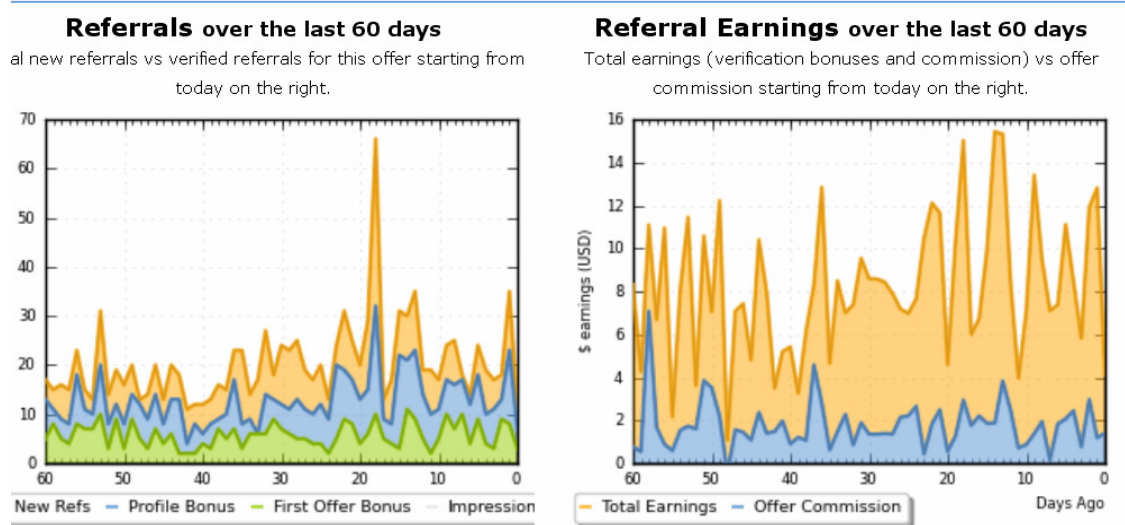
The Ultimate Referral Guide V. 2.0 ©

By Jacob Arensus

The following is a guide to assist in the creation of an efficient referral network. This guide was specifically written and designed for use on the Points2Shop and Cashle network.

Contributing author(s), and special thanks to:

Lacrimosaangel



A random 60-day window of referrals coming into JacobArensus' Points2Shop account

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Welcome:

Welcome to version 2.0 of Jacob Arensus's premier Referral Guide, specifically written for use on Points2Shop (www.Points2Shop.com)! Version 1.0 helped over 250 wannabe Points2Shop promoters earn hundreds of referrals themselves. Now you can promote like the best!

Since Cashle and Points2Shop are sister sites, this referral guide will teach you the steps to becoming a great promoter on either systems.

This e-article is written to give you the most comprehensive knowledge of setting up a complete referral network without spending a dime. I know it might seem like a daunting and a lengthy read to some, but I fully recommend getting a cup of coffee, sitting down on a comfy chair, and delving right into it (and take notes in the margins!). This can be a very fun process, especially when the newly found cash starts to roll in. It can be very rewarding and at *minimum* you will learn a lot.

Introduction:

First off, I said it before and I will say it again... I do not have a degree in English. I have several degrees, but none revolve around writing or creative communication. My grammar sucks and my spelling is only as good as Microsoft Word's spell checker. I still can't do my own laundry properly as I have a perpetual habit of shrinking my socks and dying my white t-shirts bright pink. However, I can earn a few thousand dollars simply by promoting the great system known as Points2shop, and if you would like to learn how to refer new members to capitalize on the Points2Shop referral system, and can forgive my terrible writing and laundry habits, please read on!

I am going to teach you how to start up your own referral network, that will be more stable than the cliché network you may find elsewhere. I call it the "shotgun method", but this will be discussed in due time.

In this e-article, you will learn how to use my system to funnel traffic to Points2Shop to earn the promoters bonuses. You will receive \$0.50 for a sign-up, another \$0.50 for verification, and 15% of their lifetime earnings. That’s not all... if your referrals refer someone, you will get 3% of *their* earnings, and if they even refer someone else (your third level) you will get 2% of theirs. These small percentages, if spread across hundreds or thousands of users, become a huge amount of monthly income – something I will call an “income stream”. As of writing version 2.0 of this e-article, I have over 11,500 referrals myself, and you can too!

Since this new version of my referral guide is sponsored by the great makers of Points2Shop (P2S), I will assume you already know how to register and make a new account on the P2S website. Although this may seem trivial, it is important to understand even the simplest things, such as the sign-up process, to be able to better convey it to your audience. Every single person on the internet is a potential new referral and a new \$1.00 just for you.

Lets Get Started:

Let’s start with the basics. Log into your account and Go to ‘Refer Others’ at the top of your screen and click ‘Refer New Users’ as shown below:

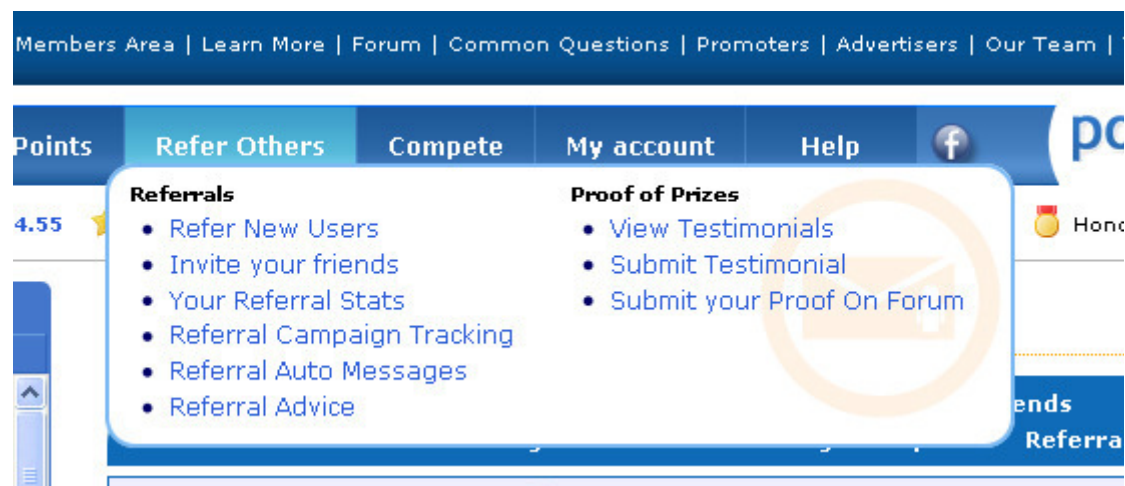


Figure 1: The “Refer Others” button (zoomed in) on Points2shop as of March, 2011.

Under the “Refer New Users” site you will notice a vast variety of banners and links as you scroll down the page. All of these are your “referral links”, and each one is a different version. Simply look at the description and you will see why they are different - each one however will accomplish the same thing - they will earn you cash!

When you place these links (one of them) somewhere and a new user clicks it, you will get an “impression”. This impression will be logged under your referral statistics page, which you can view at any time by clicking the number next to the text “Referrals” at the top of your screen.

Impressions are *not* new referrals and you won’t get paid for an impression (this is very important). However, monitoring your amount of impressions is a great way to determine if your link placements are working correctly. This is because if people are clicking your link, you will automatically be getting these impressions. The ratio of impressions to actual “referrals” (which I will talk about shortly) is a great way to determine if your link is placed in the correct location. A low referral to impression ratio means lots of people are clicking your link (impressions), but are not deciding to sign up (referrals). This means although you have found a popular spot to plant your link, your target audience may not be ideal or the way you are pitching the link is not working – all of which will be discussed in the upcoming sections.

A referral is an impression (see previous paragraph) that proceeds to sign up and make an account. Once this impression turns into a referral, you will get \$0.50 (they have to confirm/validate their email address for this to happen). After validation and his/her first attempt at earning something, you will get another \$0.50. You will then proceed to earn 15% of his or her entire income stream. Once this happens, jump up in the air, raise your hands and shout: “it has begun!” as loud as you can. End it with your best impression of a mad scientist’s laughter. Your brand new monthly salary has started and shall only increase from here on out. It truly has begun!

Do not think that simply getting a website and plopping it at a fancy domain (website address) can get you referrals. This is a classic misconception. The trick obviously, is determining how, where, and when to implement your referral link. Sure you can

flood every forum or blog page you can find, but this is tedious and will only get you a few referrals at a time, if any. More often than not, you will simply be banned for spamming which is against the terms and conditions anyway. This e-article is being written to generate you hundreds of referrals, with minimal effort, and to give you the strategic tools you need to rapidly increase your referral empire at your will. The art of referral placement is a delicate one and this is where we are headed. From here on out, you will learn *at minimum* the following topics:

- What the “shotgun method” actually is.
- What a primary hub and secondary hub is.
- What a satellite (website) is.
- What S.E.O. (search engine optimization) is.
- What specific websites you can and should use to promote your referral link.
- How to use the specific sites mentioned in the previous bullet.
- What “pitching” and “tone” is.
- The different between targeted and untargeted traffic.
- What a “backlink” actually is.
- How to use articles, blogs, forums, facebook, videos, etc. etc. to increase your traffic...
- Google Adsense and Google Adwords
- And everything in between, and what some of the “jargon” people in the forums use to describe certain tactics.
- I will also mention numerous systems which you should NOT use.

The methods I describe have worked for me. I will not describe over-the-top methods that I have not tested myself, as I shouldn't preach something that isn't proven. What I do teach you is an actually proven method(s) and my profile on Points2Shop lends credence to this.

The Art of Referral Link Planting:

The art of planting a referral link in the right spot really revolves around creating your own circumstance for that. That may sound stupid and cliché, but that is the truth.

Most people, when they talk about referring members to a service rely on something called Search Engine Optimization or simply S.E.O. Although this is important (and we will discuss this shortly) the way you actually implement it is the major issue.

S.E.O. techniques simply revolve around the process to increase your ranking (known as page rank) on popular search engines such as Google, Yahoo, Bing and others. When you type a search term into Google for instance, a website's page rank determines how high up on the list that website will appear. Since the majority of people only click or even see the first two listings, getting these page rank 1, or page rank 2 spots is very popular. Get there and you will receive a lot of impressions and potential referrals. However, as we proceed, do not think that S.E.O. is the sole way to earn referrals – it isn't by any means.

Past referral networks, which use S.E.O., rely on a “spider-web” technique as shown in Figure 2. The main hub is the website, article, or blog for which you are going to direct incoming traffic to the referral GPT site. This main hub is going to be your main area of focus, and will give you the most flexibility if something in your network should go wrong. This is also where you plant your referral link.

All of the other smaller satellites hovering around the main hub (the smaller black dots) link to the main hub which creates back links and other pathways to drive traffic to the primary hub. This directs “targeted traffic” to your site. Targeted traffic revolves around visitors that are specifically looking for something. That specific something (e.g. free Facebook credits) is what you told them about on your satellites. Your main hub (or secondary hubs) is where they are going to find it. This will all become clearer as we proceed.

Non-targeted traffic is something you should avoid like the plague as a promoter. Non-targeted traffic usually results in a simple page view, and only rarely an impression! You want targeted traffic as this is what is going to earn you income. Targeted traffic becomes impressions and referrals. What you don't want is non-targeted traffic (yes I am being redundant as this is an important point). All this does is falsely boost your page hits (if even that), and will ruin your chances of monitoring

your impression to referral ratio correctly. You will also lose money if you start getting unverified referrals as your promotion rating will drastically decrease on Points2Shop. Since you can only ever have one account on Points2Shop you really do not want this to happen! Consequently you should AVOID things like:

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

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

Although these promise thousands of visitors per day, users that do in fact visit your site are simply doing it to gain ‘points’ or benefits themselves – as these systems “reward” members for such things. Thus these systems fall into a terrible category of internet marketing for internet marketers that market to other internet marketers (did you catch that?). Basically, everyone that joins and visits does not want anything to do with your system, they are just visiting to get their own benefits from the source sites – an endless, mindless loop. This creates non-targeted traffic and can really hurt your promotion account.

Let’s get back to Figure 2 as we are going to talk about the “shape” of your referral network.

Each one of those little black lines is a link back to the specific site. These are called backlinks. Backlinks are something you can create yourself, or have others create for you. Whenever a site (article, blog, forum comment, profile...) links back to a site that you own, that counts as another backlink for your specific site.

Backlinks increase your search engine performance (such as your Google ranking) and all of the satellites gobble up outside traffic to direct to the hub – which is also a gobbler – it seems I am going to be using eating references. The problem with this however, is if a “branch” is removed (for example, your internet host deems it spam and removes it, the link becomes old and stops working or whatever the reason may be) the referral network greatly suffers. This is NOT the case in the “shotgun method”

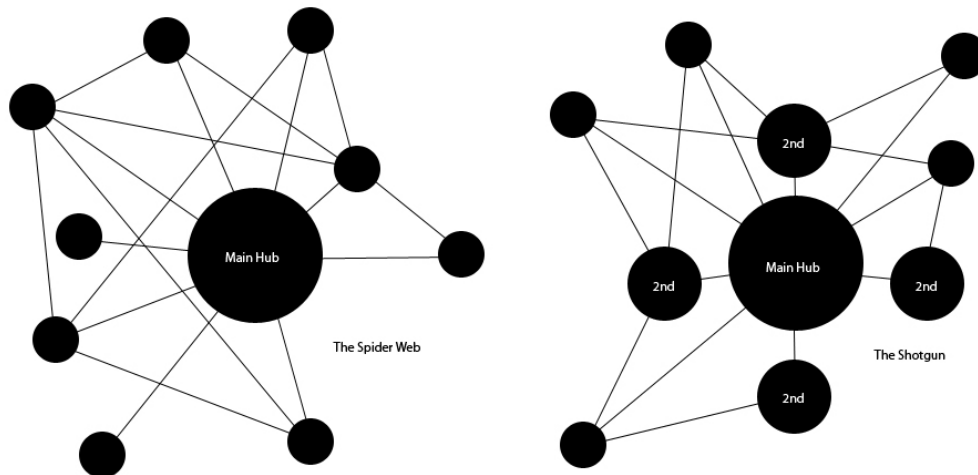


Figure 2: The “Spider-Web” and the “Shotgun Method” designed by Jacob Arensus.

In the shotgun method (which you will become a master in), you create a main site, blog or article, which you then decide is your main hub (the big black dot in the centre of Figure 2). Instead of funnelling all traffic directly to it however, you create secondary hubs of the same nature. Each hub, both primary and secondary, link back to each other (backlinks) but also includes your referral link. The floating satellites (smaller articles, blog comments, video comments etc.) continue to do the same thing. They all funnel traffic to your primary hub, but also the secondary hubs. These satellites however can be “fire and forget” missions, where you simply comment on something, plant your link in a relevant manner (never spam!) and leave it to never see again. Your secondary and main hubs should keep being updated gradually. This also makes it much more appealing to the visitor. This system is a much more stable referral model, and will keep traffic high for longer periods of time. If one “branch” fails, the others pick up the slack. If one “branch” fails in the “Spider-Web”, the poor thing comes crashing down dramatically. If your primary hub is inexplicably destroyed (for unknown reasons) it is very simple to turn a secondary into a new main hub! If you lose your main hub in the Spider-Web, you are toast.

Enough with the Analogies and Jibber-Jabber! Teach Me!

OK! Don't yell! You have actually learned quite a lot about referral systems, although you might not know it yet!

This is where the strategy comes in, and where I reveal some major money making secrets... other referrers are not going to be happy with me for sharing. I am going to tell you how to create your own shotgun network, to funnel targeted traffic to your referral link, and I will give you the names and step-by-step instructions for each solution you should do. This includes what sites to use, what search engines to submit to, and how to work the system. Have no fear, none of these techniques cost a penny.

First off, your main primary hub should be the most thought out. This should be an article, blog, or (more often than not) website that will have your referral link in it, and where it explains the entire process to each and every visitor you might have.

Since you are referring to a GPT site (get-paid-to), there is potential for users, such as yourself, to earn anything free. This is what your pitch theme should be, and should be your main tool for acquiring targeted traffic. Pitching, although also in Baseball (a pitch is also a football/soccer field for U.K. readers that also want a sport analogy), is what you do to give an idea to another user. If your pitch works, he or she will become a referral and start to earn, also earning you income. If it fails, he or she may simply become an impression (see above) or a singular hit on your website... nothing more. Learning to pitch well really can make a big difference.

Remember, an impression is someone that clicks your referral link. They may or may not sign up. Only when they sign up do they become a referral. A page view on the other hand, is someone that views that page your link is placed on. They may or may not become an impression.

Some common pitches are: Free Microsoft Points, Free iTunes Cards, Free Ipods, Free Gadgets etc. etc. and all of that. Obviously you can use one of these, but if there are tons of other people doing these pitches there is nothing to guarantee a visitor would choose your referral link, over one of theirs. Consequently, you need to come up with a unique pitch (or one that isn't flooded already) that might not have already been thought out. This is where you should brainstorm. It can be anything.

One thing you should think of while you consider a pitch is what your target audience is. If you are pitching free Microsoft Points for instance, you are probably targeting 15-30 year olds who have an Xbox 360. On the other hand, if you want to pitch free makeup, or even free diapers, your entire target audience changes. Although the latter examples may sound funny, they work! Mine (like a gold mine...) the correct target audience, and pitch it so that your target audience understands it correctly, and it will create a great main hub!

This brings up the point that your main hub should be written in a tone for your target audience. Don't start talking about Playstation games if your target audience is Xbox players. Don't start talking about male cologne if your target audience is new moms that want to make money while watching over baby Jimmy. Choose your tone wisely, and pitch it with confidence. Avoid harsh language, clichés, stereotypes, and keep things positive when writing your hub text. Be polite, and always tell the truth. You want your reputation to be a good one so that your traffic remains high, and so they tell their friends about your awesome information.

Now let's get back to discussing your primary or main hub. You are going to want to use any of the following to produce your main hub:

Weebly at www.weebly.com

Squidoo at www.squidoo.com

Triond at www.triond.com

HubPages at www.hubpages.com

Don't go to one of them yet! Keep reading to understand before choosing. I recommend using all four of these systems in developing secondary hubs and satellites as well. Triond for instance is a terrific satellite generator. I will discuss all of these systems so you can fully understand them and know how to use them. I will focus mostly on the first three.

The homepages of each of these systems at the end of 2010 are shown below:

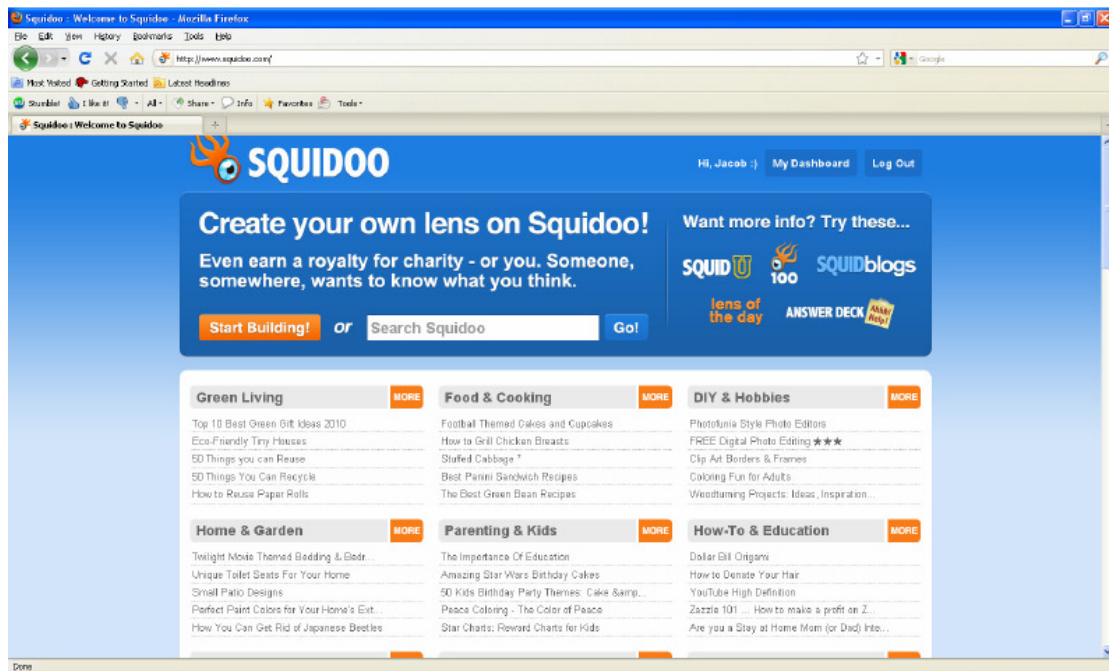


Figure 3: The homepage of Squidoo as it was at the end of 2010.

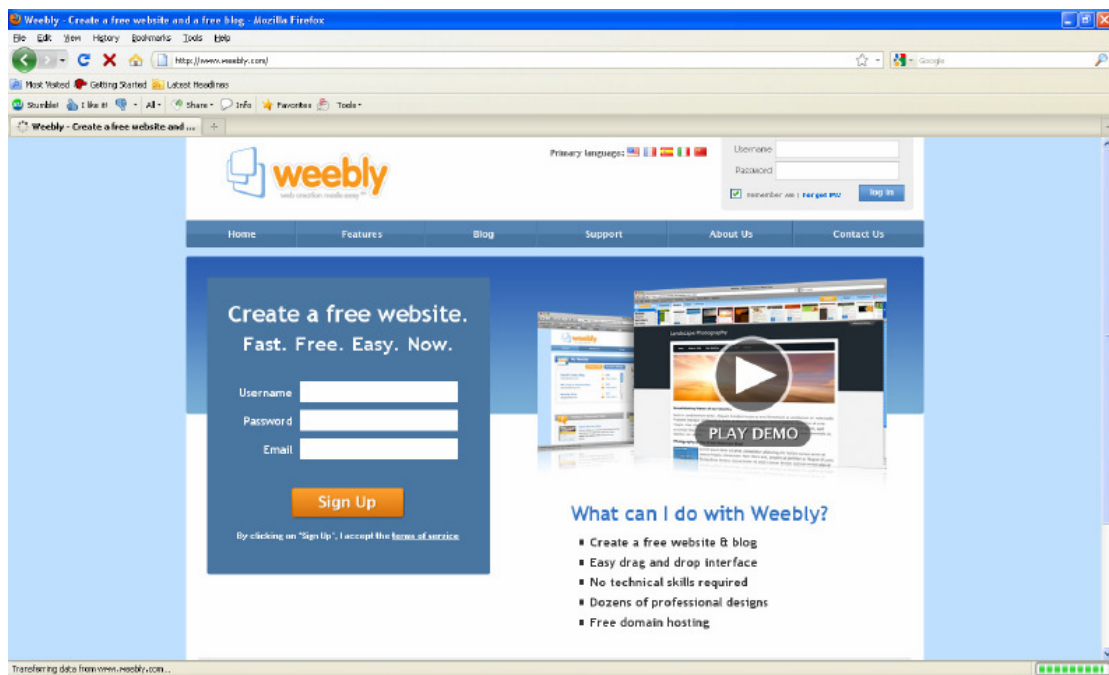


Figure 4: The homepage of Weebly as it was at the end of 2010.

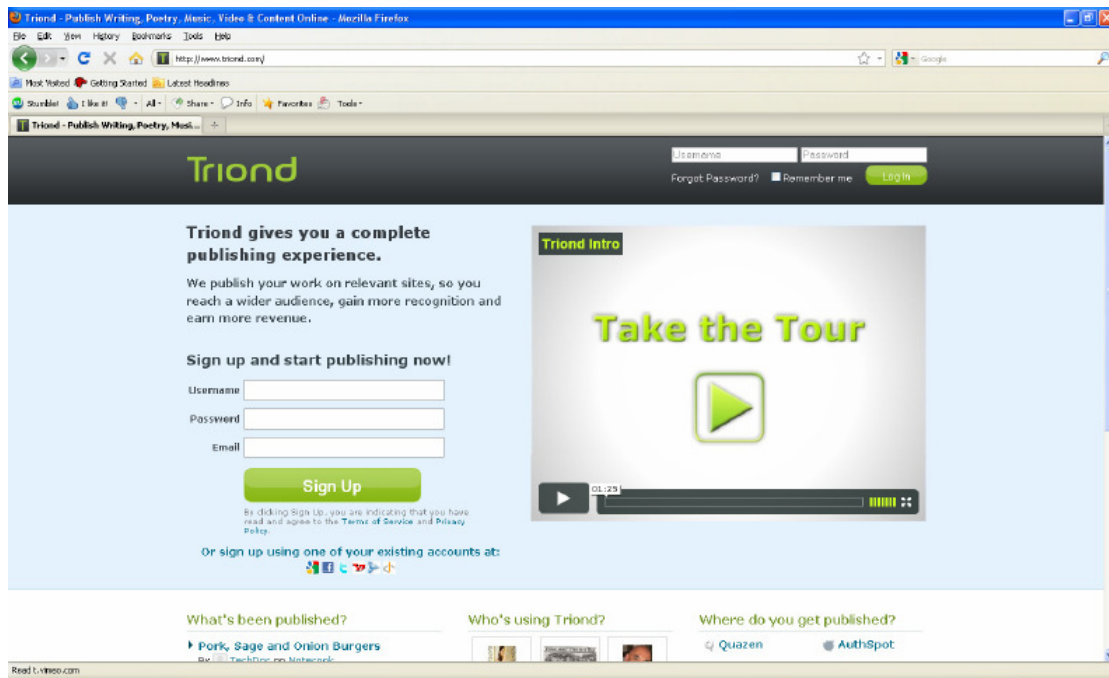


Figure 5: The front page of Triond as it was at the end of 2010.

I would recommend either Squidoo or Weebly to create your main hub, although people have had success with Triond as well. Squidoo and Weebly create a basic website for you, for free, that you create with a simple drag and drop interface. They even give you your own domain name (subdomain of their system) which you can later attach to your own custom domain name. Do you want a picture here... oh, drag it there. Do you want some text here... oh, drag it there. It is very simple, you don't need to know any form of computer programming, and it's quick to learn – again it really is very simple and you can wip out a nice sum of secondary hubs quite quickly. My personal main hub was created with Weebly.

Triond on the other hand is a massive article submitter, publisher and community. That sounds like a mouthful but again, it is really simple and can earn you a lot of referrals and cash. The best part is, you will also get paid by Triond for visitors to your article. So although your goal is to refer to users to Points2Shop, you will earn from Tiond as well for creating good articles. This is a great opportunity to create backlinks and satellites really quickly as many of the articles have a high page rank on Google (see introduction chapter for more information). Triond is also a great place to meet other writers and form a community. You can team up with other promoters and

help promote articles (that direct traffic to your hubs and subsequently Points2Shop) and see what everyone else is writing about. You can even comment on articles and leave other links within those comments. You can sign up to Triond at www.triond.com but if you would like to be a part of my fan group and see my own articles and how I write them, and allow me to see yours (and give comments on them), feel free to join via my fan link at: <http://www.triond.com/rw/379888> . I can then better coordinate help on your individual articles. Remember however, the ultimate goal is to get more referrals to Points2Shop (and Cashle)! And this is what is going to happen.

The above is the same for Hubpages, although Hubpages has its own community search field as well. All four of these sites I mentioned are free and relatively simple to use (although my recommendations remain). Squidoo and Weebly give you more control over your domain name, and you can even link it to a domain name that you might already own. Don't worry about this if domain names confuse you – they give you one for free.

Create your main hub with any of the sites above, and place your referral link on the front page, somewhere. It needs to stand out among the rest of your content. Remember when designing your hub, that “simplicity is beautiful”. Don't clutter things and animated .gif's rarely look professional. Now go on, do it now!

You can always continually update and design your hub as you go along. Updates to your main hub often also show users that the space is ‘worked’ and that someone cares for it - something that helps reputation. After completing your main hub, create two or three secondary hubs also using one of the solutions above (Triond is great for secondary and satellites). Do the same thing, but keep it simple. Add some pictures and plant your referral link. Also make sure to put a link to your main hub somewhere on the secondary hubs. This also helps with backlinking which was discussed previously.

Let us move on ever further!

Now that your primary and secondary hubs are created, you are going to want to create your satellites to funnel targeted traffic and to fan the flames ever higher! The first thing you are going to want to do is make your website available on major search engines. Add your URL to Google and do the same for Yahoo, Bing, and any other search engines you want. You can do this simply by going to the search engine and search for “add URL to”. Google’s for instance is:

<http://www.google.com/addurl/?continue=/addurl>

Click the link for that search engine that allows you to add your URL (website address) there. After a few weeks (yes a few weeks... be patient) your site will be “crawled” and available on those engines for the world to see. It takes this long because their directories are so large!

Now, to create the satellites in your epic referral “Shotgun”, you are going to want to use some other solutions as well, to rapidly create back links and to point traffic to your hubs.

Use the following:

www.reddit.com

www.newsvine.com

www.stumbleupon.com

www.digg.com

Sign up for each one and start seeding the URL’s of your hubs in each one. Reddit, digg, and stumbleupon are simple bookmarkers that will continually drive small amounts of traffic to your hubs. Newsvine allows you to report on an article and creates an article abstract – this is GREAT in conjunction with Triond as mentioned before.

All of these create little nuggets of information that can drive traffic directly to your hubs. They are all free, and easy to do and will migrate targeted traffic to your “Shotgun”. After you have created your hubs, and your satellites, monitor your traffic. Weebly, Triond and Squidoo all have traffic statistics for free right on their dashboards. Also watch your total impressions back at the Points2Shop website under your referral tab. You will notice that after about a week, your impressions will increase! It is working!

Using Youtube as a Satellite or Hub for Referrals:

To increase your traffic to your network, you can also create a video and upload it to Youtube at www.youtube.com. An easy way to do this, if you do not want to personally be in the video, is to create a Microsoft Power Point presentation and record it with CamStudio (a free software package online – just Google it). Give your pitch in the video, and put a link to your primary hub in the information section of the video. This too will drive traffic, in essence making Youtube a new satellite for further targeted traffic. It also adds to glamour to your main hub, and is something people like to see.

I originally wrote a mini-article that would help users with Youtube marketing, so I think it’s best if I post it below for this subsection:

Knowing your audience:

Here I will discuss some tactics which surround Youtube. This is a decent method to start earning referrals as a secondary hub or satellite (cf. referral guide mentioned above for more information on these words). Putting all your eggs into this basket is not advised. Youtube should only supplement your other referral hubs and satellites, to drive traffic to them. Consequently, I wouldn’t put your referral link on a Youtube video, only a blog or site that you are using to funnel traffic to! This makes the system more stable, just in case your videos become outdated, badly rated, removed, or you simply forget about them. Stability is the key of the “Shotgun” method...

Firstly, we should discuss how to create a proper pitch in a Youtube video. For this, I will quote a portion of the referral guide mentioned above. If you have already read this, feel free to skip it:

“Since you are referring to a GPT site, there is potential for users, such as yourself, to earn anything free. This is what your pitch theme should be, and should be your main tool for acquiring targeted traffic. Pitching, although also in Baseball (a pitch is also a football/soccer field for U.K. readers that also want a sport analogy), is what you do to give an idea to another user. If your pitch works, he or she will become a referral and start to earn, also earning you income. If it fails, he or she may simply become an impression (see above) or a singular hit on your website... nothing more.”

...and most importantly:

“One thing you should think of while you consider a pitch is what your target audience is. If you are pitching free Microsoft Points for instance, you are probably targeting 15-30 year olds who have an Xbox 360. On the other hand, if you want to pitch free makeup, or even free diapers, your entire target audience changes. Although the latter examples may sound funny, they work! Mine (like a gold mine...) the correct target audience, and pitch it so that your target audience understands it correctly, and it will create a great main hub!” You absolutely need to know your (1) target audience, (2) the scope of that audience (that is, how big it is in reality – not necessarily what it ‘could’ be) and (3) if it’s a flooded topic already.

Don’t expect to make a “Free World of Warcraft” account video and have it take off right away. You need to know your market. Get unique and original here, don’t worry if it doesn’t work, there is no limit on how many attempts (videos) you can do. Find something that works for you, and roll with it! Try something that you are relatively familiar with. If you know baseball cards for instance, and you know the relative values of some of those cards... pitch it! Tell them they can get this such-and-such a card for free right at Points2Shop!

How to make a quick, decent video – one method:

The majority of us are not epic video makers. We aren't Steven Spielberg and we don't have the time, energy or know-how to make something three-dimensionally epic that will change the realm of referral advertisement for decades to come. Most of us are students, parents, teens, and normal Joes and Jennies that want to make a few bucks. I will proceed with this sub-section in mind!

First thing you want to do is find your pitch (as mentioned above). Next, there are TONS of options for you to proceed. One quick easy method is to use Microsoft PowerPoint with a free screen recorder such as CamStudio (just Google it, it's free and simple). This is the first method I will discuss.

To do this, find some pictures on Google (that are not copyrighted!) that are associated with your pitch. Make a title slide in PowerPoint and load your best picture there. Add some text roughly equivalent to: "Earning blah blah can be hard and time consuming...".

Switch to a new slide and mention that it is no longer hard and time consuming! Tell them (with images too) that you can join P2S and earn whatever you want including (whatever it is your are pitching) "the thing". And besides, let's be honest, it's true!

Add some more slides, perhaps of screenshots of P2S or you holding your first reward. Save the PowerPoint as my_first_video.ppt. Load up CamStudio Recorder and go to options (at the top menu) and set to full screen mode. Load up PowerPoint and start running your slideshow in full screen. Hit F8 to start recording. CamStudio is now recording in the background behind your PowerPoint slides. Slowly click through your PowerPoint. Generally allow 5 seconds for each slide, but feel free to change it up to make it interesting. The cool thing about this is, you can record the slideshow, and then start doing stuff on your computer – e.g. showing someone how to join – and it is all recorded from your screen!

When you want to stop recording (and save your video), hit F8 again to pause CamStudio. Right click the icon in your icon tray (bottom right in windows XP by your desktop's clock) and hit stop. It will ask you to save the file. Choose a file name and save it. Upload it to Youtube and add some keywords and a description. Done!

You can honestly make a great video in less than 20 minutes.

If you don't have PowerPoint, CamStudio alone can help you with anything. Showing your audience first hand on what to do is always a great tactic in making videos. Simply go to Points2Shop and start clicking around while recording in CamStudio. Upload the video and add a description... done!

Knowing how to market your own video and get more views:

There are options to get your video marketed for you, but most of them are terrible and result in untargeted traffic – something VERY bad for your referral account, and something I talked about before.

One thing you need to know is to title your video correctly. Do not end up sounding like a “used car salesman” that no one is going to trust (sorry for the stereotyping here!). Make it sound interesting and always stay honest. Add a description that has your link to your hub or satellite so people can follow it. Adding a link in the video itself (see previous section) is also fine, but keep in mind that if your address changes, you will have to do the entire video again! So I recommend directing traffic to your hubs. Simply saying “see the more information tab for the address” is sometimes enough.

Keywords are another important thing. DO NOT stuff tons of keywords into your video as this won't help you on Google, let alone Youtube. The problem with cramming too many keywords on your video is that they encompass a too big of a span theme for search engines, including Google, to see your video as specific. Individually they can never get the keyword density or repetitions needed to rank the video highly. When it comes to Youtube and S.E.O. in general, keep your keywords short and targeted. If you load it with popular, generic or "most visited" terms you are going to end up with nothing, or a lot of visits from people on the internet who are not intent on signing up as a referral, or who do so and remain inactive, ruining your referral rating.

One thing that you can do, in regards to keywords for your video, is to add a short description of the product you are pitching in the description itself. This is simple yet very effective! Search engines search text – and this includes your description. Don't go overboard here as you don't want to spam people – people get angry if they think you are pushing something in their face. If you are pitching something about Microsoft Points for instance, put a small paragraph about what Microsoft Points actually are! This will inherently aid your search results as there are great “keywords” in a description. So not only will your video be nicely indexed in Youtube, but Google as well!

After putting your video on Youtube, you should also spread the word and upload it to other video sites! This will get more exposure to everyone of your videos. Other video sites that you should upload your video to include, but are not limited to:

www.break.com

www.dailymotion.com

www.veoh.com

www.metacafe.com

And many many more...

To get the best out of each video submission, I fully recommend using a submission service (free) such as TubeMogul.

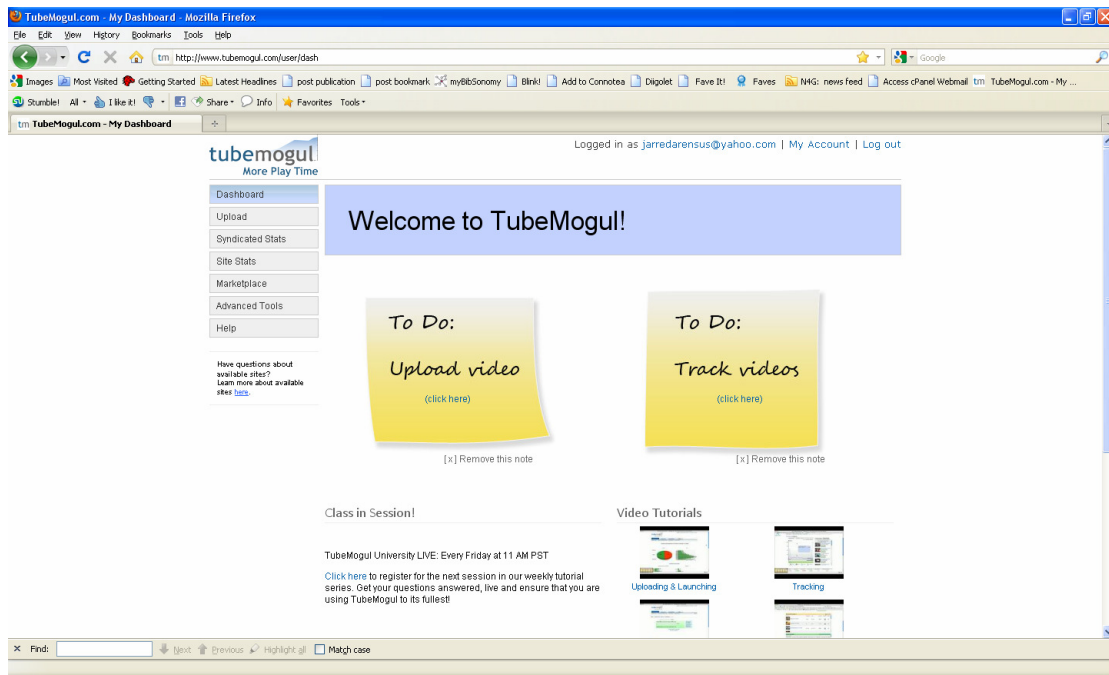


Figure 7: The Dashboard of TubeMogul as of 2011.

On TubeMogule you can set up a free account and then upload videos, such as the one you created in the previous section. Once uploaded the system will submit your video to all the video sites you are registered to. So, register to as many of them as possible and submit! After registering for all of them it becomes a very easy process to distribute a single video across the wide reaches of the internet!

Blogging for Traffic:

Another good way to make secondary hubs or satellites (or even a main hub if you would like) is with a blog. You can use numerous different blog making sites but the most popular are generally:

Blogger at: www.blogger.com

Triond at: www.triond.com (see previous section for more information)

Wordpress at: www.wordpress.com

Tumblr at: www.tumblr.com

And many many others...

Even the previous mentioned sites (e.g. Weebly, Hubpages, Squidoo etc.) now have blog making dashboards to help you streamline the blog making process. Many also have the capability to insert Google AdSense to increase your earnings.

Blogging is very simple. A blog represents mini-posts by yourself, that can be of any length and in as much detail as you want. Twitter is basically a blog in the general context as the original “blogs” on the internet were quick mental ramblings by people that just wanted to post their thoughts.

You can create a blog around a specific niche such as Itunes, and post something interesting everyday regarding itunes. It can be a nice image of album work, new songs, pricings of new albums etc. On blogger you can add gadgets to the left, bottom or top of your blog and in there insert your own HTML. This is where you can insert your own referral link, so no matter where someone is reading on your blog, your referral link is not far away. Simply use basic HTML and insert it into the gadget e.g.:

```
<h3> This blog is proudly sponsored by:  
<a href="www.yourreferrallink.com">www.yourreferrallink.com</a>  
</h3>
```

The <h3> tag is simply telling the blog to make it stand out in the font known as “header size 3”. This is also good for Google indexing as The Big G (Google) takes header text over normal content in regards to determining priority. The <a href> tag is just telling the gadget that the text you are putting next is a link. It is simple HTML. You can go into more depth if you like, but this is just to get you started.

Writing GOOD quality content on a blog could also get you great traffic. You will probably have to choose between two blogging techniques: (1) Good content for a target audience or (2) Rapid poor/mediocre content for many audiences. Both have their up sides and down sides, but I will touch briefly on both.

If you want to write good quality content, the best place to start off with is via the next sub-section which is co-authored by my good friend Lacrimosaangel:

Bloggng - Writing for a Targeted Audience:

Writing in a blog can be a very effective way to gain referrals, and many people use them. However, there are a few things that you should be mindful of as they can discourage your potential refs as much as they can draw them in.

There are a few main things you need to remember when starting to write a blog-

- Title/opening sentence
- Structure
- Language

Title:

The title of a post is possibly the most important factor when deciding whether someone reads on or leaves the page, ultimately determining your number of potential refs. A good title should be short (Limited to just a few words) and should instantly capture and intrigue your readers. Spelling is absolutely critical as this is usually what is pulled up in a search and I always recommend that you keep it simple- the title needs to explain what the article is about without going into detail.

Examples:

Get Free stuff off Amazon for completing surveys!

This is a typical example of a bad title. It is far too long, too descriptive and people will not be willing to read it. Not only that, but as soon as you mention “completing surveys”, your readers will assume that there is a scam involved and will simply close the page.

Free Amazon Goods!

This is a good title. It explains what the topic of the post is (free Amazon goods) and encourages the reader to delve deeper. After all, who isn't enticed by the promise of free items?

Language and Content:

After a strong title, there should be a very strong opening line. Recently, a friend of mine asked me to review his site and his opening sentence was as follows-

“Basically this site called Points2Shop is a site where you complete surveys, enter competitions, play games and much more to earn 'points'”

This is a good example of how not to start a blog post. The very first word “basically” can read to some people as though you are talking down to them and being sarcastic. This whole phrase has poor structure and reads amateurish. If people feel as though your writing is childish, they will give up before they’ve reached the main point of your post.

In order to gain your reader’s full attention, your post needs to be captivating from beginning to end. You need to keep their attention throughout the whole piece and use “hook” words to keep their full attention on your post. If you feel like you cannot re-read your own article from start to finish without your attention waning, then neither will your readers!

You can tailor your blog posts to suit any niche that you may be advertising. Rather than blogging about p2s as a whole, you could select one particular product that is available and write about that. Here’s an example for possible blog content, tailored to your chosen target audience. (e.g. Free Microsoft Points or MSP)

Article 1: Get Free MSP

How to get MSP, including all the information your referrals will need to get started.

Article 2: My Free MSP

Show screenshots of proofs, and give your readers an update on how well YOU are doing in your quest for free MSP.

Article 3: New DLC available!

Share some information about new and upcoming DLC available! Not only does this allow you to write an ENDLESS amount of content, but also gives you the opportunity to never miss an update! New DLC is always being released, and if you write about it in your blog, updating as soon as you can once the release has been announced, this will aid in your rankings on search engines! They LOVE updated content - even in blogs!

Additional popular blog/ article topics:

New game releases

Your experiences with p2s

DLC reviews (i.e., a review of new C.o.D map packs)

And don't forget to include your ref link OR site link to EVERY single article you write and link every article to your FIRST post (the "how to get") post. This is called "interlinking" and means that new visitors to your blog might only see the "current" content on your home page, but they are NEVER more than one click away from becoming your ref!

Most of these blogging skills can also be applied to e-article writing for publishers such as Triond as mentioned before. Thanks again to Lacrimosaangel for the great suggestions.

The Lazy Route – Autoblogging (The Right, Legal, and Fun Way!):

If you didn't want to attack high quality content, and wanted to take the lazy route (which mind you shouldn't be considered "the best") you can also make an autoblog. Autoblogs are just blogs that you set up where the content is actually produced for you – so you don't have to write a thing. However, this is not NEW content, and you should be very careful when considering such a tactic as you do not want to come off as plagiarizing – taking copyrighted material. This is called BlackHat S.E.O. and it is borderline illegal. Do not do this! Only set up an autoblog if you understand the content that you will be posting, and cite your sources correctly.

To set up an autoblog using Blogger, you can follow these common steps:

1. Create a blog on www.blogspot.com
2. Create an e-mail account on Google's email client known as Gmail (www.gmail.com should take you there). Note: Blogger and Gmail are both owned by Google.
3. Enable e-mail posting to your [blogspot.com](http://www.blogspot.com) blog (go to your blog site, settings → email → and you will see the option to enable e-mail posting) and set it to “publish immediately”.
4. Forward all e-mails to your e-mail posting address. To do this, log into Gmail and go to “options” in the settings menu, and then go to “forwarding and POP/IMAP”. You will be forwarding your blogger email. This should look something like:

`secretwords.secretwords@blogger.com` (secret words are obviously replaced). You can find these under your settings on the blogger dashboard.

It will tell you it sent a verification code after clicking “save” - this will be posted to your blog (if you set it up correctly with the first few steps)! So get this information right away, do what it says, and delete the post under “Edit Posts” back at your blogger dashboard.

5. Now you want to get content to publish to your autoblog. This is done with RSS feeds. Go to feedmyinbox.com and subscribe to all the feeds you want. You can find feeds on popular sites by looking for their RSS subscription button. Just copy the URL there and paste it back in FeedMyInbox. After adding a few, you will start to post content everytime the feeds are updated. Done! Very simple.

Note: Link FeedMyInbox to your new Gmail account - when the feed updates, so will your blog as an email will be sent to your Gmail! Everything that your Gmail picks up, your blog will to. This is automated content.

Make sure to cite your sources correctly. You can do this by adding information gadgets in blogger, using plain text or HTML. Do not steal copyrighted information.

Turbo Boosting Your Traffic:

Now that you have a basic “shotgun method” referral network set up, you can really start to concentrate on driving up your traffic. As mentioned before, you can do this by linking back to your satellites and hubs, and frequently updating blogs, posts, and comments on forums. There are however, several tools that you can use to better increase your profits.

One of the many tools you can use is called OnlyWire. It is free and can really drive up your traffic to earn more referrals.

“OnlyWire automates the submission of your status and website links to 46 top social media sites” – Onlywire website.



Figure 6: The OnlyWire front page as of the end of 2010.

To use OnlyWire, simply sign up (for the free account – yes it’s there) and follow the instructions to set up your account. Then, go to “My Services” and sign up to as many of those social networking sites as you can. OnlyWire will automatically post submissions, bookmarks and status updates to all of these instantaneously. After filling out the information under “My Services”, go to one of your satellites you did in the previous section, and copy and paste the URL into a “New Submission” at OnlyWire. The submitter should be installed on your computer and this will automatically handle your submission. You can check the submission under ‘My Submissions’ back at the OnlyWire website. Do this often, and for each of your satellites and hubs. Make sure to pace yourself however, as you do not want to come off as a spammer. You can also send the URL’s of your Youtube videos (also mentioned in the previous sections) to the OnlyWire services. This will also help drive traffic there, which in turn will link back to your referral network.

Google Adsense and Adwords – What are they, and how do they help?

Adsense and Adwords can be powerful and useful tools when creating websites and blogs for referral traffic. They also can increase your earnings in different ways. Although they have similar names, they are completely different and should not be confused

Google Adsense – Additional income for your secondary and primary hubs:

Google ad sense is a P.P.C. (pay-per-click) program which you can integrate into most blogging platforms, websites, and some article publishing dashboards. Once placed, the widget/tool shows a number of advertisements to external sites relevant to the content of the page they are placed on. Anytime someone views that particular page, it registers as an “impression” (see main guide for an explanation of impressions) which can be tracked on your Adsense account (which can be found by logging into Google, and going to Account Settings). Impressions, however, do not earn you much of anything (you will sometimes earn about \$0.01 per 1,000 impressions). What you want is “clicks”.

A “Click” is literally when a visitor to your site clicks on one of the ads displayed by Google AdSense and views the advertiser’s page. These clicks can earn you anywhere from a few pence, to a few pounds per click (or whatever currency you are registered in), dependant entirely on the advert. Some advertisers pay more, which we will cover in the next section. To ensure that you gain the maximum number of clicks, thus increasing your earnings, you will need to place your AdSense in an optimal position on your site/blog. This can be in a side bar or near your header, anywhere your visitors will see it without being distracted by your main content! On Weebly for instance, you can simply drag and drop the adsense widget onto your main page where you want it, and enter your adsense information to get it working properly. You will generally be prompted with simple instructions on how to integrate adsense with each system. Blogger, Weebly, Hubpages, Triond, Squidoo and many others give really simple interfaces and instructions to get you working in no time. Just make sure you are already signed up (for free) on Google AdSense.

Setting up your site for Google AdSense is really easy and quick. If you are following the strategy as set out in this guide, you can integrate AdSense in just a few clicks. You can start your Google AdSense account at:

<https://www.google.com/adsense/>

Once you have made your account, go to Weebly (or any other hub generator you are using) and either paste the html code that AdSense gives you, or click and drag the “AdSense” tool from your “revenue” tab (Weebly) and place it wherever you like. That’s it! You’re done! Unless of course you want to customize the design so that it matches your site, but that is up to you.

You can log into AdSense whenever you like to see your stats and how much you have earned and even which of your sites are making you the most money. If you integrate this system on each of your hubs and satellites, your earning potential can reach new heights in *addition* to the money you earn via Points2Shop referrals.

So, now you know how AdSense works, this is where the fun starts! YOU can advertise and have your site show up on AdSense. That's right. Your site could become an AdSense click, which would bring visitors to your site, increasing your backlinks and your page views!

Google Adwords - Your very own Google advert!

Have you ever wondered how the ads end up on AdSense? How all those companies gain traffic? Adwords is your answer. Its very easy to set up and within just a few clicks, your advert can be viewable to thousands of people, all potential referrals, waiting to earn you money. The best thing is, you can have your link displayed on thousands of sites, each acting as a backlink (temporary), increasing your page. Unlike Google AdSense, you need to pay for Adwords unless you have a coupon code which gives you a temporary Adwords balance to use. These are easy to find on the web, and Google generally gives \$25-\$100 coupon codes to everyone each month for new accounts. Just look around. You only pay when someone clicks your link from an AdSense banner but you are in complete control over how much you spend in the Google Adwords account settings.

If you have an income from Google AdSense, you can even use that income to fund your Adwords ads, thus not a single penny, dime or cent is spent from your own pocket. There is also a whole magnitude of coupons and discount codes available to you from loads of different sources. For example, Weebly will give you a \$50 Adwords coupon code for registering with Weebly Pro. Many other sites do the same.

Getting started easy really easy. All you need to do is sign up here:

<https://adwords.google.com/>

Then follow the onscreen prompts. Enter your text (remember – make it sound catchy, but not “spammy” and remember your tone) set your site link and your budget (this is how much you are willing to pay per click and your maximum budget) and you're ready to go. Your ads will be viewed by thousands of people and because your ads will be placed on sites relevant to what you are advertising, you are certain that your

“clicks” and subsequent page viewers will be within your target audience. Once your ad is approved, you will see each of your keywords rating and if they are showing. Because Adwords works like a rapid auction (each ad “bidding” for position), you can increase your budgeted amount per-click to get a higher rating if your keyword is graded low. You can always add more keywords if you are not satisfied. Most of this is clearly explained on the Adwords page and in your account.

As with Adsense, you can login at any time to view your stats, where your clicks are coming from and to increase/decrease your budgets.

Conclusions:

Individual referral networks can be vastly different from one another. The more stable the network however, the longer it can operate and the more referrals it can ultimately bring in. The “shotgun method” is the method I invented to be the most stable and outlined above. It is easy to implement, and to keep making it grow. The larger the shotgun you have, the better! You can easily set up a simple shotgun method in only a few hours that can potentially drive a lot of traffic on its own, to your referral link. Although we have come to the end of our journey in this version 2.0 article, I will continue with short “cheat sheets” to help new users find information quickly below.

[If you would like to contribute to newer versions of this guide, or simply wish to donate to the cause, please feel free to do so under the Reward Gallery tab in Low Cost Rewards.](#)

Cheat Sheet 1:

The Quick “Shotgun Method” – an initial small setup example:

If you want to start your network without thinking much, start small and start quickly. Follow these easy steps and you can be running up in no time. This simple technique will show you a mini-shotgun method using only Triond. You can then interlink it with many different shotguns you create:

1 – Sign up to Triond at either:

<http://www.triond.com>

<http://www.triond.com/rw/379888>

Both will get you started exactly at the same spot on Triond, but the second link is signed up via my fan page. I will then be able to see your articles and be able to help you individually if need be.

2- Write your first “main hub” article. This is the thing that should take the longest amount of time (max 15 minutes!). Write a short article about anything you know... e.g. Free Microsoft Points. At the top, explain what they are, explain what they normally cost, and then introduce a “new system” that you found. Be sure to add a few pictures so it looks like a well thought out article. Jam your referral link right in the centre, and end with a polite “see you there” or “contact me on the system if you need more help”.

3- Time to make satellite articles. These should only take 5 minutes each and should be really short. Make them about anything again. You do not need pictures for these short articles, but it really cannot hurt (and doesn't take a lot of time). At the end of ALL YOUR SATELLITE articles, place a list of URL's back to all your other articles you write, including your main hub article back in number 2. You can label this as “about the author” or something similar, so that it isn't too distracting for the reader.

4- You are done! Just keep adding articles and linking back to your other articles and main hub article. This is a mini-shotgun and your articles will automatically be submitted to Google.

Cheat Sheet 2:

Confused about certain S.E.O. terms or what people are talking about in the referral forums? Here are some quick popular terms and their definitions:

Backlinks (or back links): Backlinks are inbound links pointing to a web page. You can create them yourself by commenting on blogs, profiles, writing articles or adding them to webpages. The more you have, and the better quality, the better you will appear on search engines.

BlackHat S.E.O.: Black Hat SEO is sometimes called spamdexing (the opposite of White Hat SEO). Black Hat SEO can be any optimization tactics that cause a site to rank more highly than its content would otherwise justify or any changes made specifically for search engines that don't improve the user's experience of the site. In other words, Black Hat SEO is optimizations that are against search engine guidelines. If you get caught, you can be black listed on all search engines or even sued depending on the legality of the matter. You should NEVER do BlackHat techniques.

Blog: Also known as a "weblog". An online diary with entries made on a regular if not daily basis. Some blogs are maintained by an anonymous author who uses a nickname or handle instead of his or her real name.

Crawler or Search Engine Spider: Also known as a bot, robot, or crawler. Spiders are programs used by a search engine to explore the World Wide Web in an automated manner and download the HTML content (not including graphics) from web sites, strip out whatever it considers superfluous and redundant out of the HTML, and store the rest in a database (i.e. its index).

A spider is a robot sent out by search engines to catalog websites on the internet. When a spider indexes a particular website, this is known as 'being spidered'.

Thanks to S.E.O. glossary. More can be found at <http://www.seoglossary.com>

Cheat Sheet 3:

Examples of working article satellites, autoblogs and secondary hubs:

***Warning:** Taking content or even re-writing content direct from any of the articles or sites below is considered BlackHat and copyright infringement based off of intellectual property. These are only for your guidance and should be considered as such. Anyone found in possession of source code, custom graphics, content etc. directly from these sites will be punished to the fullest extent.*

All articles, graphics, content by Lacrimosaangel that are not stated otherwise are © Lacrimosaange 2009-2012.

All articles, graphics, content by JacobArensus that are not stated otherwise are © JacobArensus 2009-2012.

Article Satellite Examples by JacobArensus:

I love Triond and use it with my fan group to produce a lot of backlinks and satellites for my referral hubs. I have included several examples below to give you an impression on what I do to create rapid articles. I do not claim that they are well written – I actually strive to produce only mediocre articles, with true information, that get quickly to the point on what I am saying. Most of the time, people will not read a full article unless it's a short story, poem, or creative writing piece. Since I am pitching Points2Shop, this is not the case. Here are some of my articles that are currently getting me about 2-10 referrals a day solely from their content:

<http://musicouch.com/musicouching/update-get-a-free-itunes-gift-card-code-emailed-to-you-the-step-by-step-guide/>

<http://gameolosophy.com/games/sports/total-club-manager/halo-noble-team-map-pack-dlc-free-copy-update-tons-available/>

<http://gameolosophy.com/games/finally-a-method-to-earn-free-farmville-cash-that-works-100/>

Article Satellite Examples by Lacrimosaangel:

<http://gameolosophy.com/games/sports/total-club-manager/black-ops-first-strike-for-free/>

<http://telewatcher.com/telewatching/stephen-fry-vs-japan-p-c-gone-mad>

<http://musicouch.com/musicouching/muse-exogenesis-symphony-review/>

Here you can see Lacrimosaangel displaying three of her own fantastic Triond articles. These are all great satellites, but for different reasons. The first article is her highest earning Triond article simply because it has great keywords and has the content to match. The second article has the most views of her articles. Note that article #1 and article #2 are completely different. This means that article #1 has some clicks on her AdSense (see AdSense section) while article two does not. Views are very important however as each view is a potential impression on her backlinks. The final article is her personal favourite and is most well written in terms of content. This brings up a great point about Triond and writing however. You can easily add backlinks to sites on any kind of article. Just be creative in what you are doing and always mind your pitch, tone and demographic.

Lacrimosaangel's Example of an autoblog (referral satellite):

<http://stuff-yourself-free.blogspot.com/>

JacobArensus' Example of an autoblog (referral satellite):

<http://freegamesandupdates.blogspot.com/>

Lacrimosaangel's Main Referral Hub (made with Weebly):

<http://get-free-toys.com/>

JacobArensus' Example of a Secondary Hub (made with Weebly):

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