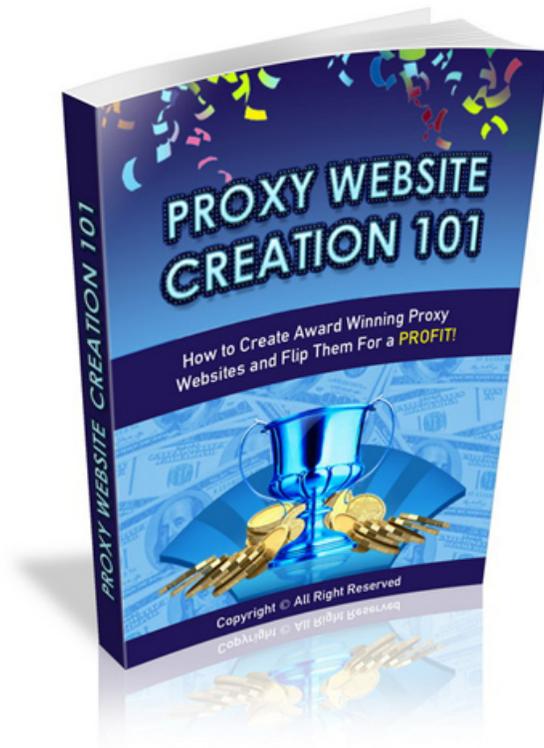


# Proxy Website Creation 101



How to create award winning Proxy websites and  
flip them for a profit!

Copyright © 2010 All Rights Reserved Worldwide.

## Legal Notice

This digital eBook is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author, publisher nor the marketer assume any responsibility for errors or omissions. Any slights of people or organizations are unintentional and the development of this eBook is bona fide. The producer and marketer have no intention whatsoever to convey any idea affecting the reputation of any person or business enterprise. The trademarks, screen-shots, website links, products and services mentioned in this eBook are copyrighted by their respective owners. This eBook has been distributed with the understanding that we are not engaged in rendering technical, legal, medical, accounting or other professional advice. We do not give any kind of guarantee about the accuracy of information provided. In no event will the author and/or marketer be liable for any direct, indirect, incidental, consequential or other loss or damage arising out of the use of the information in this document by any person, regardless of whether or not informed of the possibility of damages in advance. Thank you for your attention to this message.

## **Table of Contents**

Chapter 01 - Introduction to Proxy Sites.....	Page 4
Chapter 02 - The Basics of Proxy Sites.....	Page 11
Chapter 03 - Putting It All Together.....	Page 17
Chapter 04 - Monetizing Your Proxy Site.....	Page 20
Chapter 05 - File Transfer Protocol (FTP).....	Page 28
Chapter 06 - Marketing Your Proxy Site.....	Page 30
Chapter 07 - Flipping and Selling your Proxy Site.....	Page 39
Chapter 08 - Resources.....	Page 45

## **Chapter 01 - Introduction to Proxy Sites**

The concept behind proxy sites is to provide web surfers with privacy and anonymity online. By surfing through a proxy site, users can visit blocked websites even when viewing the internet from school, university, public libraries, internet cafes and even the workplace. Instead of having to miss out on browsing your favorite websites like MySpace, eBay, Facebook and Digg, you can surf anonymously using a proxy site set up for this very purpose, allowing you to access the websites that you need to get to even if they have been blocked by the network you are using.

The truth about proxy sites is that they provide a vital resource for anyone who wants anonymity, privacy, protection or safety on the internet. The internet is set up in such a way that nobody is safe or private, which is dangerous for anyone who wants to speak freely online. So if you are looking for a way to browse the websites that you want to browse, or to communicate freely on the internet without having to worry about big brother listening in, or someone trying to steal your identity based on your web history, proxy sites can play a vital role in letting you feel safe again.

**> > You have a right to anonymity - -**

Under Amendments 9 and 10 in the United States Bill of Rights, you are given the right to be completely free of unwanted and

unwarranted government intrusions into personal and private affairs, possessions and papers. Under Article 12 of the Universal Declaration of Human Rights under the United Nations, you should never be subjected to any arbitrary interference with your family, privacy, home or correspondence, or any attacks upon your reputation or your honor.

Obviously it is your right to be anonymous online if you choose to be - So why would you give up this right by letting anyone and everyone know how you spend your time online?

While many people assume that anonymous web surfing is a tool that is only commonly used by criminals, there are a number of other instances where anonymous web surfing can serve legitimate practices, including for whistle blowers, advocacy for free speech, access to blocked websites, and personal privacy online pure and simple. Obtaining privacy online is not a crime, and web surfing with anonymity is not wrong, but rather is a practice that you are well within your right to take advantage of.

There are a number of technical challenges related to creating online privacy, because the internet was not originally developed and evolved with the concept of browsing privacy in mind.

In fact, many of the protocols that provided the fundamental foundation of the internet are non anonymous by nature. Computers require knowledge of other computer's addresses in

order for data to be exchanged. Each computer, when connected to the internet, has its own IP address.

An IP address, or Internet Protocol address, is assigned to every single online presence across the globe, which inherently takes away one's online privacy from the moment that they log on. Other computers and servers can detect a lot of information about you, including your referrer or the site from which you are linking, the user agent or the program that you are using to browse the web, and even what operating system you are using.

Your IP address reveals your exact point of entry to the internet, and easily can be used to trace any communication that you make back to your internet service provider, your employer's network, a public terminal or your school. Your IP address may not be able to personally identify you, but it is a unique enough identification tool that can represent the digital identification of your computer while you are connected to the internet.

It is quite possible for you to disguise your IP address when browsing the internet, by using an anonymous proxy website to gain access to the websites you want to visit. Proxy sites act as an intermediary of sorts, routing all communications between your computer and the internet in a way that promotes anonymity and privacy. Proxies specializing in anonymous surfing have their very own IP addresses that are used in place of your own in every outgoing request that you make.

> > Proxy Options - - Proxies are most commonly used for a number of different reasons, including security, data caching and load balancing, reducing the demands of bandwidth, and filtering or censorship. Filtering proxies are capable of insulting users from objectionable elements in webpages, including ad banners, dynamic JavaScript, ActiveX Controls and Java Applets content, cookies, and so on.

Some anonymous proxy websites encrypt your Web communications, allowing you to protect yourself from the routine monitoring and dedicated surveillance out there.

You need to be careful when working with proxies, because not all proxy sites are anonymous. There are a number of different types of proxy websites and proxy servers to explore, and knowing the differences between them will help you decide which to concern yourself with.

> > **Web Based Proxies** - These web based proxies are powered by server side software solutions like PHPProxy, Poxy, CGIProxy, and a variety of other custom proxy scripts. These proxies function entirely through an internet browser, and all that is typically needed for your IP address to be hidden so that you may surf anonymously is to visit the homepage for the service in a web browser of your choosing, entering a URL or website

address in the form that is provided to visit that website completely anonymously and with your privacy in mind.

There is no requirement for downloading or otherwise installing any software, and you do not have to do any system reconfiguration on your computer to make a web based proxy work.

Making this work involves using a CGI based proxy that manipulates whatever document you have requested as well as the elements and objects that are associated with it. This can be a tricky accomplishment to make, and not all proxies can be quite as effective or as efficient as others are. Some proxy services like this tend to be a little slow, and others can produce errors during the rendering process depending on the website code. Still, these web based proxies are numerous, and popular because of their ease of use.

**> > Open Proxies** - Examples of open proxies are HTTP or SOCKS proxy server types that are left open, making them accessible online. These types of proxy servers require that you configure the proxy settings of your browser so that you can use them.

These proxies offer the advantage of being compatible with nearly all types of webpages, because the requested page does not have to be modified in order to allow you to be kept anonymous.

However, there are a number of different disadvantages that are associated with using these open proxies to promote anonymity and privacy online.

Many of these open proxies actually utilize compromised computers that are operated either by malicious individuals or by government agencies. Oftentimes when an attacker manages to obtain control of a computer, they install a proxy server onto it so that the computer machine can be exploited for the creation of other attacks on additional machines.

Open proxies are extremely easy to abuse, especially for criminal activity. It is strongly discouraged to use open proxies, because they provide no security or privacy, and while they may appear private and anonymous, they can actually increase liability and exposure.

**> > Proxy Networks** - There are a number of different types of proxy networks that feature layered encryption or onion routing, in conjunction with peer to peer networking so that users can communicate with one another on an anonymous basis. These proxy networks include Freenet, I2P, JAP and TOR.

Most proxy networks do not rely on operating with their own equipment, but instead find themselves relying on the end-users to donate resources and bandwidth to the network themselves. It is important to evaluate any promises of security and privacy with

the focus in mind that many proxy networks are operated by malicious individuals for a number of different malicious purposes. Proxy network services have also developed a reputation for being rather slow as well.

> > **Proxy Software** - There are a number of other subscription based services that offer a variety of client side application software solutions that automatically configure your own browser's proxy settings.

Do not bother wasting time with these services, as most are simply open proxies that utilize a fancy interface to dress them up.

## Chapter 02 - The Basics of Proxy Sites

Now is as good a time as any to explore the concept of creating your own proxy websites. Proxy sites are gaining serious popularity as more and more individuals seek privacy and anonymity when surfing the web. Creating a proxy website is not much different than creating any other website, except that a specific proxy script is implemented to turn the website into a working proxy site. Let's go over the basics of Proxy site creation and what you need to arm yourself with before you can put everything together, which is what we focus in the next chapter.

**> > Domain Name** - Every website begins with a domain name. The domain name, simply put, is the part of the website address between the 'www' and the '.com'. Domain names can be used as excellent identifiers for good proxy sites, and websites with recognizable domain names tend to be much easier to find and recall, making the sites more easy for users to track.

When it comes to proxy sites, there are two different types of domain names that you want to focus on. The first type of domain name is a domain name that actually uses 'proxy' or a similar term in the title, which will make the website more easily recognizable. The second type of domain name does not include the word 'proxy' or similar in the title, and this is because in some instances you will find that websites featuring this term or similar are blocked by school, university, library and work computer

networks, preventing users from utilizing your proxy network when trying to browse the internet anonymously and safely.

The first step in finding the domain that you want to use is to find the registrar that you want to use.

The resources section at the end of this eBook will list some of the more popular domain name registrars that you can choose. Choosing a registrar is ultimately up to your own decision making, just make sure that you are going with an inexpensive option that gives you the features that you need.

**> > Hosting** - Your next stop in arming yourself with the right tools for proxy site creation is to find the hosting option that best suits the need of your project. Website hosting companies offer space on their servers where you store all of the information and media that makes up your website, including your proxy script. By having your website hosted on a server like this, your content is connected to the internet, allowing everyone in the world to access your website. Hosting companies come in a variety of different shapes and sizes, and choosing the right hosting company really boils down to making sure that everything you need is offered.

There are a number of different options to consider when choosing not only a hosting company but also the hosting service.

It is important that you select the right amount of hosting space and bandwidth allotment, for example.

Bandwidth is especially important, because if your proxy site takes off you will be dealing with a lot of visitor traffic, which will hog up a lot bandwidth. You also need to look into what other features are provided. Some hosting companies, for example, will offer free domain name registry for year after you sign up for their services.

At the end of this eBook we have listed some of the best hosting services out there.

It is up to you which hosting service you choose, but it is imperative that you choose a company and a service that meets the needs of your proxy site not only now, but as the site grows into something much larger.

**> > Proxy Scripts** - - There are a variety of proxy scripts available for your own use, with new ones popping up all over the place offering increased security, new benefits and features, and more usability. Here are a few of the more notable proxy scripts and a brief rundown on what it takes to get them working on the proxy site that you are putting together in the next chapter.

- **PHPProxy** - This is one of the most popular proxy scripts and is widely used by a large number of proxy sites, even though the PHPProxy website is not currently being developed further.

To use the PHPProxy script, you simply have to download the script in its entirety and unpack it into a local directory on your hard drive. Next all that you need to do is to upload the script to your web space. Open up the new URL for your website to make sure that it is working correctly. You may consider renaming the file name to something different rather than using the word 'proxy', as there are filters out there that automatically ban anything that contains the word 'proxy' in it.

Make sure to read the readme file when you download and unpack the PHPProxy script, which is included in the package. Make sure that the PHPProxy script's features can be handled by your website hosting company before you put effort into setting it up on your website.

- **CGIProxy** - In order to make this type of script run, your website hosting company has to have CGI enabled. Many free hosting companies do not offer CGI, or only supply certain pre installed scripts.

Talk to an inexpensive paid hosting company to make sure you can have CGI enabled before you begin with the installation process, otherwise you will be stuck with a lot of useless

scripting. First you need to download the source, and then you need to unpack it into a local directory.

Next you want to open the .CGI file, and take a look at what goes into the configuration. You can edit a lot of settings from within, such as configuring the script so that it only allows text to go through the proxy without images going through the proxy. Everything you need to know and do is explained in great detail, and all of the options that you need to tinker with are explained using comments. Simply browse through the file, edit all of the options to your liking, and then save the new file. After this, you can upload the script to the CGI directory in your web space and open the URL from your browser.

Now you are ready not only to browse the web anonymously for your own self, but also to allow others to browse the web anonymously and privately as well.

Here is a great way to make sure that your proxy site is working correctly: Log in to a website like [whatismyip.com](http://whatismyip.com) and check to see if the IP given matches with the server that the script is installed on rather than your own computer's IP.

If this is the case, then you have successfully installed the script and can not surf anonymously and privately!

Now that you have the domain name of your choosing, the hosting company with the features and benefits that you require, and the proxy script that will make the entire thing function, it is time to throw everything together which is the subject of our next chapter..

## **Chapter 03 - Putting It All Together**

From the previous chapter, you should already be close to prepared to put your proxy site together, with the right domain name, the right hosting company and the right proxy script. Now you need to put the proxy site together, using text, images and website design to make a visually appealing and attractive website that anyone who visits your site will enjoy using.

**> > Templates** - - There are a number of different website template solutions that you can take advantage of. Because proxy sites can be simple and still visually appealing in nature, using a template is one of your best options. Many websites online offer free templates online, and some of these websites are listed in the resources section at the end of this eBook.

Purchasing a template or using a free online template is a great option as it will allow you to have a great start at forming your own website. It is generally really simple to edit a pre formed template, by altering the colors, the images, the text and even the layout in some cases. Many website templates are created to be simple and professional, with sharp lines, bright images and easy navigation.

**> > Customizing your Template** - - Once you have a template that you are at least somewhat satisfied with, your next step is obviously going to be to customize it. Many free templates online

are geared toward business websites, and while your proxy site can be just as professional as a business website, your layout is not quite going to be the same.

Your proxy site template should be simple, and does not need a lot of text or images as long as you are providing what is necessary. You may want to explain your service and what your proxy website offers, so that visitors who happen across your website by mistake will stick around to check out your proxy service.

The most important way to customize the website template that you choose is to set it up so that it is compatible with your proxy script. If your proxy script doesn't work, there is no reason to use your website, right? So make sure that your proxy script and your website template "get along" as it were. Once you have their relationship figured out, you can tinker with your website in any way that you like to make it suit your personality.

The best websites, like we have already mentioned, are simple and straight forward. If you want to impress your visitors, they also need to be easy to maneuver through. Later we will talk about implementing other things in your proxy site as a way to monetize your proxy site or to further customize it. The very next section in this eBook is going to focus on monetizing your proxy site.

In this day and age, simply offering a service to internet surfers is not enough. If you can generate money through your website, then there is a much better reason for you to continue maintaining it.

So let us touch on a number of different ways that you can turn your proxy site service into a generator of numerous income streams using a number of different advertising methods.

## Chapter 04 - Monetizing Your Proxy Site

If you plan on trying to generate any type of revenue from your website, then it is important to know what to do, and where to place your advertisements to get the best amount of clicks. There are a number of different advertising methods that will allow you to monetize your proxy site, including Ad Sense, Bidvertiser, Adversal, Ad Brite and Auction Ads.

> > **Ad Sense** - Google's Ad Sense advertising program is an exceptional way to generate income on your proxy site for a number of reasons.

Ad Sense can allow you to monetize any website that gets visitors, but only if your website has enough content that the Ad Sense system can deduce what the website is about and can provide ads that relate to your website to better get the interest of your visitors. Simply putting ads up on your website using this system is definitely a big help, but if you want to generate real income through Ad Sense you have to focus on your advertising campaign to really custom tailor your approach.

Set up an Ad Sense account, which will be easy and straight forward. Know which keywords you want to focus on, by coming up with a small list of relevant keywords relating specifically to the site that you are offering. If you are offering a proxy site for certain websites, make sure your keywords reflect it. Once you

have a good idea of the types of keywords that you want to focus on, you can implement your advertising campaign by placing Ad Sense ads on your website. While you are basically allowed to put the ads anywhere on your website, that doesn't mean you should.

Here are some things to keep in mind when placing the ads on your proxy website -

- You will get the best results if you place your ads on websites where there is enough content present. The more content there is, the more Google Ad Sense will be able to tell what your website is about. By tailoring your ads to the concept behind your website, you can guarantee that they will be relevant and more visitors will be likely to click them.

- Ads should always be placed "above the fold" which means that visitors should never have to scroll down to find or see them. By putting the ads in your visitors' faces, they will be much more likely to acknowledge them.

- Ad Sense is not something that you can set up and forget. Be prepared to log in to your Ad Sense account regularly to see what your statistics are like. Keep track of these statistics so that you can continually fine tune your Ad Sense campaign to meet your needs. The more you are willing to play with your Ad campaign to increase your profitability, the more you will see interest in your

ads. And since interest in your ads equals clicks, and clicks equal income, it is important to keep track of your statistics regularly.

Because there are so many proxy sites available online, many people assume that the cost per click (CPC) to be much lower, and the click through rate (CTR) to match. But because the ads are targeted to your website and your content, you should be able to achieve a fairly decent click through rate (CTR). A good CTR is between 5 and 6 percent, depending on your ad placement. The ideal ad placement is two 250 by 250 blocks of ads near the top, and then an occasional 728 by 20 block on the pages that feature content.

> > **Bidvertiser** - The Bidvertiser advertising network is another free pay-per-click advertising network that pays website owners who publish ads on their websites. Bidvertiser is a popular advertising option for owners of proxy websites because it works well with the kind of content that proxy websites feature. Bidvertiser works much in the same way that Ad Sense does, so the same principles apply here.

It is important that you make sure that your ads are relevant to your website, and if you are having trouble getting relevant ads to show, you need to fine tune your advertising campaign to change this. If the ads displayed on your website are not somehow related to what your proxy website is offering, your visitors will not have any interest in clicking them.

This would be like offering ballet shoe ads on a football website. You will be hard pressed to find a football playing ballet enthusiast.

Just like with Ad Sense, it is important to make sure that your ads are placed "above the fold" on your website, meaning that most if not all of the ad box should be present at the top of the site, never requiring that visitors scroll down.

Not everyone is willing to scroll to see an entire website, and you would be startled to know how many people will completely miss your ads if you do not make them apparent on your sites.

Finally, make sure to use your Bidvertiser statistics to constantly fine tune your advertising effort. You can log into the website at <http://www.Bidvertiser.com> to see your statistics. Let these numbers guide your advertising effort, and be willing to make changes in your campaign as necessary if you want to be successful.

With Bidvertiser, you can browse a comprehensive categorized directory of different websites, selecting the categories that are most appropriate for the service that you offer.

Bidvertiser also allows you to select a desired geographic target, and to set your own pay per click bids. This highly customizable

advertising network is an excellent choice for generating income from your proxy site.

> > **Adversal** - The Adversal advertising network is not the same as the Ad Sense network, or the Bidvertiser network. With the Adversal Publisher Network, you can sell pop-under inventory for ad space that you do not sell out of every month, paying as much as \$1.20 per 1,000 page views that your website receives, which can be equal to approximately \$6.00 for every 1,000 unique visitors that your proxy site receives. A proxy site with a high click through rate and a lot of incoming traffic can generate a lot of money through Adversal this way.

The pop-under technology that the Adversal Publisher Network uses is unobtrusive and launches quickly, displaying a pop-under ad one at a time so that visitors will not be disturbed by a number of pop up windows all at once. This advertising campaign makes it simple for proxy site owners to turn website traffic into a steady revenue stream, which is why the Adversal network pays based on page view rather than simply by unique visitor. The Adversal publisher network also pays 10% of all revenue that is generated by referrals, giving the proxy site owner another opportunity to generate income.

- Rates are determined based on the content of your website, and the traffic volume, performance and country of origin. It is important to make sure that your proxy site is set up in a way

that will net you good rates; otherwise this could be a waste of time for you.

- The Adversal Publisher Network utilizes a unique system that evades most pop up blocking software, enabling the website owner to earn advertising revenue even if the website visitors are trying to block the pop-under ads.

- The Adversal network does not allow proxy site owners, or any site owners for that matter, to use any additional pop-up or pop-under software if they are using Adversal.

**> > Ad Brite** - Ad Brite is an advertising network that sets itself apart from other advertising networks because it gives complete and total control of what types of advertisements you want to have appear on your website. You also have the option to simply "opt in", which allows you to show network ads instead. If an advertiser wants to purchase advertising space on your website, you are given the option to either approve of or disapprove of the ad. The Ad Brite advertising network is an exceptional tool as it opens up the door to potentially long lasting relationships with businesses and advertisers.

With Ad Brite, you do not have to have 1000 daily visitors or more to your website just to generate an income. Many people have made a lot of money even with much lower numbers of visitors. Still, if you are generating significant traffic to your proxy

site, there is no reason that you cannot generate a lot of money using this innovative advertising network.

There is more to Ad Brite than simply placing a few banner advertisements on your site and allowing the money to roll in. If you have an attitude like this you will more than likely be disappointed, because you need to be proactive when working with the Ad Brite network.

You need to look for advertisers everywhere that you can, rather than simply expecting that they will show up wanting to advertise on your website from day one simply because it exists. You need to contact at least ten potential advertisers every day if you want to be successful, and in a short period of time you can find yourself earning a significant income through the sale of advertising space.

**> > Auction Ads** - One of the newer ways that you can advertise your website and generate income is through auction ads. Attracting traffic to your website is not quite as easy as many people think, and paying for advertising can be a pricey prospect. Auction Ads allows you to make money by placing advertisements for auction items directly on your website. Anyone who visits your website can see these ads, and if they bid, you get a percentage of whatever is paid for the product should the visitor win the auction. Not only will you get a

percentage, but you will also get traffic to your website and this will increase your advertising revenue as well.

People who enjoy bidding will find that your website is an exceptional place to find the auction items that they want to bid on. These visitors will come back again and again, meaning more traffic and more income for you as well.

Placing auction items on your website is simple and straight forward, and it allows you to choose what types of ads that you want, as well as what size and what color the ads are. Even better, the Auction Ads program is completely free and offers a \$25 signing bonus at no cost to you, as long as you place the codes for the advertisements on your website and then you are good to go. Even eBay is working with this company, but eBay is not the only auction company that is compatible with the auction ads service.

## **Chapter 05 - File Transfer Protocol (FTP)**

There are also options for proxy file transfer protocol, or Proxy FTP. Proxy file transfer protocol provides an innovative tool for managing websites, unblocking internet browsing and promoting privacy and anonymity in the process. Services like this are completely safe, and no information that is sent through the internet is ever saved or stored.

Proxy file transfer protocol systems are developed based on the understanding that the internet can be extremely volatile in nature, with governments and other individuals routinely filtering or censoring legitimate users and websites without ever having cause or justification.

When it comes to proxy file transfer protocol solutions, the privacy and anonymity of the user comes absolutely first. Advanced proxy file transfer protocol tools offer completely free and completely anonymous access to the files on a user's website from any and every location. This is an especially exceptional tool when you are building your proxy sites, because it will allow you to be just as anonymous and private as your visitors would like to be.

Using a proxy FTP program is the best way to keep yourself safe when you are working on your proxy website. By keeping yourself completely private, protected and anonymous, there is no way

that you can be traced when you are uploading files to your website or downloading files from your proxy website. It is important to keep yourself safe when creating this type of website, since anonymity and privacy is what proxy websites are all about.

## **Chapter 06 - Marketing Your Proxy Site**

Simply creating your proxy website is not going to be enough to bring you the traffic numbers that you need in order to be successful. After all, there are thousands of proxy websites out there, and the only way to make a name for your own self and your website is to stand out from the crowd. Every proxy site is inherently providing the same service, so one of the greatest ways to attract more traffic than the others is simply to advertise more effectively than the rest.

Keep in mind that one of the keys to effectively marketing your proxy site is to know who you are trying to target. What is the purpose for your proxy site?

There are a wide variety of people who use proxy sites, and you cannot easily target all of them. Is your proxy site for people who want to browse blocked websites from work, school or public computers in libraries and internet cafes? Is your proxy site for people who are simply looking for a little bit of privacy when browsing the internet in general?

Or is your proxy website geared toward people who absolutely demand anonymity for a number of reasons? First choose the market that you plan to target, focusing on one or two of these groups only, and then go on to advertise and market accordingly

Are you looking for the best ways to advertise your proxy sites?  
Here are some of your options for increasing traffic and interest:

> > **Proxy.org** - - One of the most prevalent proxy-centric websites out there right now is Proxy.org. Proxy.org is a guide to anonymous web surfing and online privacy, and also features the most comprehensive list of fully functional web based proxies. This comprehensive list is updated every single day. The Proxy.org website has advertisements with a far reach into a security conscious community with more than 250,000 unique visitors to the website every single month.

Placing an advertisement to your proxy site on the Proxy.org website is both simple and easy, and there are a number of different options available to you for advertising.

- - **Top Ten Listing** - You can make your proxy site a #1 with top ten listings, which are randomly reordered every ten minutes so that every Top Ten Listed proxy site will get exposure at the absolute top of the list for only \$250 per listing, per month. Placements for these ads will always be bolded. Proxy.org sends an average of 2,310 unique hits every day to each of the Top Ten proxy listings based on the measurement over seven days.

- - **Tier Two Listing** - Tier two listings are the listings displayed in positions between 11 and 40. These second tier listings are reordered on a random basis every ten minutes, so that each site will get exposure near the top of the list, just under the top ten listings. Tier two listings are always bolded, and are sold for only \$125 dollars per listing and per month. Over the past seven days, the Proxy.org advertising network has sent an average of just under 1,000 hits per day to all of the tier two listings on the site.

- - **Bolded Listing** - Bolding listings can allow your proxy sites to stand out among all of the others for only \$20 per listing, per month. Over the past seven days, the Proxy.org advertising network has shown to send an average of 230 hits to each of its bold listings every single day.

- - **Banner Ad Listings** - Banner ads are displayed in rotation along with a variety of other ads at both the bottom and the top of every page. These banner ad listings offer a direct link to your proxy website without any kind of intermediate redirection. Your banner can be in a variety of different sizes, including 468 by 60 or 728 by 90, and can be in JPG, GIF or PNG format. Proxy.org is capable of hosting the image files for your Banner Ads, and no additional expense is required. The price for banner ad listings on Proxy.org is \$200 per listing, per month.

> > **Myspace** - - Myspace is actually an exceptional way to advertise your proxy website for one obvious reason: Myspace is

an extremely popular social networking website with millions of members, and thousands of unique visits every single day. One of the most popular reasons to use a web based proxy server is to get to blocked websites on public computers, including at school, at work, in public libraries, at university and in internet cafes.

By advertising on Myspace, you are directly contacting one of your biggest target markets - People who want to access Myspace but cannot always do so. There are a few different ways that you can advertise on Myspace, including the following:

- - Join groups that you can post in, and post in the forums or post bulletins and announcements in the groups that tell members about your new proxy site. Make sure to mention that it will allow users to browse Myspace from work, school or anywhere else even if the site is normally blocked by the network server.

- - Create an account, populate it with information and collect friends. When you have a nice collection of friends, you can use bulletin announcements to talk to all of your friends at once. Since visiting your proxy does not cost anyone any money, you can easily talk your friends into checking out your service. Just talk to these people like a friend rather than an advertiser and you cannot go wrong.

> > **SEO Basics** - - In reality, if you want to land your proxy site in the first few pages of Google, or even in the top ten, it takes a lot more than simple wishful thinking. The first thing that you need to learn about is the criteria involved in determining whether or not your website deserves to be in the higher rankings based on what your website is offering. Once you understand this, you can increase the likelihood that your pages are listed in Google and other top rate search engine services.

Search engine rankings are based upon algorithms, meaning that as long as you are operating within the formula's guidelines, you can produce certain results naturally. Here are some examples of on-page search engine optimization principles that have proven time and time again that they can have a positive impact on search engine placement

- - **Meta Tag Optimization** - Optimization of Meta tags is an extremely important, but if you do not do it right, you can actually experience penalties from the search engine you are trying to impress. You should never stuff keywords in your meta tags, which means using certain keywords three times or more. You should also make sure that your title is both kept on topic and brief. It is important that you use short and descriptive copy, which is more efficient rather than simply using truncated text that is scrolling right off of the page.

There is absolutely nothing more unattractive to people using search engines than having the words they are looking for getting cut off in the middle of a sentence or finding search results that are full to the brim of ridiculous keywords. If you are still stuffing your Meta tags with ineffective keywords, it is time to move into 2008 and start doing things right! -

Here are some keywords that you may want to consider using. Keep fine tuning your keywords on a regular basis to best get the most out of your meta tags -

- Blocked website
- proxy
- myspace proxy
- Facebook proxy
- blocked site proxy
- web based proxy
- proxy server
- proxy website
- free proxy
- best proxy

- - **Hyper Link Optimization** - Hyperlinks are essentially a fancy way for you to refer to links including URLs, which stands for universal resource locators. Links can be used both on an internal basis within your website, and on an external basis which involves

linking to other websites and allowing other websites to link to you. Links leaving your website toward another website are known as forward links, and links that leave another website for your website are known as back links. The strength of a link in either state is assessed based on the text stated in the link, known as the anchor text.

Rather than simply using "click here" or something similar when linking somewhere else in your website, or to another website similar to yours, you need to create anchor texts that carry keywords that are relevant. So when it comes to the links on your website, it is important that you use text that is meaningful.

Rather than structure your links like this:

"Want more information? [Click here!](#)"

Try structuring your links like this:

"Click the link to find out more information about [proxy servers](#)."

Can you see how that would be different?

By turning "proxy servers" into the link rather than "click here", you have created a much more powerful link. The strength of links plays a large part in determining your search engine placement, so if you want to appear in the Top 10 on Google for your most relevant keywords, this is one of the greatest ways to

do it. Hyper link optimization plays a very major role in search engine optimization.

- - **Alt Tag Optimization** - Web bots and spiders do not have the power to parse image and flash data, which means that they cannot tell what the images are. If you do not use alt tags properly, you cannot tell the search engine what kind of content is on your website, painting the complete picture of the website that you are offering. It is important for you to utilize your alt tags by providing useful information for search engines to use when determining where to place you in search engine result rankings.

For example: You can use an alt tag on your header image to display the contact information for your website, or even a brief description of your company that is keyword rich without being keyword overloaded.

- - **Website Content Optimization** - Your website copy or content is all of the words on your website, and this plays a very vital and important factor in the ranking of your website. The higher quality your content is, the better your pages will rank in search engines.

You should not only be writing content for search engine spiders, but instead should be writing content that relates to your visitors, because they are the ones who will be reading your content.

Your proxy site should be rich with content that relates to what you are offering. The more content your site features, the more likely you will be able to attract traffic through search engine optimization.

- - **Site Map** - Your site map has two main purposes. If you have a lot of content on your website and different sections that people can visit, you can use a site map to make it easier for visitors to find everything that they are looking for. Additionally, site maps are ideal for showing search engines like Google exactly where all of your content is.

By making sure that search engines like Google know exactly where to find your website content, you can ensure that each and every page will be indexed individually. The more web pages that are indexed, the more likely you will show up in the top ten search engine ranking.

## **Chapter 07 - Flipping and Selling your Proxy Site**

Building proxy sites is so simple, straight forward and enjoyable that it might be beneficial not only to build them, but to flip and sell them for a hefty profit afterwards. There are some important considerations to make before you sell your proxy sites however, as certain characteristics are required before selling your proxy sites will be a profitable venture.

For example, if your proxy site is not attracting any decent traffic numbers, or has no revenue coming in through advertising, you likely will not attract the interest of any buyers. Here is everything you need to know about flipping and selling the proxy sites that you build -

> > **Valuing your Proxy** - - There are a number of characteristics of your proxy site that will impact how much your site can be valued for when sold. Creating your proxy website is the first step in the process, but you have to begin to generate ad revenue and attract traffic before your proxy website will be worthwhile. So before you decide to sell your proxy site, consider the following -

- Your proxy site should already be turning a profit through ad revenue or other monetizing means. This is why it is important to implement as many of the "monetizing methods" we mentioned in an earlier chapter as you can. The more forms of advertising that

you use, the easier you will find it to generate a real income. And when you start to generate good money through your proxy site, you will make a killing when you sell it.

- Your proxy site needs to be attracting a decent number of visitors. Proxy sites are popular by nature, but your proxy site needs to stand out if you want to attract traffic. Once visitors find that your proxy site is legitimate, anonymous, private and safe, they will continue to use your proxy site time and time again. Both unique and return visitors will help you fetch a better price for your proxy site when you do decide to sell it.

- If you want to sell your proxy, valuing it will depend at least in part on whether or not your site is legitimate and whether or not it is actually anonymous, secure and private in nature. If your proxy site is doing what it promises to do, you should have no trouble pricing it well and receiving a pretty penny in return for your hard work.

In reality, the largest part of valuing your proxy when selling it has to do with knowing how to advertise your site. If you know how to list your proxy site in a way that is enticing, buyers who are just breaking into the proxy site business will be more than willing to take it off your hands.

> > **Forums for Selling your Proxy Sites** - - There are a number of different forums all over the internet where you can

market your proxy sites. Any website that offers a website sale section will probably allow you to sell your proxy sites, but there are some forum opportunities that are better than others.

Here are the forums that are ideal for selling your proxy websites

- - Site Point Forum, found at <http://www.sitepoint.com/forums/>

- - Digital Point Forum, found at <http://forums.digitalpoint.com/>

- - Proxy Org Forum, found at <http://proxy.org/forum/>

- - Web Hosting Talk Forum, found at <http://www.webhostingtalk.com/>

- - Web Master Talk, found at <http://www.webmaster-talk.com>

> > **How to List your Proxy Site for Sale** - - Listing your proxy site for sale is not difficult, but it does take knowing how to say the right things and how to advertise in the right ways if you want to sell your site for the value that it is actually worth. There are a number of elements that you need to include when listing your proxy site for sale, especially when posting your proxy site for sale in a forum like those mentioned above.

When you post in a forum like on Site Point or Digital Point, you need to make sure that all of the following elements are included

in your post in order to successfully sell your proxy. If you leave anything out, potential buyers may ask questions and while questions are not inherently bad, they do take up time that you should not have to waste. A properly written advertisement for your proxy site means a quick and simple sale.

**> > Basic Information - -**

- - Your proxy site advertisement should include the URL to your proxy site, so that potential buyers may actually see the site that you are advertising. Withholding this information will not do you any favors, as no one wants to pay for a website that they have not seen in action.
  
- - Your proxy site advertisement should include basic information about the website, including who the domain name is registered with, who is currently hosting the proxy site and how much hosting has been prepaid, what options are available through the hosting, such as how much space and bandwidth is paid for every month, and whether or not CGI is supported, and what type of proxy script the proxy site is using, as each proxy script is different and has different requirements for use.
  
- - Your proxy site advertisement should include site usage statistics, including but not limited to how much disk space the website is currently using, how much bandwidth is used on

average every month, and how many visitors both unique and return are visiting the website on a daily, weekly, monthly or yearly basis depending on the scope of your site. The more statistics that you can provide, especially when it comes to traffic generation, the better off you will be.

Potential buyers prefer to be completely informed, so the more that they know, the more secure they will feel about purchasing the proxy site from you.

### **> > Income Generation Information - -**

- - Your proxy site advertisement should include information on what type of advertising is currently being used on the website. Be as specific as you can when explaining the advertising campaigns for each type of advertising, so that potential buyers will know exactly what to expect when they log into the advertising accounts for each.

- - Your proxy site advertisement should include specific information regarding revenue. It is not enough simply to say that your site is earning money. Not only do you need to be able to tell potential buyers exactly how much money your proxy site is earning, but you will also have to prove it.

- Provide screen caps from the advertising pages for each campaign so that you can prove that the website is earning

money. If you cannot guarantee revenue, many potential buyers will be turned off.

- - Your proxy site advertisement should include as many specific statistics as possible, including click through rate (CTR), cost per click (CPC), number of unique visitors, number of repeat visitors and so on, to reflect how well your advertising campaigns are doing as well as you can. Even if your website advertisements are not perfect yet, if you can show potential buyers how much potential the website has at generating income, you can still net an excellent sale.

In the end, do what feels right. Just understand that the more comprehensive your advertisement is, the more likely buyers will be to flock to you for a purchase. Be specific when referring to statistics, and provide screen caps and specific statistics whenever you can. The more information you provide, the better off you will be. Buyers want to see the whole picture from square one, and providing a thorough and comprehensive picture of your offering is the best way to ensure this.

## **Chapter 08 - Resources**

Here you will find resources for a number of the steps that you will take in creating your proxy sites. This resource list is not exhaustive by any means, but should provide you with an excellent jumping off point.

### **> > Registering a Domain Name - -**

- <http://www.godaddy.com>
- <http://www.registerfly.com>
- <http://www.networksolutions.com>
- <http://www.register.com>

### **> > Hosting your Proxy Site - -**

- <http://www.godaddy.com>
- <http://www.dreamhost.com>
- [http:// www.smallbusiness.yahoo.com/webhosting/](http://www.smallbusiness.yahoo.com/webhosting/)
- <http://www.inmotionhosting.com/hostingplans.html>

- [http://hostpapa.com/b2e\\_offer.shtml](http://hostpapa.com/b2e_offer.shtml)
- <http://www.hostmonster.com/>
- <http://www.hostgator.com/>
- <http://www.bluehost.com/>
- <http://www.webhostingpad.com/>

## **> > Proxy Scripting Options - -**

- PHPProxy, found at <https://sourceforge.net/projects/phpproxy/>
- CGIProxy, found at <http://www.jmarshall.com/tools/cgiproxy/>
- <http://www.glype.com/>
- <http://www.hotscripts.com/Detailed/77329.html>
- <http://www.freeproxysite.com/free-proxy-scripts.php>

## **> > Website Templates - -**

- <http://www.templatemonster.com/>
- <http://www.freewebsitetemplates.com/>
- <http://www.steves-templates.com/>
- <http://www.websitetemplates.com/>
- <http://templates.arcsin.se/category/website-templates/>
- <http://webtemplatebiz.com/>
- <http://www.dreamlinestudio.com/>