Google Sniper 2.0

"Zero to Six Figures – The Blueprint… Back & More Powerful Than Ever"

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(Still) By George Brown

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The Intro...

Still not being much of a storyteller, I'll keep this short.

Hi, my name's George Brown and I'm a sniper.

We'll get to what that means (and the original introduction along with it) in a second...

But first, I want to acknowledge that I'm no longer the only Sniper out there.

In fact, thanks to the original Google Sniper, there's thousands of Snipers now. Many have quit their job thanks to nothing but this guide, many more are on the way, and *many* are earning $10,000+ a month, some over $30,000. Doing nothing but what I'm about to show you.

And I'm not going to lie, I'm a very proud young man because of that ☺

Google Sniper is my baby, and it's a joy to back here again teaching you both the original system and the changes I've made.

So I just want to say thank you to all of the original snipers, who bought my "1.0" course and changed their lives with it. And also hopefully bring some encouragement to any new snipers joining our ranks...

Because Google Sniping works.

The guide and the videos you've got access to right now, alone, has the ability to change your life. Just like all those stories of successful snipers before you.

It's proven now; it's not just me making money... Everyone is doing it.

And if you're new, you're in for a real treat.

You've got an even better chance than them, because in today's World, and with my (and other Sniper's) research it's now way easier and more profitable than ever.

And that's saying something about what's known unofficially as "the easiest, laziest and most profitable way to make money as an affiliate marketer on the net today".

So, I hope you enjoy what follows, and please give it your all. Because there's magic in these pages...And maybe, just maybe, reading this will be a turning point for you.

Okay. So what on earth is a "sniper" anyway?

Well, I'm not in the armed forces or anything. No, **I'm a *Google* Sniper.**

I 'zoom in' on a niche within a niche, target a very specific keyword and build a whole 4 - 5 page website dedicated to it. I target these keywords and optimize my websites with such precision, that Google is almost *forced* into giving me a high ranking.

I don't try to create authority sites (although I do have a couple), instead I create smaller individual sites. Sometimes they are even multiple sites within the same niche.

Why?

First of all, because it works, very well in fact.

And secondly, it means you won't have to do any of the usual tedious work that's associated with creating SEO (Search engine optimization) based sites. That's right. You don't need to do any link building or endless content updating here.

It's a kind of *set and forget* approach... You build the site once, and get a continuous flow of traffic to your site from Google for months, and even years to come in return.

Pretty sweet, right?

It's possible because we've built an entire site around a single keyword. Essentially, we're shoving so much of the same keyword down Google's throat, and we've "shoved" it down there in such a strategic way, that they are almost forced into giving us a high ranking on page one - No matter how many backlinks we have.

And most importantly, I've found that building five smaller sites is a hell of a lot quicker and a better use of time (more profitable) than building a single authority site.

But here's what's going to sound a little weird about the whole process...

You might expect that you'd have to build hundreds of these tiny sites to make a good income online, but that's simply not the case.

These sites don't make pennies. We'll leave the other niche marketers to fight over the low volume "garbage" keywords.

We're building high traffic, high revenue sites here. In fact, I'd say my success rate of making a 'successful site' (one that pulls in *at least* $300 a month) is about 75%. Because not only does Google sniping work – it works consistently.

Truthfully, I've made what many would consider a lot of money online almost exclusively from repeating this exact process... *and I don't have that many websites*.

An Overview of the course

- ✓ Part One: Finding a profitable opportunity and keywords to go along with it.

- ✓ Part Two: Creating the foundations of our site – Getting a domain and installing wordpress/plugins.

- ✓ Part Three: How to write your sites content so that you get the maximum conversion rate you possibly can out of your site (preselling)

- ✓ Part Four: How to optimize your site for complete domination of the search engine rankings.

- ✓ Part Five: Everything you need to do with your affiliate links. Where to put them, how to cloak them and even what to say in them to get the most clicks.

- ✓ Part Six: Finally, we're going to put all our knowledge into practice. Here's the step by step blueprint for creating your site, start to finish.

- ✓ Part Seven: How to gain some quick backlinks and get your site indexed fast.

- ✓ Part Eight: How to turn this one site into a 6 figure business.

How I recommend you use this course...

I recommend that you take an afternoon out, and go through all the material the first time, videos 'n all, just getting to getting to know the system.

And then the second time, follow along as I do each step, actually creating your own site in the process – Referring back to the process maps if needed.

And don't forget to use this manual as a reference! I've hyperlinked all the chapter headings to make it nice and easy for you to navigate to any areas you just want to read over again quickly in the future.

A personal note on Google Sniper...

I've tried a lot of other stuff, I've bought a lot of internet marketing books and yeah, they did help me. But I wasn't really making any *real* money with the complicated 'Guru' systems... In an age of pay per click, automated blogs, complicated blackhat tactics and social media marketing, many would consider my methods too simple. But I thought 'it' (the system you see today), would still work and despite what a lot of people said, it did – like crazy.

Now sure, this system's not perfect and just like every other method, it has got it flaws. Namely, the Google 'sandbox' which means that sometimes Google doesn't allow your site to rank highly in the search results until it's a couple of months old –

Don't worry about it though. The sandbox is just a temporary setback anyway, one that's shared by every SEO money making system. And it's beyond our control anyway.

I just wanted to be upfront in this course and leave nothing out. So, if something might pose a potential problem, I'll be telling you about it, rather than leaving you to discover it one day and wonder what the heck's going on!

Anyway, I found that the courses that helped me the most were the specific ones. You know, the type which take you by the hand and show you step by step exactly how the owner had a lot of success.

So, that's what I want to show you here. And yes, I really do use these methods, still. In fact, I'll be building yet another of my Google Sniper sites in a couple of days after writing this - I've found one heck of an opportunity in a certain Forex sub niche which shall remain nameless.

Now, one last thing before we begin...

A Warning...

 A lot of what I do and how I do it in this system... 'bucks the trend'. And a lot of it just doesn't make any logical sense. Period.

But I'm lazy, and like to cut corners where I can. This is quite a unique system and you may disagree with some of my teachings, so feel free to alter any bits you don't like (but make sure to email me if they work!).

Finally, I just want to say a big thank you for purchasing this course.

I've put a lot of thought into it, hoping to create a product which really delivered on all its promises. I hope you find the information that follows valuable. And all I can say is that Sniping has worked pretty damn well for me, and as long as you actually put it into action, I *know* that it will for you too.

Chapter One: Finding a Profitable Opportunity (Market & Keywords)

Okay then, let's get snipin'.

First of all, we will be building our site around, almost exclusively, a single keyword. We build Sniper sites like this because it gives our site a very narrow, but razor sharp focus. Remember, we want to do the least amount of off page Search engine optimization (SEO) possible and the way to do that is to be specific, VERY specific.

Choosing a keyword to "snipe" is arguably the most important part of the whole "Google Sniper" process... Choose the wrong keyword, and right off the bat you've limited your profitability or worse yet, set yourself up to make no money at all.

Now, it doesn't matter what market or niche the keyword is in because with a couple of hour's research you can write about just about anything. I've got an acne site for example, despite (fortunately) never suffering from acne myself.

No, what DOES matter is that it's a good keyword.

Good isn't a very descriptive word, I know... I could've said profitable, but any keyword can be profitable. We want one that brings HIGH profits (not pennies) through a high volume of targeted 'ready to buy' visitors.

What attributes are we looking for in our main keyword?

- A niche you can monetize (make sure there's products related to the keyword).

- A keyword you can monetize.

- Anything that get's over 3,000 searches per month according to Google's keyword tool.

- A level of competition we can compete with.

Now, let's look at each of these factors in more detail, because it's absolutely crucial that you can tell the difference between a keyword that meets one of our four attributes, and one that doesn't...

A niche you can monetize

There's no point spending all that time creating a website about something you can't make money from. You need to be able to monetize your niche so make sure it's got products to promote and desperate buyers.

I'm talking *desperate* here. And I don't mean it in a negative way, think of it like this:

Not people who are looking to just solve a problem, people who are willing to PAY for the solution.

A great way to see how profitable a niche could be is to do a search for the term on Google and check to see if there's any (and how many) Adwords ads for the term. Adwords affiliates will only display their ads for any length of time if their making them money after all – Since they pay for every click.

Also, check to see how many products you could promote (if any) there are for that particular niche. If there's just one or two, then perhaps it's got a big target audience, but they just aren't desperate enough to actually spend money.

Bear in mind that some niches will sell better than others. E.g. out of all the niches I would say that "making money online", whatever the method, is the one people are most prepared to pay for.

Side Note: When considering if a niche is profitable remember to use your common sense. Seriously, so many marketers just look at the numbers or they're following a system so strictly that even if they object to it personally they'll still go ahead. I recommend that you don't. If your common sense tells you that a niche won't be profitable, don't go ahead with it – even if it's meets the other criteria. This is your business and always follow what you believe is best, remembering of course to take the advice of others at the same time. But don't follow courses to the letter, not even mine!

A Keyword You Can Monetize

We've looked at it from a 'market or niche level' which would be things like: affiliate marketing, approaching women, make money with Forex, stock trading robots e.t.c. Notice I said stuff like approaching women instead of men's dating advice- Not too general but not too specific either.

Now we need look at it from the keyword level, which is more specific to our site. This is one of my little nuggets of gold (if you can call it that) and is something that many marketers who aren't experienced with Adwords and something called negative keywords forget about. Don't worry if you don't know what that means.

Okay. Just because you're getting free traffic through this system it doesn't mean that you shouldn't scrutinize how profitable that keyword actually is.

Here's an example of a keyword phrase that applies to almost any market that's got all the elements of the equation except buyers... fecant.

 "product name torrent" or "product name rapidshare". For example, for one of my recent snipes I targeted the Clickbank product "Commision blueprint". And when deciding what phrase to target I came across (as you always do) the torrent variation of the keyword, so "commission blueprint torrent".

And guess what?

It had a ton of traffic.

It had close to no competition.

And it was in a very profitable niche – the buyer was obviously interested in that product.

But... The visitors wouldn't have been buyers. Why? Because they were looking for a torrent (a free download). Now, you're right in thinking that sure, SOME people after finding that there is no free download (in this case there wasn't a torrent available) would then go on to purchase it. They might've just thought they could see if they could get it for free first.

But use your common sense... think. The chances are that if they're that type of internet user: regular downloader (since they're familiar with torrent sites), social

bookmarking sites frequenter etc. They probably wouldn't buy it anyway. They were probably (and this is a sweeping generalization here), looking for a freebie.

The individual keyword you're targeting should not be a browsing keyword like 'cameras', instead, it should be more closely linked to buying or a specific problem. If you were doing this for stuff other than Clickbank products for example, you could make a site about a specific model of camera that had an affiliate program.

Or another example, a keyword like "how to lose weight fast" would be a good one to use because the searcher clearly has a problem that they want to solve. And it's a problem they'll pay to solve too (since weight loss is massive billion dollar market).

Also, remember that you're *very* unlikely to be able to rank for a broader keyword like "cameras" or "weight loss" anyway, you'd have way too many competitors, so stick to quite specific terms.

Here are the three keyword rules:

1. It must be related to buying or targeting a market thats needs (problems) are closely related to what the product offers.
2. Long tail, usually. Why? Because the shorter keywords probably won't be buying keywords and more importantly you won't be able to rank for them. Broad keyword terms are the realm of the authority sites. So usually go for keywords with 3 or more words in. Not just 1 or 2 words.
3. And the final rule:

Over 3,000 searches per month

Now, it's important to note that this is the personal figure I came up with and it is by no means set in stone.

Only you can decide what's an acceptable number of searches. It's simple really: More traffic = more money. And obviously more searches will mean more visitors, which means more potential customers, and therefore more money.

The rule of over 3,000 or at least over 2,000 searches per month is just because quite simply, I don't see it as worth my time to pursue any keywords with less searches than that. I don't want to fight over pennies, and you don't need to either. We want to create sites that make over $300 a month here.

However, if you are just creating your first site, and you're prepared to maybe only make $200 a month from a sniper site, then by all means go for a keyword that gets 1,000 searches a month. 200 bucks a month is still a lot of money.

Now these are sweeping generalizations I've just made, how profitable a site is will depend on many other factors and not exclusively the search volume. But you get the idea.

I will say this though...

I'd rather spend an extra hour researching keywords to find one that gets double the traffic and therefore double the sales over the entire sites life, than settle for a really low volume keyword that limits the sites profitability right off the bat.

This is a huge point:

Don't be lazy with your keyword research.

Keep looking until you find something GOOD, don't settle for second best (a low volume keyword, or one with high competition).

Side note: Most sniper sites you build will bring in income for at least one year by the way, so taking that extra time to find a winner is WELL WORTH IT.

Now, as a minimum I'd go for at least 2,000 searches per month on your main term. Let the other marketers fight over pennies. I've found that anywhere around 3k though really is a sweet spot though between competition and amount of traffic.

Although sometimes you will find an absolute nugget. I'm talking like 30,000 searches per month and next to no REAL competition (Authority sites or other sniper sites). And yeah it does happen (although not often enough!)...

Man I love those days...

Anyway, another reason for the rather large 3,000 searches/month requirement is the massive inaccuracy of the Google Keyword tool.

Sometimes it under estimates the traffic (shows less searches than there really is) but usually (70% of the time) it over estimates (e.g. Google says 5k searches and really there's 3,000 per month). This is a huge problem, I don't know why Google's figures are so far off, I mean it's their company conducting the searches right?

Apparently it's because it includes it's search partners as well or something. If you want to read more on that, here's an interesting article I found on it:
http://www.search-engine-war.co.uk/2008/07/how-accurate-is.html

So it ain't perfect but it's the best tool we got. Which is why I go for keywords that get over 3,000 searches per month. Just to be on the safe side.

Important: The only exception might be a product name, in which case I'd for it regardless of the keyword tools estimates if I thought it was popular. Because if a product's got demand, then you can bet people are searching for it.

How do you know if people are searching for a product? A high gravity on Clickbank for example would usually dictate that there's bound to be a lot of people searching for it. Or even a high alexa ranking on the merchants website would do – Anything under 700,000 would usually mean it's getting a lot of visitors.

Finally, I just want to demonstrate how much you can actually make from 3,000 searches per month. So here's a simple formula:

Let's say you're ranked #1 for the term and get a conservative 50% of the traffic to your site. Although, you'll probably get more once you optimize your page title (more about this later on). And let's say you have a 1% conversion rate which is the bog standard, in reality highly focused sniper sites achieve closer to 3%. Finally, you're promoting a product that pays $30 commission, once again, conservative in an industry where everyone seems to now offer commission on back end sales too.

So, 1,500 visitors means 15 customers which means 15x30 = $450 in sales, every single month from a site that's going to take just hours to set up! It really is so realistic to make a lot of money. But anyway, moving on...

Not highly competitive keywords

Now don't get TOO hung up on levels of competition. I'm serious. Providing you follow my methods, it's a lot easier to rank for terms than you think.

Sure, sometimes you won't rank (the main cause of a failed sniper site) but the vast majority of the time you'll crush the competition with a one day old website and no backlinks! I've actually had a lot of angry emails from guys claiming I'm using black hat (weird tricks) tactics because they can't understand *how the heck I do it.*

So what's an acceptable level of competition? Well, that depends on the keyword. And because of that, this is an area that many guides leave out, since it's something you'll only really learn from personal experience...

But I wanted to come up with an exact system that you can use so that you're not at too much of a disadvantage over the more experienced guys.

But remember that there's no substitute for real experience and you may get it wrong the first couple of times.

**Anyway, here are my 'golden' competition guidelines:**

First of all, let's talk about number of competing pages. Now this is probably the most inaccurate way of doing things. I recommend that you follow my other guidelines as well, which involve researching the top results in detail, since that's who you're competing with – Not the thousands of guys on pages 2 – 50.

But anyway, it does help to give you an initial 'feel' for a keyword. Now, this will vary from keyword to keyword but as a rule look for **no more than 13,000 competing websites** when you put your keyword in phrase marks. So, if you're keyword was lose weight really fast you would type into Google "lose weight really fast" and see how many pages it identified as a result. (The section where it says displaying 1-10 results out of #number, where #number is the number of competing pages).

I prefer however, to analyze all the top ranking websites in a bit more detail and try to gauge if I'll be able to outrank them. So here are some tips on that:

Forum topics - If there's forum topics high up on page one (I don't care how many views and replies they have) it's usually a pretty good sign. Not just because you will outrank them but it shows a general lack of competition for the keyword.

Other snipers. Yes, there are a few of them around and even though we're often spread out you can run into keywords where there's another sniper competing for it. A great example of this is Clickbank product names. Check out a product name on Google, for example a product I'm currently #1 for "DJK Google Shadow":
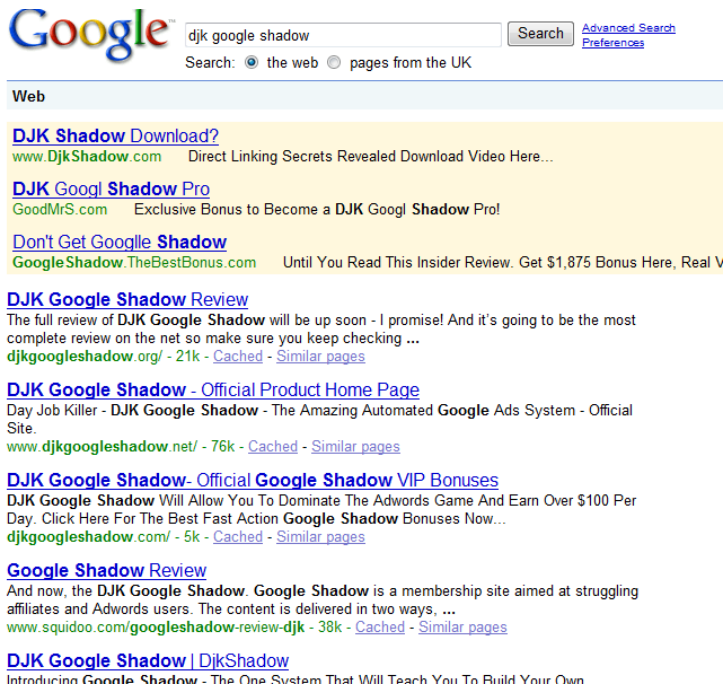
Notice the number of marketers heavily targeting the phrase 'DJK Google Shadow'. I think that pretty much every result on the page has sniper domain names like 'djk-Google-shadow.net'.

The 5th guy even has:

djk-googleshadow.com/google-shadow/djk-google-shadow/

As his domain name which is just ridiculous. The marketer's repeated the keyword almost three times in the domain name alone! While optimizing your domain name is important, don't take it that far people!

So, what do you do when there are other snipers anyway? Because particularly if you target product names, you will deal with some.

A quick reminder of what a Google sniper is: It isn't someone who just has the keyword as their page title (every smart SEO marketer will do that). No, it's someone who has basically devoted their whole website to that exact keyword. A telltale sign of a sniper is if you find the keyword in their domain name.

And how do you deal with them? Simple: There's room for more than one – Remember that there are TEN positions on Google's front page. And if one or two guys are ranking very well (top 5 results) then it's almost good news, it means that sniper tactics definitely work here, so you'll easily be able to rank too.

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