# Livin' la Vida Rico with Web 2.0!

- A very special report by Luke W Parker -

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# Introduction:

**W**eb 2.0 has fundamentally changed the way that the internet works, allowing you to rank higher in the search engines while making money faster than ever before possible.

Anyone who thinks that Web 2.0 is just a cool new way to network with your friends just hasn't put two & two together yet. There is vast, untapped, **money** and ***power*** to be had here!

Article Marketing, the traditional way to bring backlinks to your website, and name recognition to you, is now unnecessary… And pretty much a waste of your time.

Web 2.0 has created many opportunities that never existed before to get the results of Article Marketing, namely all those juicy incoming links to your site, while writing less content… And sometimes it will even pay you cash to do so!

That's Livin' la Vida Rico (the rich life) with Web 2.0. Get paid to do what you should be doing for your business to grow anyway, and meanwhile, don't do as much work as you used to.

**After reading this 12-page special report, you will never settle again for any online marketing campaign that doesn't:**

- Take less time to create content. (And likely less of it.)
- Take less trouble to submit.
- Give your website better Search Engine rankings.
- Give you the power to completely obliterate your competition.
- And even pay you money back!

Sound hard to believe? Read on…

# Part 1: How we used to get traffic

To understand the true power of Web 2.0, allow me to illustrate to you for just a moment exactly how the highest Search Engine rankings were achieved before Web 2.0 came along.

When a website owner wanted to get a large amount of traffic from the search engines, he or she usually turned to a Search Engine Optimization firm that charge large monthly fees.

This SEO Firm would inform the website owner that in order to get the most traffic possible to that website, they would need to rank # 1 in Google, Yahoo and MSN for his main keyword terms, which they will help figure out for them.

After analyzing the market, running up a long list of keyword phrases that directly related to the website or business, they proceeded to lay out a detailed regimen of steps to take, both on the website itself and off-site.

On-site factors of high search engine rankings included all kinds of things like how many times your keyword phrase is found in your text, headlines, meta tags, linking text, image attributes, surrounding texts, etc… Not to mention the whole site had to have a simple 'flow' that easily allowed search engine spiders to see everything across them.

Off-site factors of high search engine rankings take much longer to complete.

This basically has to do with how many incoming links on other websites out there you can get back to your site, from as many different websites as possible, and what words were used in the link itself.

The easiest way to achieve the Off-site marketing part, and still gain quality links that won't disappear soon, was to do Article Marketing… 95% of all competitive websites listed at the top of Google or Yahoo used Article Marketing to get where they were.

Article Marketing is simple but time consuming. All they had to do was create an article between 350-1500 words in length about a topic that relates to their website. (The website owner usually wrote this, not the SEO firm.) At the end of the article they were allowed to place a hyperlink with whatever linking text they wanted, and point it back to their site.

Then the SEO firm would take that one article and place it into hundreds of different article directories that are scattered across the web. I'm sure there are well over a thousand such directories now in fact that allow you to submit to them for free.

But the submission process is tedious, because they have to upload each article by hand with a description, keywords, sometimes a picture, and sometimes even make an account on each individual directory first!

And that's all just for one article. This process for just one article is usually not enough to get anywhere near the top of the rankings yet, and in the more competitive niches it might take them up to 1,000 such articles over the period of 6 months to even get to the front page of google for their chosen keywords.

Another major problem with this tactic is that the Search engines don't want to see the same article over & over again in the first place. They call this duplicate content, and it's not that duplicate content gets you banned, but It simply isn't worth very much at all… And therefore neither will be the links attached to it.

So yes, Article Marketing did work, but not well, and all things considered, it was just BARELY worth all the time and trouble it took to create those off-site links.

# Part 2: Web 2.0 Arrives, the Market Changes

Then one day a few years ago, some really smart people figured out how to make the web very interactive. Users could go to a web page and talk to other users, but more importantly, CREATE CONTENT for the owner of the website.

This is called Web 2.0.

MySpace, Facebook, YouTube, and all of those sites that let visitors write, upload, create, or otherwise share their own 'stuff' online started producing Copious amounts of new content that the search engines could easily index, and therefore grew the web much, much larger really fast.

This was especially great for the owners of these web 2.0 sites, because the cost of acquiring content is otherwise the most expensive part of owning any website… So they just have to support their unpaid users to build the web's largest income-producing websites!

But more importantly for this story, all this new content popping up at once completely disturbed the old business model and Article Marketing.

The search engines are getting all the new content they could spider with these new Web 2.0 sites… So why should they bother anymore with those tired, old-school article directories anyway?

They almost don't. Out of all the many hundreds of Article Directories that had popped up, only about 80 provide any linking value at all anymore, and it's much less of a value than it was before Web 2.0 came along.

Quite simply, the Search Engines started recognizing them for what they were… *An antiquated way to get your advertising out, full of duplicate content.* – And started treating them as such.

That wasn't the only thing that changed, of course. On-site factors such as Meta Tags, descriptions, and the number of times your keyword phrase is found in your text were greatly reduced in importance. Even Search Engine 'spiders,' the robots that index your website pages, got much smarter, so they don't really care anymore about how your site flows. Basically, everything that the SEO firms used to tell you has changed. All except just one fact:

**It's still more important than ever to get lots of different incoming links to your website.**

So if Article Marketing has lost so much of its importance with the search engines, how does one create all of these incoming links?

# Part 3: Ride that Web 2.0 Wave!

In case you've been too busy thinking that Web 2.0 is just a bunch of MySpaces, YouTubes, and Facebooks, where the main purpose is to talk & share with your new online buddies, then I'm sorry to inform you that you have been wasting a lot of time.

More to the point, you've been wasting your own time while making content for the owners of those websites. –And since content is the basic currency of the information age, you have in effect just made them stinking rich at your own expense.

The sickest irony I've ever bared witness to is people at their corporate cubicle jobs (wage slaves) sneaking off to talk to their buddies on web 2.0 (unpaid slaves) while the boss wasn't looking… I mean, how sick is that? Stealing time from the master who pays you to give to the master that doesn't?!?

***Web 2.0 doesn't seem so fun now, does it?***

Don't worry, there's a way to have your cake and eat it too.

With the demise of Article Marketing, I worried that nothing would come and fill its' place as a sure way to achieve high Search Engine Rankings… For about 10 minutes. –Because I happened to be in the right place at the right time to figure out its' replacement…

**Which is, in fact, Web 2.0 websites themselves!**

Instead of you being used to create content for them, all you have to do to turn the tables and make them YOUR slave is to place your articles, tips, recipes, jokes, home movies, podcasts, whatever content you can create out there on Web 2.0…

**--> WITH LINKS BACK TO YOUR WEBSITE INCLUDED!!! <--**

Just this one little trick totally reverses the whole game.

If you write something about dog training on MySpace, and it doesn't link to your main website, then you gain nothing. You have just wasted all that time for no good reason, other than to make the owners of MySpace even richer.

However, add a link to the bottom of that same bit of writing that takes the user back to your Dog Training website, and you have just marketed your own website, just as if you were practicing Article Marketing.

The best part is that web 2.0 by design is fast and choppy… There is no more reason to write 350-1500 word articles; in fact you may just only have to write a single sentence in order to create your link along with it.

***Worried that there might not be enough different places to submit to?***

According to http://www.go2web20.net, the biggest Web 2.0 website directory, there are currently **2,193** Web 2.0 websites currently active online, and those are only the ones that have submitted themselves to Go2Web20.net.

These websites are all on different domains, all spread around the globe, and all want you to place your content in some form on them. Every single one.

Better yet, Google and Yahoo really love these sites. Links put here will be indexed into their listings quickly and be counted as more important than any article could be!

The only question left to find out is which ones will allow you to link back to your own website.

However, before you consider that, I've got something even more exciting to show you about some of these sites…

# Part 5: The Gold Rush is On!

Of those 2,193 websites, there are a good number of them that feel kind of guilty about exploiting you for your labor. So guilty in fact, that they've made it part of their business model to PAY you for your work!

I'm quite serious. Have you heard of Squidoo or Hubpages? Both of these awesome web 2.0 websites share their revenue with you. That means that when you build a page of content for them (a 'lens' or a 'hub' in those two cases) they'll put advertisements along the side of it and split their income with you from that page!

"Revenue Sharing" is catching on like wildfire, and even MySpace & YouTube are feeling the pressure. They both have many knock-off Web 2.0 competitors now that offer Revenue sharing, such as Yuwie and Revver.

By the year 2012 I estimate that all Web 2.0 sites with considerable traffic (excepting only Wikipedia) will be using some form of Revenue Share with their users… They will have no choice.

So do you see what the real promise is here for your business?

Whereas once you paid some firm to submit long articles you wrote to article directories, now you GET PAID to submit short content pieces to Web 2.0 sites.

With better results as far as the Search Engines are concerned.

Make money while building your business. (To make more money.) No matter what you do, you can't fail to make money following this path!

# Part 6: Where to find them

For those of you good at numbers, you've probably already figured out that if you take the 2,193 Web 2.0 sites and subtract the sites that don't allow backlinks, and further subtract the sites that don't share their revenue with you, you'll wind up with a much smaller number than 2,193.

That just what I thought too. In fact I almost never looked because I was worried the number would be just 3 or 5 at the most...

I can't believe how wrong I was!

Inside my Surefire Success Membership website I've got a library stocked full of them for my members to use.

I promise I won't go into a full sales pitch mode here, but just to illustrate the possibilities to you, I filled up a section there full of all the ones I could find, (I call them Moneytrees) and then added a form for my members to submit and share more moneytrees all the time, which they do… In effect I've made a Web 2.0 website for people to find profitable Web 2.0 websites!

Assuming you don't become a member of Surefire Success for the moment, I still want you to be able to find moneytrees for yourselves and stop building up other websites for free. So to start out, here's a top-10 list (In Alphabetical Order) with some of my favorites:

**Http://www.Cagora.com**
**Http://www.Helium.com**
**Http://www.Hubpages.com**
**Http://www.Revver.com**
**Http://www.Squidoo.com**
**Http://www.ThisIsBy.Us**
**Http://www.Vume.com**
**Http://www.Weebly.com**
**Http://www.Wikidot.com**
**Http://www.Yuwie.com**

You should note that these take different kinds of content. Some take video, some take text, some take whole articles, some take audio, and most will take a mixture of all content types.

However, these all pay you money for your time, and meanwhile you'll really be spending that time building your own website up in the search engines.

Yes, there are many others out there, but finding them always involves reading each sites' FAQs page, and sometimes the fine print too.

Anyway, there's one last important thing I'd like to share with you about Web 2.0 sites before we finish up…

# Part 7: "More powerful than you can possibly imagine…"

Perhaps it is because my name is Luke, but when I saw The Empire Strikes Back for the first time in Fourth grade, that line above from Darth Vader struck a deep chord with me. ☺

Once I stumbled onto the strategy you are about to read, I said these words aloud to myself and knew that they were just barely adequate.

For those of you that have ever done any keyword research, you may have experienced a feeling of disappointment learning how much of that traffic actually goes to your site… Even if you're ranking #1 for that term.

For instance, if your keyword tool tells you there are 100,000 searches a month for your keyword, then you have to divide that by 5 or even 10 because of the other, competing results on the page with you will get some traffic too, naturally.

It was unavoidable. That top result can be skipped over accidentally at times, or perhaps you just didn't use a phrase in that linking text that they were searching for, or perhaps 3 is their lucky number and they just want to look at the third listing first... Etc. Being #1 does NOT mean getting all the traffic. At best, it just means getting the MOST traffic.

No matter how hard you work on one website, you can't make it do any better than to rank #1… So therefore you're only going to get 40% or so of those 100,000 searches each month. ☹

Unless… ***You own ALL of the websites showing on that page!***

Just hear me out… With Web 2.0, you can make easy web pages and get those pages ranking highly in the search engines much faster than ever before. Meanwhile, each one of those can link back to your main website and drive the traffic just where you want it to go.

You'll be in full control, get 100% of the traffic online for your keyword, and you'll even be paid to create it all, too!

**I've made a short video for you that you can watch by clicking here that will demonstrate this difficult concept even better.**

There would seem to be one big catch to this. To make 5 or 10 websites popular in the search engines, it usually takes 5-10 times the work.

However, once again, with Web 2.0, and the nature of multiple-linking campaigns, you do not need to make as many pieces of content out there linking

to each of these five sites as you would have had to make articles linking to them from Article directories!

With an article, you can only link to one site. One Article in one directory links to one site, it's a simple formula.

With Web 2.0 content, you have MUCH MORE CONTROL over the content you place out there, and you can usually submit three or more links from it to your other sites!

So in effect, your content that replaces the articles could link to all five of your websites on that keyword, meaning you only have to do ONE FIFTH OF THE WORK!

(Or if you want to make ten websites, that's only one TENTH of the work… Etc.)

The bottom line here is that Web 2.0 is not only a better replacement for Article Marketing, but it allows something that has never before been possible:

**Total and Complete domination of the search engines for any keyword you choose.**

That's not hype in any way, it's true. Now you know exactly how to push out the competition for any keyword phrase you want, and it really will work!

Now that you know about this strategy, you have the power to put entire SEO firms out of business as they continue to keep submitting more and more articles to those sad directories with smaller and smaller results each time.

It won't be long until their clients are going to see them completely fail to achieve a #1 ranking at all…

Inside the membership area of my Surefire Success System I've even created a tool that can tell you exactly how many backlinks you need in order to pull this off for each possible keyword.

Further, I've added over 30 training films and dozens of software downloads so that you'll know how to do everything by watching examples, and have all the software you'll need for free.

Last but not least, did you know that there are even other moneytrees that will pay you **up-front** for submitting your content too?

Those are what we call Alpha Moneytrees. These things really do pay cash directly to your Paypal or bank account within days, just like a freelancing job.

They work for anyone, anywhere, and are totally bonus money on top of everything we've talked about here.

Money up front plus money in residuals, all just to dominate the search engines for the benefit of your own business in the first place… That's what the Surefire Success System makes easy for you to learn and apply.

Don't have a business yet? We'll help you create the perfect one for you.

Afraid of the learning curve? Many of our training films were made just to bring you up to speed on all sorts of internet tasks and topics.

Need inspiration? Help? Answers to specific questions? You'll love our incredible members-only forums. I answer questions in there every day myself, and you'll find that everyone there is helpful and more than willing to help with whatever you need.

No matter if you are just starting out, or are already an experienced marketer, you'll find just what you need with the Surefire Success System, guaranteed.

**Simply click here learn more about this incredible system.**

I hope you found this report eye-opening and will put to use some of the tactics for your own benefit. At the very least, be sure to make some easy cash while you do what you were already doing.

**To your Surefire Success!**

Luke W Parker

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