

Dirty Bum Marketing: Three Advanced Lessons

I've been noticing a lot of you bums out there getting a little upset and looking for an easier way out. Everyone always wants the easy way out. Even though the easy way can sometimes in hindsight turn out to be the hard way. Anyhow, I decided to write up a case study of how I took the bum marketing method and turned it upside down like a skinny little nerd and shook out its lunch money.

Waiting around for EzineArticles SUCKS!

I can't stand restrictions on ANYTHING, especially with things I do on the web. MR. EzineArticles thinks he can say... "No, Affiliate Links." Well then I'll just have to take my business elsewhere! What if you could get all that SEO boosting power of EzineArticles, but have none of the crappy parts like affiliate restrictions and the long approval process?

**Would you want to hear more?...
Well pull up a chair and listen up!**

First off, GoArticles.com allows you to put affiliate links in your bio box, as well as ranks just about as high as EzineArticles. However, that's not my personal gummy beary juice way of doing things. If you're out here in the trenches everyday like I am, most likely you've heard about Squidoo.com.

"You can either continue flooding EzineArticles and stomping all over USFreeAds, and wait around for search engine results, or you can cheat like I do."

You see Squidoo is this rockin' site, backed by one of the biggest marketers of our time, Seth Godin. If you don't know who he is...Make it your mission to learn what this guy is all about.

The reason EzineArticles and USFreeAds boosts you up so high in the search engines is because of their Google PageRank. (www.Squidoo.com has a PR 7.) Which is rather high in today's standards. So anything you do on Squidoo is also going to get that super boost everyone is always looking for.

Now of course, you still have to be using your basic SEO knowledge that Travis has tried to drill into your head.

SEO 101: recap

Research a low competition keyword/phrase plug it into your title, then drop that keyword/phrase into your content about once for every 100 words.

It would be dead wrong of me to just say "Hey, use Squidoo instead of what you've been using" without me telling you why you should be using it, instead of the other old dogs.

Sometimes the best way to resolve an argument is to just let the two fight it out. So without further rhetoric here's the battle of EzineArticles vs. Squidoo lenses.

EzineArticles	Squidoo
SEO boosting powers Loved by Google Pre-existing traffic (ezine writers) Long approval process Everyone else is already there No affiliate links allowed Does not make money on it's own	SEO boosting powers Loved by Google Pre-existing traffic (Squidoo Community) NO approval process (instant) Super hot new trend Still undiscovered by many Affiliate links are encouraged Can make money for you on its own Squidoo donates to charity Squidoo forum for quick support Squidoo lenses are interactive Ranking system You keep the copyrights!

==>[Success With Squidoo Video](#)<==

I believe it's safe to say Squidoo knocked the socks off the competitor EzineArticles. USFreeAds never even made it to the ring. All they do is provide free for all classified ads, that give an SEO boost. However, *Google has been getting fed up with USFreeAds* because of their free for all mentality. Even their boosting powers have gone down as of late. That being said don't come over to Squidoo and throw trash in my yard. Take the time to write a quality content, it'll pay you back ten fold if you do.

I'm not here to teach you all about Squidoo, if you still have questions. Please check them out at www.squidoo.com. They have a forum full of tons of successful Squids waiting to answer your questions. I'm only here to show you how to "dirty" up your bum marketing for stronger, faster results.

What do you mean you don't get indexed by the search engines on the next day?

If it's taking you more than 2 or 3 days to get indexed by the search engines...then my dear fellow marketer, you are doing things the old way. We are soldiers on the front lines of battle, we need reinforcements pronto. We cannot wait around for Google and friends to come find us. We must build bridges and give coordinates so that they can find us lightning quick.

You have probably heard about social bookmarking. Maybe you are not taking advantage of that goldmine yet...that's ok. It's another whole world and you should be focusing on one thing at a time or risk fatigue and frustration. What you may not have heard about is a little site called www.onlywire.com.

OnlyWire is a service site that connects all your social bookmarking accounts together. This lets you do one big bookmark to all the major networks.

(Social bookmarking is the act of submitting a link, keywords, and description to a site you really like, to another site that collects all these mini-reviews. It is said to be the future of all search engines.)

The underlying mechanics of this is, with practically the click of a button, (after you register your accounts) you can create 10-15 backlinks to your site, squidoo lens, article, or advert. (whatever type of web presence you might have.)

These links are to high traffic sites with PR4 or better. Due to their highly dynamic nature, Google and friends are constantly spidering and following links from these sites. They also give them higher priority due to their above average PR status.

I have been indexed within 8 hours using this technique, but the usual is 24-48 hours.

Another great way of speedy indexing is if you have an adsense account. Slap up some adsense code and you effectively force Google to index your site. Take the adsense down after you have been indexed. (Google is forced to scan your content to display the relative adsense ads.) However the adsense technique is only for normal websites, and not articles, lenses, and ads.

**Ewww, only 5-10 visitors a day.
That's gunna be sooo slow!**

The basis of bum marketing is "free marketing techniques." **I know this.** However, most bums I know can usually find a way to spend \$2 a day. After all that's how they always seem to get in line in front of you at McDonalds. (Or maybe that's just my town) So yes, this technique does cost money, but it can be as low as \$1 or \$2 a day. **DO NOT** use this technique if you can not afford to lose \$1 or \$2 a day. I don't want anyone starving over an Internet marketing technique.

Personally, I can't stand waiting around for things to happen so I am always looking for faster, easier ways of doing things. For instance, instead of writing an article and waiting around for the trickles of traffic, I hook my articles up to a Google Adwords account. This lets me target many, many more keywords and I can pay as little as 10 cents to have someone checkout my article.

Since I do not use EzineArticles, and instead use GoArticles.com, I am able to place affiliate links in my article. This gives me the chance to recoup my costs of Adwords click charges. This is why I like this "cheat" so much. If I pay 10 cents a click and 10 people visit my article forcing me to spend \$1. I might get 1 viewer that clicks through to the affiliate site and buys the product. I can then make \$10-\$100 off that sale. Spending \$1 to make \$2 or more is always ok in my book!

To insure you do not lose your shirt with this technique make sure you set up your account to only charge you a maximum of \$1 or \$2 per day. Whatever you can afford. Then add in low competition keywords that you can get clicks for \$0.10 or \$0.20 each. Now what you have instead of that light trickle of traffic from your article, squidoo lens, or advert. (The same one that got you a high natural placement in the search listings.) You now have 10, 20, or 30 extra people viewing your article, lens, or advert each day. This also works great for those that don't know how to get high natural listings with articles, lenses, or adverts.

**Not for basic bums or
bums just starting out.**

These "dirty" bum marketing tricks are not for the just starting out crowd. Please get a little experience under your belt before you try these techniques. They are, after all, the advanced lessons and not for beginners.

“To thine own self be true,” a famous quote by Shakespeare hold great truths for Internet marketers. If you are not honest with yourself about your skills, and what you need to learn or do, you end up walking around like a blind horse tripping over itself.

So get out there and do what needs to be done on your level. Are you at the stage of learning, practicing, acting, testing, or teaching? Stay on that level till you have mastered it, and then move up. You can't be Bruce Lee over night, so invest a couple months in your future!

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