

The Top 13 Autoblogging Blunders



By Jason Potash & Jason Katzenback

**Straight talk about what's *really* working right now
when it comes to autoblogging and how you can cash in!**

Please do not copy, steal or swipe any content from this report. But, if you want to send this report (as is, without changing it) to your friends, colleagues or audience, go ahead. We appreciate it!

Copyright 2010-2011. All rights reserved.

Welcome to 2009.

2009??? That was almost two years ago!

I know.

But, when it comes to “how to make money autoblogging”, much of the information you read today is based on what worked in 2007-2009.

In Internet time, 2009 was 6 years ago.

When you rely on Google, Yahoo and Bing for free traffic (like we do with autoblogging), following information from 2009 = **90% chance of failure**

The rules are constantly shifting. You need to adapt... *or die!*

That's why I wrote this report. If nothing more than to cut through all the *fog* out there and give you a *proven-to-work* autoblogging roadmap. Information you can use that will get you results right now and for years to come.

If you are like many Internet Marketers today, you are interested in getting started with autoblogging. Let's face it. It's the ultimate hands-free “set-it-and-forget-it” business.

But, before you *jump in* and set up your next (or first) autoblog, give this report a quick read. It will really get you on the right track and avoid the *all-too-common* 13 blunders that will *de-rail* your autoblogs.

Don't worry... This is not some typical, *long-winded*, 56-page report (or a report that's nothing more than a sales letter). It's short, concise, easy to read... with 13 bit-sized *nuggets* that you can take away and implement to get more traffic and make more money, starting today.

But, before I get into the real *meat* here, let me say something real quick.

Brand Spanking New Autoblog Makes \$8000 In 12 Days!

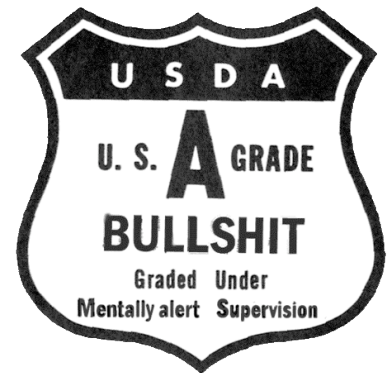
I know that's what you are used to reading lately. All kinds of *wild* claims about someone hauling in 8 grand in 12 days or getting 178,000 visitors with a brand new blog using some *secret* software, Google *loophole* or *underground* method.

Let's face it, autoblogging is a HOT topic right now. Some *shady* marketers know this and exploit it by showing you some crazy numbers, and then asking you to buy a \$97 autoblogging product or software to learn the "secrets".

There is only one way to describe it. And since a picture speaks a thousand words...

I call bullshit!

Sure, anybody can log into their ClickBank account and show you how they made \$8,000 in one week. **How do you know all that money was generated from a brand new autoblog?**



The fact is, you don't.

These days, making \$8,000+ in 12 days with a new blog **rarely happens** -- unless you have a huge list, pay for traffic (Facebook ads, PPV, PPC, etc.), you are promoting a big-ticket \$1997 product (with 50% commission) or have other advantages working in your favor. Or, unless you just got *really, really* lucky!

What I'm about to reveal to you in this report is all based on *in-the-trenches* field-tests. Stuff that actually works. I'm not promising you, \$8,000+ in 12 days.

Let's talk about REAL numbers for a second, ok?

The thing is, you *can* build a nice \$57,600 per year (*that's \$4,800 per month*) autoblogging business. That's enough cash to replace a good salary. You can do it.

What's the real secret to autoblogging? Start building your autoblog empire following a proven blueprint and playing by today's rules, not by trying to *trick* Google, like it was 2007.

Today, autoblogging is a game of Angling, not Hunting

Angling? The anglers are the ones making good money with autoblogging. I'll explain all this -- and what it means to you -- in the next few pages.

Before we begin... let's get this question out of the way.

How do I know what I'm talking about?

You see, my business partner Jason Katzenback and I started *tinkering* with autoblogging way back in 2005. Like many Internet Marketers, we became very intrigued with the *blog vending machine* concept of setting up 50, 100 or 200 automatic money-makers working for us 24/7.

Fast-forward to today... we have a **private network of well over 10,000 autoblogs** in dozens of different niche markets. We even developed proprietary technology to *feed* these blogs unique, good content. But, back in 2005...

Things started off great... and then DISASTER!

Yup, blame Google.

Ever watch CNN and see what a hurricane does to a small town. *WHOOSH!* 50 houses demolished in a few minutes. That's what happened to many of my blogs -- Google *crushed* them. No more rankings.... no more traffic, no more sales.

If you've ever been in this position you know how much it sucks!

After the virtual dust settled, I could have walked away and given up. Maybe I should have.

But, I didn't do that.

Call me stubborn or *pig-headed*...

I was not going to let Google kick me to the curb.

So, I got to work.

This time, I was going to do things differently. Play by Google's rules and **WIN!**

With every blog that failed, I took a closer look at what might have went wrong, More often than not, it was easy to spot patterns and find *trigger* points that caused these blogs to *crash and burn*. Jim Rohn once said that "success leaves clues". Well, so does failure!

Testing, tweaking, testing, tweaking and more testing...

Over the past few years... I took all that extensive testing and *trial-and-error* information and refined it into a *step-by-step* blog blueprint that provides consistent, predictable results. Simply put -- it works, every time! Why? Because it

is not based on using short-lived *tricks* or *spamming* Google with crappy autoblogs.

This same information and intelligence is also incorporated into this report you are reading right now, as the *must-dos* and *never-dos* of autoblogging.

Looking back, making money with autoblogging over the past few years was a piece of cake.

Step 1: Set up 30 blogs on Blogger.com or use WordPress

Step 2: Buy some cheap \$47 script/software that auto-posts Yahoo Answers, articles from article directories or a mash-up of RSS feeds

Step 3: PRESTO! You made easy money.

Sound familiar? Sadly, some people are selling this today as some “secret new autoblogging system”, when it’s really nothing more than old *re-hashed, re-packaged* information that worked in 2005-2009. Follow that same recipe today and you are doomed!

Splogs, splogs and more splogs!

Sadly, most autoblogging courses today teach **auto-splogging**, not autoblogging. What is a *splog* you ask?

Splogs are generic-looking, *butt-ugly* blogs, loaded with bad content, plastered with blatant affiliate links and banners ads, that provide ZERO value to the reader or the search engines. According to DevTopics a splog is...

What’s a Splog?

A **splog** or “spam blog” is a blog that steals content from other web sites, then aggregates and republishes all or some of the content on its own blog.

Splogs are created to promote and increase search engine ranking of affiliated web sites, and/or to make money from ads shown on the splog. Typically splogs are automated, but they can also be manual copy & paste. A recent study indicated that **56% of all blogs are spam**, and there are over **575 thousand** splogs reported.

Ok. Enough warm up. It’s time to roll up our sleeves and dive into the good stuff. Be prepared to open your eyes and get the straight goods on what really works.

Scroll down to the next page and let’s get started...

Blunder #1: Being shady

Being a *shady* autoblogger is not cool. *Sploggers* are shady.

Tricking (or gaming) the search engines is not the way to build a long-term business. Shady autobloggers steal (or scrape) content from other blogs or websites. They also remove any links from third-party articles they post to their blogs (*so not cool*)... and do a host of other things that are low, dishonest and just.... well, **shady!** Don't do it. Google will punish you. I love to keep Google happy, so should you.



Ok. That first one may be an obvious one. Now that we got that one out of the way, let's get more specific.

Once you've installed and configured your first autoblog, some experts tell you to immediately do something. This "*something*" will hurt you. Let me explain...

Blunder #2: Aggressive ping



In WordPress, you can define a ping list. What's a ping list? Basically, it works like this... Every time you make a new blog post, your blog will alert (or ping) dozens of other "hub" sites and let them know that your blog was just updated with fresh content. You'll get some backlinks too.

Back in 2009, aggressive ping was the norm. More pings = more easy backlinks = more search engine activity on your blog... and so on.

Today, aggressive ping doesn't work like it used to. Just like taking your daily vitamins. One a day is good, two a day is better.... 30 a day might kill you!

✓ **Take Away:** Our tests indicate that Google gives more credit to a site/blog that gets found *naturally* through a few third-party links and not through *mass ping*. Getting a link or two from an established website is a perfect way for Google to 'accidentally' discover your site. Don't *force feed* your site into Google, over-ping or get 200 backlinks in 2 days. More is not better.

Blunder #3: Stinky content

These days, Internet Marketers are worried about duplicate content. I'm not going to go into a big discussion here. Our experience shows that Google *does* filter out sites that have the same content.



Think about it... when was the last time you saw the top 5 sites on Google with the *exact* same content? Never happens. What is at the *heart* of every autoblog? What keeps things *humming* along? That's right... good content.

In 2009, getting content was easy. Grab an RSS feed or two, grab some content from an article directory, *cut-and-paste* some Yahoo Answers... or use a script that does it automatically.

Today, Google has dropped the hammer on these type of autoblogs. It's easy to spot these autoblogs 3 seconds after you visit the page. Don't you think Google has the technology to do so too? You bet they do.

- ✓ **Take Away:** Use unique content sources. Don't use the *exact* same crappy content as everyone else. Don't make your blogs look *spammy* (like splogs) by auto posting useless press releases and Yahoo Answers to your blog.

Blunder #4: Blog article directory

Do you know what an article directory does? It attempts to be all things to all people -- 80 different categories, 1000s of articles on every topic under the sun. Very few article directories succeed using this model.

When you use this same "one-stop-shop" model with blogs, it never works. Believe me. We've tested many of these and while they experienced some initial success, it was always short lived. Google *kills* them pretty fast.

- ✓ **Take Away:** When building a blog, zero in on a *tightly* focused niche and/or key phrases (for example: *Australian rules football* is better than just *football*. *Grind and brew coffee maker* is better than just *coffee maker*). Get the idea?

Oh and one more thing... this rule also applies to using WordPress Multi-User. Sure, it sounds great in theory to easily create 50 blogs using one domain. But, this is like putting all your eggs in one basket. If that domain gets the cold shoulder from Google (which can happen), say *adios* to 50 blogs. If you have 50 blogs on 50 separate domains, that will never happen. That's just *smart* autoblogging. :-)

Blunder #5: No deep linking



What do spam bloggers (sploggers) do? They do everything -- and anything -- they can to quickly get a bunch of backlinks to their homepage. That's a big *no-no*.

Think about it... do mega popular blogs like PerezHilton.com and TechCrunch.com *only* get other sites linking to their homepage? Of course not. There are hundreds (if not thousands) of stories, events, news and gossip on those blogs. Each of those individual content pages gets linked to -- A LOT! Do the same with your blogs.

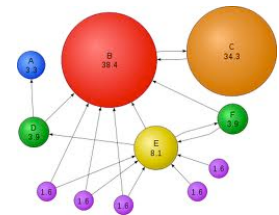
✓ **Take Away:** As a general guideline, 40% of the incoming links to your blog should go to secondary pages (that's called *deep linking*). The remaining 60% of links can go to your home page/index page.

Blunder #6: No int/ext linking

Did you know that you can easily *springboard* your blog from page 5 on Google to page 1 by doing a little interlinking?

What is interlinking?

It works like this... You link related posts within your blog using anchor text keywords. So, suppose you have one post about Blue Widgets that mentions Red Widgets in the content. By simply anchor text linking the phrase "Red Widgets" to the Red Widgets blog post, you are giving your blog some good internal link *mojo*. But, don't overdo it.



Same rule applies to external linking. Many bloggers today are afraid to link to other websites and blogs. Why? Because they feel that they will "bleed" Page Rank or lose visitors by doing this. Or, they use "no-follow" links when linking to

external sites. That's *old school* thinking.

Google wants you to be a trusted resource and point to other great sites and blogs that relate to the theme or topic of your blog.

✓ **Take Away:** Don't forget, internal links count as backlinks too. It's an easy way to boost your search engine rankings. Don't be afraid to externally link to other popular sites and blogs too. Become a trusted resource.

Blunder #7: Being a dictator



What does a dictator do? They tell people what to do. They *rarely* listen. When trying to get some *love* from Google, don't be a dictator. Don't tell Google that you demand the #1 spot for *best dog trainer*. Sure, you can optimize... but then, sit back and listen to what Google tells you.

Look at your blog analytics. Over time, you'll see the *sweet spot* -- what keyphrases visitors are using in Google to find your blog. If Google is sending you lots of traffic for the keyphrase *top dog training tips*... then roll with it. Listen. Don't dictate.

✓ **Take Away:** Don't *force* Google to give you top rankings for a particular keyphrase. Optimize your pages, sit back... and then let Google tell you what keyphrases are getting you the most traffic and top rankings. Then, add more related content and better optimize your blog for those keyphrases,. You'll get way more traffic this way. *Rinse... repeat...rinse...repeat... easy!*

Blunder #8: Open affiliate links

Open affiliate links are just plain *dumb*. What do I mean by this? Simply put, if your blog is filled with blatant ClickBank, Commission Junction or ShareASale affiliate links, then your blog might get penalized by Google as a "*thin affiliate*" site.



That's a bad thing.

To avoid this, there are a number of ways to mask or hide your affiliate links such as using re-directs or modifying your web server's .htaccess file. But, there are too many ways to get into here.

Note: Many autoblog tools or scripts use direct affiliate links to Amazon, Commission Junction, etc. As you now understand, doing this is *risky*.

✓ **Take Away:** Hide your affiliate links - period. Don't use blatant affiliate links like this: <http://zzzzz.1234.hop.clickbank.net>. Instead, *mask* it like this: www.yourblogname.com/resource2.htm

Blunder #9: Bad plug-ins/themes

As I write this, there are over 11,500 plug-ins available for WordPress. **Yikes!**

11,548 PLUGINS, 120,982,892 DOWNLOADS, AND COUNTING

Many people read a recommendation about a certain plug-in and they immediately download it and install it on their blog. *Have you been guilty of this too?* As an Internet Marketer or Search Engine Marketer, out of 11,500 plug-ins there are only about 14 “must have” plug-ins that you really need, such as:

- Platinum SEO
- Broken Link Checker
- CB Ping Optimizer
- Dagon Sitemap Generator
- Google XML Sitemaps
- No-follow Links
- Simple Tags
- etc

Note: You might wonder why I haven't included *All In One SEO* on the above list of plug-ins. Yes, it is extremely popular. But, it does not support auto-permalink redirects as well as Platinum SEO. Also, Platinum SEO allows you to make specific posts *no-follow* and *no index*. That's important to better optimize your blog.

Please bear in mind... some plug-ins *don't* play well with each other. Also, certain plug-ins, if not configured correctly, can actually *hurt* your search engine rankings. For example, if you use the default settings for several plug-ins (such as Simple Tags), they won't work very well.

This same rule applies to themes. Yes, there are a ton of good free WP themes out there. However, most themes are designed for looks (by Graphic Designers), not for search engine optimization (by SEO experts). Once again, using the wrong theme can *sabotage* your blog and not give you the results you want. I'd rather have a decent looking blog that is well optimized to grab maximum traffic and top Google rankings, rather than a fantastic looking blog that gets 2 visitors a day.

Wouldn't you?

- ✓ **Take Away:** Don't just *blindly* install WordPress plug-ins or use a theme because it looks good. Always ask yourself: Am I 100% sure that this will help better optimize my blog to get me more traffic and higher search engine rankings? If not, don't install it, don't use it -- period.

Blunder #10: Not being specific

Click
Here


When a visitor hits your blog, what do you want them to do? Do you want them to *join your mailing list... download your free report... click on an affiliate link... or visit your sales page?* If so, you need to tell them exactly what to do!

One of the biggest mistakes is being soft or *wishy-washy*. If you want a visitor to take an action and DO something, tell them.

Here's a great example of being direct and telling the visitor what to do:

WOW... Save Over 50%!

		
<small>Cuisinart DGB-900BC Grind-and-Brew Thermal 12-Cup Automatic Coffeemaker, Brushed Chrome/Black Buy new: \$365.00 \$154.10</small>	<small>Cuisinart DGB-625BC Grind-and-Brew 12-Cup Automatic Coffeemaker, Brushed Metal Buy new: \$485.00 \$95.76</small>	<small>Cuisinart DGB-600BC Grind and Brew, Brushed Chrome Buy new: \$235.00 \$115.19</small>

→ CLICK HERE to Check Out These Top Products Now! ←

Now, compare that example above to the image below...

Which graphic do you think is most likely to prompt the visitor to clickthrough and potentially make a purchase?

The answer is obvious.

✓ **Take Away:** Be direct. Tell your visitor exactly what you want them to do. Click here... *Grab your free report now...* you get the idea. Don't be a softy.



More options available | v

Cuisinart DCC-1200 12-Cup Brew Central Coffeemaker, Black and Stainless Steel

Buy new: ~~145.00~~ \$69.95

Blunder #11: Set it & forget it

Isn't that what autoblogging is all about? Well, yes and no. Every autoblog is powered by content that is automatically posted. The problem is, you are getting the use of free content because someone wants a backlink from you. That's the currency. You post content, they get a backlink in return.



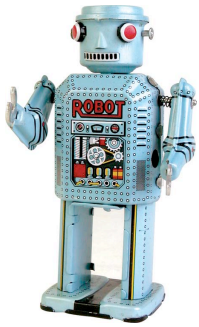
It's a simple concept, but highly open to abuse. Bottom line, be sure to use trusted, reliable, **moderated** sources of content. You wouldn't believe some of the garbage I have seen posted on some autoblogs -- *Off* topic content that links to porn or gambling sites, or poorly written content often riddled with typos. Or my personal favorite... using ALL CAPS WHICH IS VERY ANNOYING TO THE READER.

Nothing turns off a visitor more than weak, *sloppy* content or an article that in no way relates to the theme of the blog itself. Click, read, gone -- in 4 seconds!

✓ **Take Away:** Only use trusted sources of auto-content for your autoblogs. It's also a good idea to spot check your autoblogs once in a while, just to make sure there are no surprises. Set it and check it.

Blunder #12: Robot promotion

I'm assuming you already know that your autoblogs need lots of backlinks to really thrive in the search engines, *right?* However, autolinking is not the solution. Be careful about using some \$47 "Robot" script that auto-bookmarks your blogs to dozens of social sites... or promises you a *hands-free* way to get lots of backlinks to your autoblog.



Just like aggressive pinging (as we mentioned earlier in Blunder #2), more is not always better. Automation is great, but be *smart* about how you use it.

You are much better off using a variety of methods to promote your autoblog and get backlinks -- submit articles to directories or syndicate to article networks like SyndicateKahuna.com, syndicate videos, submit your RSS feed (without going too crazy)... get some backlinks from comments you've posted on other blogs. There are many different options here that work great. Don't be lazy. Lazy people don't do very well online.

✓ **Take Away:** Autoblogging does not mean auto-promotion or auto-backlink-getting. Use automation, but be *smart* about it. Getting backlinks from a variety of sources is better than relying on one -- or *only* using an automated *link-getting* script and nothing else. Don't be a *lazy* link builder!

Blunder #13: Ignoring O.P.O.

Most experts tell you that *off*-page optimization trumps all. While off-page optimization (such as getting backlinks) plays a huge factor in your search engine rankings, do not ignore on-page optimization (O.P.O.).

Do a health check on your blog posts. Does each post contain a unique Title and Description?

Are you using tags that relate to the blog post itself? How about keyword density? Are your posts keyword optimized?

Also, there are other on-page factors that you should consider such as... checking for broken links, poorly formatted text that contains HTML code such as <p> or
.

✓ **Take Away:** Just like internal linking and getting backlinks (off-page optimization), on-page optimization is a crucial element for getting you top search engine rankings and more traffic. Do not be like most people and ignore it.

In Conclusion...

I know that I've given you a lot to absorb over the past few pages. This is all *rock-*

solid autoblogging information that is based on stuff that works -- not pie in the sky theories, outdated tactics from 2007-2009 or guess work.

I hope you've taken a bunch of notes so far. You might even want to go back and read this report again once you are finished reading the next two pages. There are several golden nuggets *peppered* throughout these pages.

These are the exact same tactics and techniques that we use to set up successful autoblogs. In addition to our own autoblogs... **right now, we help several hundred people by managing and providing *auto-content* to over 10,000 autoblogs in a private network.**

As you can imagine, getting a bird's eye view of 10,000 autoblogs really gives us great insight into what's working with autoblogging.

We have not been impacted by constant Google slaps, being dropped or penalized... or the usual things that people seem to be constantly complaining about these days.

That's because we set up our autoblogs for success right from the *get-go*.

Even though this report was titled, "The Top **13** Autoblogging Blunders", there's still a lot more to show you about the *ins-and-outs* of building a successful autoblogging business.

More specifically, I could spend another 300 pages detailing these 4 areas that are all critical to your success with autoblogging:

1. Automated blog installation, configuration and optimization
2. Adding unique, good-quality auto-content sources
3. Monetization -- Amazon, eBay, ClickBank, etc.
4. Promotion -- Getting backlinks and referral traffic from other websites

This leads me to add one more blunder to the 14 blunders mentioned above.

Ok. I admit. This is a *shameless* plug. :-)

Blunder #14: Not investing in BB

BB?

BB actually stands for *Blog Blueprint*.

Now that you've read this report, hopefully you are beginning to understand how to be a *smart* autoblogger. Typically, autoblogging = lazy, careless, crappy.

As I mentioned above, most of the autoblogging courses on the market today are actually auto-*splogging* courses.

They tell you to *pollute* the Internet with as many *spam* blogs as you can -- without really caring about how these blogs look or how they read.

Their solution? Just create more blogs.

The reason behind this is because these autoblogs *die* almost as fast as you can build them. It's like using a bucket to remove water from a sinking row boat. For every bucket of water you remove, another bucket of water gets added two minutes later.

You never really get ahead.

The goods news is... **you can create good quality autoblogs that add value to both visitors (people reading your blog) and the search engines.**

Earlier in this report, I mentioned that today autoblogging is a game of Anglers not Hunters.

Hunters go for the big kill. They don't care about the mess they create. They carry one gun and hope to hit their target with their first shot. That mindset is sooo 2007.

Autoblogging is a numbers game. It's all about *volume*.

20 autoblogs x \$50 each = **\$1000 per month**

versus...

1 autoblog = **\$1000 per month**

Get the picture?

Anglers on the other hand, think in volume. They don't catch one fish, they want a pail full of them. Plus, they often put multiple lines in the water (or a big net) -- which only increases their odds of catching more.

Think like the Angler. Get plenty of autoblogs out there -- put several lines in the water and use good *bait* (content).

If you enjoyed this report and would like to get access to the entire Blog Blueprint that my business partner, Jason Katzenback, and I have put together then, sit tight. I will send you more details real soon.

Blog Blueprint goes live on October 28th, 2010.

In this new autoblogging course we are including all our custom built *power-tools*, automated-software, proprietary unique auto-content sources.. plus, a proven-blueprint for autoblogging success -- complete with video tutorials and PDF workbooks to get you on the *fast-track* to "auto" profits.

In other words, we are giving you everything you need to jump in the saddle and get started building your own profitable autoblog business.

As I mentioned earlier in this report, once you follow a proven step-by-step process and use the right amount of *smart* automation, **you can build a \$57,600 per year business based 100% on autoblogging.**

And that's exactly what we show you how to do once you invest in Blog Blueprint.

I'll have more details for you soon. In the meantime...

Any Questions... Comments... Feedback... *Kindle?*

If you have any questions or comments about anything you've read in this report, please let us know. To *spice* things up a bit (and encourage you to post your comments/questions), we decided to have a little contest!

(...please scroll down and read the next page)

Tell us what you think & get
Entered to WIN one of four
Amazon Kindles!



[Click Here to post your comments](#) on the bottom of that page. You submit a comment, you could be a winner.

Sometime before October 28th, 4 random winners will be picked and they will get a brand new Kindle. This new Kindle is pretty *slick* -- thinner, smaller, way faster and 3G enabled!

The 4 winners will be announced via email. So, pay attention to any emails you get from us at Blog Blueprint. Your name might be buried in the email somewhere as a winner. But, if you never open it up, you'll never even know.

We look forward to reading your comments and questions.

Things are really busy over here right now. But, one of us will try our best to get back to you as soon as possible.

To your success with autoblogging!

Jason Potash & Jason Katzenback

P:S. - Don't forget to take 12 seconds, [click here and submit your feedback and comments.](#) Who know, you may even win a Kindle. If you liked this report, we'd love to hear it. :-)