

Whitehat Copycat

Copycat Site BluePrint

Tim Bekker introducing Copycat Sites...



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Introduction

In the Copycat Site Blueprint I will tell you exactly how to prepare your copycat sites from the premade templates. Just follow up my exact steps and you should be fine. I will also give some explanation about the free program you can use if you don't have a program like dreamweaver running yet.

IMPORTANT: There is a distinction between your copycat sites and the actual page where you offer the download (matching to the copycat site).

The copycat sites are fully targeted to get your traffic redirected to your download page where you offer the download and the ad for the program you promote.

Don't mix these two parts up. The download pages are covered in the Download Page Blueprint.

You could however upload the download pages to the same domain.

Example

<http://www.yourdomain.com/copycatsitename/download.html>

You can also choose to have your copycat sites on one domain and your download pages on another. Up to you!

Example

<http://www.yourdomaincopycatsites.com/copycatsitename>

<http://www.yourdomaindownloadpages.com/copycatsitename>

A small sketch of the linking pattern would look like:



Creating Your Copycat Sites

Don't worry. This is going to be as easy as working with a text editor like Word.

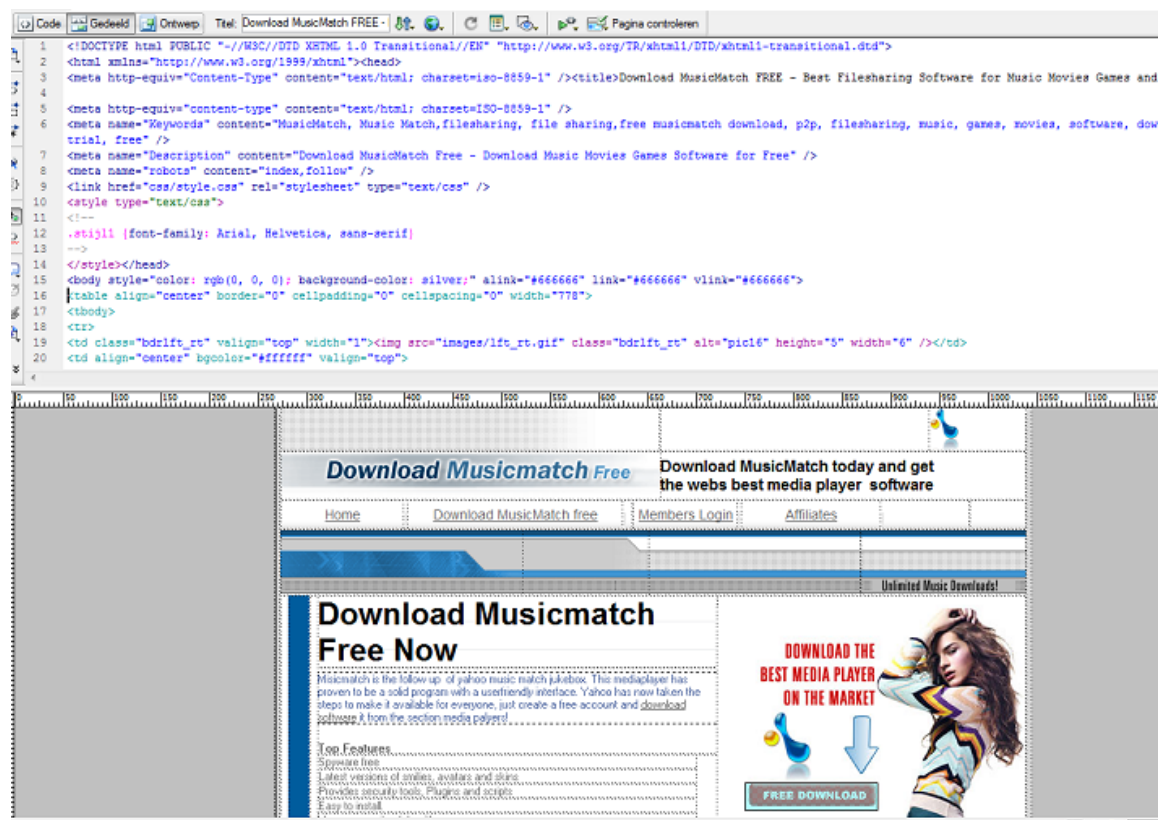
You don't need any programming knowledge or experience with HTML whatsoever. I will show you exactly how easy it is to work with ready made templates even if you have zero experience.

Thank god there are so many good programs on the market that we can use to edit an existing template literally within minutes.

I really like to work with Adobe Dreamweaver. It's a really cool program that shows 2 screens when you are editing you templates ->

The source and a preview of the actual page.

See the image below for a screenshot of the program →



Unfortunately Dreamweaver is not a free program. It's actually quite expensive.

Lucky enough, for us, there was some producer friendly enough to offer a similar program to the market called "kompozer" which is free. Even better it's an amazing program, that works very handy and that does the job perfectly fine.

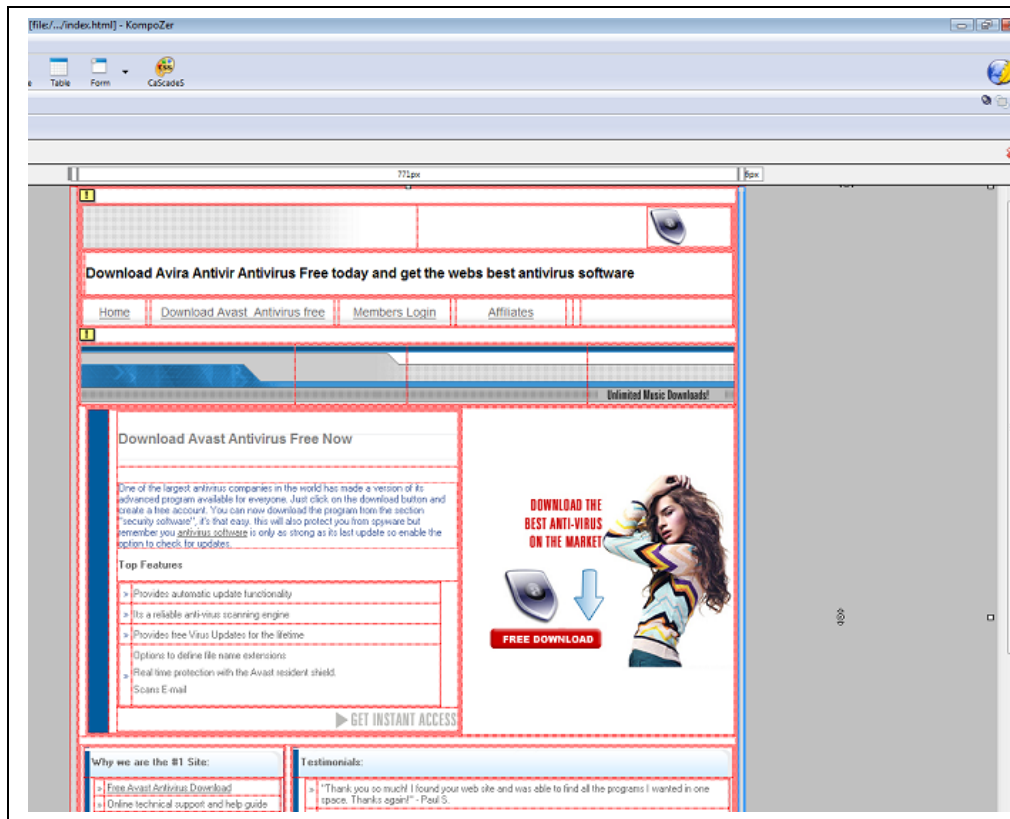
The program can be downloaded here:

<http://www.WhitehatCopycat.com/kompozer.html>

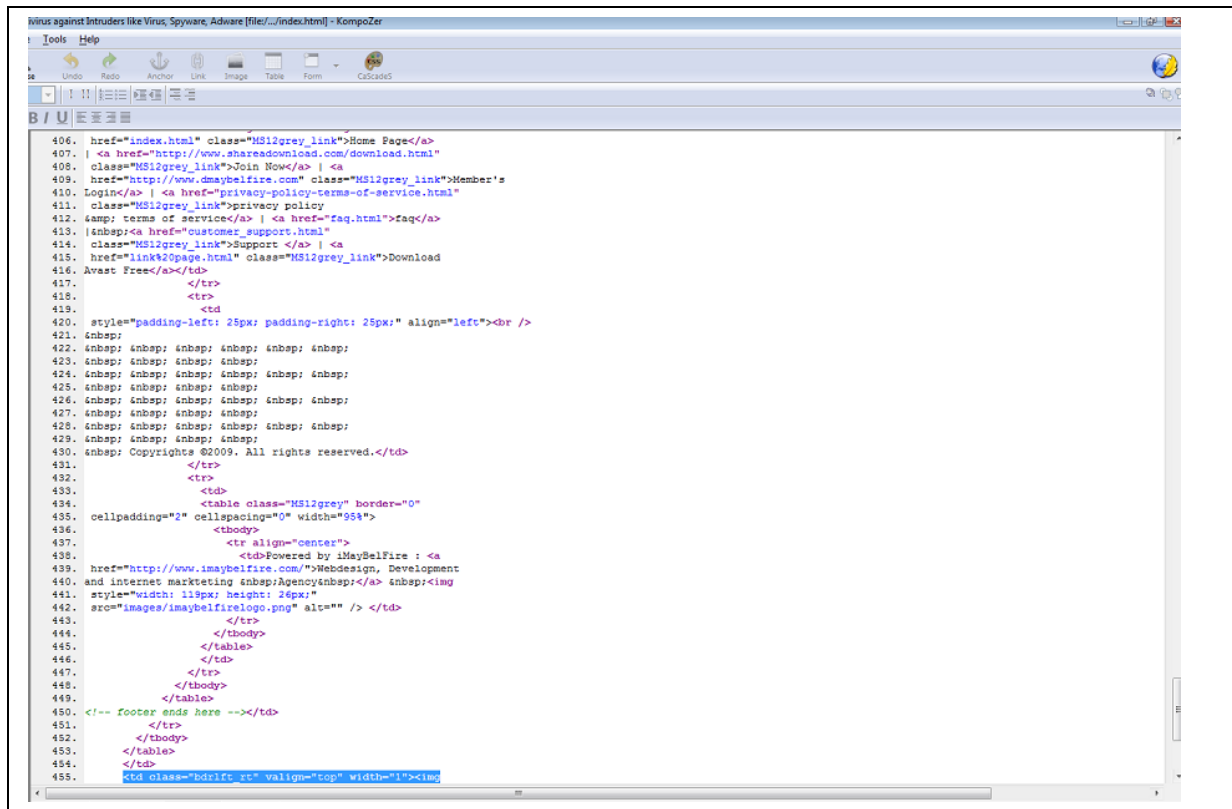
It works exactly the same as Dreamweaver, but it displays the pages differently. Where Dreamweaver shows 2 screens on one page, kompozer shows only one screen per page and you have to switch between the source screen and the preview screen with tabs (just like your browser has).

We don't have to be on the source page very often, so it doesn't matter actually. The program works great!

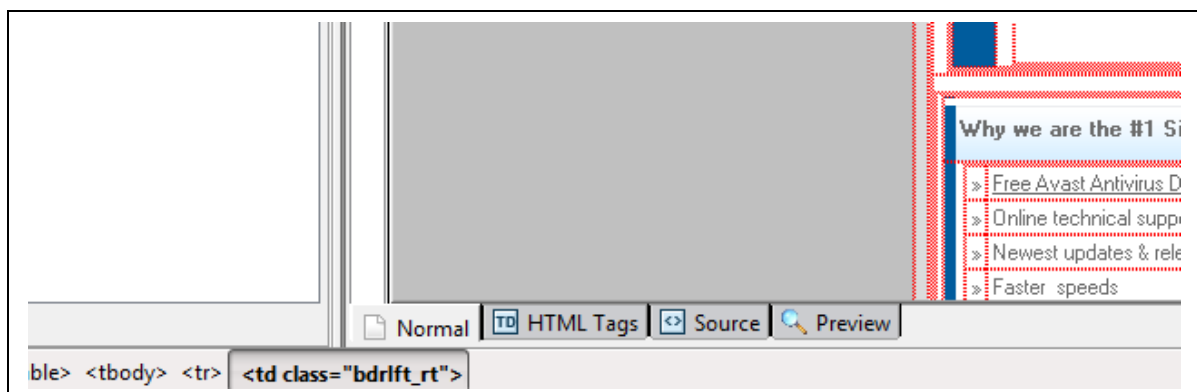
The image below shows screenshot of the preview page →



When you switch tab you can switch to the source page. See the image below →



The tabs to switch pages can be found at the bottom left. →



Working with Kompozer to create your copycat sites

Working with kompozer is actually just like working with a text editor.
The first step is opening the file you are going to work with.

Click on “file” in the menu bar of kompozer (left top)

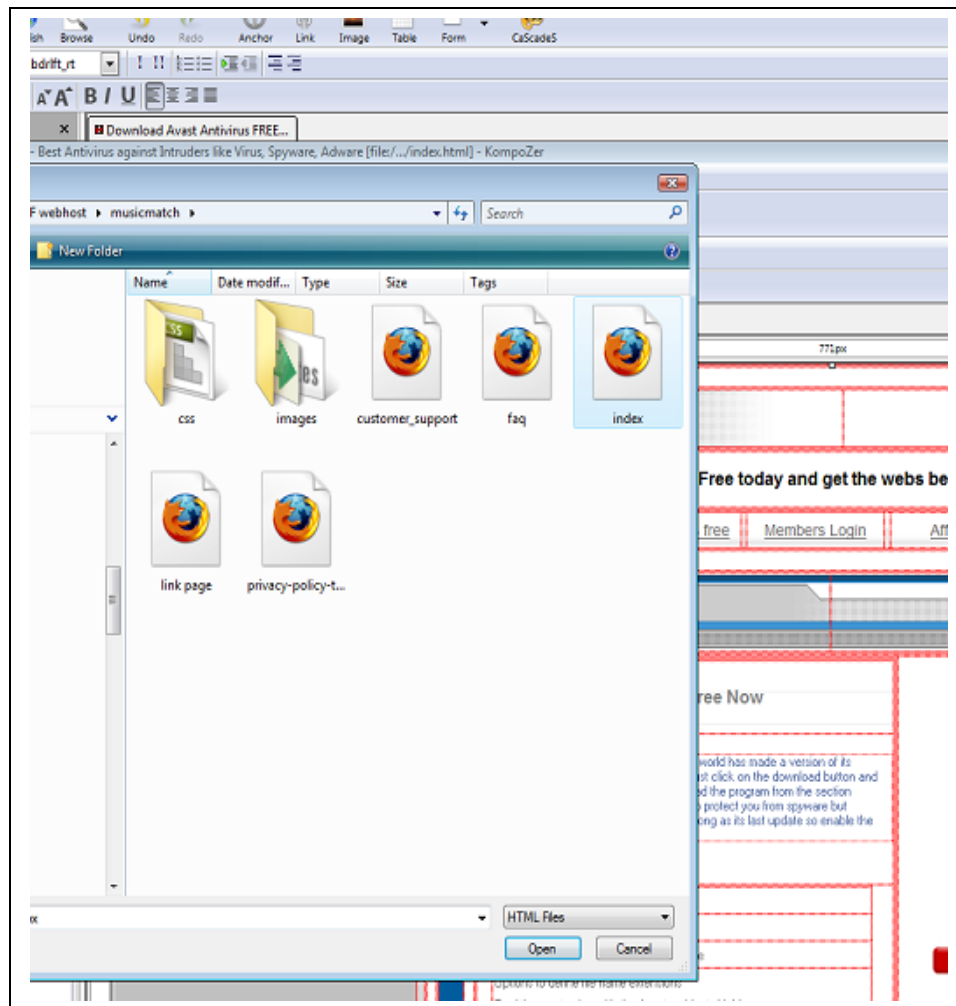
Click on “open file” in the menu

Go to the folder where you saved the template files and open the index file.

(the index file is just the file that appears on your homepage. When you type a domain name in the address field of your browser like <http://www.WhitehatCopycat.com> it always displays the index file or the main file called index.html (index.php).

You could check this by typing <http://www.WhitehatCopycat.com> in the address field. It will send you to the same page as www.WhitehatCopycat.com , right?

Ok, open your index file ->



Your template index.html file opens in your screen. If you now click on the tabs at the bottom that I showed you earlier you can switch between the source and the normal page.

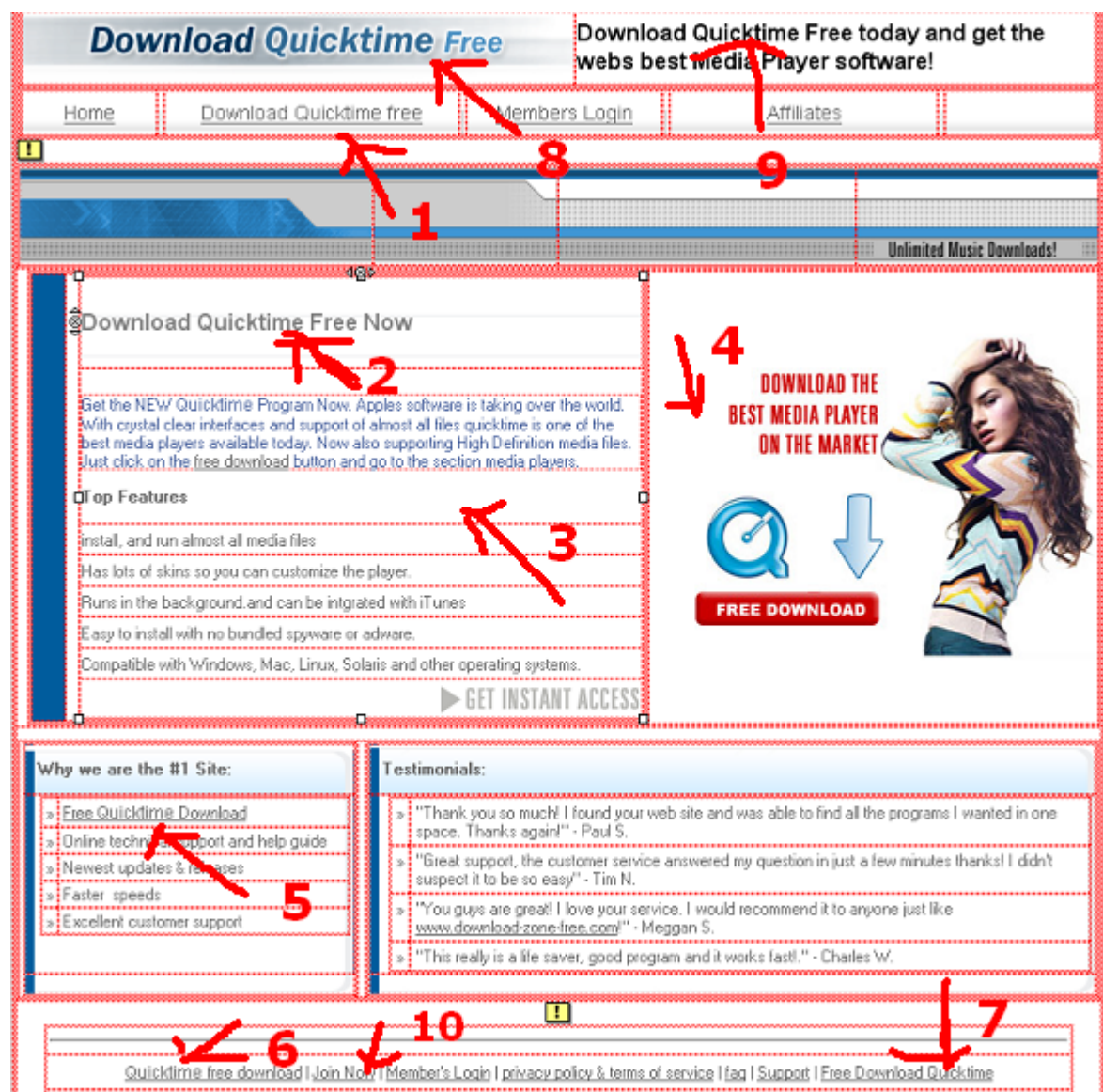
Also open the other pages from the template folder

- customer-support.html
- faq.html
- link-page.html
- privacy-policy-terms-of-service.html

You should have all 5 pages of the template open now. I will tell you which parts to change.

BTW the first copycat site you create will take the most time. Since you only have to rewrite the faq, customer support and some other parts once. You can simply copy/paste that in your other copycat sites!

index.html



1. Replace the text with the right program name and link the 3 words to the right download page
2. Replace the text with the right program name
3. Replace the text with the right program description. This really takes a few seconds. Go to download.com, softpedia or any other download site and copy the program description text from that site. They have usually good descriptions!

CRUCIAL

Now paste the program description in your own template and start turning around sentences. Mix some words around. YOU CAN'T use the exact same text. Don't be lazy ☺. You will get penalized if you just copy/paste and your copycat sites will never see daylight. So just mix it up a little. You don't have to rewrite it totally. Just a little mixing.

4. Delete this picture. Open paint or another drawing program and open this image from your template folder (img1.jpg)
Delete the logo and add the correct program logo.



Logo's can be easily found by using Google and then the image engines. Just go to Google, enter for instance Winrar logo and hit search. Now select on top "images" and you will find what you need!

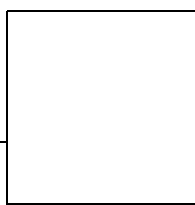
5. Replace the text with the right program name and make sure the 3 words stay linked to index.html
6. Replace the text with the right program name and make sure the 3 words stay linked to index.html
7. Replace the text with the right program name and make sure the 3 words stay linked to link-page.html
8. Delete this picture. Open paint or another drawing program and open this image from your template folder (logo.gif)
Delete the program name word and write the correct program name.

Download Program X Free

9. Replace the text with the right program name and make sure the line is matching.

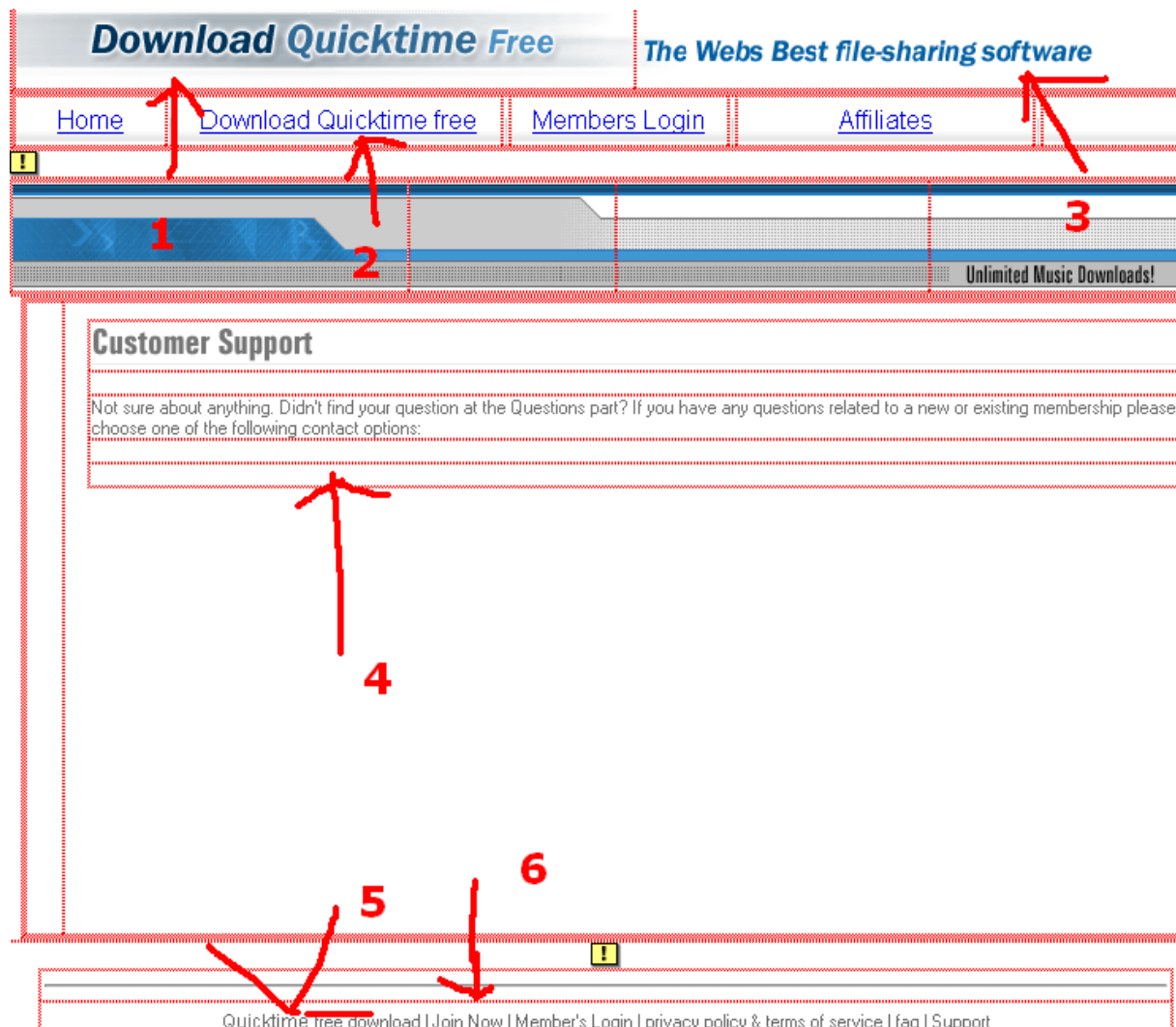
Example: you wouldn't write: the Webs Best Media Player if you create a copycat site for Internet Explorer → the Webs Best Browser.

10. Link "join now" to your download page!



11. Of course you are allowed to change all parts below “why we are the number #1” and “testimonials” section as you wish.

customer-support.html



1. Delete this picture. Open paint or another drawing program and open this image from your template folder (logo.gif)
Delete the program name word and write the correct program name.

Download Program X Free

2. Replace the text with the right program name and link the 3 words to the right download page
3. Replace the text with the right program name and make sure the line is matching.

Example: you wouldn't write: the Webs Best Media Player if you create a copycat site for Internet Explorer → the Webs Best Browser.

4. Rewrite the support page a little and add an email if you want to answer questions of your traffic
5. Replace the text with the right program name and make sure the 3 words stay linked to index.html
6. Link "join now" to your download page!

[faq.html](#)

Exactly the same changes as for the customer support page. Only now rewrite the faq's a little.

[privacy-policy-terms-of-service.html](#)

Exactly the same changes as for the customer support page. Only now rewrite the privacy policy a little.

[link-page.html](#)

The content of this page will be fully covered in the traffic blueprint.
Please read that blueprint first and you know what to put there!

Ok ready for the last changes? ☺

One thing that needs a little more explanation is the meta tags. It sounds pretty scary, but it's just the part in the code that includes the summary of your website. The part that tells the search engines what your website is about.

Once again you don't have to code one single line yourself. All you have to is switch from the normal tab to the source tab.

On top of the source page you will find this section for instance:

```
<title>Download Avast Antivirus FREE - Best Antivirus against  
Intruders like Virus, Spyware, Adware</title>
```

```
<meta name="Keywords" content="download avast antivirus free, ad  
aware, antivirus, spyware, adware, worms, software, windows registry,  
malware, protect" />
```

```
<meta name="Description" content="Avast Antivirus FREE Download -  
Antivirus software protect against intruders with firewall like virus,  
spyware, adware, malware, worms and other attacks. Clean windows  
registry" />
```

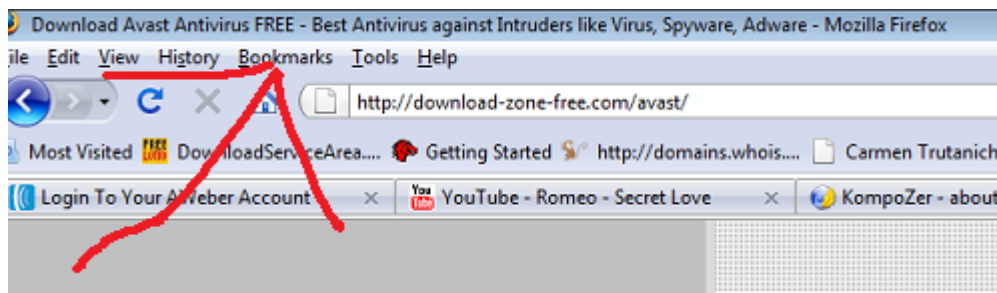
It exists of 3 parts:

The Title

The Description

The Keywords

The content you put between the <title> tags will display in the browser when visitors surf your site:



It should include a brief summary about the topic of your site.

Don't include more than 10-12 words. And use your primary words from the product you are offering in the beginning.

Basically all you do is deleting the link between the title tags
<title></title> and replacing it with your own title.

```
<title>Download Avast Antivirus FREE - Best Antivirus against  
Intruders Like Virus, Spyware, Adware</title>
```



```
<title> Download Mp3Rocket FREE - Best Program For Music, Videos  
And Games</title>
```

A few tips:

Don't use more than 10-12 words

Use Capital Letters For Every New Word

Important words in the beginning

Don't use words 2 times in the title

Do exactly the same for the description and the keywords tags Delete
the content between content=" and " /> and replace it with your own
content.

```
<meta name="Keywords" content="download avast antivirus free, ad  
aware, antivirus, spyware, adware, worms, software, windows registry,  
malware, protect" />
```



```
<meta name="Keywords" content=" download mp3 rocket free, music,  
videos, games, songs " />
```

Piece of cake! Absolutely no coding, just Replacing!

Few Tips for the description part:

- It can be the same as the title but you may add some more words. You may use your important words here 2. Like once in the beginning and once at the end.
- Also use many Capital letters

Few Tips for the keyword part:

- Don't use words twice
- Don't add 100's of keywords. No more than 10-12 keywords!

These metatags have to be replaced on all pages!

Once you are done replacing the page content and the meta tags save your files and your new copycat site is ready to go.

That's all. Follow these steps and you create yourself killer copycat sites!

Some more Kompozer basics

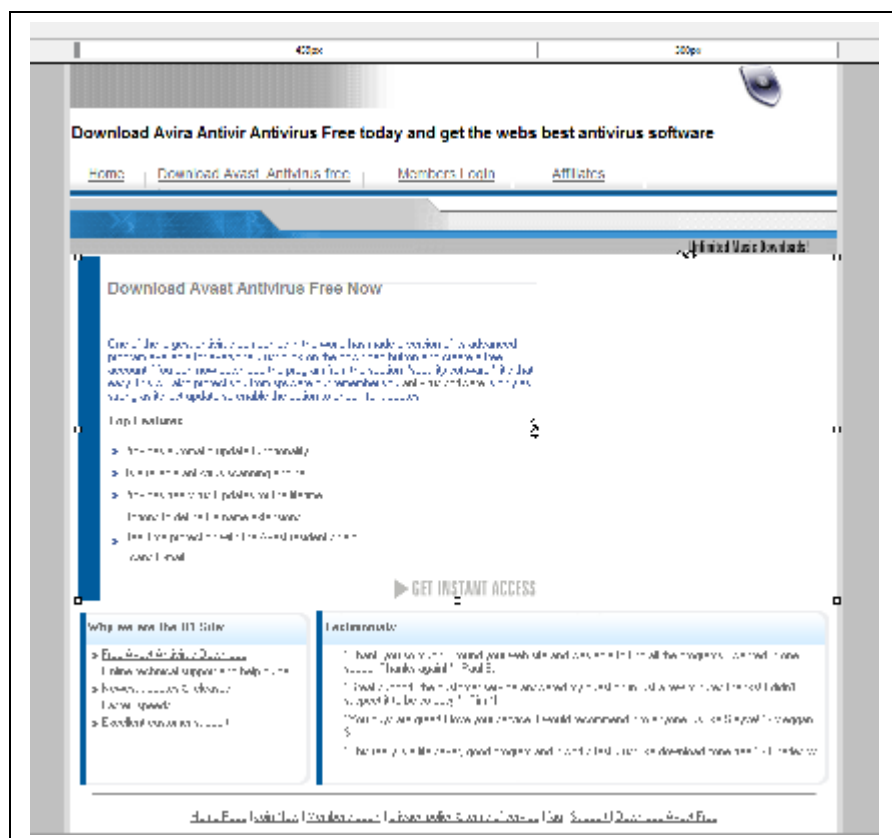
You can replace pictures by just clicking on it.

Click on a picture, hit delete, go to your main menu on top and click insert. Select "Image". Go to the folder where you have saved the image you want to insert and click "OK".

Click on the picture →



Hit delete →



Insert your new image →



By the way when you are inserting a new image Kompozer asks to add an alternative text. It's not really important for you to know why at this moment. Just add a description of the image in 1 to 3 words. That's all!

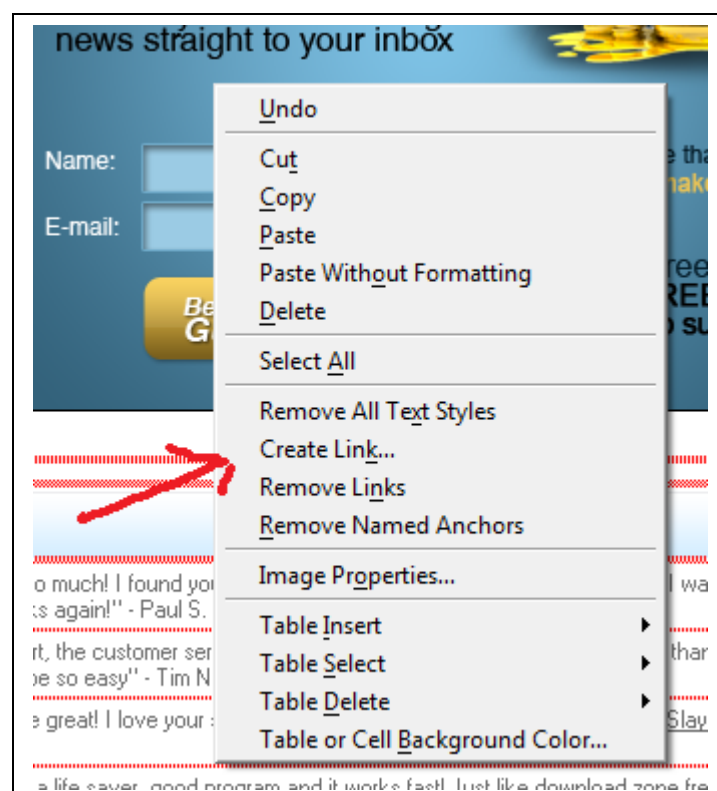
This works exactly like most of the text editors like Word. I don't think I have to tell you how to change text. Just click on the parts you want to change: testimonials, header text, content text.

Delete it and replace it with your own text. It's that simple!

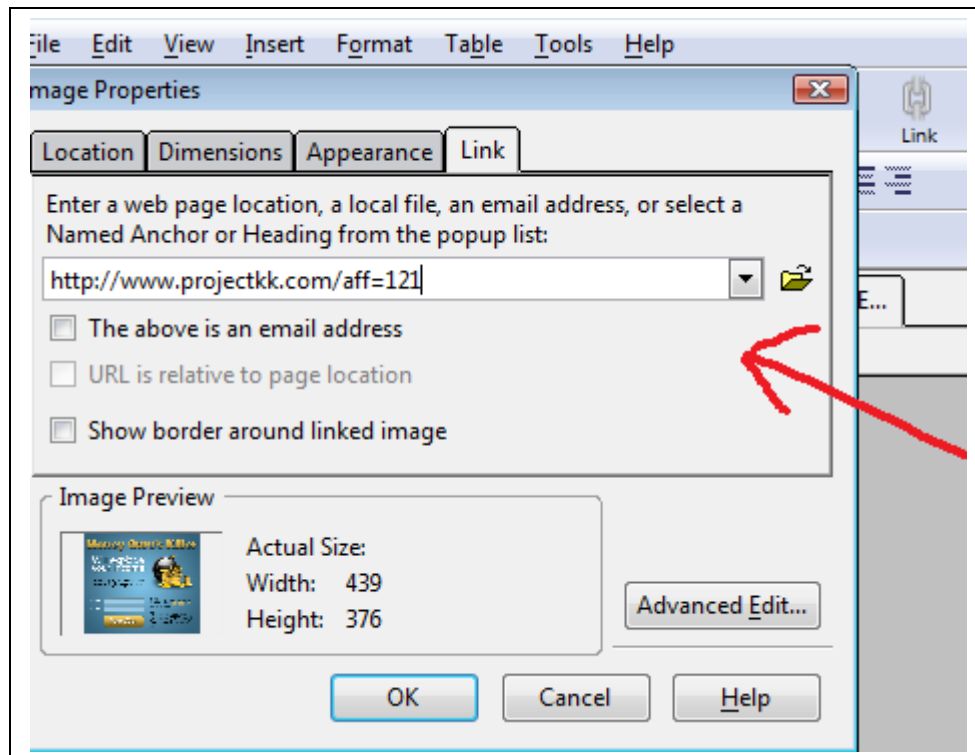
For linking your text or pictures to your download page links (that's the purpose right) just select the picture or text you want to link. Hit the right mouse button, and choose create link.

Add your download page link in the field (be sure to start with http://) and click "ok". That's all.

Right mouse button →

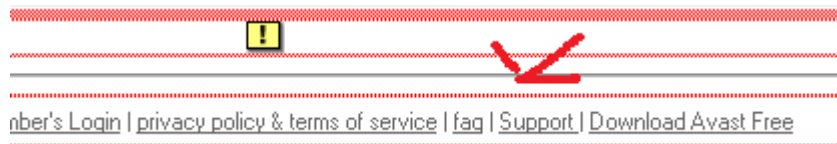


Click “create link” and add the link in the field →

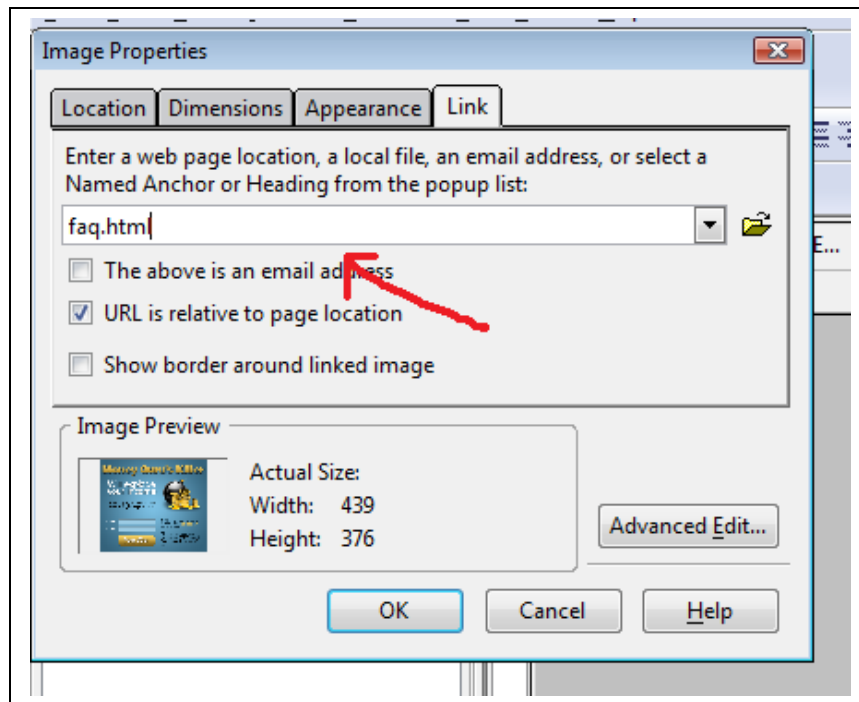


Remarks

In the template I already linked to your [faq.html](#) and [customersupport.html](#) from your [index.html](#) file →



Instead of typing your download page links in the field when you choose “create link” just type the name of the page you want to link to within your site. (without [http://](#) this time)



For the lazy (or smart) marketers

Want us to pick and create the copycat sites for you? We have up to 250 copycat sites ready for you to use.

All you have to do is change the text on the index page and link to the right download pages. This will save you tons of time.

You can choose from the following packages:

25 ready made copycat sites	\$175
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You pay \$7 per copycat site

50 ready made copycat sites	\$300
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You pay \$6 per copycat site

100 ready made copycat sites	\$500
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You pay \$5 per copycat site

250 ready made copycat sites	\$1000
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You pay \$4 per copycat site

If you would like to order premade copycat sites go to:

<http://www.whitehatcopycat.com/order-copycat-sites.php>