Guerilla blogger's strategy and tactics on how to make cash online

By

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DISCLAIMER

On Guerilla warfare, strategy and tactics

The principles of Guerilla warfare are discussed and used extensively in this material in order to discuss methods and strategies on how to make cash online. Inasmuch as the authors respect the works of Guerilla warfare strategies, tacticians and supporters, they would like to make it clear that they do not support any form of rebellion against the constitutionally installed government of any country.

ANY DISCUSSION MADE IN RELATION TO GUERILLA WARFARE, TACTICS AND STRATEGIES ARE ONLY FOR THE PURPOSE OF PROVIDING A METAPHORIC FRAMEWORK ON HOW TO MAKE CASH ONLINE. THE AUTHORS ARE FIRM BELIEVERS IN DEMOCRACY AND DO NOT SUPPORT NOR ENCOURAGE THE USE OF ACTUAL GUERILLA WARFARE IN OVERTHROWING A LEGITIMATELY INSTALLED GOVERNMENT.

On Search Engine Optimization (SEO)

The authors of this work do not claim to be SEO experts. "Expert" is a very relative term and it is left to the reader to judge whether or not the authors are "experts" in the subject that they are writing about. The authors do not accept any responsibility if you fail in your attempt to retire from your current day job and switch to "guerilla blogging"

On the layout and format of this book

Most of the materials in the e-book are taken directly from the blog posts of Marhgil Macuha at www.macuha.com and Zigfred Diaz www.zdiaz.com. Most of the posts are unedited and are just the way they were when the bloggers first wrote them, so do not be surprised on how the material is presented. Original blog posts are indicated in italics.

On the concept behind Guerilla blogging

The authors do not claim that they are the original thinkers and "inventors" of the concept behind "Guerrilla blogging." The ideas behind Guerilla blogging may have been conceived and practiced for a long time. There may be SEO and blogging strategies and tactics presented here that have been practiced by SEO "experts" for a long period of time. What the authors can claim is that they have managed to put together these scattered ideas, enhanced and improved them and popularized a name for it which now they call as "Guerilla blogging." The authors thanks the entire blogging and SEO community and to those upon which the ideas of "Guerilla blogging" is built upon.

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AUTHORS NOTE

"It (The internet) created a global platform that allowed more people to plug and play, collaborate and compete, share knowledge and share work, than anything we have ever seen in the history of the world."

Thomas Friedman, author "THE WORLD IS FLAT"

Thomas Friedman is right. The world is indeed flat. Not only is it flat, it's hot, crowded and is headed for a revolution!

That's right a revolution. A revolution that somewhat levels the playing field between rich countries and poor countries, a revolution that will somehow help in the re-distribution of wealth, a revolution that will enable men and women to compete and do global business in today's global economy without even setting foot outside their homes. Yes indeed we are in a revolution!

Never before has there been a time in our history where ordinary men and women from various parts of the globe start a small company run it for several months and have it bought for millions if not billions. Never before have we seen kids as young as 15 years old, earn more in a year than what their parents could earn in a lifetime. Never before have we seen ordinary men and women who are engaged in the buying and selling of merchandise globally. Truly the internet has changed the playing field, the world is indeed flat and the capacity of an ordinary individual to participate in global commerce is a revolution whose time has come. We are living in a world right now where each individual is a global media company, a global retailer and a global investor.

Before the advent of Web 2.0, global media companies monopolized the income that can be made from the internet through advertisements. Now, the ability and opportunity to derive income from advertisements globally through the internet has been given to the common people. Indeed this is a revolution that has been unseen since the history of the world.

This e-book is our small contribution to the revolution more specifically the internet revolution and in particular the revolution in blogging. Since we are engaged in a revolution, a perfect solution is the application of Guerilla strategies and tactics.

We hope and pray that the readers of this e-book may be inspired to participate in this wonderful opportunity that history has made available to us. Technology often changes so fast, so to be updated more on Guerilla strategies and tactics in making cash online, make it a habit to visit our blogs at www.macuha.com and www.zdiaz.com

Let the Revolution begin!!!

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CHAPTER I - INTRODUCTION

"The conventional army loses if it does not win. The guerrilla wins if he does not lose."

- Henry Kissinger, U.S. Republican politician, secretary of state.

What is Guerrilla warfare, strategy and tactics?

Guerrilla warfare, strategy and tactics are a system of unconventional warfare utilized by a small group of combatants to fight against a larger and less mobile formal army.

The term "Guerilla" means "little war" in Spanish. It has been said that it originated during the Peninsular Wars and was employed by the joint Spanish, British and Portuguese forces to ward off the attacks of the great French Emperor-General Napoleon Bonaparte.

In the 19th Century, Guerilla warfare was successfully employed by Mao Zedong in China, Vo Nguyen Giap in Vietnam and by Che Guverra in Latin America. During this time Guerilla warfare strategy and tactics were refined and were extensively documented. This documented tactics and strategies would later become the basis for present day and future guerilla warfare.

Strategy is defined as the overall picture, the overall game plan. Guerilla strategy is usually employed using the classic Maoist three phase model of Propaganda, Intuitional attacks and assuming control.

Tactics are specific activities employed to achieve measurable objectives. In Guerilla warfare, to implement the three phase strategy, five major tactics are employed namely intelligence, ambush, deception, sabotage, and espionage.

So what does Guerilla warfare has to do with how to make cash online?

The principles in Guerilla warfare, strategy and tactics can be applied to making money online most specifically in blogging. Guerilla strategy and tactics provides the theoretical framework upon which our making cash online techniques are based upon. The enemy that is to be conquered here are the obstacles to making cash online.

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What's the difference between conventional SEO or regular making money online tactics with Guerilla strategy on how to make cash online?

There is a difference between conventional SEO or regular making money online tactics with Guerilla strategy on how to make cash online. These are the following:

1.) Guerilla blogger's strategy and tactics on how to make cash online does not require the resources in terms of time and money that regular strategies employ.
2.) Guerilla blogger's strategy and tactics on how to make cash online can easily be employed by people who have their regular day jobs and are fulfilling their other roles in life. The authors themselves hold other jobs and wear several hats while at the same time excelling on how to make cash online.
3.) Guerilla strategy and tactics on how to make cash online acknowledges that having a niche is important on how to make cash online. However unlike conventional SEO or regular making money online tactics where a niche is a must, the guerilla blogger's strategy and tactics on how to make cash online maintains that it is not necessary to have a niche to make cash online.

Does using Guerilla strategy and tactics to make money online do away with conventional SEO tactics?

Utilizing Guerilla warfare does not mean not resorting to conventional warfare. In fact in Phase 3 of Guerilla warfare, conventional warfare strategies are used. In Guerilla tactics on how to make cash online, conventional SEO strategies is employed together with Guerilla SEO tactics to achieve the final objective.

The general formula on how to make cash online

All internet marketers and probloggers agree that making cash online is made simple by following this equation:

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OPTIMIZED BLOG + EXTENSIVE TRAFFIC + OPTIMIZED ADS = CASH

In this e-book we will refer extensively to guerilla strategy and tactics on how to have an optimized blog, divert extensive traffic to your blog and how to optimize your ads in order to make cash online.

CHAPTER II - PROPAGANDA (PHASE I)

"The guerrilla band is an armed nucleus, the fighting vanguard of the people. It draws its great force from the mass of the people themselves. The guerrilla band is not to be considered inferior to the army against which it fights simply because it is inferior in fire power. . . "

— Che Guevara, Guerrilla Warfare, 1960

Letting the world know about your optimized blog

Propaganda is the first phase in Guerilla warfare. Wikipedia defines it as "sending a concerted set of messages aimed at influencing the opinions or behaviors of large numbers of people."

This is the first phase that we should implement on how to make cash online. We want to send a message. We want to send a message to the whole world that our blog exists in the World Wide Web. We can achieve these by following these simple steps:

1.) Get a blog - You can sign up for a free blog in either blogger.com or wordpress.com. You can also buy a domain and pay for hosting services. There are advantages and disadvantages of a free domain and hosting versus a paid one. However this will not be discussed here as we will be focusing on tactics on how to make cash online.

Our personal advice is that you get a paid hosting service because you have more freedom to do what you want not to mention the limited features of free hosting services. We also personally use Wordpress because of its flexibility and features. There are several good hosting services out there. We personally recommend Dreamhost *(use MACUHA50 promo code to get $50 discount)* and Voda Host as we have been long time customers and we are fully satisfied with their service.

2.) Use a search engine optimized theme – There are several sources of visitors to your blog. The main source should be the search engines. Our ultimate objective is therefore to make it to the top of the Search engines or what we know as the S.E.R.P. (Search Engine Results Page). The farther you are from the SERP, the least likely people will find your blog.

Search engines use a certain algorithm to rank web pages. Search engines do this by sending "bots" to scour over the internet to gather data on blogs and websites.

When the search engine bot goes over our blog, we want the bot to be pleased. We want it to place our blog in the first few pages of the SERP for certain keywords we are trying to optimize.

How do we achieve this? We can simply do this by using a "Search engine friendly" Wordpress theme. You will usually find this when you search for the keyword "Search engine friendly Wordpress theme" in the search engines.

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Here are some additional guidelines on "Selecting A Search Engine Optimized Wordpress Theme" written by Marhgil Macuha.

A.) Title tag should be optimized. - *When viewing the permalink pages, I prefer seeing the title of the post first before my blog title. I know, this can be fixed by a plugin, but I'd rather have it be a feature of the theme itself. Why install a plugin if the feature is already on the theme? Too much plugin can slow down your blog.*

B.) Content loads first before the sidebar. - *I want the search engine to read my content first before the sidebar, because the content contains most of my targeted keywords.*

C.) Extensive use of header tags. - *h1 for the blog's title, h2 for the post title, h3 for other sub-titles. Search engines put weights on these tags, so, I wouldn't like my blog not using them.*

D.) Only 1 credit link for the theme maker. - *I know, I have to give credits to the theme maker. One sitewide link for him is enough. If the theme requires me to link to 3 or more links, I don't use it. I don't want to waste too much Google juice just for a theme I'm using. One link is enough. That's how important a link to me is.*

E.) There's a footer. - *I use the footer of my blog for giving some sitewide link to a post I want to optimize. Others say that footer links are not weighted heavily by search engines. I think otherwise. I've been experimenting with footer links on SEO contests before and I can say that it does help a lot. Readers don't notice those links, but search engines still count them as links. Anyone noticed the Filipina link on my* footer *before?"*

3.) Join communities - There are thousands of online blogger communities out there. The saying "No man is an island" very well applies to blogging only this time it might be more proper to say "No blog is an island." Most importantly join your local blogging community. Connect with local, national and even international bloggers. Attend blog conferences, meet ups and parties if you have the time. You not only gain some new friends, you also get some link love and perhaps some fans.

4.) Interact with the blogging community - This can be done by joining forums, contributing in forums, doing some blog hopping and commenting on other people's blog. This is one sure way of bringing in blog visitors. It not only helps in attracting other bloggers to visit your site, it also helps you connect to the blogging community. Take note of the words of Che Guevarra at the beginning of this chapter *"The Guerilla band draws its great force from the mass of the people themselves."* Guerilla tactics on how to make cash online thrives on the great force of the people themselves.

Marhgil Macuha's text messages blog (http://textmates.blogspot.com) is one of his major money makers. When asked whether he invested money for promotion, Marhgil Macuha has this to say on how his text messages blog became very popular:

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Once other bloggers visit your blog and they like your content, they might give you some link love and might even be able to bring more visitors to your blog. Joining ad exchanges like Entrecard (http://www.entrecard.com) could also help a lot.

5.) Use Conventional methods in propaganda propagation – In Guerilla warfare, propaganda is spread by leaflets, posters, lectures to marginal sectors and utilizing other forms of media available. This principle can also be applied on how to make cash online. Here is some conventional propaganda suggestions that may help let the whole world know that your blog exist:

a.) *Social networking sites, email and instant messaging* – Inform your friends of your new blog through bulletins, shout outs, email messages etc. You can also write a very interesting article, post half of it to your bulletin and leave a message that if they want to read the rest of the article they could go to your site,

b.) *Write interesting, socially relevant article and submit it to your local press* – Write an article that addresses current issues and submit it to your local press whether radio or newspapers. Do not forget to put a brief author's bio at the end of the article. Indicate your blog's address. Who knows, someday if your local media wants a resource person in blogging, they might tap you.

c.) *Have your blog address printed everywhere* – Have it printed in your car, your calling cards, your pictures, your shirt etc, just about everything you can have it printed on !

d.) *Be involved in blogging evangelism* – They say only 1 % of the world's entire population is involved in blogging. You can help promote blogging by telling people about it. This way you can also promote your blog. If you have an opportunity to address several people (Like teaching in a class) find ways and opportunities to promote blogging and in the long run promote your blog also.

e.) *Utilize videos and pictures to promote your blog* – Have an account at Youtube (http://www.youtube.com) or an interesting picture site. Upload interesting pictures and videos to those site and make sure to place your blog URL in order to invite visitors to visit your blog.

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CHAPTER III – INSTITUTIONAL ATTACKS (Phase II)

"All warfare is based on deception. Hence, when able to attack, we must seem unable; when using our forces, we must seem inactive; when we are near, we must make the enemy believe we are far away; when far away, we must make him believe we are near. Hold out baits to entice the enemy. Feign disorder, and crush him."

- Sun Tzu, the Art of War

Guerilla warfare refers to intuitional attacks as an attack on military forces and other major important defenses of the enemy. The attacks usually carried out are not done in the grand scale but rather in quick and small batches. Little by little, small victories will become bigger and will eventually demoralize the enemy's forces.

In Guerilla warfare the first engagement of enemy forces is carried out in small batches to ensure that the battle can be won.

This Guerilla warfare strategy can be applied to making cash online. The obstacles to making cash online are a big enemy to conquer which is being fought everyday in the trenches of the internet. We should pick our battles carefully and ensure that every small battle is won.

In this phase a combination of the guerilla tactics of intelligence, ambush, deception, sabotage, and espionage are extensively used. The following are the steps wherein this phase can be executed properly:

1.) Sign up for ad publishers– Most of our recommended money makers employ a pay per click scheme. In simple terms It means that everytime somebody clicks on an ad, you get paid.

Do not limit yourself to only one ad publisher like Google Adsense. There are several recommended money makers that you should use to maximize your blog's earning potential. If you would like to know more about Marhgil Macuha's recommended money makers click here. If you would like to know more about
Zigfred Diaz's recommended money makers click here.

2.) Increase your CTR rate – CTR stands for click-through rate. It is the ratio of the clicks to the ad impression which means that if you have 2% CTR, you got 2 clicks for every 100 times the ad is displayed on your site (ad impressions). Some people say that having 3% CTR is a good number for blogs. Having a higher CTR means more clicks and more clicks mean more earnings.

This may sound very technical but do not worry about the definition of technical terms. But just to give you an overview here is Marhgil Macuha's suggestion on increasing CTR rate:

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"CTR is affected by many factors. Ad placement, ad format, source of visitors, visitor's profile and blog design to name a few. Let's tackle them one by one.

A.) Ad Placement. Our target here is to place the ads so that your visitors will be able to read it and click on it when interested, NOT to place the ads where they will get clicked accidentally.

Above the fold. An ad placed above the fold gets higher CTR than an ad placed below. The reason is obvious; people can't click an ad they don't see, right? Putting your ad above the fold gives the ad more eyeballs and more chances of getting clicks.

At the right sidebar just beside your blog post. While reading your blog post, they might get interested on the ads on the sidebar related to your blog post. Another lost visitor but a money in return.

After your blog post. Putting an ad after your blog post is a good idea. After reading your blog post, you're giving your visitor an option to further read the comments or to click an ad related to your blog post.

Near Search boxes. Putting link units near search boxes will give your visitor an option to type keywords on the search box on what he's looking for or to click a link on the link unit if he found his keywords listed on it.

B.) Ad formats. An ad that doesn't look like an ad gets higher CTR. Format your ads so that it blends well with your blog. Use the same color schemes as what you're using on your blog. Make it blend. Don't use borders. 336×280, 160×600 are the best performing ad sizes. Use them well.

C.) Source Of Visitors. Visitors coming from the search engines are the people who click your ads. This is because they are searching for something, if they find what they are looking for on the ads, they will click on it. Regular visitors don't click your ads, and don't even think of encouraging them to click it. That's illegal. So, to increase your CTR, learn SEO to get visitors from search engines.

D.) Visitors' profile. Adsense-ignorant visitors will click your ads. People who knows about Adsense will not click it. Blog post talking about making money online thru Adsense and optimizing CTR like this one will not get clicks. Target Adsense-ignorant readers on your blog posts. Talk about topic totally not related to Adsense and see your CTR increase.

E.) Blog design. I've only realized this after an experiment. A 2-column simple blog design has a higher CTR than a 3-column blog. Minimize the number of outgoing links. Too much links on your blog page gives too much competition to your ads. Having less links give a higher CTR for your blog. Do yourself a favor, remove the unnecessary widgets and buttons that slows down your blog and gives competition to

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your ads. Do you really need those widgets? I don't think so. I'm actually planning to give a new look to my text messages blog.

These were all based on my experience, which you could see I'm applying on my blogs. If they worked for me, they might work for you as well. Try them, there's no harm in trying."

3.) HI-JACK or AMBUSH *"HIT-LOD"* KEYWORDS – This is one of the most important part of Guerilla strategy and tactics on how to make money online. Before we go into the details of this we need to understand keywords first.

What are keywords?

Read this post by Zigfred Diaz to fully understand what is meant by "Keywords"

Keywords are very important to bloggers because it will bring us more traffic. The more traffic you have, the more chances of people clicking your ads and the more chances of you selling products. Whatever kind of commercial activities that a blogger is involved whether it is selling affiliate products, pay per click, pay per impression pay per visit, pay per whatsoever, the most important thing is the traffic. In short more traffic means more money.

A blogger or a webmaster must ensure that he gets a lot of traffic especially traffic from the search engines such as Google, Yahoo and MSN, three of the world's biggest search engines.

When a computer user goes to Google and types a word, you have to ensure that you are in the first 3 pages or if possible in the first top 10 in the search engine's first page. If you are in the 100th page then most likely people from the search engine will not visit your site.

The key therefore is to ensure that your blog or website sustains a high volume of traffic all year long. One of those ways is to ensure this is that your blog or website must compete for the proper keywords.

Choosing a keyword is not easy. Some keywords have a lot of competition. You can know this by typing a keyword and looking at the upper right hand portion of the website. For example typing for the phrase "making money online" has more than 18 million results. Hence the chances of you making it to the top ten in are really slim.

Not only should you ensure that the keywords you choose does not have a lot of competition, you should also ensure that they have a high search volume. Meaning they are being searched by a considerable number of people. This will ensure that all your hard work for optimizing the keyword will not be for nothing. You can know this by going to Google Trends (http://www.google.com/trends) and typing the

keyword. If Google Trends display a graph, then the keyword is most likely a high traffic keyword.

To sum it up you must opt for what bloggers call as "high-traffic" or "High trend" but "low-dense keyword" (HITLOD)"

Meet High Traffic - Low density (HITLOD keywords)

Now here is a post written by Zigfred Diaz illustrating a HITLOD keyword called "PINAY SCANDAL"

"If you go to Google Trends and type the word "pinay scandal," you can see that for the past two years search for the keyword "pinay scandal" has remained consistently high. This makes pinay scandal a "high traffic or high trend" key word.
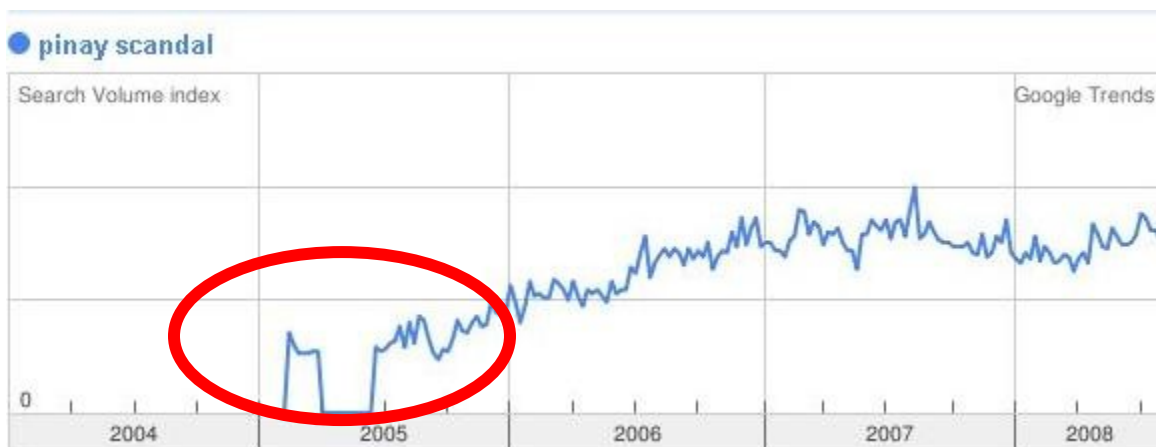
What's interesting about this keyword is that it is also a "low density" keyword. Meaning only a few bloggers or webmasters is competing for this keyword. In fact as of the time of this writing there are only 266,000 blogs and websites that contains the word "pinay scandal"

Since this is a HITLOD keyword this makes "pinay

Results **1 - 10** of about **335,000** for Pinay scandal. (0.26 seconds)

scandal" perfect for optimization. These kinds of keywords are what drive traffic to your site or blog after optimizing it in just a few days.

Your website or blog need not be scandalous or contain pornographic material in order to exploit this keyword. You can talk about anything regarding pinay scandal. In my case for instance, I talked about the exploitation of Filipina women. What is important here is that you are driving traffic because of this keyword. "

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Now that you know what is a keyword and what is a HITLOD keyword here are the steps you need to follow to successfully ambush or hijack the proper keywords:

A.) Do keyword research – There are several ways to identify which keywords to properly optimize.

Marhgil Macuha's keyword research techniques:

"Discover profitable keywords, blog about it and optimize it and you'll see your blog traffic increase everyday. That's one of my secret. But how do I search for profitable keywords or keywords that could drive traffic to my blog? Here are some of my keyword research technique:

a.) Top Posts - Look at your favorite blog, or a blog with heavy traffic. Chances are, it has a top post list on its sidebar. From there, you can see his trophy keyword and optimize one of your blog post for it.

b.) User Online. Look at your favorite blog, or a blog with heavy traffic. Check if he has a User Online plugin. The User Online plugin links to the list of users online on that blog and the blog post they are reading. From there, you'll see which blog post are giving high traffic to that blog. From there, you'll already know the keywords to optimize.

c.) MVTracker public statistics. MVTracker is one of the service that tracks website. Googling "allinurl:www.mvtracker.com/stats.php" (click repeat the search with the omitted results included) will show you at least 600 statistics for different site. Scan it for profitable keywords that drive traffic to their website.

d.) Mapstats public statistics. Just like MVTracker, this is a public statistics of different website or blogs. Googling "inurl:breakdown-search-year.htm" (click repeat the search with the omitted results included) results in more than 300 pages showing their keyword statistics in pie graph for the last 365 days.

Zigfred Diaz's suggestions on how to discover great keywords:

"Different bloggers have different methods of coming up with their own keywords to optimize. There are probably hundreds if not thousands of ways on how to come up with the right keyword.

Personally, I believe that in order to find HITLOD keywords, you do not have to search for them. They will just come to you just like how great artists and inventors suddenly come up with a brilliant idea.

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Here are my suggestions on how to come up with a keyword:

1.) *Discover great keywords as you go about your day to day experiences* - *For example, after I watched the movie 21 I began to search the internet for the real story behind the movie. I realized that people would start to emulate them by gooogling "black jack", "counting cards in blackjack", "counting cards", "how to count cards" or other similar keywords. I tried several keyword combinations and the best one I could find was "counting cards" which is an excellent HITLOD keyword.*

2.) *Awaited events* – *Awaited events like Manny Pacquiao's fights, disasters that are predicted to happen on a certain day, the Beijing Olympics, President Arroyo's State of the nation address are examples of sources of great keywords. You just need to try several keyword combinations to come up with a great HITLOD keyword.* (Marhgil refers to this as "forecasting")

3.) *Misspelled words* – *Misspelled words are often a great source of good keywords.* (Note: Although I have not tried this extensively, Marhgil has had several successes in exploiting misspelled HITLOD keywords to drive traffic to his site. Some example of misspelled keywords are "quotes," (Often misspelled as qoutes) "youtube" (Often misspelled as yotube, or yutube) and even "Google" (Often misspelled as "Googel" or "Googol") and Video (Often misspelled as "vedio")

4.) *People, place or thing* – *I remember when I was a kid, we use to play people, place or thing. Famous people, places or things could be good keywords. Just make sure it is a HITLOD keyword.*

5.) *Google Trends* – *The Google trend website will show you "Today's hottest trend." You might get keywords ideas here.*

B.) Optimize your keywords – Read this post by Zigfred Diaz on how he optimizes keywords:

"a.) Check if the keyword is a high traffic or high trend keyword– *Go to Google trends and type a keyword. If it shows up in the graph then it is a high traffic keyword. Make sure that the graph trend is consistent and that the trend is not going down.*

b.) Check if the keyword is a low density keyword – *A low density keyword means that there are only a few sites competing for such keyword. This makes getting to the top much easier for you. You can easily do this by typing the keyword in Google. On the right side of the search page you can see how many websites refers to the keyword. The rule of the thumb is, the lower the number the better it will be for you. My personal rule is that I never go for keywords wherein I have to compete with 5 million sites. Most of my keywords are those wherein the competition is only less than 500,000.*

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c.) Write a good article on the keyword – Most SEO experts agree that a good article on a keyword is one which contains the following:

- *The keyword is included in the title*
- *Keyword must be in made "Bold" at least once or twice in the article body*
- *The keyword is mentioned a reasonable number of times in the article. By "reasonable" a good rule of the thumb to follow is that the keyword on the post itself amounts to about 3 % of the total number of words in the article.(You still have to consider tags and keywords on pictures if you have some) Most experts agree that total keyword density for an article must be from 3 to 5 %. To check the keyword density of your post go to* http://www.keyworddensity.com/

d.) Build back links – *There are several factors why your page gets pushed up to the front page in Google. But the strongest factor is always back links for your certain keyword. There are several ways to build back links. You can resort to paid links. However most of us would want to have it for free. The following are ways to do this for free. One way to do this is to build back links internally within your blog. When you write an article about the same topic, you refer to the previous article containing the keyword.*
.
Another is that you ask other bloggers to link to your blog with a certain keyword. Make sure that they use the keyword as the anchor text. However this will only give you reciprocal links. These are good links but not as good as one way back links. A third way and still what I consider as the best way is to submit your article to hundreds of directories. The "About the author" box should have a link back to your blog with your keyword as the anchor text.

When you submit to article directories, make sure you do not submit the same article because you would penalized for article duplication. Hence you will have to find a way to rewrite the articles that you will be submitting.

Write several articles on your keyword and repeat this step. A single article may not be enough to get you to the top of Google for a certain keyword. So try to write again on the same subject until you get into the top 10 of Google. Some keywords are so competitive that you have to write several articles and submit them to several directories before you will be able to land in page number 1 in any search engine.

e.) Be patient – *Search engines have to do their thing and it may take them a while to crawl and compute the algorithm that they have been programmed to compute in order to place sites in their proper places. So it may take a while before your blog will be placed in its rightful place, so cross your finger, and hope for the best".*

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The value of links

As Zigfred mentioned above, links are the best way of pushing your post up the SERP. Marhgil Macuha explains the value of links:

"Some people don't know about this, but do you know that the number of outgoing links in a page affects the value of the Pagerank vote or Google juice you are giving to them? Like if I have a web page with a Pagerank of 5 and 10 outgoing links, and another web page with the same Pagerank but only 5 outgoing links, the link given by the page with 5 outgoing links has a higher Pagerank vote value than that of 10 outgoing links. You can see a more complicated and detailed explanation of Pagerank on Wikipedia.

Having this in mind, try to minimize your outgoing links to conserve some Google juice. Link only to pages that need some Google juice. Like me, when I talk about popular sites like Yahoo, Google and MSN, I don't link to their website anymore. They already have enough Google juice and people already know about them. Unless I'm referring to a specific page on their website, I will not link to them.

Links are so valuable today that some people are willing to pay some money just to have a link from your site. . . . ."

How to get more one-way links

As previously mentioned above, Back links are one of the strongest factor that pushes your blog to the top of the SERP. Here are more suggestions from Marhgil on how to get more back links or more specifically one way links:

"Link exchanging is a good practice since you'll be able to increase the incoming links to your blog, thereby increasing your blog's Pagerank and your ranking on search engine for your target keywords. However, search engines are improving their search algorithm too, especially Google, that link exchanges are given less credit nowadays. Just look at our pinay scandal mini SEO contest. We've been exchanging links for quite some time now and still, majority of us can't please the big G. Now, why the hell am I on rank #2?

Ok, here's what I did. Aside from the link exchanging thing that we're doing, I've added additional flavor on that blog post of mine. I gave it some one-way links. One-way link is a link from a site that you did not link back. So, where did I get those one-way links? Here is a list of activities I do to get those one way links. I used #1 and #5 for my pinay scandal blog post.

a.) Forum signatures. Are you an active forum member? Take advantage of that signature which is displayed at the bottom of every posts you made. Usually, we just put a link back to our blog or website, right? Well, I link back to my blog, and also to a specific blog post I'm optimizing. Imagine if you already have more than a hundred posts in

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a single forum. A simple change of your forum signature equals more than a hundred one way link to your pinay scandal or vedio post.

b.) Three-way link exchanges. This one is simple. You link to my blog. I link to your blog using my other blog. Those are all one-way links.

c.) Link baiting. This is the best way to achieve one-way link, but the hardest to get. You post something interesting, people like it and link to it.

d.) Sharing Wordpress theme. I just shared one Wordpress theme. Haven't added one yet. But still, that single Wordpress theme is generating one-way links to my blog, from different kinds of blog all over the world who find that Wordpress theme worthy of their blog. Try googling "kukote in a jar theme" (with quotes) and you'll see more than a thousand results. Those are blogs linking to my blog courtesy of my Wordpress theme.

e.) Links from your other blogs. I have several Blogspot blogs ranging from PR3 to PR4 with more than 20 blog posts each. Just a collection of free articles focusing on the same topic. They don't earn even a single cent from Google Adsense. But still, I keep them for some link loving goodness. Sometimes, if I really want to get a higher ranking for a certain keyword, putting a sitewide link from them really helps, especially if I'm targeting seasonal keywords such as the Pacquiao-Barrera fight keywords. Yes, I used them also on my pinay scandal blog post.

f.). Directory submissions. Submit your blogs to all the free search engine friendly directories out there. If you're clueless where to get them, here's something to start with. Just select the free directories, not the paid one or the ones asking for reciprocal links. There are plenty of them that could keep you busy every day.

These techniques work for me. But I don't guarantee it will work for you, ok? Don't bug me when you did all those things and still, your blog post did not climb up the SERPs. I'm just sharing what I'm doing, but again, if it doesn't work for you, then, it's not my fault, ok? Hehehe. Maybe, you need to take a bath more often. LOL!

Another thing, SEO includes a lot of waiting. You don't do that one night and expect changes the other night. Do it tonight, and expect improvement after 3 to 6 months if your blog is new. Yeah, you need patience. A lot of it to succeed in this little blogging sideline. Just make sure you target the right keywords so that if you hit the first page, the traffic pours and your earnings increase."

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Getting to the number 1 spot in Google

The goal in getting more links is to make sure that our HITLOD keywords make it to the number 1 spot in the SERP more particularly the Google SERP because Google is the world's number 1 search engine. (Market share of somewhere from 40 to 70 %) If we can't make it to the number 1 spot, at least we can get in the Top 10 or the worst would be the top 30.

Remember that the father you are away from the number 1 spot, the least likely people will visit your site. Marhgil explains this in his blog posts entitled *"The Top Spot Gets The Most Click"*

"This is the result of a study on Cornell University which revealed that the top spot gets a whopping 56.36% of all the clicks while the second spot gets only 13.45%. It's a big difference. The top spot gets 4x more clicks than the second spot. That means that if you want to increase your visitors and you're already on the second spot for your keyword, pushing it to the top will increase your visitor 4x.

I actually experienced this already. There was one instance that peteranswers.com suddenly got deindexed from Google for one day where my blog post suddenly took the top spot for the keyword peter answers. For that one day, the traffic increased dramatically. And it went back to normal when peteranswers.com got reindexed and claimed the top spot again.*

I think, I'm gonna focus now on pushing some of my trophy keywords to the top. Of course, I'm going to do this by getting more links."

C.) Other "Onpage optimization" tactics – In order to ensure that you will grab the top spot in Google for a certain keyword, there are some more things that you need to do. Learn more from what Marhgil did when he hijacked the "Pinay Scandal" keyword in the blog post entitled *"OnPage Optimization For Pinay Scandal"*

"If you are keeping track of this blog, you already knew that I started a mini SEO contest for the keyword pinay scandal, with no prize but a sure traffic from Google if you hit the first page. Several bloggers joined me, thank you very much!, and after 5 days, my blog post is already on the first page of the search results. Now, did I gain some traffic? An additional 100 visitors per day is good enough, right?

Well, since I want all of the participants made it to the first page too (we're only 5, so, there's enough room for us), I've listed here some of the onpage optimization I did for that particular blog post which you might want to follow.

1. URL - I'm using a customized URL for this blog. The keyword pinay scandal can be seen on the URL.

2. Title tag - The pinay scandal keyword is on the title tag.

3. Keyword meta tag - The pinay scandal keywords are also listed on my keywords meta tag.

4. Description meta tag - I also have a description meta tag on this blog post that includes the keyword pinay scandal in it.

5. Header tag - The title of the post pinay scandal is enclosed in h3 tag. Well, that's what my Worpress theme does.

6. Bold - the pinay scandal keyword is bolded several times.

7. Italic - the pinay scandal keyword is also in italic.

8. Technorati Tag - the post is tagged with pinay scandal keyword. I'm not sure if this affects the ranking.

9. Keyword distribution - the pinay scandal keyword is distributed naturally on my blog post. The blog post is both readable by humans and optimized for search engines too.

10. Keyword density - pinay scandal has a keyword density of 3%. Not too high, not too low, just enough. Check your keyword density here.

Note: For items 3 and 4, I used this plugin (See http://www.g-loaded.eu/2006/01/05/add-meta-tags-wordpress-plugin/)

For item 10, you can check your keyword density at http://www.webconfs.com/keyword-density-checker.php

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CHAPTER IV - ASSUMING CONTROL (PHASE III)

"Orthodox forces may under certain conditions operate as guerrillas, and the latter may, under certain conditions, develop to the status of the former. However, both guerrilla forces and regular forces have their own respective development and their proper combinations"

- Mao Tse-Tung - On Guerrilla Warfare

The third and last phase in Guerilla warfare is taking over the cities and major urban center. If the revolution is successful, the guerila forces end up overthrowing the installed government and assuming control of the entire country. In this phase fundamental conventional strategies and tactics are now employed.

In employing the Guerrilla blogger's strategy and tactics on how to make cash online, the third phase is achieved when you have established some strong positions through achieving a substantial page rank, Hi-jacked or ambushed some keywords which is in the top ten of the SERP and writing a post and having it indexed by the Google bot in less than 24 hours. (Even in less than 5 minutes)

As mentioned before, employing Guerrilla strategy and tactics does not mean not using conventional strategy. In order to hold your winning position and take over major targets, alternating between Guerrilla and conventional strategy and tactics has to be done because no matter how good you are with guerrilla tactics and strategy you still need to observe some conventional fundamental principles to achieve sustainable victories. The following are fundamental, conventional blogging principles that you need to apply in order to achieve sustained cash flow.

The 10 fundamental principles of blogging by Zigfred Diaz

"After reading several blogs and several materials on blogging, monetizing your site, internet marketing etc., I've come to the conclusion that almost all bloggers agree on certain basic principles that each successful blogger has consciously or unconsciously followed throughout the years. Among the principles observed are as follows:

1.) Blog on your passions – Write on something that you are passionate about. Something that you have somewhat achieved a level of expertise in, something that puts you on fire, something that makes your eyes wide open when discussed about, something that awes and amazes you and opens your mouth wide open.

2.) Blog for people – Although search engine optimization is something that should be seriously considered by all bloggers, it should not take precedence over people. Blogs should not be all about keywords, tags or any other gimmick out there in order to make sure that we all each get a higher search engine. What is important that people keep coming back to your site because your post actually helps them or is

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relevant to them. I believe it was legendary marketer John Chow who said *"People First before Google."*

3.) *Blog frequently* - The length of the post is not as important as its frequency. Posts may be long or short depending on the topic covered. What is important about the blog is that the blogger frequently updates his blogs.

4.) *Just blog* – If you are a new blogger, don't worry about your site statistics or that you still do not have comments on your site. Just blog away ! It takes a while for search engines to index your site. Also if you write good posts and you are blogging for people the traffic will just flow.

5.) *Learn more about blogging* – Bloggers should not stop learning about how to be more effective in their craft. Learn more about topics on how to be effective on your blogging, about search engine optimization, etc. The moment you stop learning, you stop to blog.

6.) *Bloggers are readers* – Personally I believe that there is nothing to blog about if you do not read about your passions. You must have an insatiable thirst for learning and a passion to communicate what you have learned to your readers.

7.) *Blog in a way that works for you* –Being a structured person, I work best when I submit myself to a structured way of doing things. Using a blog schedule will also ensure that I have balanced the number of articles on the categories that I wish to blog. For some people blogging on just about anything anytime works for them. Implement whatever works for you.

8.) *Personalize your blog* – When readers read your post they must feel that it is as if you are personally talking to them. Don't use highfalutin words nor should you be too scholarly that your readers will have to look into a dictionary before they could even understand what you are saying. Talk to them in layman's term as much as possible, no matter how technical the subject is. Inject some humor if you like.

9.) *Aim for excellence in your blog* – Edit your posts, review your presentation and layout. Make sure it is user friendly and not an eye sore. The principle of excellence very much well applies when it comes to blogging.

10.) *Blog for life* – Don't view blogging as something that you are temporarily doing just because you don't have anything to do as of now or something which you do in order to achieve a certain amount of money and afterwards you will then stop blogging since you have already achieved your goal. Plan to blog for life. Blogging may bring you monetary "blessings." However always consider that such is only secondary. As you go about your day to day experience, having an attitude of blogging for life will make you further appreciate such experiences since you will looking forward to writing it to on your next posts."

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A BLOGGER'S PRIME DIRECTIVE - CONTENT IS STILL KING

You may succeed in using Guerilla tactics and strategy to drive traffic to your blog. However you should never forget the blogger's prime directive (This applies to all bloggers whether guerilla or not) that is that **"Content is still King"** Read this post by Zigfred explaining why this is so:

Case study: The Charlie Bit me Phenomenon

"Believe it or not the youtube video "Charlie bit me" got more than 6 million views worldwide and has inspired several spoofs featuring not so cute adults mimicking the innocent, unrehearsed acts of two children. The video has been added to youtube about 9 months ago, the exact date is May 22, 2007. To date, it has received a total of 7,764 comments in youtube and has been "favorited "43,030 times.

It has been the referenced in about 106,000 website to date. Search for it has reached a considerable amount of volume that statistics for its search has already made it to Google Trends
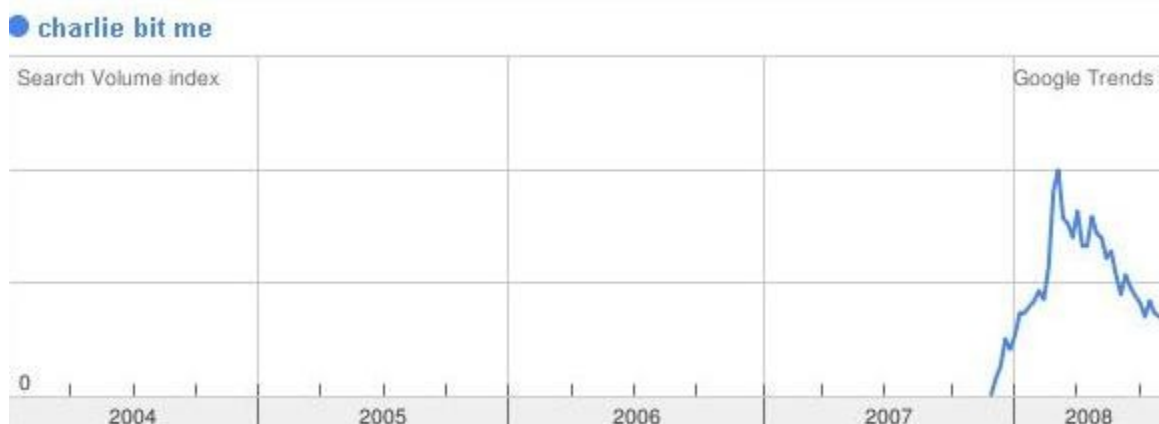
So popular is the video that the phrase "Charlie bit me" itself has been used by several webmasters and several venture capitalist to make money out of it. In fact the boy's mother released this statement in youtube "I have noticed that the phrase Charlie bit me is catching on and people are trying to profit of it . . ."Not to get left behind by bloggers and other business minded person the mother has started to realize the income opportunity can be made off the popular phrase and the high volume traffic that the popular youtube video has brought. She continues with this statement". . .hence I have created some Charlie Bit Me T-Shirts. You can find them at zazzle. There are two designs, one with a back and one without. The basic one is $15. The one with a back which contains one of my favourite pictures of Charlie is $19. . . . .I will put any profits towards the boys college funds and rehab clinic expenses."

I don't blame the mother. (or the father , the youtube I.D only says "HDCYT") After all it's her kids and she was the one

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who uploaded the video. She and the kids should be the first to benefit from the popularity and the high volume of traffic that the video has brought.

The video is certainly cute and the British accent adds to its appeal. (Most spoof videos of "Charlie bit me" are not cute at all; in fact I would go to the extent of calling some of them dumb)

*If there is one lesson that can be learned from this that is that **CONTENT IS STILL KING. No matter what other Search Engine Optimization (SEO) gurus say, in the end its still "The content stupid."** Most of "Charlie bit me" fans know about the video through word of mouth. It is quite obvious that people who do not know about the video knew about this through others and not by searching for "funny videos" over the internet. I doubt if the parents of these kid did some advertisement, tried to increase their back links, released several press releases, bought some articles or bought text link or Google ads. The "Charlie bit me" video has become so popular because people liked the content. In fact they go crazy over it. It's funny and it's cute. Of course I am not underestimating the importance of SEO strategies and techniques, <u>however in the end, high volume sustainable traffic to your site is mainly due to rich content."</u>*

Writing quality content guarantees return visitors to your site. Marhgil describes this as "The snowball effect" Read more about it below:

"Do you know that writing quality content and optimizing your blog for search engines can produce a snowball effect? Here's how:

- *You Write quality content.*
- *You optimize it on search engines by getting some links.*
- *People found your content on search engines and links you made.*
- *People like your content.*
- *People link to your content.*
- *Your content gain higher ranking on search engine.*
- *More people found your content on search engines and from writings of other people.*
- *More people like your content.*
- *More people link to your content.*
- *Your content gain much higher ranking on search engines.*
- *More and more people found your content on search engines and writings of other people.*
- *More and more people like your content.*
- *More and more people link to your content.*
- *Your content gain much higher ranking on search engines and so on and so forth*

As you can see, all you have to do is to create the first throw. Throw the snowball and if you throw it right, your visitors will grow as time goes by. And yes, you need quality content, not some garbage you made by scraping from other blogs."

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CHAPTER V – THE TIME FACTOR

"The essence of guerrilla warfare is to establish foci, or liberated areas, in the countryside and to set up small military units which will gradually grow in strength, number and equipment. . "

- Walter Laqueur, German–born U.S. historian, educator

Beyond the three phases, the factor that will determine your success most is time. Mastering the time element requires you to be patient and treat building a blog as a future investment.

BUILD SLOWLY, STEADILY AND SURELY

You will have to be patient. You should not expect to achieve success overnight. Blogging does not make anybody overnight millionaires.

Remember building a blog is an investment and the most crucial factor in an investment is the time factor. You can increase your effort, but you cannot do anything about time. So relax, and be patient.

Building slowly, steadily and surely also means being consistent in writing blog posts.. Marhgil Macuha gives this advice on the post titled "Blog As Often As You Can"
.
"I've already read numerous blog post advising bloggers to blog at regular intervals. When you have so many ideas today, write about it and put it at your drafts and schedule it to be posted at a later time. When the time comes that you run out of ideas to blog about, you'll have some reserved to post.

Well, I beg to differ from them. My way is to blog as often as I can and when the time comes that I run out of something to blog about, then, I don't blog. Hehehe.

Actually, this depends on what your blogging goal is. When your goal is just to please your readers, then do what they suggest. My goal is different. My goal is to have as many search engine traffic as I can and to have regular readers in the process. That's why when an idea popped up in my head, I blog about it on that same day. Even if I already have 2 or 3 blog posts on that day, I just keep blogging. Why? Because I want Google to index my blog posts as early as possible. If I put my ideas in drafts and waited for 2 or 3 days before I post it, I've already lost 2 or 3 days of search engine traffic.

It could turn-off some readers. But it could also gain new readers. And when you do it everyday, blogging as often as you can and not blogging when you have nothing to blog about, then, your regular readers will eventually get used to your being unpredictable. And they will not leave you. Just

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look at my RSS subscribers. I blog at different intervals on different topic since I started this blog. I'm so unpredictable, you don't know what topic will I blog about on my next blog post and when will I post it. Did my readers go away? Nope. On day 1, I have zero RSS subscriber. Now, I have 200+ subscribers. The numbers fluctuates but it still increases everyday.

So, my advice? Blog as often as you can. And don't blog if you have nothing to blog about. Hehe."

Building slowly, steadily and surely also means not rushing to get too many back links because if you do this, Google might suspect that your buying links and doing evil stuff to manipulate your page rank and will most likely pull down your page rank or worse place your domain in the sand box (The sandbox effect refers to Google refusing to index your domain, hence you might not get any traffic or may get low traffic from the SERP)

Most probloggers will tell you that it will take some time before you would start earning the big bucks. Some say that it will take a year before your blog really starts to kick off. We definitely agree. During this time just patiently apply the strategies and tactics that are suggested. We assure you, your efforts will soon pay off.

MAPPING OUT THE TIME ELEMENT

You might ask, what is the course that my blog might take and how long after I implement these strategies and tactics does it take for my blog to take off ?This time table might give you an idea.

If you employ the tactics and strategies as outlined, this is the most likely course that your blog will take. Take note this is only a suggested time table. The growth of your blog could move much faster or slower depending on your faithful application of the guerilla strategies and tactics outlined.

PHASE-RESULT / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12 months & beyond
PHASE I – PROPAGANDA												
1.) Start of your blogging career, choose blogging platforms and try out several new themes.	X											
2.) You start to explore and experiment with different ad publishers		X										
3.) You start to connect with the blogging communities and implement other propaganda tactics		X										
PHASE II – INSTITUTIONAL ATTACKS												
4.) As you start to ambush some keywords and build back links, your blog gets noticed by the search engines	X	X										
5.) Your P.R Ranking improves from 0 to 1				X	X	X						
6.) You ambush some more keywords and keep on experimenting, tweaking and changing your Wordpress theme and experiment with various plugins				X	X	X						
7.) You get more back links and your P.R ranking starts to rise from 1 to 2.							X	X	X	X		
8.) You get more back links and ambush some more keywords. By this time your blog gets a steady stream of visitors from 100 to 500 a day with occasional spikes reaching a thousand or more									X	X	X	
PHASE III – ASSUMING CONTROL												
9.) Your P.R Ranking moves from 2 to 3. Some of your keywords make it to the top of the Google SERP. By this time you probably went pass beyond the break even point. (Earned enough in blogging to pay your web hosting services and your other expenses incurred in blogging) Your posts gets indexed by the search engines in just a couple of hours										X	X	X
10.) You continue to build your blog and move up the SERP for certain keywords. Who knows by this time you will be writing an e-book on blogging												X

CHAPTER VI – SOME NICE KEYWORDS WE AMBUSHED AND HIJACKED

We probably have hijacked hundreds of keywords combined. To show you that our methods work, here are some nice keywords that we have ambushed and hijacked and the traffic that said keyword has brought to our site. Our position in Google may change from time to time as other bloggers will also optimize the said keyword and as Google keeps on re-indexing and changing our position. But when we were the first to discover the keywords we have managed to occupy the top ten positions for these keywords and have still managed to occupy the top positions despite heavy competition. We also have included our original posts to give you an idea on how we wrote the post for that certain keyword.

Keyword	:	**"FRIENDSTER SKINS"**
Hijacked by	:	**Marhgil Macuha, www.macuha.com**
Keyword density	:	**3,170,000**
Current position in Google	:	**#10**
Total traffic brought	:	**5000+**

Keyword trend (Graph by Google trends)
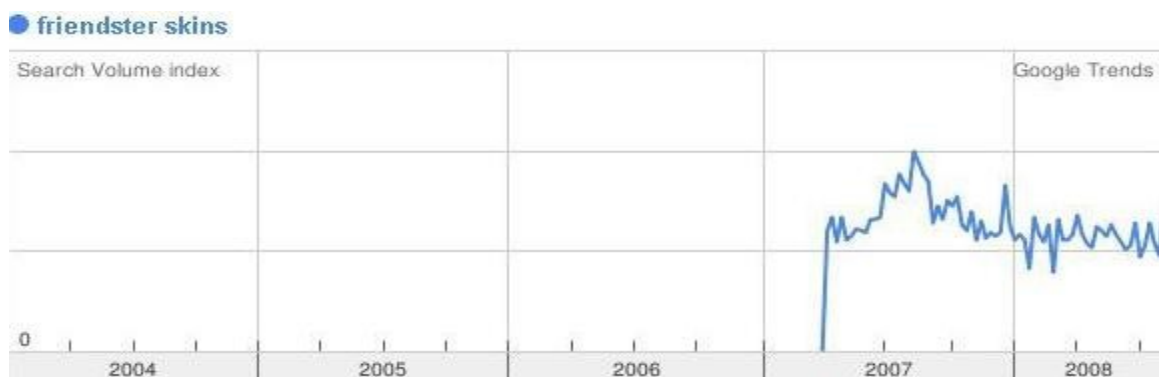
Original post by Marhgil:

Friendster Layouts, Skin, Codes and Whatever You Call It!
Published by Marhgil on July 6th, 2007

"People from the Philippines love Friendster. I think, almost every Filipino I know on the internet have their Friendster account. Some people even go to internet shop just to check their Friendster account. Hehehe.

I've seen different Friendster profile. Unlike before where Friendster profiles all look the same, now, it's different. Each Friendster profile can have their own customized layout. I haven't changed my Friendster profile yet, but here

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are the list of sites where you can get some good Friendster layouts or themes that can suit your taste.

Friendster Layouts
Friendster Skins
Friendster Layouts.Org
Spider Layouts
Free Friendster Skins

You can also find another comprehensive list of Free Friendster Layouts on Bluemumble.com.

Ok. Go and visit those sites and pimp your Friendster profile with these cool Friendster layouts! Hey, did I tell you those are all free? Yes they are!"

Keyword	:	**"EARTHQUAKE ON JULY 18, 2008"**
Hijacked by	:	**Zigfred Diaz, www.zdiaz.com**
Keyword density	:	**628,000**
Total traffic brought	:	**2,658**
Current position in Google	:	**#2**
Note	:	Only a few traffic brought by this Keyword as of now because of the nature Of keyword
Keyword trend (none)	:	None - But because this hoax email was forwarded to a lot of people, this keyword brought in a lot of traffic for several weeks.

Original post by Zigfred:

Experts confirm earthquake on July 18, 2008
Published by Zigfred on July 9, 2008

"I heard on the news last night that an alleged clairvoyant named Juseleeno Nobulega Daroose (real name Jucelino Nobrega da Luz) predicted that a string of disasters will rock the world not only in July 2008 but even in September, December and in the years to come.

According to the news report, it has been predicted that the Philippines and Japan will experience an 8 magnitude **earthquake on July 18, 2008.** *Japan will also be devastated with a 20 meters plus tsunami.*

In September 18, 2008 another earthquake with a 9.1 magnitude will hit China and will cause a tsunami resulting to the death of more than 1 million people.

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America will suffer another terrorist attack on December 17, 2008.

This news is not so good for the naïve and even for older folks as this cause nervousness and stress. (I hope they have medicare insurance !)

Experts are confirming this. They are confirming that all of these are totally false. There is no technology that has been developed as of now that can predict when an earthquake will occur. Experts can only point out which areas will be devastated greatly if hit by an earthquake.

Experts are also confirming that Juseleeno Nobulega Daroose is indeed a fake. He gains popularity by sending emails to famous people after a disaster has happened. He tells them that he predicted that the disaster will happen even before it happened. He forges a postmark on the envelope to make it appear that he wrote the letter before the event took place. He has been exposed for his fraud in the past and many of his alleged "prophecies" did not become true.

The only thing that is sure to happen from now until July 18, 2008 is that you will get high traffic (and of course more income that comes with it) if you write about the keyword "earthquake on July 18, 2008 ," "Juseleeno Nobulega Daroose," "Jucelino "Nobrega da Luz"

"Earthquake on July 18, 2008" is a very high trend-low density keyword (HITLOD) which is only referenced in 415,000 blogs and websites. The graph from Google trends confirms this. The advantage of this keyword is that it is permeated geographically and has been searched since 2004.

"Juseleeno Nobulega Daroose" is very low dense with only 1,980 referencing it. However unlike the "Earthquake on July 18, 2008" keyword its being high trend is relatively new.

"Jucelino Nobrega da Luz" is referenced in 182,000 blogs and websites and is considered a high trend keyword that has been searched since late 2005. Although not very popular in terms of its being high trend, the keyword experienced some spikes during certain dates. This is probably the dates wherein he says an event will happen. Search for the keyword is limited to his native Brazil, Indonesia and Hong Kong with other countries posting minute searches.

So what are you waiting for ? Beat Jucelino Nobrega da Luz in his own game. Make money out of him."

Keyword	:	**"PINAY SCANDAL"**
Hijacked by	:	**Marhgil Macuha, www.macuha.com**
		Zigfred Diaz, www.zdiaz.com
Keyword density	:	**336,000**
Total traffic brought	:	**macuha.com – 5,056**
		zdiaz.com - 4,806
Current position in Google	:	**macuha.com - #19**
		Zdiaz - #34
Note	:	Marhgil Macuha was the one who originally started a "mini-SEO" experiment on this keyword.
Keyword trend graph	:	See page 9 for graph

Original post by Marhgil:

Pinay Scandal
Published by Marhgil on October 17th, 2007

Now, I know where one of the top pinoy blogs get their traffic. It's for the keyword pinay scandal. Hmmm. Let me see if this site can also occupy the first page of Google for that keyword. Well, what will I do to get to the first page of Google for that pinay scandal keyword?

Simple. ~~Spamming.~~ Link building. I will place a link to this post all over my blogs and signature links on forums with the keyword pinay scandal on anchor text, and let us see if I can penetrate this niche. Hehehe. Anyone who wants to join me? Come on, let's make this as mini SEO contest. And the prize? I don't have any prize to give. But I'm sure you will gain lots of traffic all year round if you make it to the first page of Google. Just look at the Google Trends for this keyword. If you don't get any traffic when you hit the first page, we'll send a bug report on Google Trends to Aileen Apolo. Hehehe.

Hey, if you want to join me, we can exchange links on this post. We'll call it, the pinay scandal hit list. LOL! Just leave a comment on this blog so that we can start the link exchange. Of course, pron site is not allowed. We'll eradicate them from the first page and put our precious blog posts there, that's our goal.

Just a little tip. Since this kind of post will not show Google Adsense ads because of pron-related keywords in it, you must set an alternate ad so that you've got to earn from these hornie traffic. Hehehe. I set Widgetbucks as an alternate ad. Imagine how many people will visit your site looking for pinay scandal only to see Widgetbucks advertisement and this little mini SEO contest. Hehehe.

Ok, let's get ready to rumble!!!! Pinay scandal googlers, here we come!"

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CHAPTER VII – CONCLUSION

"Nine-tenths of tactics are certain and taught in books: but the irrational tenth is like the kingfisher flashing across the pond and that is the test of generals. It can only be ensured by instinct, sharpened by thought practicing the stroke so often at the crisis it is as natural as a reflex."

T.E. Lawrence, "The Science of Guerrilla Warfare"

Now that you have learned the science and the art of Guerilla blogging, I guess you might already be excited to go ahead and apply what you have learned.

After several months of blogging you check your Adsense account and find out that you only earned $ 0.36. Another day comes and you earned $ 0.00, nothing, nada. Another day comes and you earn $0.01 and on and on it goes like this for almost a year. Your other money making activities also reflects the same figures. A day doesn't go by without you wishing that the "0" might appear after any other figure aside from 0 but sadly every day goes by with the"0" being the 1st digit that appears in your Google Adsense account and so with the other ad publishers you have applied with.

That's it! You conclude that what we are presenting here is hype and "making cash" through blogging is over rated. So you abandon your blog and go to dressing up your Friendster or Myspace account, play online games and decide to forget about blogging.

Well, that comes as no surprise to us. Statistics show that most blogs are abandoned soon after creation (about 60% to 80% abandoned within one month according to the Caslon Analytics blogging)

Another study conducted in 2003 by *The Perseus on The Blogging Iceberg* reports that 66.0% of surveyed blogs had not been updated in two months, "representing 2.72 million blogs that have been either permanently or temporarily abandoned". The study further claims that "the average duration of the remaining 1.63 million abandoned blogs was 126 days, with some 132,000 blogs being abandoned after a year or more. The oldest abandoned blog surveyed had been maintained for 923 days."

Well there's only one word that comes to our mind if you want to succeed in making cash through blogging whether applying Guerilla strategies and tactics or not. That word is **COMMITMENT.**

More than having commitment, never forget to commit your work to the Lord for he has promised that if you do this, "your work will succeed" (Prov. 16:3)

Happy Guerilla blogging !!!

Soli Deo Gloria (1 Cor. 10:31)

GUERILLA BLOGGER

www.macuha.com

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ABOUT THE GUERILLA BLOGGERS

Marhgil Macuha
www.macuha.com

Known as the "Prince of Philippine SEO" **Marhgil Africa Macuha** rose to the ranks of the blogosphere and is recognized as a force to be reckoned with in Philippine SEO and blogging.

He placed second in "Ituloy angsulong SEO Philippines keyword ranking contest," an SEO ranking contest for the three major search engines wherein thousands of SEO practitioners all over the Philippines participated.

His blog http://www.macuha.com receives more than 2000 page views each per day.

A native of San Pascual, Batangas, Marhgil has been a consistent honor student. He graduated class Salutatorian in his elementary grade. In high school he graduated as class Valedictorian and is a recipient of numerous awards. A University scholar and a consistent dean's lister, Marhgil graduated with honors with a Bachelor of Science degree in Computer Engineering at the Batangas State University.

He has more than six years of experience in the area of Information technology and has been a part of a team of developers which develops applications for various clients in the Telecommunications, Call Center, Information Technology and Banking Industries both here and abroad. He has undergone all stages of software life cycles from design, documentation, development, deployment and technical support. His current day job is with InfoCafee Systems, Inc. as an IT Programmer Analyst whose job descriptions include developing, supporting and maintaining different financial-related applications.

Marhgil just recently got married to May Shella Mojana. They are currently residing at Makati.

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Zigfred Maceren Diaz is the blogger behind www.zdiaz.com where he blogs about a wide variety of topics. Although new to the world of blogging and although being very busy in several non-internet or Information technology related day jobs, he quickly learned to apply the principles of Guerilla blogging and achieved what he considers as personal "milestones" in his blog one of those is achieving a P.R 3 during his 4th month of blogging

Zigfred Diaz
www.zdiaz.com

He graduated with a law degree from Southwestern University and passed the 2006 bar examinations. He also has a degree in Industrial Engineering from the Cebu Institute of Technology. He finished his elementary and high school at Bob Hughes Christian academy and graduated as the most outstanding student of the batch.

He is currently the Vice president for Operations for the Diaz Group of Companies, a group of family owned companies with business interest in Funeral servicing, casket manufacturing, funeral supplies, Memorial care and education. He is also into private law practice and is currently teaching law subjects at the Southwestern University School of law and the Cebu Institute of Technology. He is also a bar exam coach at the Jurists Bar Review Center. He a writer and co-authored the widely popular "Lex Pareto Notes," (www.lexparetonotes.blogspot.com) a four volume, statistical based, codal based law reviewer. As an avid fan of Warren Buffett, he is a firm believer in stock market investing and is always studying stock market investments.

Zigfred is happily married to Zenith Gerodias, a licensed Social worker and a teacher. Together with their son, Zed Avalon Diaz they are currently residing at Talisay City, Cebu.

ABOUT THE GUERILLA BLOGGING LOGO:

The logo that you can see in front of the book cover and in each page of this e-book is the logo that we have adopted for guerilla blogging.

The man in the logo is the face of the popular revolutionist and expert guerilla fighter strategist and tactician, Che Guevara, whose face is now widely popularly known as the icon of "revolution". This photograph is dubbed to be "the most famous photograph in the world and a symbol of the 20th century." It was taken by Alberto Korda and entitled as *Guerrillero Heroico* (translates to: "Heroic Guerrilla") on March 5, 1960, in Havana Cuba at a memorial service for victims of the La Coubre explosion.

The first symbol below Che Guevara's face is the dollar symbol, symbolizing the potential cash that can be made from blogging. The next symbol is an RSS feed button which is one of the most popular icons in blogging. The last symbol is the icon for Wordpress, which is the blogging platform used by majority of bloggers worldwide.

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