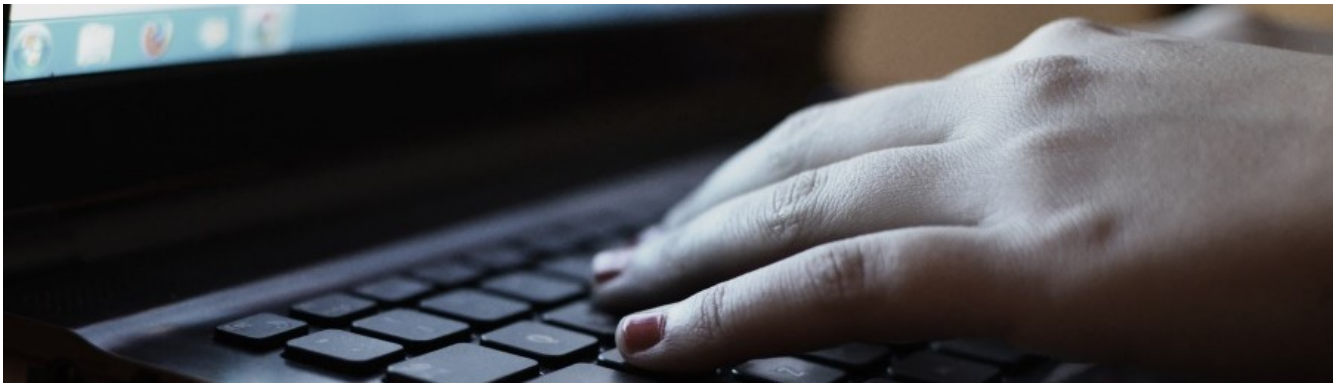
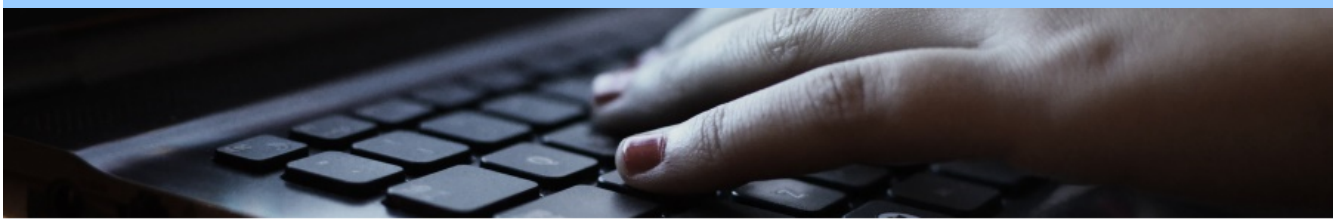


HOW TO FIND FREE, UNIQUE CONTENT IN ANY NICHE

CAROLINE MIDDLEBROOK



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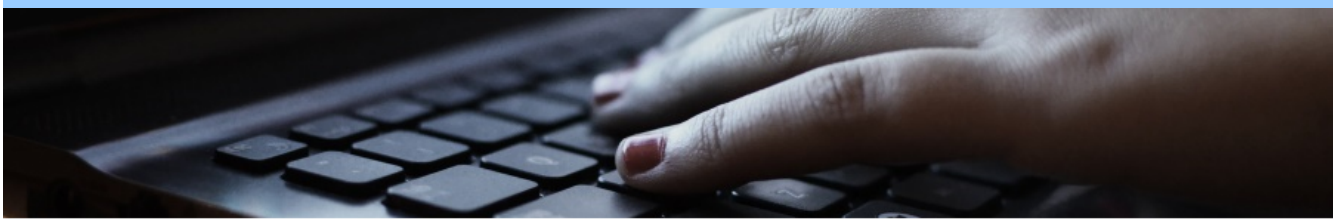


Why do we need unique content?

Google is constantly updating its algorithm in an attempt to deliver the best possible results to the searcher. In recent years one of the major ranking factors and quality signals that has been increasing in significance is high quality, unique content.

A few years ago you could copy an article from an article directory, run it through some article spinner software and churn out some unreadable gibberish and it would still help you rank.

Those days are gone.

Google has got better at detecting content that is truly unique, and has got better at determining the quality of content in terms of spelling, good grammar, punctuation etc.

The ideal content therefore is something that has been written from scratch by a real human being with a good grasp of the English language. This ebook will help you find exactly that, for free!

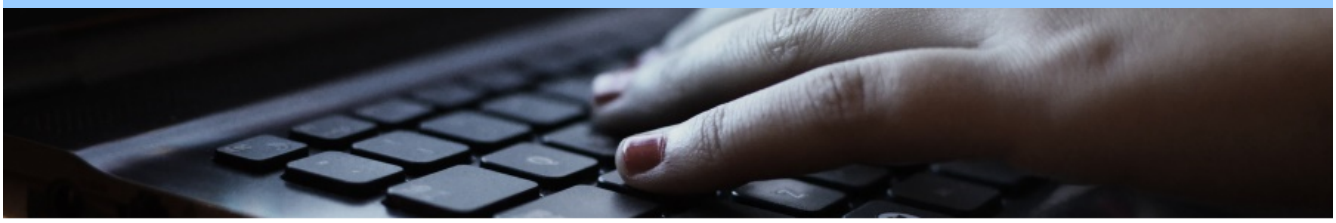
Niche Specific Content

Google has also been putting more emphasis on topical relevancy in recent years. An arbitrary link from a finance article to your dog training blog is not going to carry anywhere near the weight as a link from an article that is actually relevant to dog training.

Summary

This book will show you how to find unique content in the niche of your choice. All of the tools and techniques discussed are completely free to use, but this technique ***will take some time***.

Caroline Middlebrook



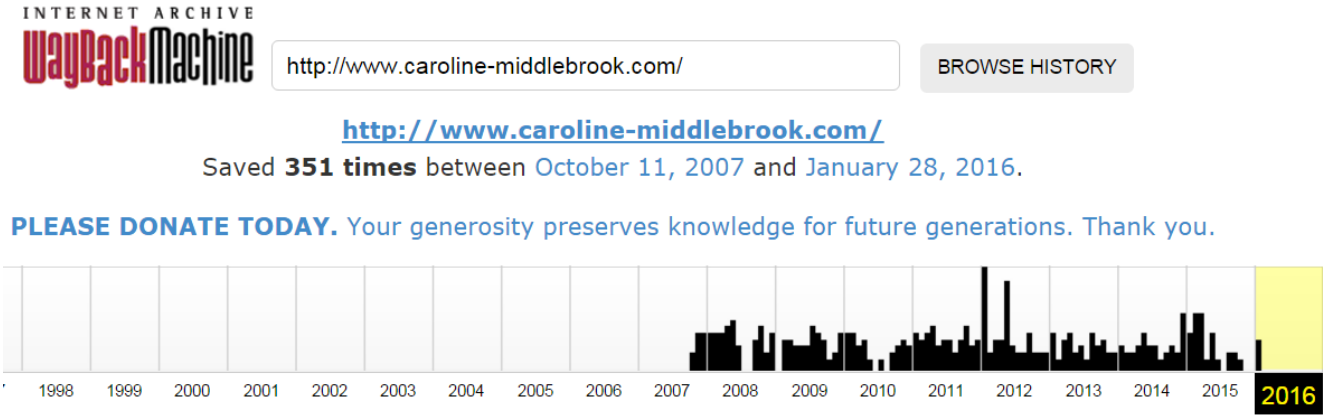
1 - Introducing the Wayback Machine

The primary tool that we are going to be using the mine the huge archives of the Internet for content to use is called the Wayback Machine. Visit the URL below:

http://archive.org/web/

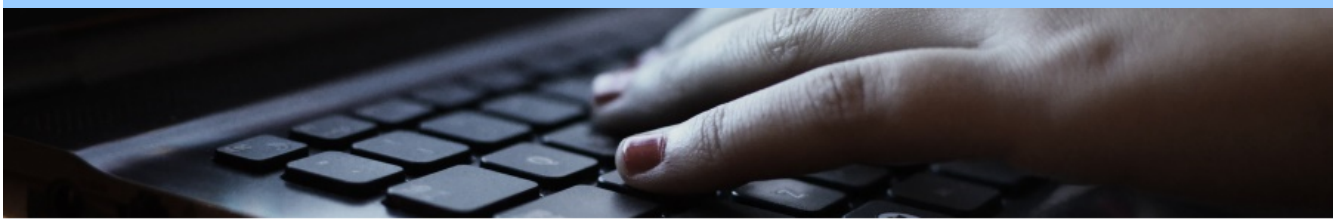
The Wayback Machine is a huge archive of 466 billion web pages stored over time. The general idea is that you can enter any URL, and look back at it's history in time going back many years.

Let me show you an example using my own blog. Load the Wayback machine, plug in the URL you are interested in and click the 'Browse History' button. For a site that was active in the past, it should bring you back something that looks a bit like this:



What we see here is that this particular URL has been active since 2007. All of the black marks are places where the Wayback Machine was able to crawl the page and has ***saved a snapshot in its archives***.

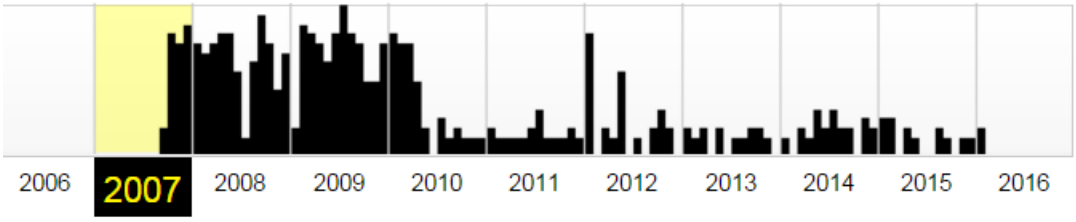
We can then drill down and investigate those snapshots at any point in time for which an entry has been saved. That's pretty cool don't you think?



Digging Through The Archive

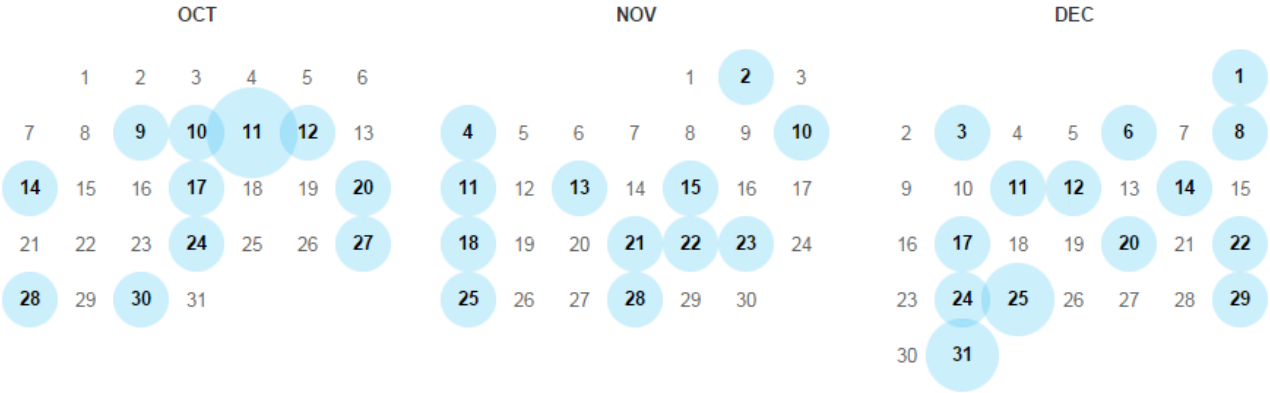
If you hover your mouse over the years, you'll see that you can click on any year and it will populate the calendar below. From there you'll see a bunch of blue circles which indicates that a shapshot has been saved for that date and then you can click that to load it.

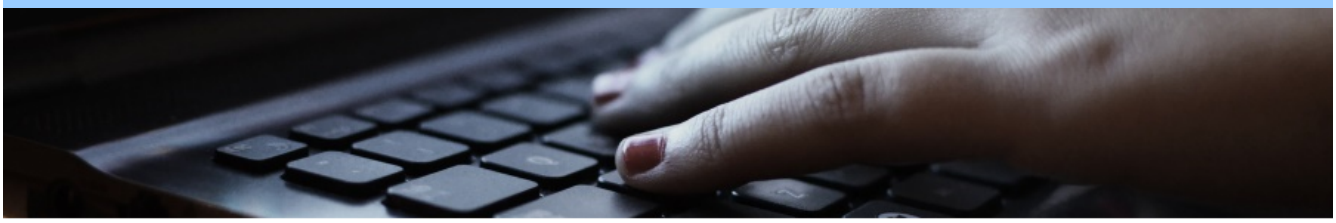
Now back when I first started blogging, I actually didn't use the root domain for my blog, I used http://www.caroline-middlebrook.com/blog so let's have a look at that:



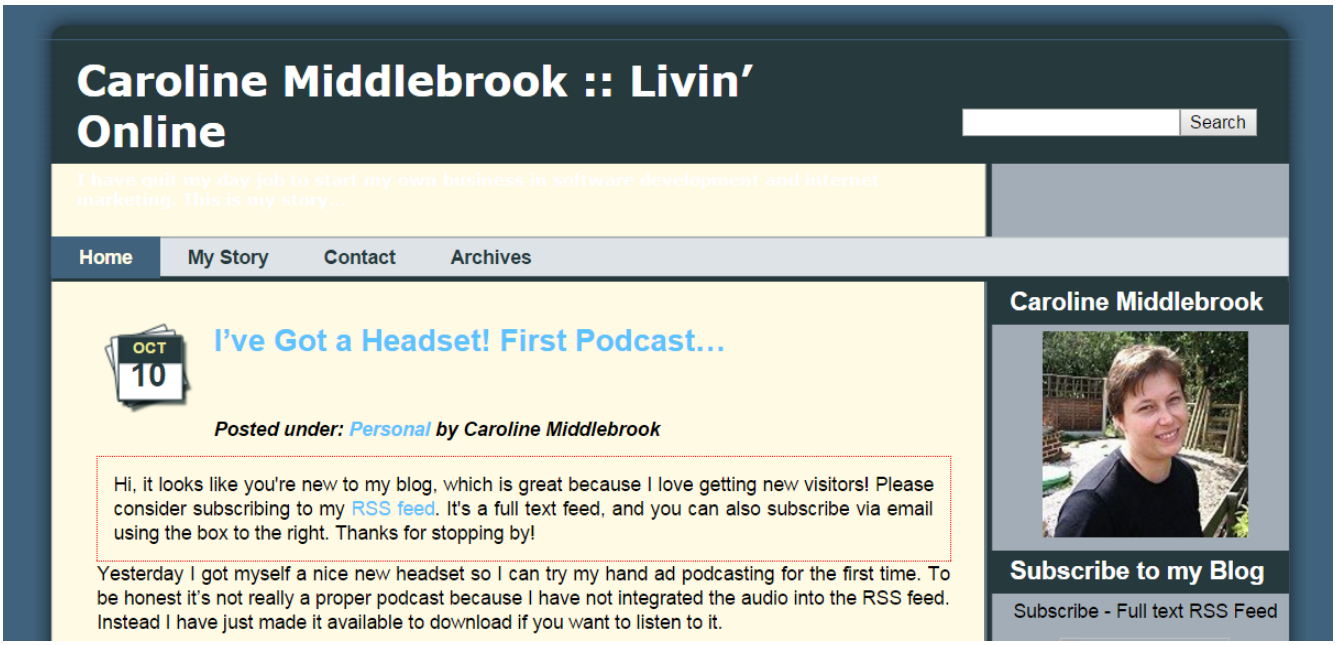
It's quite clear that I started the blog in 2007, was very active with it for a few years and then something happened in 2010. I actually shut down the blog to concentrate on another project and then started it back up in a much more relaxed way later on.

Okay let's drill down into the archives. Clicking on the 2007 link, this is part of the calendar that shows up for that year:





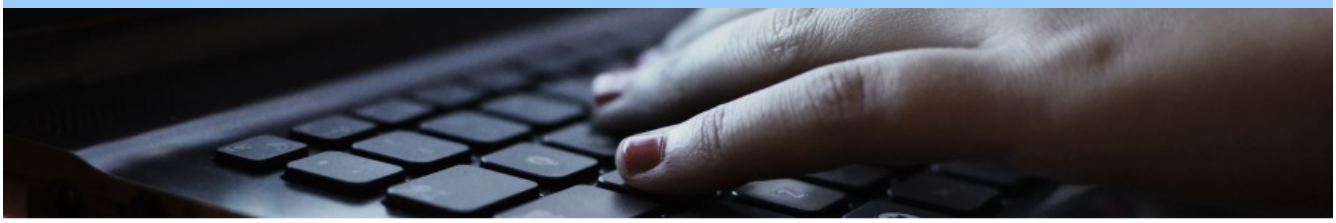
From here you can click on the individual days and look at how the site looked on that date. I've picked October 11th 2007 and OMG that profile picture makes me cringe lol!



Okay that's enough of me! So you should have an idea now of how to put a URL into the Wayback machine and dig through the archives.

How does that help?

Well, as you can see above, the whole text is saved, and in some cases you can actually dig right down into the internal links on the page. Now this doesn't always work – unfortunately the Wayback Archive doesn't archive everything; it's very hit and miss and there is a lot of luck involved. But let me come back to that later...



2 – Picking Domains to Explore

In order to find content that we can use, we need to explore domains that are like to have archived content on them. Now we can't just go plugging in popular sites in our niche because those sites are ***live*** which means that their content is online and so if you copy it, you're just plagiarizing – and we don't want to do that.

Expired Domains

Instead, we want to look back old domains that have now expired and are no longer online. These sites are no longer in Google's index, and thus any content that they may have had on them in the past will not be found in the current search engines unless it was already copied and used elsewhere.

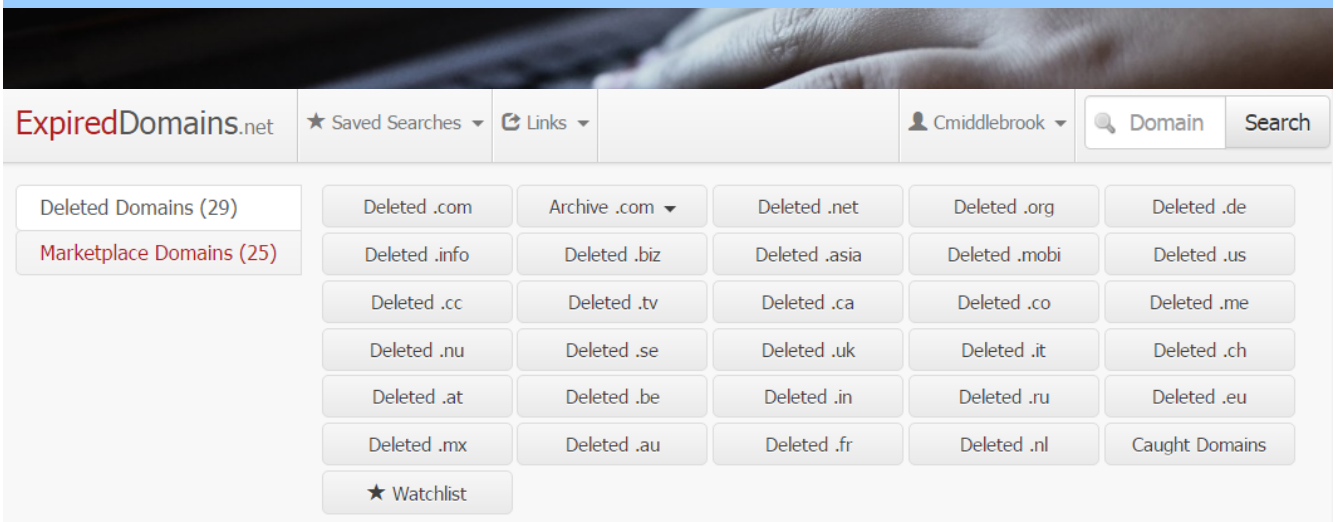
So, what we are going to go is look for expired domains in our niche, explore them with the Wayback machine looking for content, and then checking to see if that content is unique.

Finding Potential Domains

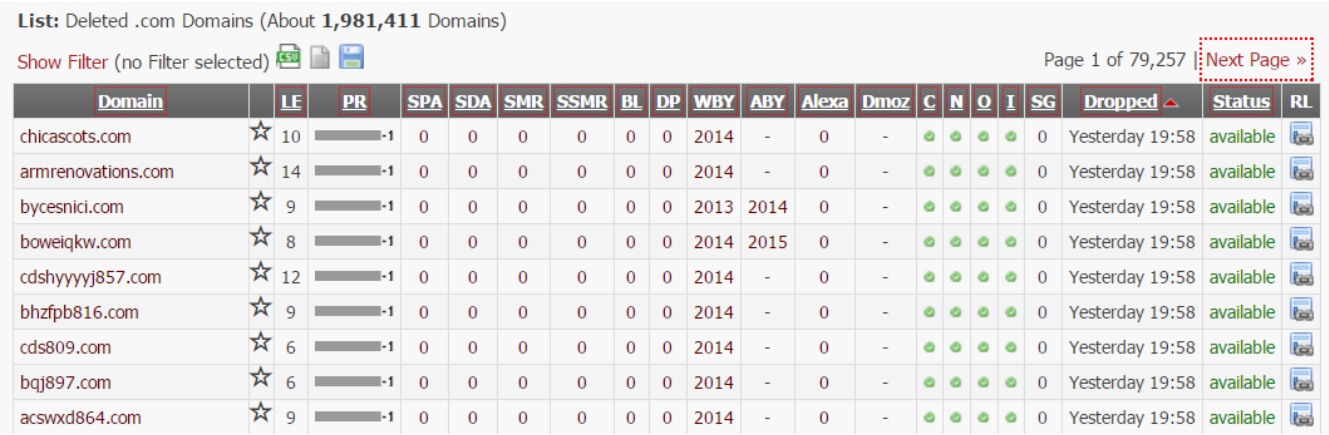
There are many ways to find expired domains. The tool I will show you here is completely free, is easy to use and has a few features that give us a good chance of finding domains that actually have content on them.

https://www.expireddomains.net/

Nagivate to the above URL and create a free account. Activate the account and then login. At the top of the screen you'll see something like this:



ExpiredDomains.net organises lists of domains into groupings according to extension. You can click through any of these buttons and see massive lists of domains for that extension. For example, here is an example of what I saw when I clicked the "Deleted.com" at the top left:



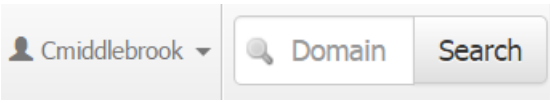
List: Deleted .com Domains (About **1,981,411** Domains)

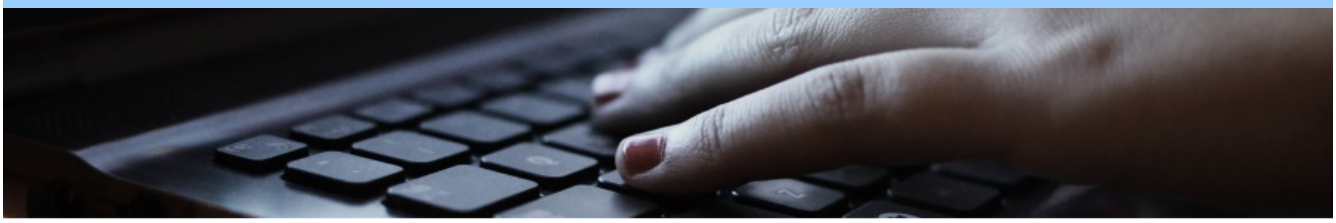
Show Filter (no Filter selected) Page 1 of 79,257 | Next Page »

Domain		LE	PR	SPA	SDA	SMR	SSMR	BL	DP	WBY	ABY	Alexa	Dmoz	C	N	O	I	SG	Dropped	Status	RL
chicascots.com	☆	10	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
armrenovations.com	☆	14	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
bycesnici.com	☆	9	-1	0	0	0	0	0	0	2013	2014	0	-					0	Yesterday 19:58	available	
boweiqkw.com	☆	8	-1	0	0	0	0	0	0	2014	2015	0	-					0	Yesterday 19:58	available	
cdshyyyyj857.com	☆	12	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
bhzfpb816.com	☆	9	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
cds809.com	☆	6	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
bqj897.com	☆	6	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	
acswxd864.com	☆	9	-1	0	0	0	0	0	0	2014	-	0	-					0	Yesterday 19:58	available	

As you can see from the screen shot, there were almost 2 million .com domains in the database! The problem with this screen is that you're seeing ALL domains and what we want to do is dig into a specific niche.

So, instead of clicking through the lists in this way, we're going to use the search function. Look again at the top right of the screen:





Keyword Searches

What we want to do is type in a keyword here that is likely to bring up domains for the niche we are interested in. For example let's see what a search for “dogtraining” brings up:

dogtraining | Search

Domain Search: (About **1,967** Domains)

Show Filter (no Filter selected) | Page 1 of 79 | Next Page »

Domain		LE	PR	SPA	SDA	SMR	SSMR	BL	DP	WBY	ABY	Alexa	Dmoz	C	N	O	I	SG	List	Status
dogtraining.asia	☆	11	0	0	0	0	0	0	0	2014	-	0	-	●	●	●	●	60.5 K	Expired	Register
dogtraining.biz	☆	11	0	1	1	0	0	0	0	2002	2004	0	-	●	●	●	●	60.5 K	GoDaddy	222 USD
dogtraining.xyz	☆	11	-1	1	1	0	0	0	0	-	-	0	-	●	●	●	●	60.5 K	GoDaddy	500 USD
hi5**dogtraining**.com	☆	14	1	22	8	2.98	3.21	1	2	2015	2010	0	-	●	●	●	●	0	Expired	Sedo
dogtrainingtipsonline.net	☆	21	-1	26	11	3.69	2.17	19	7	2013	2008	0	-	●	●	●	●	10	Expired	Register
sens**dogtraining**.be	☆	15	0	18	9	3.05	1.84	1	0	-	2013	0	-	●	●	●	●	0	Expired	Register
basic**dogtraining**.tv	☆	16	-1	0	0	0	0	0	0	2010	-	0	-	●	●	●	●	880	Expired	Register
dogtrainingsecret.ru	☆	17	0	1	1	0	0	0	0	2013	-	0	-	●	●	●	●	110	Expired	Register
good**dogtraining**.com.mx	☆	15	-1	1	1	0	0	0	0	-	-	0	-	●	●	●	●	390	Expired	Register
k9bydesign**dogtraining**.com.au	☆	21	-1	1	1	0	0	0	0	-	2015	0	-	●	●	●	●	0	Expired	Register
dogtrainingbooks.eu	☆	16	-1	1	1	0	0	0	0	-	-	0	-	●	●	●	●	1.6 K	Expired	Register
scandinavian**dogtraining**.se	☆	23	0	1	1	0	0	0	0	2012	-	0	-	●	●	●	●	0	Expired	Register
swedish**dogtraining**.se	☆	18	0	0	0	0	0	0	0	2012	-	0	-	●	●	●	●	0	Expired	Register

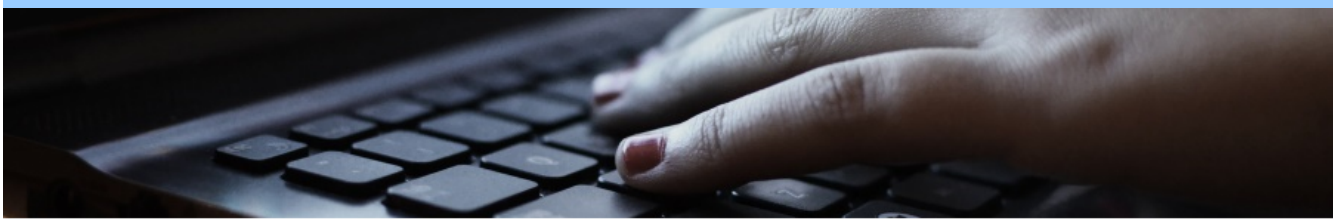
1,967 results! Awesome! But who has time to go through and explore 1,967 domains? We need a way to either filter them down or sort them in some way.

I like to keep this really simple. Let me zoom in a bit at the columns at the top of the list:

Show Filter (no Filter selected)

Domain		LE	PR	SPA	SDA	SMR	SSMR	BL	DP	WBY	ABY

You can hover your mouse over these to see what they all mean. I find that the one that produces the best results to sort by is – 'BL' which is the number of backlinks to the domain, according to Moz.



Click on the BL column header once and your list of domains will now be sorted with the domains with the highest number of backlinks at the top.

Why is this important? Well if a domain has backlinks then it means one of two things:

1. That domain had good content on it and attracted natural links
2. The website owner worked hard on it, and built backlinks to it

Either way, it shows that somebody once cared enough about that domain to get backlinks to it and you don't usually find empty websites with a load of backlinks.

There are always exceptions of course; you'll find some with tons of backlinks but the domain seems empty, and there could be some really great sites that had loads of good content that just never managed to pick up many links.

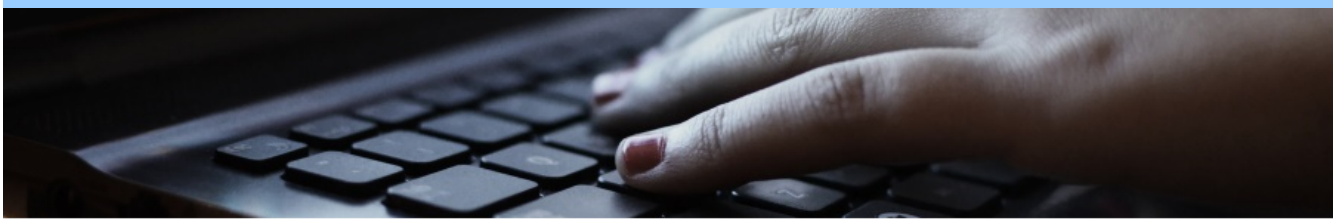
Note that there are a lot of other metrics shown here. This website is generally used for by people who are looking to buy expired domains to re-purpose in some way. But for our purposes of finding content, none of those metrics matter at all so you can ignore them.

Saving Your Searches

In the last screenshot above, you can click on the little blue disk icon to the right to save the search for later use.

What's cool about this is that you can then configure that search to only look for new domains and you can also setup an email update so you will be emailed when new domains match that search.

This is useful if you intend to do ongoing content research for that keyword.



3 – Digging Through the Archives

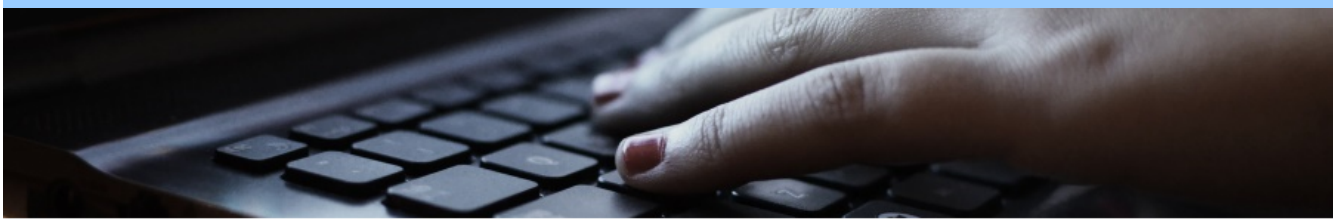
Now that we picked a domain to explore, it's time to go back to the Wayback Machine and actually start digging through the archives to look for content that we can use.

For this example I'm going to look at “dogtraininghelpnow.com” which sounds like the kind of domain that would have useful articles about dog training.

Here's what Wayback Machine has on it:

This is quite typical for many expired domains – you see just a handful of entries over the years and may have a gap of many years.

Now obviously I'm not going to investigate every single entry. Even with a site like this that only has a few, that would be far too time consuming. I begin by looking at one entry for each year. I typically start at the end of the year.



This is what I found for 2015:

INTERNET ARCHIVE
WayBackMachine

百丽宫娱乐百丽宫娱乐

- 百丽宫娱乐
- 百丽宫娱乐
- 百丽宫娱乐城首页
- 百丽宫娱乐城官网
- 注册送现金娱乐城

百丽宫娱乐

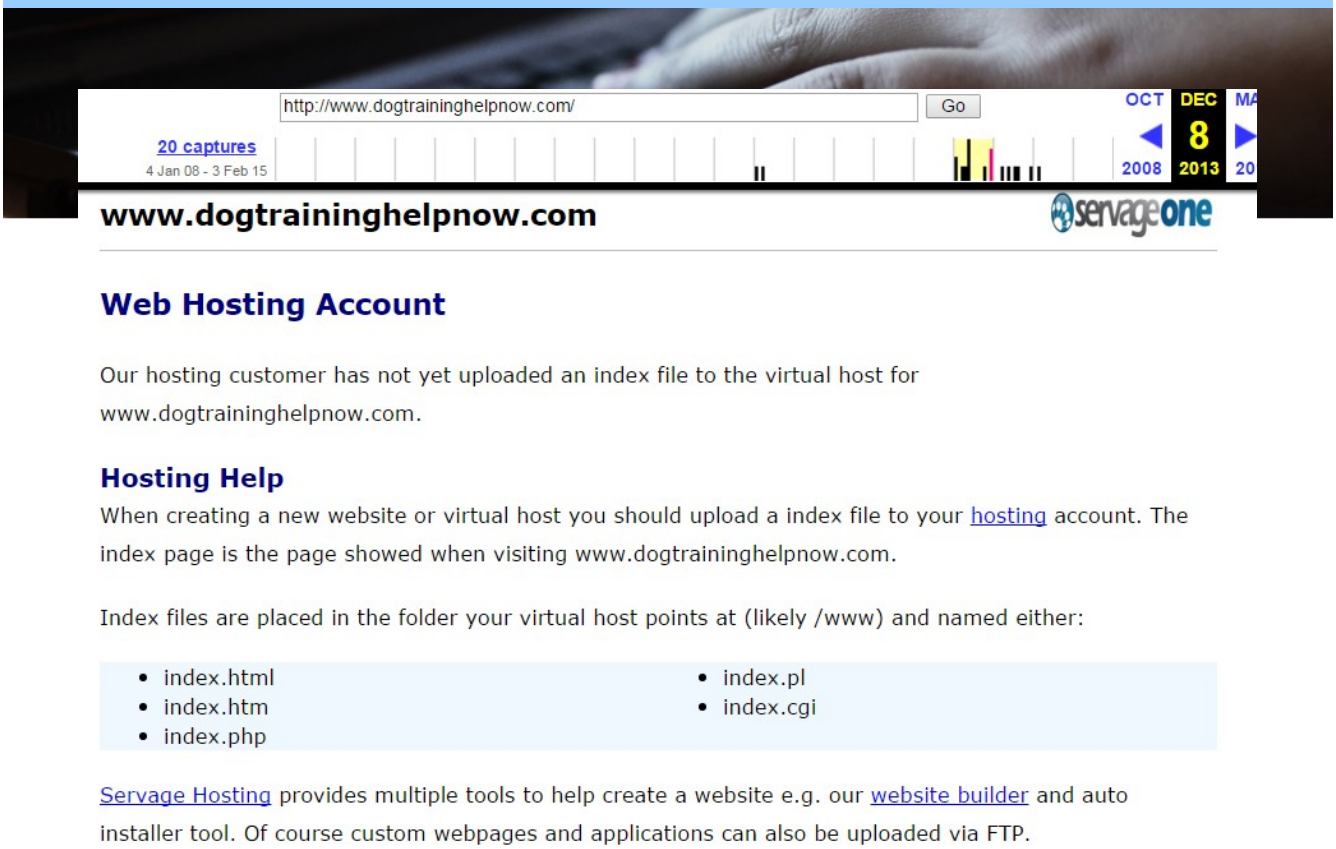
- 百丽宫娱乐圣经中窄门、窄路的

百丽宫娱乐城首页

- 百丽宫娱乐我们欠陈水扁的吗？
- 百丽宫娱乐6亿元过年期间买东西

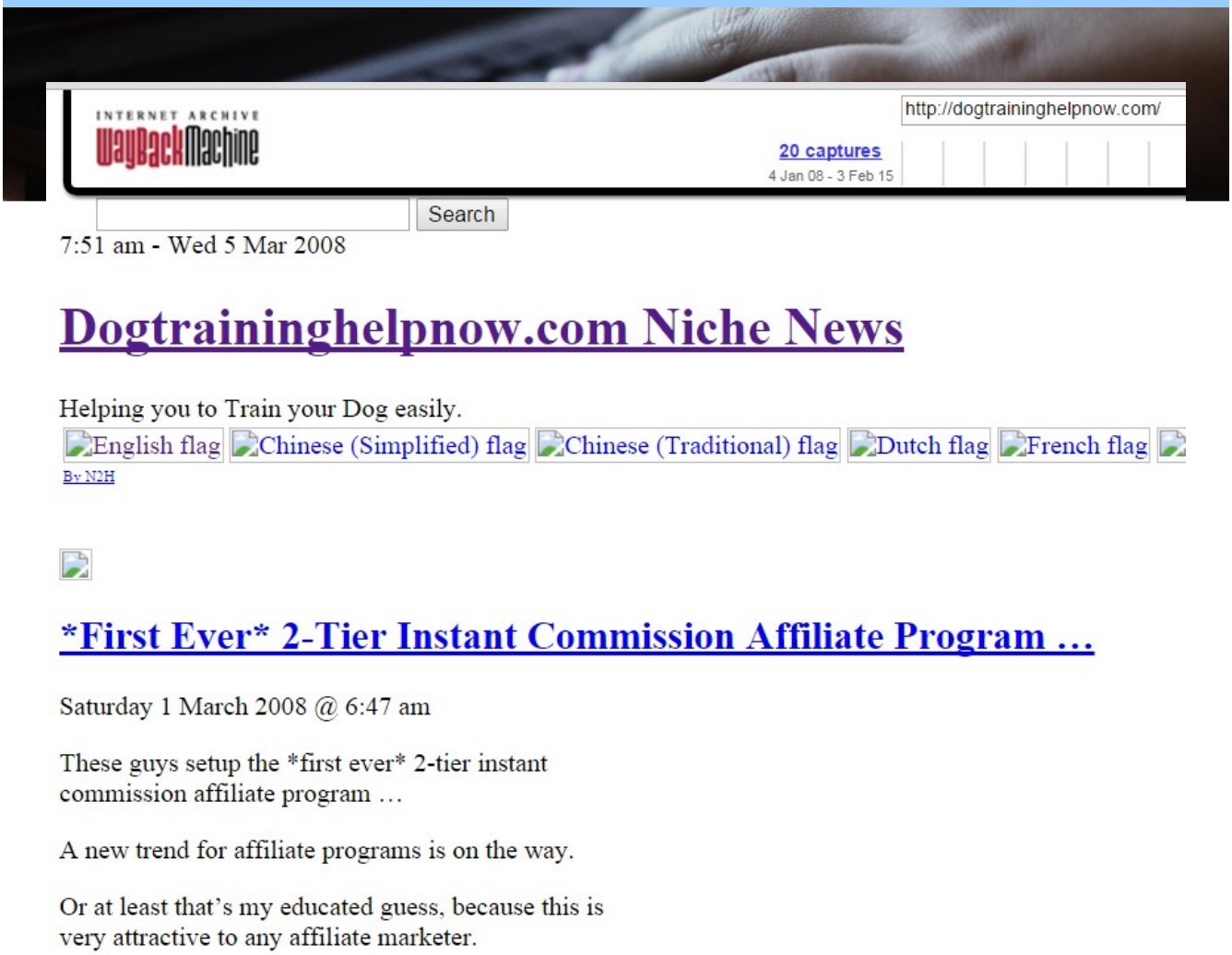
Chinese spam! That's something you'll see a LOT of when using this method. The Chinese like to buy up old domains and just dump spam on them. So let's move on.

An entry near the end of 2014 brought back more Chinese spam so onto 2013...



It looks like at this point the site was taken down. You'll also see lots of things like this, plus parked pages, pages that show “buy this domain” etc. None of those are useful obviously.

For this particular domain the only other entries now are way back in 2008. Lets see what that brings up:



At first glance it just looks like another kind of spam as this obviously doesn't have much to do with dog training. However I was able to scroll down on this page and look what I found a little bit later on:

INTERNET ARCHIVE WayBackMachine

http://dogtraininghelpnow.com/

20 captures
4 Jan 08 - 3 Feb 15

Rewards and Correction in Training your Puppy

Monday 14 January 2008 @ 7:48 am

Puppies and dogs learn new things or change their behavior only if the undesirable behavior is corrected and the des
simple petting, affection, and praise. Praise him for coming when called, for sitting when strangers arrive at the door r
enthusiastic petting or verbal reassurance like saying "good dog." In my opinion food treats are not a desirable rewar
any time you have forgotten the treat, you had better not miss the next time or your dog will not be so willing to obey

Most puppies learn rapidly and quite willingly if their reward is praise, and in most cases correction is not necessary. I
area. Correction can be thought of as being either interactive or remote. In interactive correction the puppy is made a
person giving it.

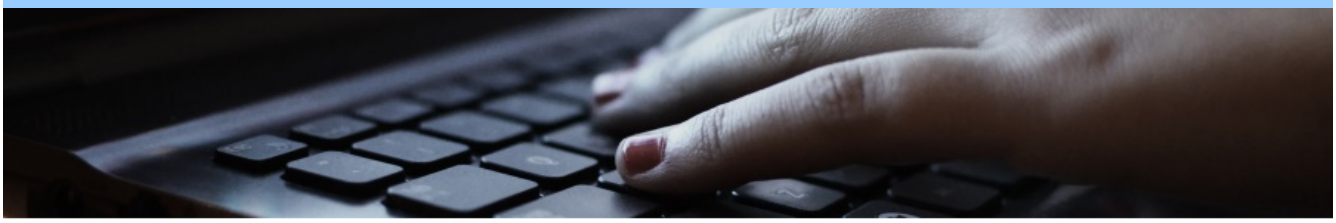
Unfortunately, dog owners are frequently misguided about how to use interactive correction.Interactive correction is ir
when threatened. A dog's growling or snapping at you when it is not a reflection of fear is best met with a strong corre
indication that they have not completely accepted your dominant position. In fact, insufficient dominance, is one of the
can be only one "Alpha dog" and *you must be it* if you care for your dog. Dogs that will bite their master for no reason
dominant. The tendency to be dominant also varies with individual animals and whether we are dealing with male or f
interactive correction, where a Doberman Pinscher or German Shepherd may need periodic reinforcement of the don

Note: I have purposely not used the word "*Punishment*" although sometimes harsh corrections may be necessary.
force connected with it. **Never** ever train with the intent to "punish". **Ted O'Reilly**

http://www.dogtraininghelpnow.com

BINGO!!! Not only is this relevant but it is showing the full text of the post. This means we can copy the article straight out of the Wayback Machine page – that's exactly what we're looking for!

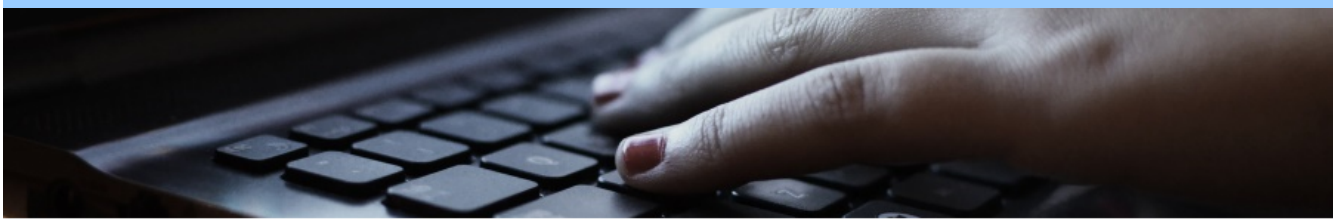
This particular page had 6 full blog posts about dog training and then underneath that I saw a lot more post excerpts that looked this this:



Ahh, not quite so good as we're only seeing a snippet of the full post.

Now this is where we need to be careful. If you hover over the “continued here” link you think you're going to be taken to the blog post but in actual fact it is a link to Ezine articles!

What you really want to click on in this case is the headline “Finding a Labrador Retriever”. This is a link to an internal page on the site and now we hope that Wayback has crawled the page so we can extract the rest of the article from it.



That error message is one that you will grow to hate using this method. In my experience I have found that in the vast majority of cases only the home page of a site is crawled and it's not very often that I find deeper links that have been crawled.

It's always worth checking though.

Searching From Oldest to Newest

In this example I began my search at the latest entry which was in 2015 and I worked backwards. I did this simply to illustrate the kinds of results you might see such as Chinese spam and page not found errors.

However in practice, I always do my searches the other way around. Whoever first created that domain was the purpose who first had the idea for the content so the most likely time that the site would have had real content on it is when it was first created.

Once the site has expired and been picked up by somebody else to be re-purposed in some way, in almost all case, it gets used for some kind of spam and rarely do you find any good content to use.

There are exceptions of course but in order to minimise the time spent with this method I tend to quickly scan the early entries and if I don't find anything, I'll check one or two of the later years and then just move onto the next domain is nothing good is found.

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