

# **Whitehat Copycat**

## **Niche BluePrint**

**Tim Bekker introducing Copycat Sites...**



# **2**

# **Index**

<a href="#">Index.....</a>	<a href="#">2</a>
<a href="#">Introduction.....</a>	<a href="#">3</a>
<a href="#">Dividing the Macro Niche in Sub Niches.....</a>	<a href="#">4</a>
<a href="#">Turning these programs into a sub niche.....</a>	<a href="#">7</a>

## Introduction

In this Niche Blueprint I will tell you exactly how you are going to target your copycat sites within this Macro Download Niche.

I will start by telling you how to divide the macro niche in sub niches first. After that I will tell you exactly how you should target these sub niches on your copycat sites for the best results.

**IMPORTANT:** Once again → You could go many directions with how you target your sub niches on your copycat sites. I recommend just doing as I will reveal to you in this blueprint. Keep the experimenting for a later moment!

## Dividing the Macro Niche in Sub Niches

Let's have a look at for instance download.com again:

The screenshot displays the download.com website layout. On the left is a sidebar with a 'Categories' menu listing various software types such as Security Software, Browsers, Business Software, and more. The main content area features a 'Best Firefox add-ons of 2009' banner, several article teasers like 'Windows 7's 'GodMode'', and a 'Latest software reviews' section. On the right, there is a search filter box with dropdowns for Category, Sub-category, and Price, and a 'GO' button. Below this is a large advertisement for 'SPEED UP YOUR PC NEW Diskeeper 2010'. At the bottom right, a 'Most popular downloads For last week' section lists software like AVG Anti-Virus Free Edition and Avira AntiVir Personal - Free Antivirus, each with its download count. Red arrows are drawn on the image: one points to 'Developer Tools' in the categories list, and another points to the 'AVG Anti-Virus Free Edition' entry in the popular downloads list.

Sites like download.com have huge lists of programs that can be downloaded for free.

Download.com has top lists of the programs that are most popular and they also have all programs nicely listed in categories.

The first step you should take to get up your copycat sites is selecting a few good programs from the extensive lists of free programs that are offered nowadays on the net (100k+). There are many download sites like download.com. You could get your information from other download sites as well.

**Most popular Windows downloads**

Sort by: Windows Macintosh Mobile Webware

Position this week	Weeks on chart	Software Name	Description	CNET editor's rating	User rating	Total downloads
1	256 weeks	<b>AVG Anti-Virus Free Edition</b>	Protect your computer from viruses and malicious programs. <a href="#">Read full review</a>   <a href="#">Read user reviews</a> Added on November 11, 2009	★★★★★	★★★★☆	248,639,257 total downloads 1,936,689 last week
2	117 weeks	<b>Adira AntiVr Personal - Free Antivirus</b>	Detect and eliminate viruses, get free protection for home users. <a href="#">Read full review</a>   <a href="#">Read user reviews</a> Added on November 24, 2009	★★★★★	★★★★☆	72,479,653 total downloads 972,503 last week
3	148 weeks	<b>Avast Home Edition - Free Antivirus</b>	Protect your PC against the latest viruses and spyware. <a href="#">Read full review</a>   <a href="#">Read user reviews</a> Added on November 25, 2009	★★★★★	★★★★☆	68,099,522 total downloads 657,546 last week
4	69 weeks	<b>Malwarebytes Anti-Malware</b>	Detect and quickly remove malicious threats to your computer. <a href="#">Read full review</a>   <a href="#">Read user reviews</a> Added on January 03, 2010	★★★★★	★★★★☆	30,727,385 total downloads 558,914 last week
5	330 weeks	<b>LimeWire</b>	Share files online. <a href="#">Read full review</a>   <a href="#">Read user reviews</a> Added on December 27, 2009	★★★★★	★★★★☆	197,515,495 total downloads 543,757 last week
6	364 weeks	<b>Ad-Aware Free Anti-Malware</b>	Protect your personal home computer from malware attacks.	★★★★★	★★★★☆	344,206,448 total downloads

Ad Feedback: Advanced Registry Optimizer 5  
Programs Slowing Down?

I recommend to start with 25 copycat sites so choose 25 free downloads for every copycat site one!

These are 25 programs for which I have copycat sites running. (I recommend you to choose your own programs though. It's just a few seconds work)

- **Limewire**
- **Ad Aware**
- **Winzip**
- **Winrar**
- **Yahoo messenger**

- Realplayer
- Windows media player
- Quicktime
- Azureus
- VLC player
- Msn Messenger
- Irfanview
- Google chrome
- Mozilla Firefox
- Jetaudio
- ICQ
- Trillian
- Winamp
- Imesh
- Itunes
- Avg
- Avast
- Bitcomet
- CCleaner
- Mp3Rocket

Once again search traffic on these free downloads are AMAZING. I guess only for this 25 program a millions per day. I guess you get the point.

You only have to grab a small part of the cake and you get thousands of visitors per day to your copycat sites that are floating around on the internet (what if you setup 100 or 200 copycat sites)

## Turning these programs into a sub niche

Once you have selected your programs you have to turn them into a niche or subniche.

Of course we could say the program names themselves are a good niche. But I feel like it is too general still.

We are going to target our copycat sites with these programs for the ‘free download’ sub niches. These two words “free” and “download” are the 2 words that are mostly used when people look for these programs.

Targeting your copycat sites wrong →

- Limewire
- Ad Aware
- Winzip
- Winrar
- Yahoo messenger
- Realplayer
- Windows media player....

Targeting your copycat sites right →

- Download Limewire Free
- Download Ad Aware Free
- Download Winzip Free
- Download Winrar Free
- Download Yahoo messenger Free

- Download Realplayer Free
- Download Windows media player Free....

## IMPORTANT

- I wouldn't use the version numbers of the programs, but just the program name. No more, no less.
- I will also go over this in the Copycat Sites Blueprint. But targeting your copycat site for for example Download Realplayer Free. Doesn't mean you have to use that exact phrase all the time. Play with the order of the words.
  - Download Realplayer Free
  - Free Realplayer Download
  - Realplayer Free Download