

WHITE LABEL DATING BLUEPRINT



How to make a lifetime residual income from free niche dating websites



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White Label Dating Blueprint

How to Make a Lifetime Residual Income From Free Niche Dating Websites

Introduction

What I will teach you in the White Label Dating Blueprint is a proven, fullproof 100% white hat method to make money (and a lot of it) with online dating. This money-making method has nothing to do with e-whoring or any other kind of black hat marketing system nor with any pay-per-click, media-buying, cost-per-action, or email marketing. What I am going to teach you is a fully scalable marketing method based on search engine optimization, which you can use repeatedly to make a multiple figure, self-perpetuating residual income from white label dating sites.

What Is WhiteLabelDatingSolutions.com?

Just to make things clear before I get started with the method, most white label dating providers won't work with this method because they won't allow you to do all the things Dating Factory will. You can't add articles to your websites, you can't optimize them, you can't edit or add pages, you can't make your URLs SEO friendly . . . basically, you can do nothing. World Dating Partners is the only one in my opinion that might work with this method (I never tried it though), so, if you are already an affiliate with them and don't want to try Dating Factory (why on earth wouldn't you want to try them?), then feel free to implement my method with World Dating Partners. You will wind up

making much less money with them, and you won't be able to do half the things you can do with Dating Factory.

The white label dating site you will be using for this method is WhiteLabelDatingSolutions.com. I am not a BS kind of guy, so I will go straight to the point. I am not giving this book away for free out of the kindness of my heart, just like I didn't share my "Black Hat System" for free just out of good intentions. I will make money thanks to all of you. And lots of it. Some ungrateful people might decide that for some reason I don't deserve to make money from them (although the money I make is obviously not taken from your earnings, so you don't lose anything). Unfortunately for these people, they will "have to" sign up on my site rather than on the Dating Factory's main website so they can make a lot more money! These two sites use exactly the same platform and offer the same support. The only difference between them is that I don't run things on Dating Factory but I do on White Label Dating Solutions, meaning I am the one setting commission rates on White Label Dating Solutions. Dating Factory pays you 65% on initial and recurring payments during your first three months to get you started. Then after the first three months, they take a look at your average monthly income with them and give you commission rates based on this average. Simply put, the more you make during your first three months, the better your permanent commission rates will be. You can take a look at the commission structure here:

<http://www.whitelabeldatingsolutions.com/revenues/commission-structure/>

And this is where I come in. When you sign up on WhiteLabelDatingSolutions.com, just email me after your first three months with "White Label Dating Blueprint Commission Rates" in the subject line, and I will give you 65% on your members' initial and recurring payments during an additional fourth month! No matter how much revenue you generated during your first three months, you will be receiving 65% on all your members' initial and recurring payments for an extra month. You will receive a whopping 65% commission for four full months. You will never find such an offer anywhere else. The original Dating Factory offer is already unprecedented, but, with my added bonus, this is simply an incredible bargain that will make you much more money in your first four months.

Also, as a side note, remember, the more money you earn, the more money I make, which means it is in my best interests to make this blueprint as effective and reliable as possible. All the concepts you will learn about here are proven methods that have made me large amounts of money in the past few years. As verification of this truth, take a look at these current screenshots of my income.

Earnings overview:*

	Today	Yesterday	This week	This month	Last month	Total
Registration attempts	17	34	51	774	2135	65288
Registrations	15	30	45	630	1830	54516
Deleted	9	15	24	403	1109	28512
Live members	12	22	34	328	879	29965
New payments number		3	3	41	65	2798
New payments value, €		88.82	88.82	1014.96	1314.29	60596.54
Recurring & renewal payments number	5	8	13	105	160	3741
Recurring & renewal payments amount, €	93.85	141.83	235.68	1992.69	2986.55	65675.36

Last member payments over the past six days (until today December 20, 9:00 pm EST):*

Date	Count	Value (€)	Count	Value (€)	Count	Value (€)	Total
Dec, 15 2011	2	54.41	5	110.06			164.46
Dec, 16 2011	1	89.79	3	71.66			161.45
Dec, 17 2011	2	62.76	2	39.55			102.31
Dec, 18 2011	3	132.81	12	224.25			357.07
Dec, 19 2011	3	88.82	7	125.75	1	16.08	230.66
Dec, 20 2011		0	5	93.85			93.85

Payments sent to my account bimonthly for the past seven months:

My Wallet

Payments History:

Date	Amount	Status
2011.12.15	2373.27 €	Transferred
2011.12.01	3059.89 €	Transferred
2011.11.15	2180.85 €	Transferred
2011.11.01	2576.99 €	Transferred
2011.10.15	2392.22 €	Transferred
2011.10.01	2734.68 €	Transferred
2011.09.15	2278.36 €	Transferred
2011.09.01	2701.60 €	Transferred
2011.08.15	2563.69 €	Transferred
2011.08.01	1708.19 €	Transferred
2011.07.15	2483.29 €	Transferred
2011.07.01	2201.32 €	Transferred
2011.06.15	2382.72 €	Transferred
2011.06.01	2939.36 €	Transferred
2011.05.15	2693.04 €	Transferred

*Screenshots taken on December 20, 2011, around 9:00 pm EST, on *one* of my accounts (€). I own several. Please note that these are payments from my sites alone using the same exact techniques I teach in this blueprint. My referral income is not included in these screenshots.

I have decided not to include *any* affiliate links in this blueprint. I know most people would be more than happy to use my affiliate links as a way of saying thank you to me for working on this blueprint for them, but I don't want anybody thinking that I am just writing this to push you to buy product after product. Most information in this blueprint will be 100% free, and, whenever you are presented with an alternative paid option, I will *not* include an affiliate link so that my readers know this blueprint is 100% objective, neutral, and unbiased and not in any way some promotional material of third-party products and services I am affiliated with. Like I said before, the sole purpose for this extensive tutorial is to help *you* make money to help *me* make money through Dating Factory *only*.

And now for the good stuff—the White Label Dating Blueprint!

The Blueprint

This blueprint is meant for beginning, intermediate, and more-advanced Internet marketers. Advanced Internet marketers might already know some of these techniques, but they will learn about many more tricks and resources here. Most of all, the real gold mine in this blueprint is how to apply these key concepts of search engine optimization to this very specific white label dating provider. Nothing else compares to Dating Factory, and you will soon understand why.

I am about to walk you step by step through every aspect of your new online dating business: registering on Dating Factory, creating your very first website, setting up your Google analytics tracking code, doing your keyword research, optimizing your website for your target keywords, adding some optimized SEO-friendly content, creating backlink campaigns, indexing your backlinks, tracking your results, and scaling your business. In this White Label Dating Blueprint, no stone will be left unturned. I will tell you everything I know about how to make a monthly four-figure income—all on autopilot, with very little work and maintenance.

Key Metrics

This blueprint is 80-plus pages of solid money-making content. More than 193 hours have been dedicated to the research and creation of this report. I have invested more than \$1,800 into the development of this e-book, including proofreading, layout improvement, graphic cover, PDF conversion, and secure protection and encryption.

Today, it is yours for FREE.

Why Create Niche Dating Sites?

Before I show you how to create your very first dating website with Dating Factory, you need to know a few things. The online dating market is very saturated for the main keywords. I am talking about mainstream dating here. Try to compete on Google with giants such as Meetic.com or

Match.com, and see how it goes! Tough right? Wrong. Not tough, impossible. You can always compete with low-competition keywords, but there is a better way of making money with online dating—niche dating. Basically, you build websites that target specific topics, locations, and demographics. So, instead of creating a mainstream dating site that will be suitable for everyone, you will create a site targeted to a specific population, for instance, people with disabilities or single parents in the New York area. You can even select specific age ranges (this will be useful for niche sites that target particular age ranges, like senior dating).

Instead of competing against millions of pages (“dating” on Google.com returns about 737 million pages and counting), you will be up against a few thousand (“vegetarian dating” returns only 205,000 results). And, as a consequence, all your keywords will have lower search volumes but also very significantly fewer competing pages, meaning it becomes much easier for you to create small niche dating sites, rank them, and scale your business with new niche dating sites as your member count and revenue grow.

The good news is this is exactly what Dating Factory was been designed for—creating niche dating sites. They currently offer 40 niche markets in 15 languages, with each niche market being customizable so you can actually turn your dating site into a micro-niche dating website if you choose to do so.

Here is a list of the main niche markets Dating Factory offers (by the time you read this blueprint, there will probably be many more):

General dating Senior dating Disabled dating Single parents Christian dating Uniform dating Divorced dating Millionaire dating **BBW/BHM dating** AIDS/HIV dating **Dating for expats** Vegetarian dating **Dating & sports** Professional dating Asian dating Black dating **Gay dating** Gay dating for men **Lesbian dating** Gay adult Gay adult for men **Lesbian adult** **Casual dating** Adult dating ALT/Fetish **Trans dating** SugarDaddy BBW/BHM adult dating **Nudist dating**

More information about Dating Factory niche markets can be found here:

<http://www.whitelabeldatingsolutions.com/solutions/niche-dating-websites/>

So without further ado, let’s get you started, and together, let’s make some serious money!

1. Registering an Account with Dating Factory

If you want to take advantage of my additional month of 65% commissions from your member's initial payments, you must [register on WhiteLabelDatingSolutions.com](http://WhiteLabelDatingSolutions.com) and *not* on DatingFactory.com. Also, if you don't join through WhiteLabelDatingSolutions.com, you will be missing the incredible money-making opportunity described in section 11 (the method to make a lifetime residual income from your own referrals using your own private-label version of this report). And, once again, by joining WhiteLabelDatingSolutions.com, you get the exact same platform, admin control panel, and support as you would by joining on DatingFactory.com. The only difference is that you will make more money, and, on top of Dating Factory's support, you will get mine (you can contact me at admin@whitelabeldatingsolutions.com). And, of course, I will receive a commission from your earnings, but this will not affect your revenue. So, you will actually make more money by joining White Label Dating Solutions while also receiving better support and using the exact same platform.

Let's register then! Visit [WhiteLabelDatingSolutions registration page](#).

The sign-up process is pretty straightforward, so I won't get into specifics here. Just know it doesn't matter if you don't have any information about your marketing methods or any current websites. Your application will not be denied. These questions are just so the Dating Factory team has an idea of your potential as an affiliate and how you drive your traffic.

Once you have created your account, you can log in to your admin control panel here: <http://admin.datingfactory.com>.

Like I said earlier, the fact that you registered on WhiteLabelDatingSolutions.com doesn't change a thing. You log in on the same admin, and everything is the same after you register, no matter whether you joined on the Dating Factory website or on the White Label Dating Solutions website.

2. Doing Keyword Research the Right Way

2.1 Compiling Your Keyword List

Before I show you how to create your first dating website and how to optimize it for search engines, I decided to teach you about keyword research first because, before you pick your niche, you will need to research it. After doing your keyword research, you will know which niches give you the most profitable keywords, which will help you make your decision.

Keyword research is a crucial part of this method and is also the most important aspect of Internet marketing and the very reason so many Internet marketers fail. Do it right, and you will send laser-targeted traffic to your websites. Do it wrong, and you're headed for a hard time as an SEO trying to compete for keywords that are just not in your league or that aren't profitable. The main problem

many marketers face is that they don't do keyword research the right way or maybe not at all. And then they wonder why they are failing miserably.

Keyword research is the most important ingredient of Internet marketing. Do it wrong, and you will fail.

What is the best way to do keyword research? First, pick a niche. I advise you go for dating niches because they are easier to rank and to make money from. Adult dating niches are good for existing adult traffic.

In my experience, the following dating niches work well with SEO:

- Disabled dating
- Vegetarian dating
- Nudist dating
- Sport dating

There are more, but I have personally tested these four niches and have made a lot of money from them.

These are the niches I would avoid like the plague:

- Gay dating
- Lesbian dating
- Senior dating
- Single-parents dating

You should avoid these at all costs because I have personally tried them with SEO concepts, and they did not convert for me.

Now that you have picked a niche you are interested in, you need to do keyword research to make sure you can find profitable keywords to target. Here are three key concepts about keyword research:

- Do not attack highly competitive keywords. You need to target smaller keywords with less competition so that you stand a chance of ranking at the top of the SERPs (search engine results pages).
- Your keywords need to be in high demand. If they don't receive a decent amount of searches, being number one for your keywords won't do you any good.
- [Target "buying keywords." In our case, this one doesn't really apply. Our dating sites offer a free membership for basic members, so there's no need for buying keywords. We will rely on the Dating Factory platform to convert those members, which I'll explain later. However, we will use common sense to pick the best keywords, the ones people type when they are actually looking for what we offer: a niche dating subscription.]

First, we will build a massive master keyword list. To build this list, you will need to register a Google AdWords account. Don't worry, the account is free. Without a registered account, AdWords will

return only about 100 to 150 results versus up to 800 if you are logged in. Create a Google AdWords account here: <http://adwords.google.com>

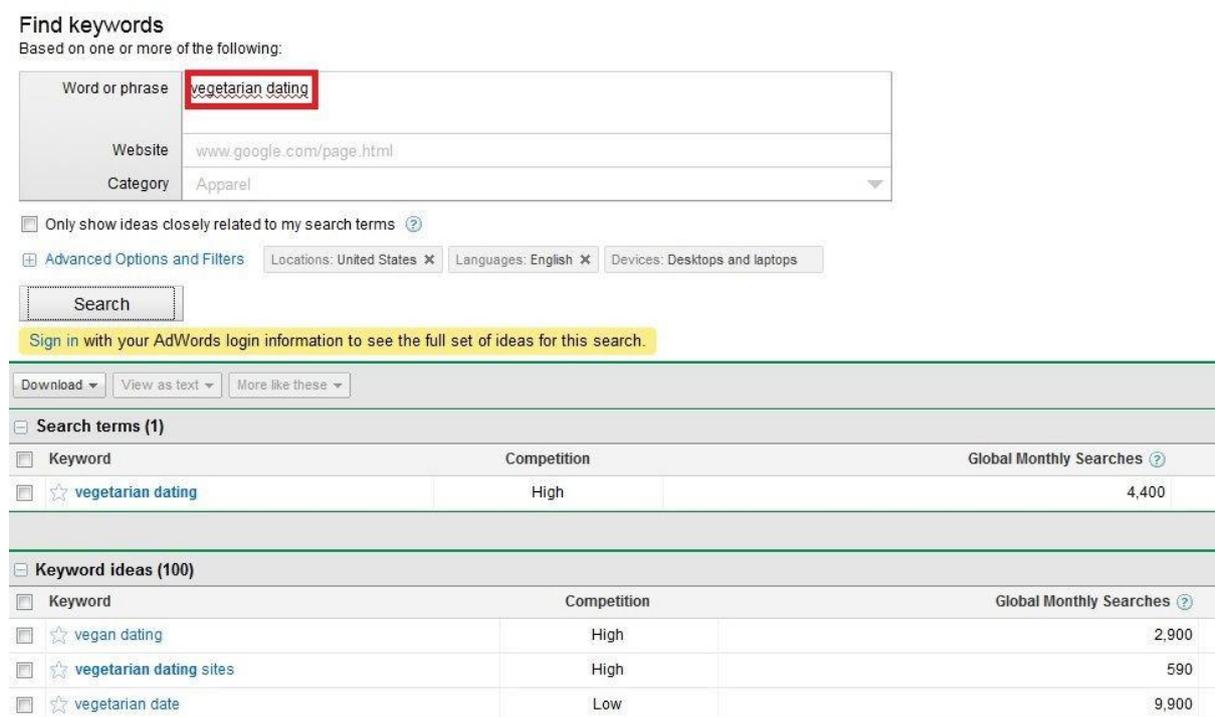
Once you are logged in, visit this URL:

https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none

Type in your main niche dating keyword. It doesn't matter if this is a very competitive keyword because we will refine the search later and filter out the ineffective keywords. Make sure you select "English" and "United States" in the Advanced Options and Filters > Locations and Languages.

Note: Alternatively, you can do your keyword research inside of Market Samurai, which is a powerful software that does the exact same thing as AdWords (because it uses the AdWords data) and is also 100% free. I will discuss this option later.

Here is an example of finding keywords in AdWords using the phrase "vegetarian dating."



Find keywords
Based on one or more of the following:

Word or phrase: **vegetarian dating**

Website: www.google.com/page.html

Category: Apparel

Only show ideas closely related to my search terms

Advanced Options and Filters: Locations: United States Languages: English Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Keyword	Competition	Global Monthly Searches
vegetarian dating	High	4,400

Keyword ideas (100)

Keyword	Competition	Global Monthly Searches
vegan dating	High	2,900
vegetarian dating sites	High	590
vegetarian date	Low	9,900

As you can see, "vegetarian dating" is a competitive keyword (Competition: High). But it doesn't matter; this is only the starting point so that we can drill down and gather more keywords. The Google keyword tool will display a list of up to 800 keywords. Don't worry about the additional information; we don't need it. Now, select all the keywords that are relevant to your niche market, and click the "view as text" button (on top of the keywords list) and "selected." Now copy your list of keywords into a text file.

Keyword ideas (611)							
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Approximate CPC	Ad Share	Search Share	Local Search Trends
★ vegan dating	High	2,900	1,600	€1.04	-	-	
★ vegetarian dating sites	High	590	320	€1.43	-	-	
★ vegetarian date	Low	9,900	3,600	€0.96	-	-	
★ best dating sites	High	110,000	60,500	€3.68	-	-	
★ green singles	Medium	14,800	12,100	€0.57	-	-	
★ dating sites	High	2,240,000	1,000,000	€3.36	-	-	
★ dating services	High	165,000	90,500	€3.90	-	-	
★ christian dating	High	201,000	135,000	€3.37	-	-	
★ online dating sites	High	201,000	110,000	€4.02	-	-	
★ greensingles	Low	5,400	4,400	€0.37	-	-	
★ veggiedate	Low	1,600	1,000	€0.90	-	-	
★ 100 free dating sites	High	60,500	27,100	€2.38	-	-	
★ best dating site	High	110,000	60,500	€3.23	-	-	
★ dating sites free	High	673,000	301,000	€3.36	-	-	
★ veggie date	Low	6,600	2,900	€0.82	-	-	
★ free online dating sites	High	90,500	49,500	€3.86	-	-	
★ Vegetarian singles	High	1,900	1,000	€0.97	-	-	
★ dating service	High	550,000	246,000	€2.78	-	-	
★ best online dating	High	33,100	18,100	€3.59	-	-	
★ dating websites free	High	550,000	301,000	€3.38	-	-	
★ dating over 40	High	9,900	4,400	€3.08	-	-	

Here is an example of which keywords I would choose or avoid:

I would save

- Vegan dating
- Vegetarian dating sites
- Vegetarian date
- Vegetarian singles

I would leave

- **Best dating sites**—It's too general and has nothing to do with vegetarian dating.
- **Green singles**—This one is an existing vegetarian dating site; people looking for this keyword are actually looking for this specific site either because they already have an account there or because they have heard of it and want to join. Either way, there is a good chance they won't be interested in your website, plus you will have a hard time competing with them since they have an exact match domain (their domain name matches the exact keyword).
- **Veggiedate**—This also is an existing website.
- **100 free online dating sites**—This one is bad for two reasons: First, it is not targeted to vegetarian dating. Second, it has the word *free*, meaning people typing it are not likely to become paying members. Avoid targeting keywords including the word *free*.
- **Best dating site**—Same as "best dating sites."
- **Dating sites free**—Same as "100 free online dating sites."

- **Veggie date**—Same as “veggiedate.” There is a good chance people typing this are actually looking for the website www.veggiedate.org.
- **Free online dating sites**—Same as “100 free online dating sites.”
- **Dating service**—Same as “best dating sites.”
- **Best online dating**—Same as “best dating sites.”
- **Dating websites free**—Same as “100 free online dating sites.”
- **Dating over 40**—This one is a keyword for the senior dating niche and has nothing to do with vegetarian dating.

Now that you have your list of master keywords, you will take each keyword and copy it into the search box (enter only one keyword at a time here; otherwise you may miss some keywords). Every time you enter a new keyword, search again and save the relevant keywords into your text file. I understand this is a very tedious process, but it is necessary to gather a list of as many keywords as possible. Since we will be filtering these keywords later based on search volumes and competition analysis, we need as many keywords as possible to increase our chances of finding the real gems.

After you have done this with all your master keywords, do the same thing with your secondary keywords to find even more related keywords. Don't be lazy here. This is a very important step; the more keywords you find, the more profitable keywords you will end up with and the easier and faster the promotion of your website will be. If you do this the right way, you will end up with a list of hundreds or even thousands of keywords.

Note: In your case, you will have significantly fewer keywords than if you were targeting larger markets. You could also create a mainstream dating site and create your list the same way. For this method though, I advise you to stick with the niche dating concept.

To check for duplicates, you will need to download Market Samurai (we will need this tool later to filter the keyword list). For those who are not familiar with this tool, it is extremely valuable for keyword research, competition analysis, keyword tracking, and more. And better yet, the keyword research module of this software is 100% free.

[Click here to download Market Samurai](#) (no affiliate link).

Keyword: vegetarian dating

Keyword Research

Keyword Sources: Google Keyword Tool - Account: [redacted]

Phrase Length: min: 1 word(s) max: 10 word(s)

Add Keywords

- vegetarian dating
- vegetarian dating
- veggie date

Positive Keywords

Negative Keywords

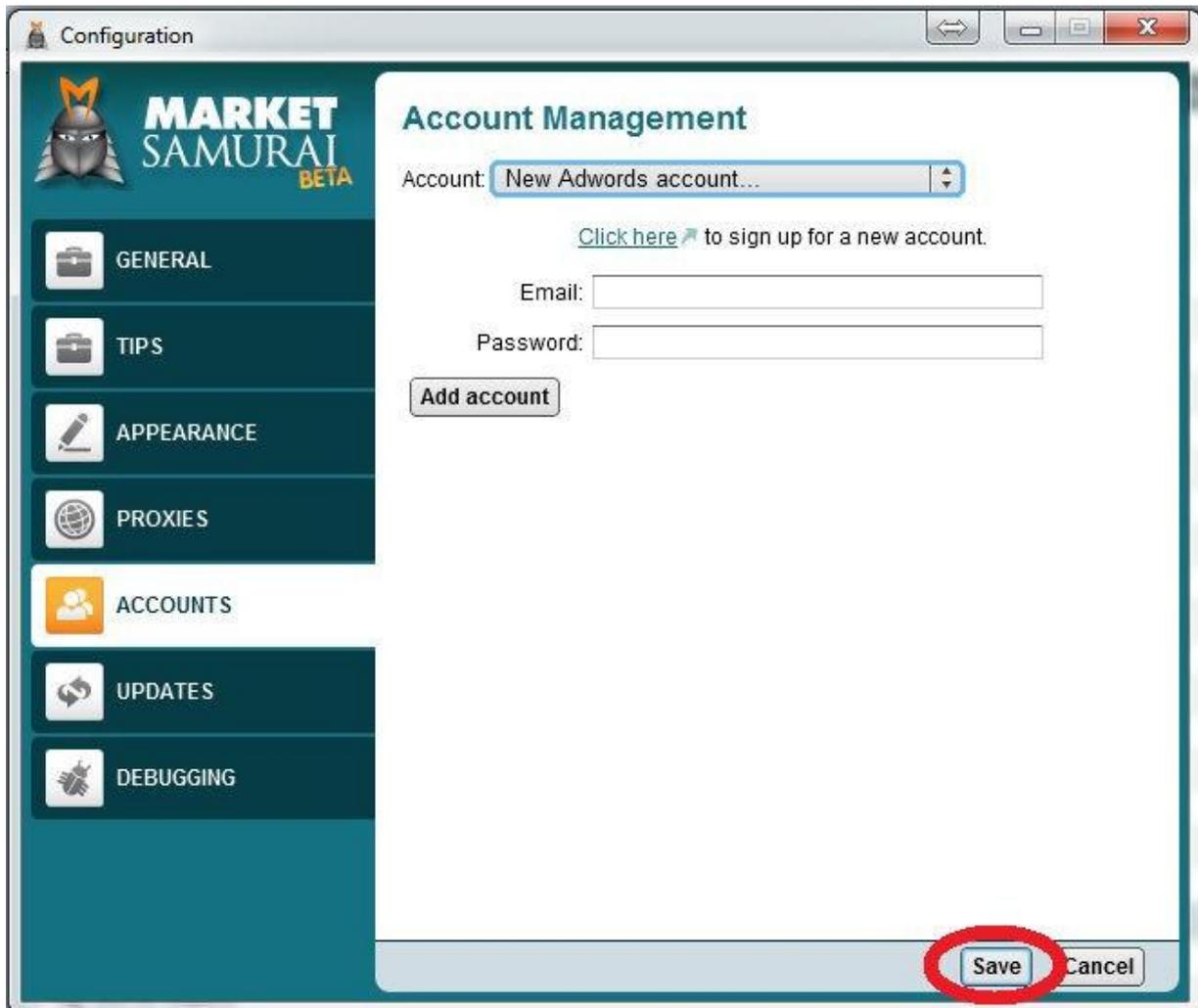
Keyword (2 active, 0 removed, 0 filtered)

- vegetarian dating
- veggie date

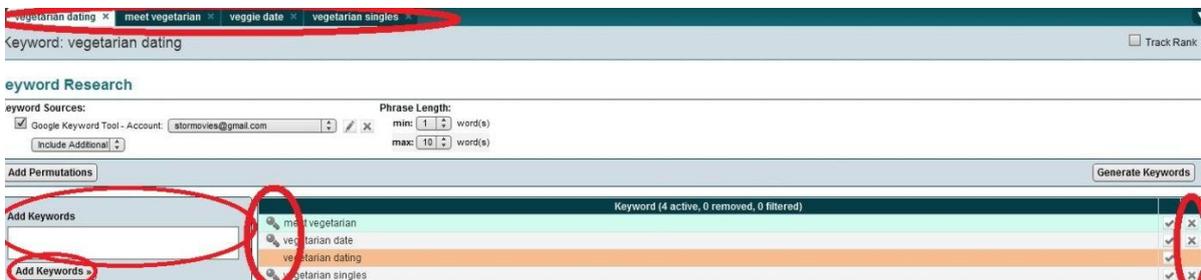
As you can see, I entered “vegetarian dating” several times into the search box, but the duplicate keywords have been filtered out. You will notice with this method (especially with small niches) that at some point most (if not all) keywords you come up with are duplicate keywords that had already been generated from previous root keywords. Use Market Samurai to check for duplicates as you add more keywords, and, when you see that all the new keywords you can possibly come up with are duplicates, move on to the following step.

After you are done with this process, you can also find synonyms of your keyword, such as “meeting vegetarians,” “meet vegetarians,” “vegetarian encounters,” “vegetarian dates,” and so on. You can also think about keywords pertaining to subniches or different themes as long as they are relevant to your website. Be creative here; think out of the box! But always stick to *targeted* keywords, keywords that describe what your website actually has to offer. If your traffic is not targeted, it will *not* convert. With this method, you will come up with even more related keywords that you didn’t find with the previous step!

Another very cool method is to look up your keyword and find related keywords by website URL. Just Google your keyword “vegetarian dating,” and copy the URLs of your top competitors. Now you can enter these URLs (one by one) into the “Website” search box and hit the “Search” button. The keyword tool will come up with some more keywords that you can dig into to extend your keyword list (using the same method as before).



After saving, you will be able to generate lists of keywords using Market Samurai. Just click the little X to delete a keyword, and click the little key to open a new tab with this keyword, where you will be able to create another list based on this keyword.



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