THE PROXY PROJECT
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Lesson 1. Starting an internet business – The Proxy Project

Nowadays, every starting web business masters wants to earn money online. Most people are probably struggling with different methods. We all have been there. This ebook will have a big influence on your life, as you will improve your knowledge and your abilities. You'll learn so much more about the internet business and realize you can do it too. You're here to make at least $1,000/month, and that's exactly what I'm going to teach you.

1.2 Internet Business Model

This business model is actually pretty easy to understand. However it's hard to apply. Why do I sold this ebook to you? You were convinced that this ebook actually will teach you something. It stood out above the rest, and you were definitely interested in creating your own internet business. That was exactly what I want you to think at the moment of buying.

Why did I defeated my competitors? Because of the following business model:
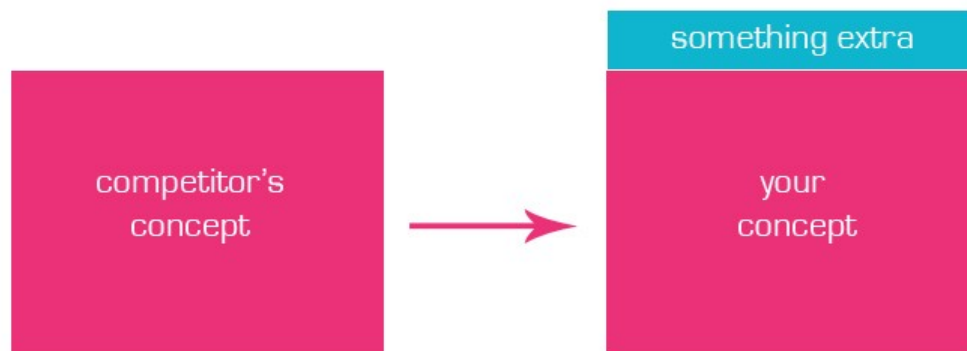

Figure 1.1 – Concept Theory

What do your competitors provide? Service, membership or perhaps knowledge? Provide the same and add something extra to stay above your competition. This will make your website just a little more different than the others. So your website, service or product has extra value. That's exactly the same thing I did for this course:

I provided more than just a simple ebook. This package came with a hand made script, a free chapter and lessons of personal improvement, almost all of my competitors only offer on of them.

1.2 The mindset of an internet entrepreneur

I can tell you that all successful CEO's and webmasters are passionate and motivated to make there dreams come true. They desire success and success will come to them. If you're not willing to work hard on your project, you will never hit the big market. Because that's why you're here for right? You want to make at least $1,000 a month. Definitely possible, but it takes 100% commitment.

I'll teach you how to work 7 days a week, 2 hours a day. I'll provide time managing schedules that you can use to improve your time management. Because we as working people, or students, don't have a lot of time to create wealthy business models beside our daily work or study. So we need to take care of those hours, minutes and seconds that we can use to work on our desired project. Sounds hard? IT ISN'T. Let me show you one of Tom Peeters quotes, an internet entrepreneur that makes 150$/day with his affiliate website.

Tom Peeters Quote: "Wait until you get your FIRST payment, then you'll get discipline. At that point you know why you work so hard, to get financial freedom in return."

Success depends on three factors:
- Personal Energy
- Time
- Money

Once you feel energised and excited to create a wealthy internet business, you're more productive. Once you're more productive, you will start using your time more efficiently. Once you start using your time more efficiently, you will make more money. It's a positive feedback circle. It keeps increasing.
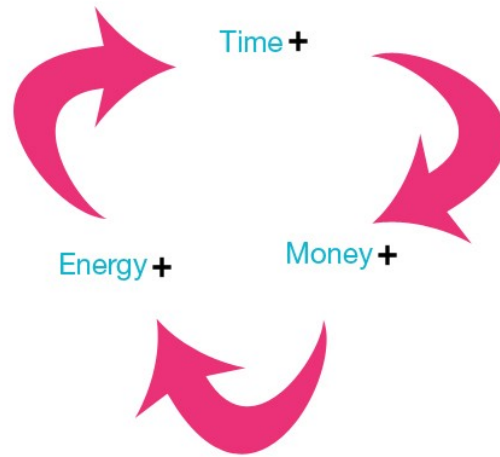
Figure 1.2 – Success Formula.

However most people claim they don't have enough time beside college or work to create such businesses. This is totally misunderstood. Most people have 1 or 2 hours of free time each day. But they use it inefficiently. I'll teach you a new concept that will change your life immediately.

I've seen this strategy in the first episode of 'The Next Internet Millionaire'. And this is probably the best thing you will learn today. This is one of the Laws that is founded by Godfather of Internet Marketing: Mark Joyner. He is the founder of Simpleology and I've done all of his courses. You can find episodes of The Next Internet Millionaire here:

http://topmarketingadvice.com/category/next-internet-millionaire/

If you're interested in simpleology, you might want to check out:

http://www.simpleology.com (non affiliate link). This is pure for personal planning and improvement, getting things done faster.

THE PROXY PROJECT
PETER L

Let me introduce the "Law of straight lines".

The shortest path between two points is a straight line. It's pretty simple, really. If you want to go from New York to Chicago, you take the simplest and most direct route. You don't go there via Siberia. Similarly, if you want to get a particular result, you don't add any extra steps. Unfortunately, we tend to add extra steps when we're trying to get something we want. And many times, those extra steps prevent us from getting what we want at all. Let's make this clear with an example:
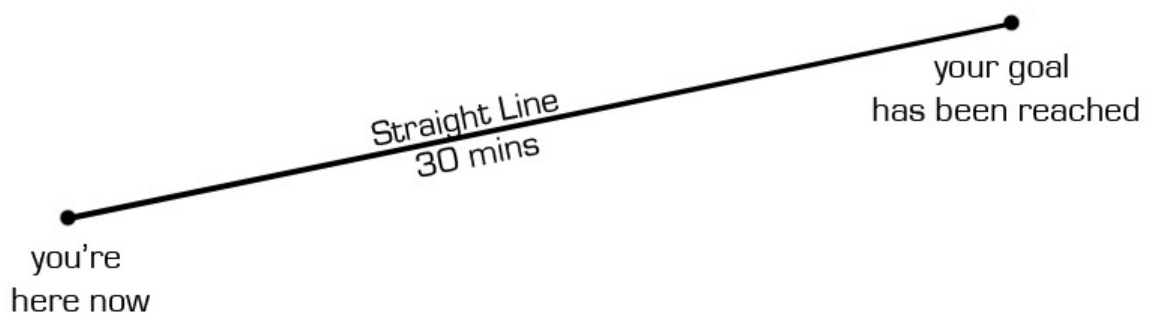
Figure 1.0 – Law of Straight Lines Abstract.

This is the basic model that shows us how someone could achieve his goal. Let's apply this method to the proxy business. Let's say you want to set up a proxy network which contains 10 proxies and takes about 30 mins to get it uploaded and working. This is how it's done when you apply the Law of Straight Lines:
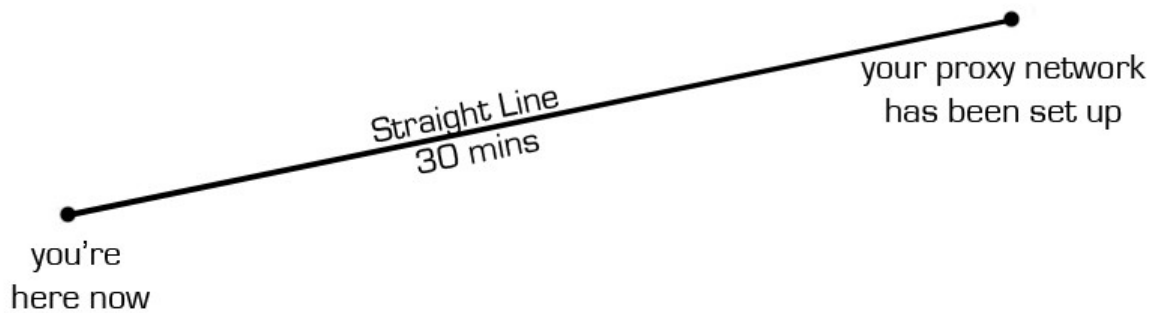
Figure 1.1 – Law of Straight Lines Applied

Let's see how many people would have reached the same goal after spending their time inefficiently:
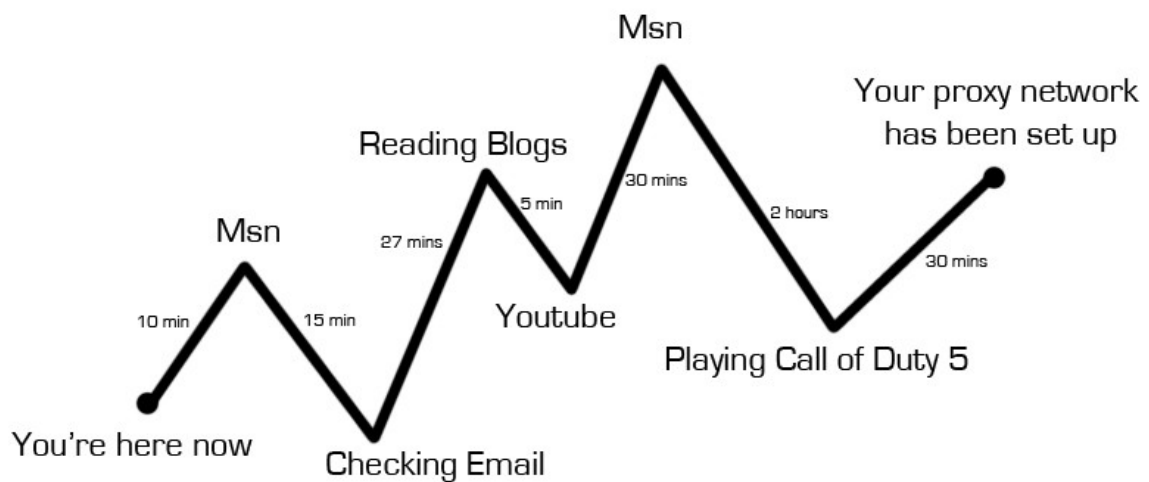

Figure 1.2 – Law of Straight Lines Distractions

It took over 3 hours to set it up. Distractions are often one of the most biggest problems people are dealing with. Even I still have them. Laziness is my biggest issue. I could have finished this ebook months earlier if I wasn't so lazy. But again,

focus on your main goals, your desired outcome. My desired outcome was to make at least $100 a day. Which most starting webmaster have as their goal. Keep that goal in your sight and keep hitting it until you reach it. Try to avoid the distractions as much as possible if you already know what you're going to do with your website. If you decide to improve your website by replacing ads, just do it. Don't stare 30 mins doing nothing. Use the Law of Straight Lines to achieve results faster.

That's all I want to say about time management. Personal energy can be managed, but not by me. All I can say is eat and drink healthy and don't work longer than one hour without having a glass of water. This should make you feel energized. Money is self explanatory, the more money you have. The more you can make. Simply put, decrease your outgoings and increase your incomings. But why would we or do we need to work 7 days a week? Well, we'll work 6 days to keep up with our competitors and the 7th day to defeat them.

Now having the right mindset, let's cut the crap and start making money.

1.3 What is a proxy business?

A proxy is a website which people can use to surf anonymously, to unblock websites or to hide your online identity. A proxy website has a URL bar that let's people type in their desired website they want to visit. These websites often get used by teenagers, who are trying to access MySpace from school. But their school has blocked these kind of websites to improve and stimulate studying and productivity. However, teenagers can bypass these schoolfiters by using a proxy website. Also people who would like to surf anonymously can use proxies.

We're going to create a successful proxy network which is, in my opinion, one of the easiest methods of getting started with an internet business. That's why this ebook is called The Proxy Project. Simply, because it's the easiest method to make money online.

Lesson 2. Choosing a domain, the toughest part of the proxy.

The creation of a proxy always starts with choosing a domain. The domain MUST be brandable. A not-brandable domain is like Lance Armstrong without a bike in Le Tour de France.

Having a popular domain could double or triple your revenue.

2.1 Brandable domains:

- HidemyAss.com	Probably sounds familiar. It is my biggest competitor.
- Time2Hide.com	One of my proxy domains after spending 5 hours on Godaddy.
- SchoolBuster.com	One of my proxy domains after spending 3 hours on Godaddy.
- MrSneakie.com	Not mine, but creative.

2.2 Other creative domains:

- LosingMyMind.com
- LetMyHairDown.com
- GetPast.us

2.3 Domains that are hardly to get blocked by IT admins:

- ArtIdeas.com
- HistoryQuiz.com

2.4 Search Engine Optimized Domains:

ProxyJunk.com	
SchoolProxy.com	These are domains that will get blocked easily by either IT
ProxySurf.com	admins or powerful filters. But are very powerful for
	pagerank and search engines.
UnblockAll.com	

These domains are your main source of your proxy network. People will use your network because they remembered your main domains such as Time2Hide.com or SchoolBuster.com
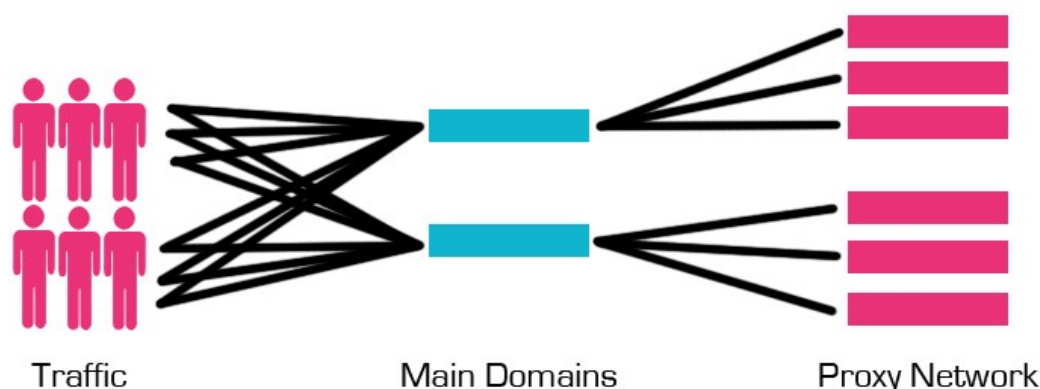
Let me make this clear with the following figure:

Figure 3.0 – Gateway Theory

The domains mentioned above were all dot coms. (*.com) As you already might know proxy webmaster often use .info's. Why is that? Simply because they are the cheapest domains available. Some companies offer them for a dollar, other for $1,99 or something like that.

A .com costs around $6-8 dollars average. So if you're planning to create a big proxy network, you could safe a lof of money by using .info's. However .info's are hard to brand. People are more likely to remember a .com instead of a .info.

If you tell them about a great proxy, which could be example.info, 99% of all teenagers and people who not likely to use computers will type example.com.

I suggest you take 5 main domains with a .com extension, and for the rest of your network take the cheapest ones. Just use Google to find cheap .info offers.

These 5 domains are the ones you're going to brand, advertise and get most traffic too. Later in this ebook I'll tell you exactly how to brand these domains with the scripts I provided.

Once they become popular, traffic will slowly come in. People will see the rest of your network and will also start using them. The 'secondary' domains are less important to advertise, as your main websites will provide traffic to them.

Lesson 3. Which strategy will you follow?

In this ebook I'll give you different goals you can follow to achieve success and revenue.

Choose your strategy:

- 10 proxies (people who never built proxies before).
    - 3 to 5 main .com domains
    - the rest cheap .info's
    - make 1$ a day per proxy, that's $10 a day.

- 20 proxies (people who are more experienced with websites).
    - 5 to 8 main .com domains
    - 15 cheap .info's
    - make $2 to $5 a day average per proxy.

- 50+ proxies (professional webmasters or with longer proxy experience).
    - at least 10 brandable .com domains
    - the rest cheap .info's (some create 1 new domain a day).
    - depending on time spend per day you'll experience a revenue of
      $40 to $100 a day in total.

Sounds good? It's harder in reality than it seems in this ebook.
    But definitely possible if you commit yourself.

Figure 4.0 – Proxy Strategies

Just to calculate possible earnings, here is an overview:

Type of Package	Daily Earnings	Weekly Earnings	Monthly Earnings
10 proxies	$10	$70	$280
20 proxies	$2 to $5	$200+	$800+
50+ proxies	$40 to $100	$800+	$3000+

These are averages I've experienced myself, and other proxy webmasters showed me. I have some visual proofs in the interviews with them aswel.

This probably sounds to good to be true, yet the opposite is the truth. I've seen and still know proxy owners who are earning beyond these figures. Some proxy owners make $10 a day with just one proxy, while others are struggling to make this amount with their 10+ network. All of this relies on the time you spend per day advertising and promoting them. And of course using the right marketing strategies.

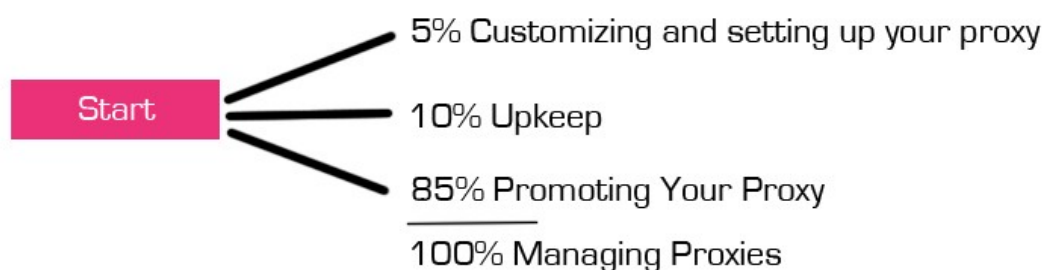Proxies are like the following picture:

Figure 5.0 – Proxy Theory

As you can see you can spend 85% of your time to promote your proxy. Promoting your proxy network is a daily routine that you need to follow. More on that later! I'll tell you about proxy topsites, proxy.org and proxy groups first!

Lesson 4. The Basic Fundamentals of Proxy Promotion

To make sure your proxy gets noticed, you must obey to two rules:

1. You MUST advertise your proxy network daily.

2. You really really SHOULD advertise your proxy network daily.

Why? Because people are looking for proxies everyday. Most of the users don't even bother whether they use proxy A or proxy B, they just need it for anonymous surfing or unblocking websites. Some proxy websites deliver more service and possibilities for proxy users, that will cause them to use it more often. But god, there are so many who DON't care which one they use. So if you're proxy can't be noticed each day, they simply will use another.

Proxy promotion has some basic fundamentals. Those are:

- Proxy Topsites
- Proxy.org and his clones
- Yahoo Groups
- Google Groups
- Other types of question and answer
- Search Engine Optimatization
- Bookmarking & Marketing tricks.
- Proxy Newsletters

4.1 Proxy Topsites.

These are websites that list proxies. Most of them are randomly put in order each time the page gets refreshed. But some are in the top 10 listing (paid). These websites are getting used by proxies users everyday. The big ones can send you up to 100 Unique Visitors (UV) a day. The small ones often send 10 – 15 UV a day. This traffic is not that good. Why? Because these are users which will only use your navigation (URL) bar for surfing. They are less likely to click ads, but hey, we can earn money from them using popunders on the proxified pages.

4.2 Proxy.org and his clones.

What is proxy.org? It is the biggest proxy topsite on the world wide web. When you advertise there you will get:

- An average of 3,350 hits per day to each of the 10 Top Ten Listings. ($200)
- An average of 940 hits per day to each of the 7 Tier Two Listings. ($125)
- An average of 340 hits per day to each of the 45 Bold Listings. ($20)

I've only tried the bold listing (which cost $20/month) and it delivered me up to 10k visitors a day! How's that possible? Well, quite some popular websites use the index of proxy.org as their own list. So you'll get 5k visitors from proxy.org itself, and another 5k visitors from different referring websites! This traffic is also hard to monetize, but I guarantee you will get many more clicks. My advice would be to advertise with the bold listings ($20) once your network has set up. But be careful! It gives you a lot of extra bandwidth too. So make sure you don't run out of bandwidth ever! I can tell you in my experience that I had a 90% traffic loss after each downtime.

4.3 Yahoo & Google groups.

 If you already are familiar with the proxy business you know what these groups are. People can create groups in both Yahoo and Google. And are allowed to send messages to these groups. If you join a group, you'll receive all of it's messages in your email inbox. Why is this tool powerful for proxies? Well, because a lot of proxy hungry users are looking for fresh and new proxies. They join your group and they will get fresh new proxies in their inbox in return everyday.

; roups at: http://groups.yahoo.com and http://groups.google.com.

I inserted the following marketing trick on my pages to get subscribers for my group:

Can you see bart simson just above the URL bar? That banner directly links to my yahoo group. It lets people directly singup and become a member of my group.

Why did I pick Bart Simson? He's popular in the US and it drives visitor's attention to it. They are more likely to read it, and probably click it. But that's not all I did. Check the next page for another screenshot!

Fresh Daily Proxies
Click here to join our Proxy Websites Group
Receive Fresh Proxies on a Daily/Weekly Basis!

☑ Include Form ☑ Remove Scripts ☑ Accept Cookies ☑ Show Images ☑ Show Referer ☐ Rotate13 ☑ Base64 ☑ Strip Meta ☐ Strip Title ☑ Session Cookies

internet   Afbeeldingen   Maps   Nieuws   Video   Gmail   meer ▼   iGoogle | Aanmelde

Google Nederland

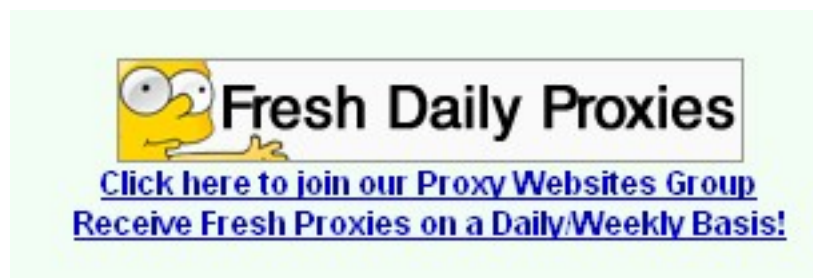Google zoeken   Ik doe een gok

Geavanceerd zoeken
Voorkeuren
Taalhulpmiddelen

Doorzoek: ⦿ het internet ○ pagina's in het Nederlands ○ pagina's uit Nederland

Versier je homepage met kunst van Nederlandse artiesten

Advertentieprogramma's - Bedrijfsoplossingen - Alles over Google - Google.com in English

©2009 - Privacy

This is a proxified page of Google.com. As you can see I've also added to 'Fresh Daily Proxies' button in the center of the adspace. A lot of people use adbrite banners there, but I choose for satisfaction and group promotion.

Here is a close up of the proxified page:

Fresh Daily Proxies
Click here to join our Proxy Websites Group
Receive Fresh Proxies on a Daily/Weekly Basis!

Right next to it you can see the "add to favorites' button. It lookes like this when you scroll-over it:

This tool comes from www.addthis.com
It's really simple to install, and modify like I did. Don't worry, you'll find this script fully installed in the proxy project folder! They only thing to do for you is to upload it!

This tool is very powerful for 2 reasons.

1. This tool drives people's attention when they scroll over it.

2. People are allowed to add your website to their 'Favorites' or ': UWVcc_' page immediately!

My traffic stats showed me that 74% of the traffic bookmarked my website! So that means they will easily find my website again, or even promote it to friends. And it doesn't cost me anything! Great marketing tool you SHOULD use too!

4.4 Other types of question and answer.

Yahoo Answers is very powerful but also oversaturated by proxy owners. This website is about people that have a question, and other people can answer them. Proxy owners saw this as a opportunity to promote their proxies. How? A teenager wants to visit a website at her school. But the IT admin has blocked that website because it's 'game' related or for example myspace.

They visit yahoo answers and ask how they can unblock websites or bypass filters from school. Then proxy owners tell them to use their proxy and that it unblocks to websites. This is a good tool for getting traffic, but it's getting hunted by proxy owners now.

Here's an example of how it works:

Someone asks, and someone answers. But there's a catch. Yahoo limits users to answers questions. When you start using it, you may only answer like 20 questions per day. If you get voted as 'Best Answer'. Then you get more points. You also get points for answering questions. The more points you get, the more questions you can answer each day!

How to get a 'best answer' ?

People are really looking for a good anwer. So read their question carefully instead of saying: 'Use this proxy www.proxyhere.com'. Because they might have already tried proxies or are just looking for other answers. When you find a good question to answer, try to answer it in a list.

Something like:

'Hey, unblocking websites is not that hard! Try the following steps.

1. Visit www.proxygoeshere.com

2. Enter the desired URL in the URL Bar. Which is myspace.com in your case.

3. Hit enter and you're able to unblock myspace. Hope that helped!'

There are a few keywords that are oversaturated by proxy users. For example:

'unblock websites'

'How to unblock websites'

'How to unblock school filters'

Etc.

You can do searches for these kind of keywords too. But you can expect that a lot of these questions are already answered. Try to look for keywords that not every proxy owner is looking for. For example:

'Hide my ip'

'can't access website'

'firewalls at school'

You get it? Think outside the box! Place yourself in a teenager, and try to come up with keywords they are probably asking for. What would you ask if a website would be blocked?

Try to answer these questions daily, and you'll see an increase in your traffic! If one teenager finds your proxy very useful, it might go viral! Mouth to mouth marketing is very powerful!

Remember that yahoo answers is oversaturated! Try to find different types of question and answers. Like www.answer.com or hit google ans search for 'question and answer websites'.

Black hat method: I've seen people creating multiple accounts on Yahoo answers to answer their own questions and select it as 'best answer'. So they ask themselves what the best website is to unblock sites at school. They answer this question in a week or so, with their proxy URL in it. Of course they did it with different IP's to stay out of the danger zone. This is not a method I would recommend but it might give you some new insights or ideas when promoting.

4.5 Search engine optimatization

This part of the book is for people that want a long term income from proxies. SEO is very powerful if you know how to use it and rank better for certain keywords. I'm not going to write a lot of SEO because I think all webmasters are already familiar with this concept. You'll find more SEO tips in the 'Getting Traffic Report'.

Here's what I did:

First, do some research on the keywords that are proxy related.

1. Visit http://tools.seobook.com/keyword-tools/seobook/

2. Enter 'proxy' and analyse the statistics reported.

Keywords:	Volume:	Google results:
Proxy	14576	82.500.000
Anonymous proxy	7925	1.300.000
Free web proxy	6307	1.520.000
Myspace proxy	3897	3.960.000
Free proxy server	2389	2.940.000
Internet proxy	1818	8.910.000
Proxy sites	2892	728.000
Bypass proxy	1445	379.000

3. I picked keywords that had high volume, but not too high google results. So I could rank high for them in short time.

Main keywords: anonymous proxy, free web proxy, bypass proxy.

Anchors: anonymous proxy, free web proxy, bypass proxy.

4. Submit to Google, Yahoo and MSN search.

http://www.google.com/addurl/?continue=/addurl

https://siteexplorer.search.yahoo.com/submit

http://search.live.com/docs/submit.aspx

(try to search for 'submit website to *search engine here*' if these links doesn't work).

5. Main keywords: anonymous proxy, free web proxy, bypass proxy.
KEEP TO THOSE KEYWORDS AT ALL TIME!

Including:
- Headers
- Page titles
- Bold content
- Link Titles
- Descriptions
- Meta tags
- Social bookmarking

So that means your page title should be something like:

SchoolBuster.com - anonymous proxy, free web proxy, bypass proxy

That's all I'm going to say on SEO on proxies for now. This should help you getting ranked better for the keywords. Pick your keywords very carefully when you use the seo tool!

You should get a pagerank in no time on one of those keywords if you apply the techniques described above.

4.6 Bookmarking & Marketing tricks.

These are tricks that allows visitors to add your website to social bookmarking websites, add to their favorites list etc. The marketing tricks are there to drag their attention. Combine bookmarking en marketing tricks for top results.

Get inspired by the following screenshots! Be creative and create your own tools, or simply use my script!
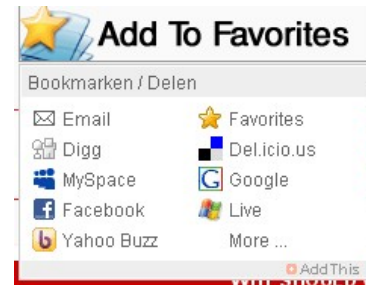
Note: Notice that one of the most popular and famous proxies (unblock all and hidemyass) use

humor and funny images to brand their names, get visitor's attention and also use bookmarkting tools! The image of the url bar above is from unblock all. So don't skip this part when you built a proxy!

Lesson 5. Choosing The Best Proxy Hosting

Ok, so you decided to start a proxy business? Then we need to find a good and trustable proxy hosting company for you.

First things first, what do we need to know about proxy hosting:

5.1 Webspace

We need a certain webspace to store our proxies on. But proxies are really small so this won't be an issue when picking a host.

5.2 Bandwidth

VERY important! The more traffic you get, the more bandwidth they will use! For starting webmaster I'd recommend to take at least 50GB/month of bandwidth. BUT, if you're going to promote and advertise it big, you should take 500GB/month. If you advertise on proxy.org for example, be ready for a huge increase in bandwidth.

5.3 Uptime

I've experienced a traffic loss of 90% when my proxies were down. You don't want this too happen. This could be caused by too much bandwidth or your servers being down.

5.4 Support

You want a host that is trustable and helpful. If you run out of bandwidth you want to upgrade to more as fast as possible. Your host must be able to do this for you without getting out of bandwidth. You want quick answers when you have any questions related to your proxies from your host.

5.5 Speed

Slow servers drive proxy users away. The basic rule for visitors is that they decide within 3 seconds if they will stay on your website or not. They will leave if you're website doesn't even load within 3 seconds.

5.6 Costs

Starting webmasters don't have thousands of dollars to invest in a good proxy business. We want quality for a good price. Don't start with companies that charge too much!

This being said, I'll show you h\Y˙VYgh˙\cgh˙Zcf˙h\]g˙dfc´YVh˙

k k k "; `ck < cgh"Wca

\Hndg.##[˙`ck \cgh"Wca #k YV!\cgh]b[!gYfj]W#VYghSg\UfYXSk YVS\cgh]b["˙\ha ˙

Best decision you could make would be to choose Glowhost and buy the Unlimited Multi-Domain plan. You can host ALL of your proxies on there.
As for domains, I highly recommend NameCheap.com

Lesson 6. Tweaking proxies for SEO, CTR and Tracking

You should now the basics of a proxy by now. You know how they work and how to promote them. Hopefully you're getting at least 300 Unique Visitors a day so you can start monetizing your proxies.

I have completely edited this proxy script, so you can easily change and edit most of it's tweaks in just one file. I'll teach you how to tweak these proxies before we're going to monetize our proxies.

Before opening the config file I want you to install Notepadチ Ž. This little program works almost exactly the same as the original notepad but has a lot more functions. These functions support coding, replacing and some more we definitely need while editing the script. I se google h ˙ Ζ oX˙h\ Y˙I F@

Und search for 'NotepadŽ Ž'. If you can find it or if

you have some other editing program than that's fine. But I recommend Notepad Ž Ž or something like Dreamweaver instead.

Let's have a look into this magnificent script:

1. Open the file 'config.php' in your proxy folder. You will see something like the following screenshot:

```
2
3 //Designed by StyleShout
4 //Download more free templates @ FreeProxyTemplates.com
5
6 //website Info Settings
7 $sitetitle = "School Buster! - Free Web Proxy - Anonymous Proxy";
8
9 //Meta Settings
10 $metakeywords = "free web proxy, anonymous proxy, bypass proxy";
11 $metadescription = "Surf Anoymous, Free & Unblock Websites Now!";
12
13 //Description
14 $description= "Beat your school filters easily using <b>SchoolBust
   Facebook, YouTube, Orkut, Friendster</b>. Feel free to browse <b>2
15
16 //website Layout Title
17 $layouttitle = 'School<span class="red">Buster</span>.com';
18
19 //website Layout Slogan
20 $slogan = "Visit websites your school has blocked!";
21
22 //Copyright Your Site
23 $yoursite = '<a href="http://www.schoolbuster.com/">SchoolBuster.c
24
25 //AdSense Settings (Applies to all AdSense Bars + Search)
26 //Publisher ID
27 $pub = 'pub-8832152716937374';
28
29 //Channel ID (Leave Blank if you don't use one)
30 $channel = '0244117531';
31
32 //Crazy Egg
33 $crazyegg = '
34 <script type="text/javascript" src="http://cetrk.com/pages/scripts
35 ';
36
37 //Google Analytics
38 $analytics = '<script src="http://www.google-analytics.com/urchin.
39 </script>
40 <script type="text/javascript">
41 _uacct = "UA-4012783-7";
42 urchinTracker();
43 </script>';
44
45 //Adversal
46 $adversal = '
47 <script type="text/javascript" language="javascript">
48 adlsi9 = "c8dcdddccb483fea92c3d235c69a099f79|97179|9715"
49 </script>
50 <script src="http://www.adversalservers.com/publisherJS.js"></scri
51 <script type="text/javascript" language="javascript">
52 goAdversal("c8dcdddccb483fea92c3d235c69a099f", 1, 15);
53 </script>
54 ';
55
56 ?>
```

Let's see what all functions mean and why they are necessary.

6.1 Website Info Settings

$sitetitle = "School Buster! - Free Web Proxy - Anonymous Proxy";

This is your website title, remember to insert your own researched keywords next to your domain name. It's smart to come up with something funny like 'School Buster!' instead of only your domain: Schoolbuster.com – free web proxy. I've explained the importance of branding earlier in this ebook. So again, choose a brandable domain name and make a slogan or phrase people will remember.

6.2 Meta Settings

$metakeywords = "free web proxy, anonymous proxy, bypass proxy";
$metadescription = "Surf Anoymous, Free & Unblock Websites Now!";

These are the meta keywords which search engine bots use. If your website pops up in Google, the description of this website was: "Surf Anoymous, Free & Unblock Websites Now!";. Think of a good line here, it's important that people think your website is what they are looking for. And again, I've put my keywords in the metakeywords part. Don't take too many keywords, but stick to 3 or 4 and make sure you use them ALL THE TIME.

6.3 Description

$description= "Beat your school filters easily using SchoolBuster.com. You can unblock popular social networking sites such as MySpace, Bebo, Facebook, YouTube, Orkut, Friendster. Feel free to browse 24/7 and don't forget to tell your friends!";

This description pops up at the top of your website as you can see in the example screenshot in the proxy folder. Think of something catchy, and make sure you use keywords in the bold text.

6.4 Website Layout Title

$layouttitle = 'SchoolBuster.com';

//Website Layout Slogan

$slogan = "Visit websites your school has blocked!";

This title will be shown in the upper left corner. You can see an example of the text at the example screenshot in the proxy folder. The website slogan is right above the title.

6.5 Copyright Your Site

$yoursite = 'SchoolBuster.com';

Copyright, nothing else.

6.6 AdSense Settings (Applies to all AdSense Bars + Search)

//Publisher ID

$pub = 'pub-00000000000000';

//Channel ID (Leave Blank if you don't use one)

$channel = '00000000';

These are you Google Adsense settings! It's very important to have these installed correctly. So double check your adsense pub-ID! This is to make sure you earn money when people click on your ads and not someone else. The channel-ID is optional. You can create channels at the Google Adsense website. Why? You can keep track of different ad-formats and ad placements.

For example:

Website	Clicks	Earnings
Schoolbuster	245	$ 125,56
Time2Hide	123	$ 103,95

You make different channels for each website. So you can see how much you earn with SchoolBuster and with Time2Hide. You can compare keywords or ad placement If one runs better then the other. And improve it.

Another example:

Type	Clicks	Earnings
Schoolbuster left top ad	53	$ 80,58
Schoolbuster 418x15 link ad	356	$ 258,45

You make different channels for each ad type. You can see which ad type get more clicks and improve your blending options or ad types. You can make these different channels here https://www.google.com/adsense/channels UbX˙copy the ID in your config.php file.

6.7 Crazy Egg

```
$crazyegg = '
<script  type="text/javascript"  src="http://cetrk.com/pages/scripts/0007/9366.js">
</script>';
```

8c˙bch˙YX]h˙h\Y˙VfUhm˙Y[[˙dUfh˙Uh˙U˘˙"˙@YUj˙Y˙]h˙V˙Ub_"

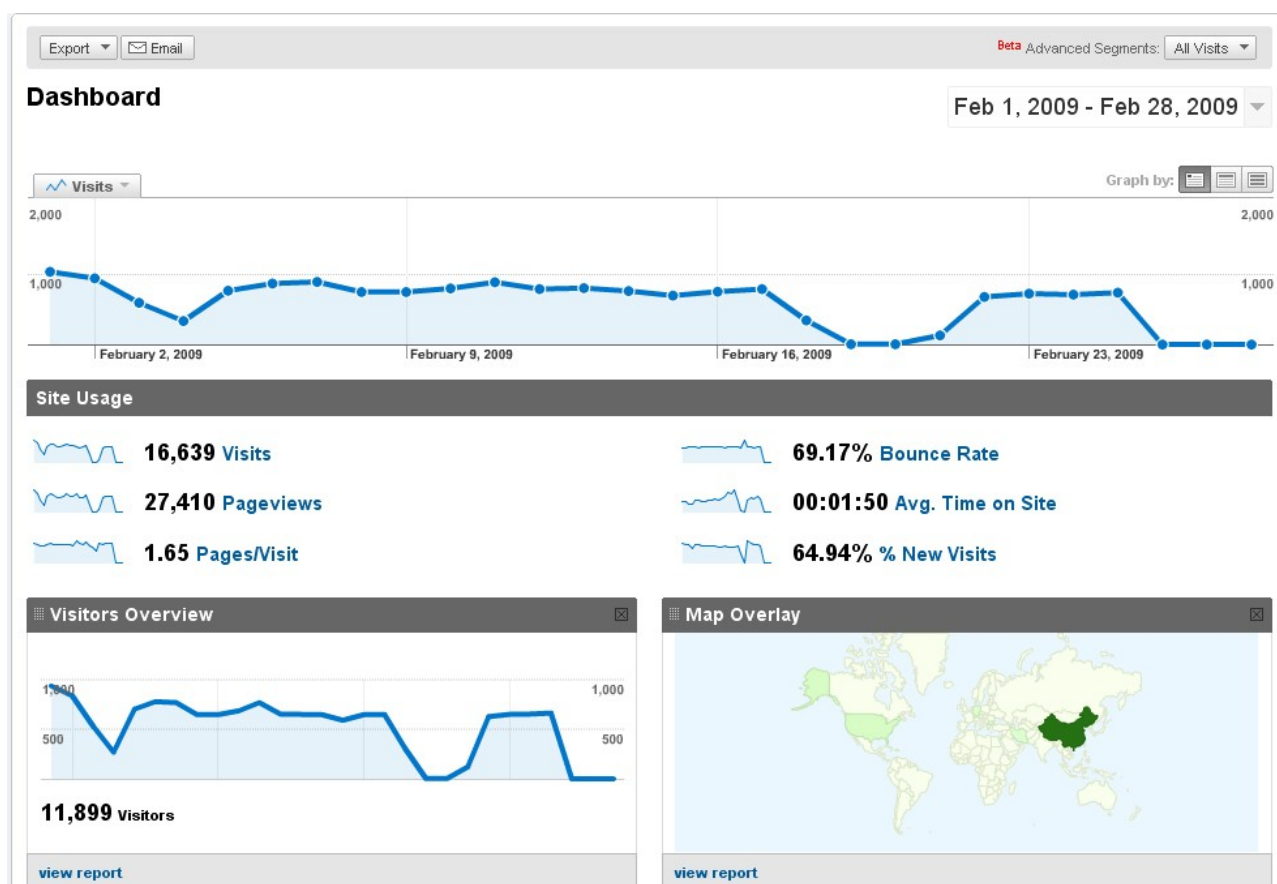## 6.8 Google Analytics

```
$analytics = '<script src="http://www.google-analytics.com/urchin.js"
type="text/javascript"></script> <script type="text/javascript"> _uacct = "UA-
4012783-7"; urchinTracker(); </script>';
```

Google Analytics is a tracker for visitors. It's much more accurate than AWstats or whatever stat program you use. And best of all, it's free. Check the next page for a screenshot of some very old stats of my proxy.

This is just a regular overview of my visitors in February. But Google Analytics has much more advanced tabs and plots to keep track of your visitors. You'll see where they came from (country) how old they possible are (age) time spend on the website (avg time) and many more. Install it and replace your code with the code in config.php!

NOTE: can you see the trafficloss around the 16th of February? That's because my host was down. I lost almost all my visitors. But I got an ad running on proxy.org so traffic came back in! But then I changed my host and my proxy was down for almost 2 days. I lost 90% of the traffic I gained from SEO and linkbuilding. (which is the best).

Lesson 7. Monetizing proxies for maximum profit

Once we get some decent and steady traffic. We want some money rolling in. Google Adsense is a nice source of revenue, but we can earn so much more with so many visitors. I monetized most of my proxies like this:

1. Google Adsense ̇Ž ̇5Xj YfgU ̇ - 50% of income.

2. DU̡ndU ̇– 35% of income.

3. Selling linkspace on the proxified pages – 1) % of income .

Let's walk through each method 1-by-1.

7.1 Google Adsense.

Google adsense is the most powerful PPC engine out there. Believe me, this is the best advertising company you should choose! If you don't have an adsense account yet. Sign up for adsense now: www.google.com/adsense

It's very easy to insert these ads. The only thing you have to do is to replace your pub-ID with the one in the script. Go to the adsense homepage and login to your account. At the upper-right hand corner you'll see something like the following screenshot:

Your Publisher ID is located here. Copy the hole phrase after 'Publisher ID:'.

You will have something like pub-xxxxxxxxxxxxxxxx and the 'x' are numbers.

To insert your pub-ID please follow the next steps.

1. Open the 'config.php' file in your proxy folder with notepad.

2. Search for the following lines:

//AdSense Settings (Applies to all AdSense Bars + Search)

//Publisher ID

$pub = 'pub- xxxxxxxxxxxxxxxx*';*

3. Now replace this pub-xxxxxxxxxxxxxxxxxx with your own pub code.

4. Safe the file and your done.

5. Make sure you always check all of your adsense codes before you advertise your proxies because other wise you'll lose lots of money if the code is corrupt.

What ads to choose?

This is a common question I get in my emails. And there's not one answer for it. If you choose to use exactly the same lay-out, marketing tricks and getting traffic methods, then I would say image ads worked best for me.


I've done lots of tests and research on different ad types, colors and sizes. The best possible outcome for me was:

- Two square headers above the url bar.

- Link unit above the url bar.

Some webmasters actually may say that a horizontal 720x90 ad may work as well. This depends on your lay-out and type of traffic.

In my case, I didn't use the 720x90 header and left it away. It didn't fit in my

lay-out and it got zero clicks in a test. Most people recognised the Google Ads because I placed to much of them and they avoided clicking it.
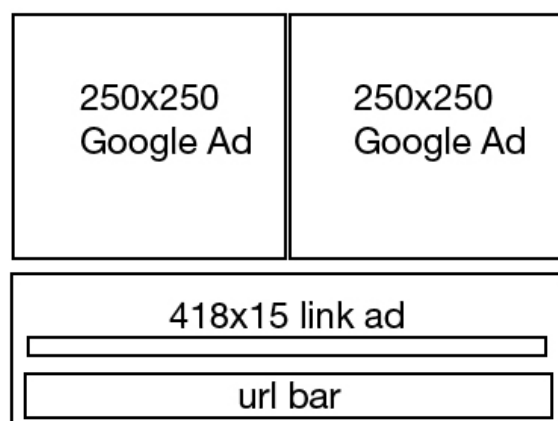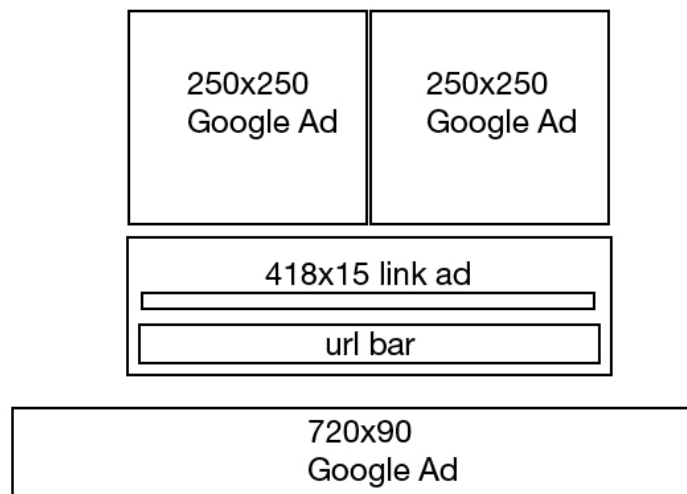
However, not every method works for every website. You'll have to find out yourself. It takes some time but it could double your clicks. Are you a website designer or do you have a another template you would like to use? No problem! There are so many combination that can improve your clicks. If you blend in your ads well enough, people will click them. Making them the same colour, the same size and the same font.

I experienced a lot of teenagers who visited my website, because I advertise my website at some schools. The image ads shown on the previous page were the ones that got the most clicks. I don't know why, but most of them were probably appealing to them.

Check the next page if you want more inspiration on blending google adsense ads or ad placements.

I always spy on my competitors to keep track of what they have and what they deliver. This website unblock.biz took my attention. As you can see it has two types of Google ads. Can you find them? They are really good blended in the layout.

One is located at the header on the right. The other one is on the bottom left. Just look for the word 'Ads by Google'. This webmaster chose his own ad types and made them blend in his website perfectly.

The same webmaster also owns this website. Unblocked.org I really liked the way he uses his Google Ads again. The link unit at the header just looks like a navigation bar, and probably will get a lot of hits. The banana of the right is another Google ad that has been implemented and blended very well.

So be creative and blend your ads into your lay-out or use my strategy. Use Crazy Egg and Google Analytics to see what works for you. That's all I can say about ad placement.

7.2 Adversal

What is adversal? Adversal is a company that delivers pop ups, pop unders and inpage ads. A lot of webmaster are trying to get in these days, but Adversal only allows steady websites with enough traffic. But you will get to the point were you can join them easily. I must admit that I joined this company with a crappy 500 visitors a day. But I knew an insider there that could easily put me in. If you use a proxy list or newsletter like www.addvertise.info or a proxy.org 20$ listing, you will experience 1000 UV/day. So getting in Adversal won't be that hard. There are two ways of getting in:

1. Just email their staff you would like to get in, and they put you on the list. As soon as there is space they will contact you. You need to send them some traffic stats to make sure your website is worth joining adversal.

2. Email me (adres listed at the bottom of this ebook) and I'll send my partner an email with your website stats. You probably will get in within a month.

However there're enough alternatives you can join if getting in Adversal is not the way you want to get started. The two second best companies for pop unders or ads are:

1. www.canep.com – Canep Media
2. www.globalinteractive.com – Global Interactive

I'm only going to discuss how to monetize your proxies with Adversal. But the tips will be useful for other ad companies as well. However I haven't got that much experience with Canep and Global Interactive, I know that they pay well.

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To get your own publisher code, go to 'Get Code' once logged in at Adversal. You will the following screen:

Use the following settings for the proxified pages:

Get code for: *The website you want to use*

Action: *Popunder only*

Limit: *15*

15 times the code will execute per 30 min user session. This means the user will get a pop-under every 2 minutes. He won't even notice it. You MUST set this to the maximum (15 times) or else you won't be making any money.

Now hit 'Submit' and you will get your code. Replace this code with the one in the 'config.php' file. Example:

```
$adversal = ' <script type="text/javascript" language="javascript">
adlsi9 = "c8dcdddccb483fea92c3d235c69a099f79|97179|9715"
</script> <script src="http://www.adversalservers.com/publisherJS.js"></script>
<script type="text/javascript" language="javascript">
goAdversal("c8dcdddccb483fea92c3d235c69a099f", 1, 15);</script>';
```

And replace this code in the 'index.php' from line 1182 until line 1190. For more info read the next pages, or check the video tutorial.

Here is one of my latest screenshots of the earnings with adversal:

ADVERSAL
PUBLISHER NETWORK

STATS   PAYMENT HISTORY   FAQ   MANAGE   GET CODE   PROFILE   CONTACT   LOGOUT

— All Websites —   SUBMIT

TOTAL UNPAID BALANCE: $58.65
TOTAL REFERRALS: 0

Stats for All Websites   RATES

Combined | Popunder | InPage Popups

Month	Impressions					Amount Earned	Referral Earnings	Total
	US	UK	CA	FGI	Others			
March 09	33,252	3,417	2,091	18,411	81,855	$58.65	$0.00	$58.65
February 09	95,880	8,007	2,805	18,768	54,060	$114.75	$0.00	$114.75
January 09	166,107	64,872	11,526	15,045	91,188	$257.04	$0.00	$257.04
December 08	338,181	58,497	13,719	54,825	244,698	$500.82	$0.00	$500.82
November 08	325,176	30,243	13,413	79,305	338,844	$493.68	$0.00	$493.68
October 08	47,736	7,344	3,672	3,060	79,764	$78.54	$0.00	$78.54
September 08	1,581	510	0	0	2,346	$2.04	$0.00	$2.04
Total:	1,007913	172,890	47,226	187,119	892,755	$1506.03	$0.00	$1506.03

* Stats are updated daily at or around 4am Eastern time

STATS   PAYMENT HISTORY   FAQ   MANAGE   GET CODE   PROFILE   CONTACT   LOGOUT
Copyright 109109 Adversal.com

As you can see I've had major earnings in December and November. That's because I had over 100+ popular proxies running at the time. After that I started selling pieces of my proxy network.

7.3 Selling linkspace on the proxified pages

This is a method a lot of proxy owners don't use. I can't see why because it could bring in some easy extra money. As you know, the proxified page is the page loaded by our proxy users when they type in google.com in the URL bar.
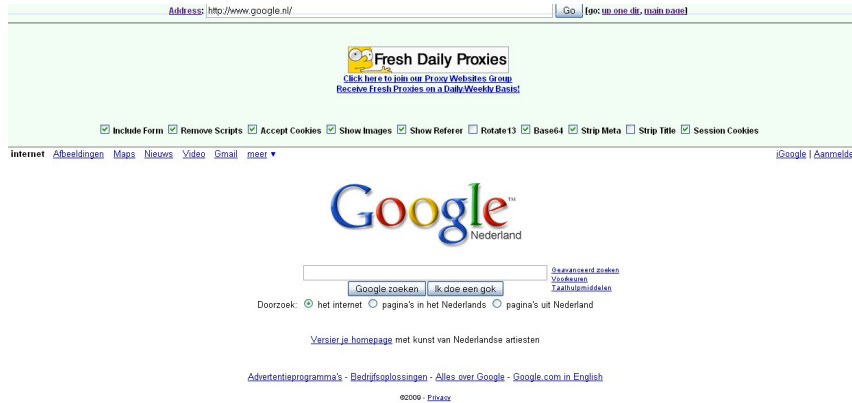
Like this example of google.com. I've showed you earlier that I have a fresh daily proxy button located at the top of this page. However I used to sell this space on forums and websites where people are looking for ads or websites.

Just start with a $5/month or below that, and once you increase your visitors you can start charging $20/month per link. It's not much but it's money. But imagine what it makes if you have 50+ proxies. That's 50 x $5 = $250 extra each month. Inserting these links is also not hard.

1. Go to the proxy folder and open 'index.php'.

2. Go to line 1181 (Shown left in Notepad or Dreamweaver).

```
                                                               >main page</a>]
1180  . '<br /><hr /><br><center>
1181 <div style="float:left;">
1182 <!-- Begin Publisher Code for schoolbuster.com -->
1183 <script type="text/javascript" language="javascript">
1184 adlsi9 = "c8dcdddccb483fea92c3d235c69a099f79|97179|9715"
1185 </script>
1186 <script src="http://www.adversalservers.com/publisherJS.js"></scrip
1187 <script type="text/javascript" language="javascript">
1188 goAdversal("c8dcdddccb483fea92c3d235c69a099f", 1, 15);
1189 </script>
1190 <!-- End Publisher Code -->
1191
1192 </div>
1193
1194 <P ALIGN="center">
1195 <a href="http://tech.groups.yahoo.com/group/freshproxywebsites/join
     Websites At School" border="0" /></a><br /> <a href="http://tech.gr
     our Proxy Websites Group <br />  Receive Fresh Proxies on a Daily/w
1196 </P>
1197 </br >
1198 </br >
1199
```

3. You must insert your adversal code between line 1182 and 1190. Replace the code you got with the one in the script. (This is also shown in the video tutorial).

4. You can modify your links between line 1194 and 1196.

5. For example, your code could look like this:

<P ALIGN="center">

<a href="http://tech.groups.yahoo.com/group/freshproxywebsites/join"

target="_blank">Click here to join our Proxy Websites Group

<a href="http://www.soldlinkspace.com" target="_blank">Your link text here Group

</P>

6. Check the text in red, it's an extra link on the proxified page you just sold.

Paypal Methods

I will now discuss the possible ways to make money with your proxies via Paypal. Paypal is a service millions of people have accounts for and therefore should be marketed along with ads. Ads will make up 50% of your sales, and Paypal will often cover the other 50% depending on how active you are and how hard you work.

Donations

The first method is to allow donations on your proxy. This donation button will go directly above your proxy address bar and you will write a message underneath saying "Donate to this proxy service to remove ads and increase speeds." This donation can be as much, or as little as you want.

To create a donation, log into your Paypal account. Go to Merchant Services(https://www.paypal.com/webapps/mpp/merchant-services-hub?nav=3) and click Create Payment Buttons for your website. From you, press the "Donate" button

and fill out the appropriate forms. In the end you will be presented with an HTML code, place this code directly above the proxy address bar. Insert the html code directly above this line in your index.inc.php:

Line 220

<label>Enter the URL Address:</label>

Before the first <label>, place the html code given then write some quick benefits to donating. Then add two <br> codes in order to create spaces. Then save and upload.

Proxy Flipping

The second method involes proxy flipping. This is when you create a proxy, purchase traffic from proxy.org, and then sell the proxy very quickly once your traffic has been established. I have sold week old proxies for $90 as a result of this method. You will have to create an account, and then you can sell your website. In your thread be sure to mention that you have lots of traffic and lots of money from donations/advertisements, and people will quickly purchase your proxy. Once you have tons of proxies in your disposal, you can easily sell on   proxy per day

Lesson 8. Disclaimer and Privacy Policy

I've gained a lot of experience since I started the proxy business. Not only for proxies in general, but also for the internet marketing.

Unfortunately, it had some downsides too. There're a lot of people that misuse your proxies. They use proxies to hack other websites, stay anonymous or download illegal things from the web. Criminals often use them to hide their identity and IP address. A proxy disclaimer is a MUST for proxy owners. This way, you're not responsible for any criminal activities that occurred through your proxies.

You'll find a disclaimer in the proxy package of this ebook. However, you can also use the following one for your network.

[YourSite] is a free/paid web service tool which allows the visitors of this site to surf online anonymously. The objective of this site is to increase the site visitor anonymity online. We do not provide any illegal product and does not break any type of law.

The webmaster of [Yoursite] doesn't take any responsibility for any direct, indirect damages or loss of data and profits of any site. The website shown after the user visits a website through [Yoursite] proxy is not in any way owned or associated with [Yoursite] proxy.

With [Yoursite] proxy, all the data of the site visitors is kept private and will not be released to anyone unless written permission is provided by [Yoursite] proxy. We judge privacy a significant cause when running [Yoursite] proxy.

We have to right to block/unblock any IP or IP ranges.

The usage of this site constitutes the acceptance of the disclaimer.

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Second, a lot of people have been talking about blocking certain countries to get higher pay-outs. And to avoid that google places you into low ppc. For as far I'm concerned you don't need to block countries. Every cent or dime is a profit. However, china, iran and other east Europe countries could suck up your monthly bandwidth. So the only reason you should want to block countries in my opinion is for extra bandwidth.

Blocking countries is as easy as reading this ebook. It can be done @ http://www.blockacountry.com/ you simply select the countries you want to block, and create a htaccess file for it. Upload it to your server and you're done.

NOTE: Some hosting companies already block certain countries. You might want to know that before buying one of their host packages.

To inspire you even more than you're right now, please read the amazing interview with Jacob Nix and how he makes $1000/month only from his proxy groups.

Lesson 9. How did they do it? - Interview with Jacob Nix

1. Can you tell us something about yourself?

This is Jacob Nix from Clifton. I'm a 25 year old student and I own a workshop in Clifton. Besides that, I run a successful proxy business on the internet. Which is well known by must proxy starters.

2. How did you get started with proxies on the internet?

I started with the proxy business at work. I had to visit a blocked website but I couldn't. So I surfed on the web to find a solution. People recommended proxies. I always forgot which proxy to use and decided to create my own for personal use.

3. Do you make a lot of proxies?

Yeah for sure. That's my internet business! Proxies were first for personal use. I created a Yahoo group for UK and USA citizens only and a lot of people joined. When visitors keep coming in, I decided to make some money from it. Since I started this business I've probably made over $20,000 from the business. But that's spread over 6 years. The last 2 years were the most profitable. And I'm making almost $1000/month now from only 1 list.

4. What is the biggest mistake webmasters often make when they start with proxies?

They are just trying to make money and not get visitors at the first point. When I start a website, or in this case proxies I always focus on getting visitors first. I deliver a great service and when I get enough visitors I start to monetize it.

5. What is your advice for starting proxy webmasters?

First things first. Find monetizing programs, software or companies that makes you the most money possible. I've tried different sources but I personally use this list:

1. Google Adsense. A MUST, I've tried other PPC but they sucked.

2. Adversal. Also a MUST for the proxified pages. Pop under pay very well.

3. Media shakers. They have really nice banners and ads they pay well.

6. Do you use yahoo or google groups?

I use both, but google is the best in my experience. More visitors and more activity. That could be caused by google's popularity.

7. What do you think about proxy topsites?

Waste of time, but proxy list seems better, anyways proxy blogs could bring much more traffic as there are no rotating thingies. You may have a great traffic in 2-3 days, and a better back link. You can submit your proxies for free at www.proxytoday.info

8. Have you ever advertised on proxy.org? If yes, for how much? If no, why not?

Not yet , that's too expensive. (200$ for top ten listing a month is the only one I would take if I would advertise there). I've also heard that you may get banned on google if you promote your proxies through them. But that is never confirmed.

9. Do you think brandable .com domains are a must, or will any domain do well?

True. This is definitely a must for the long term. And let me tell you the following story: While I was at the university, people asked me how to unblock websites like I did. My website at that time was surfaddict.info. So I said them to use it. Three of them came back and saying it wasn't working. Guess what, they typed www.surfaddict.com! Instead of .info! People are always used to type .coms! Memorable domains are worth 10x more than others. So take a .com. You'll also make a bigger profit when selling your website.

10. What do you believe is the best way of promoting a proxy network?

Well you are asking this from the owner of www.Addvertise.info and www.ProxyToday.info. What do you expect? Sure proxy newsletters and proxy blogs.

Lesson 10. How to make your business successful

1. Love what you do

2. Promote your proxies daily

3. Find ways to stay above your competition to make sure you won't lose visitors.

4. Add something unique to your proxy websites. An affiliate quiz? A flash game?

5. Focus on getting traffic instead of getting money.

6. Focus on user satisfaction instead of spamming advertisements.

7. Use your money efficiently. Spend 100$ on advertising the same month instead of a crappy 10$ each month.

8. Find other webmasters that can give you advice on the proxy business.

9. Read, read, read. Knowledge is power! But don't stay passive! You should read 20% and create a successful business 80% of your time.

10. Look for joint ventures! Outsourcing things can save you a lot of time and money! JV's are very powerful because you have access to more knowledge. By sharing it you can make a very successful business. Interesting? Continue reading!

NOW GET STARTED!

DON'T CLOSE THIS EBOOK AND

CONTINUE DOING NOTHING...