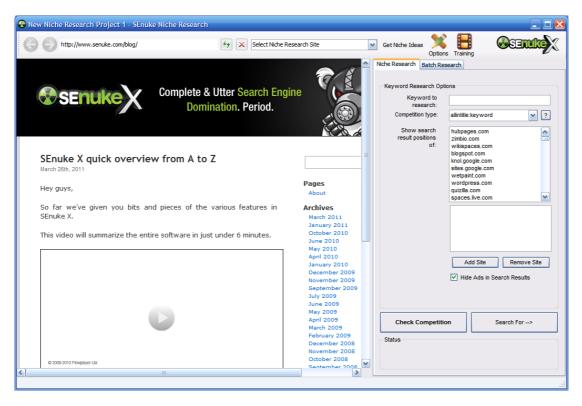




Introduction Webinar Transcript

Original video available here: http://senuke.com/x/webinar.shtml

Now what everyone wants to know is how I would target a specific keyword. So I'm going to run you guys through an example of a keyword that I actually did target. And the keyword is "Find Nintendo Wii in Stock" This was very profitable when it first came out, but it is no longer profitable. The keyword in specific was Find Wii in Stock. This is all like sample stuff, I'm just going to show you guys this stuff to give you a rough idea, don't focus on the numbers or anything.



So you need to start by using niche research for that. Search for keywords on Google Keywords Tool. If you are asked to solve the captcha then you will need to enter this now.

Once this pops up what you want to do is go into columns and enable the estimated CPC column then click apply. Then you need to copy everything for batch research. So now you have all these different tools for batch research. So now we can click "Find Competition".

So what's happening right now is the software is going out and searching for the Google results for these keywords that I've put in. Now, one thing that you've got to bear in mind is that SENuke X is not a niche research tool, so don't rely on it too much for that. It's suggested to go with Market Samurai or another specialized keyword research tool for this purpose. This is very basic; the difficulty level is calculated using a very simple algorithm. It looks for the number of web pages there are in Google which have this keyword in the title.

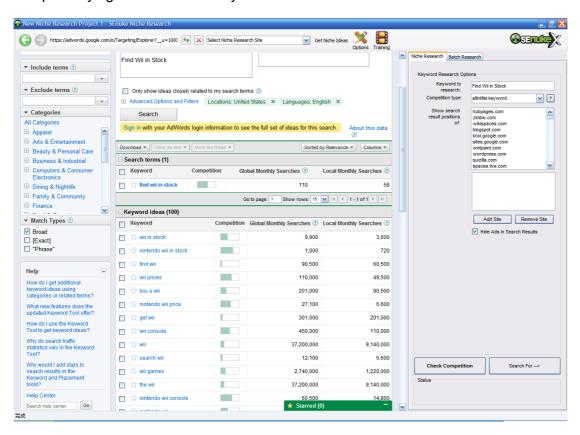
You can change the competition type here as well. Now this isn't the most accurate way to do niche research. Because you could have just 10 sites with the keyword in the title, so SENuke X is going to say that it's extremely easy, but what if those websites are heavy hitters like Amazon, EBay, Microsoft and that type of thing.





The best way is to check the number of back links to the top ten websites. This isn't something that SENuke X currently supports because SENuke X is more of a link building tool than a niche research tool, but this should be included in later versions.

So let's go with "Find Wii in Stock", now this is very difficult to dominate. But in the past when I jumped on it then it was extremely easy. The Nintendo Wii is in stock now anyway, so there is no real point trying to rank for this keyword.



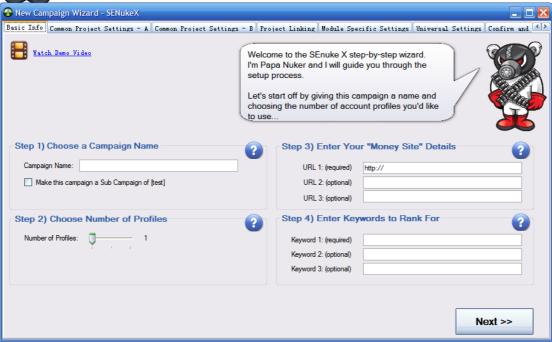
Let's start off with the wizard. So a new popup appears. Click the Wizard button to launch the wizard:



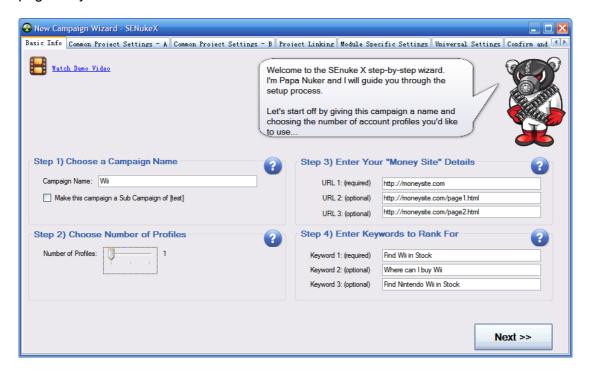
Now the wizard is really fool proof, there's no real way to mess anything up here. So just start off with a campaign name, the money site details. If you get a keyword match domain with the exact keywords with a .com at the end then this is a lot of brownie points from Google and you're going to rank really well even with a minimal number of back links. No hyphens, because there is only one combination that can exist without hyphens.







What I would suggest is that URL1 you make the root of the domain, and URL 2, 3 you make inner pages of your site.



Keywords to rank for, the keyword here is "Find Wii in Stock". Keywords 2 and 3 are optional, but it is a good idea to add two other keywords because it will create variations in the backlinks. This will make the backlinks look much more natural which is good to have.

If you have any question about what to put where then you can just hover over it to view the popups.

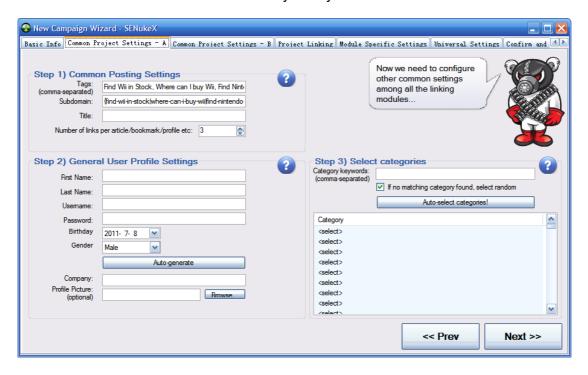




How many profiles? Now a profile is basically a combination of usernames and passwords for the websites. If you have multiple profiles for each campaign then this looks very good to Google because you have multiple people creating the content and links.

The Wizard limits these things so that people don't mess things up. The restrictions that the wizard has, like a maximum of three profiles can be easily bypassed by going outside of the wizard. I'm going to talk about that in a little bit. The wizard is basically for people who don't know what the best settings are, so we limit it so people don't get into trouble.

The tags here, you will see it has automatically generated the tags based on the keywords that were entered on the previous page. The title, I would recommend spinning this really well. So something like {Find Wii in StocklFind Nintendo Wii in StocklWhere to find Wii in stock}. The better you spin the title, the better the chance Google will index multiple submissions of the same content. Also make sure that the main keyword you want to rank for is included in the title.



Number of links per article/bookmark profile. 3 is a good setting here, you can go all the way up to 5 and all the way down to 2 here. The more links you post per article/bookmark profile, the more the likelihood of your accounts getting banned, so you're going to want to keep this to something reasonable.

Generate user profile settings, company, test company, profile picture is optional. This picture is going to be uploaded whenever SENuke X creates forum profiles for you.

The select categories thing is fairly simple. Just enter some terms related to your keywords in the order of importance. So if we enter Wii and Games. Our first choice is Wii, so if it finds a topic with the word Wii in it then it will use this, otherwise it will move onto games. If no category is found it will choose a random category. You can also use wildcards here, you can do Pets* so that it only matches topics which start off with the word "pets". It won't match for example "carpets".

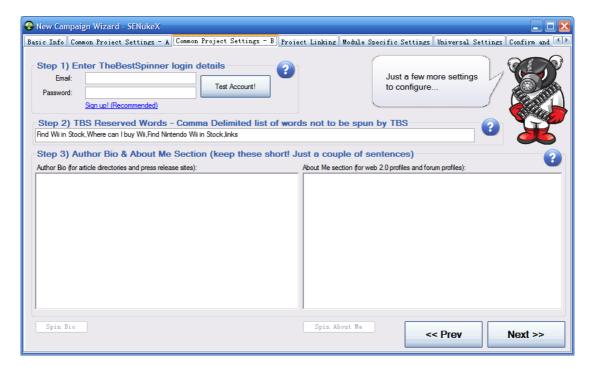
If you don't want to submit to one site because you can't find the right category then you can choose <ignore site> as the category.





Author Bio, this is my Author Bio I would suggest putting the links placeholder here. So put #links#

The about me section is supposed to say something about yourself. The about me is used for web2.0 profiles. Then what you can do is spin the bio and spin the about me. If you have the placeholder in when spinning this will break it, so make sure you get rid of this for now. Don't add #links# in the about me section!

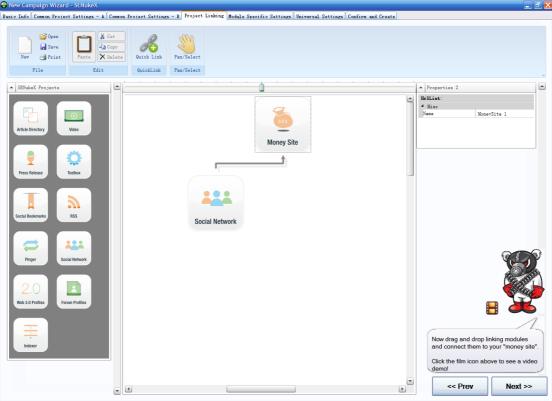


Ok now, so here's the fun part. Now we try to design a strategy. A lot of other software products in the market have a fixed strategy approach, basically you click one button and it will do everything with the fixed strategy for all the thousands of people using the software. That obviously is a very big footprint.

SENukeX is a little different because it is very flexible. So if you know SEO well then you will find this very simple. All you need to do is drag, drop and connect.





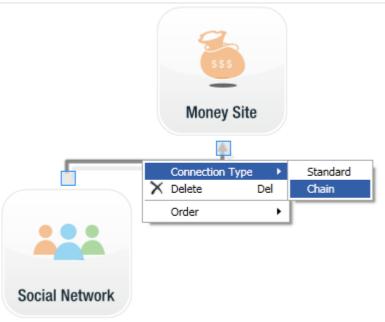


So the social network module will build links to the money site. Then if we want to index these links we can link the indexer to the social network, and it's as simple as this. You can also right click the connection and change the connection type. It's possible to change this to a chain.

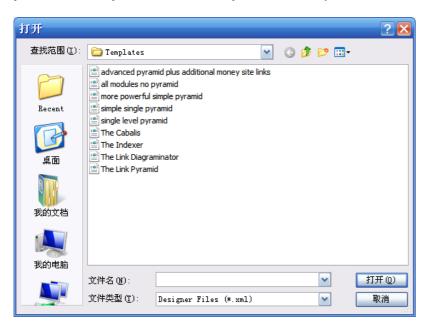
Chaining is a very important concept to know. What chaining basically does is if we want to spread submission out over a 7 day period. Chaining allows you to run the indexer right after the social network has finished running for that one day. So each time the social network finishes for the day, the indexer will run and index the URLs generated on THAT day by the social network module. So it will run 7 times over a 7 day period. This is as opposed to indexing the URLs all at once at the end after the social network module finishes in 7 days. This is very useful feature to make everything look more natural. This is explained in more detail in the video training.





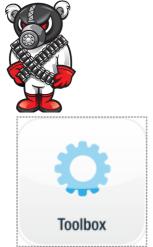


It's possible to simply open one of the included templates. There is no best template, it is just up to you which one you should use. Try different templates to decide which one works the best for you.



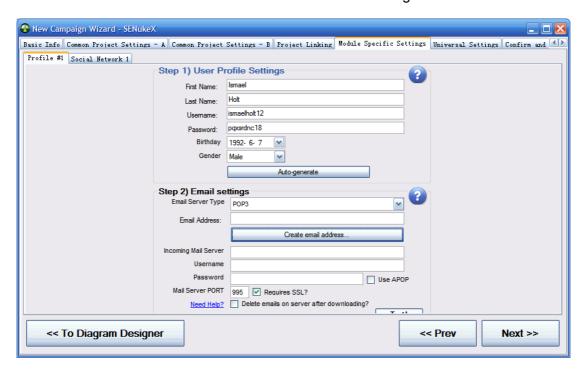
The more modules you have, the more powerful the template will be. It's possible to download extra templates from the forums. One of the most powerful is Full Monty as this has pretty much every module in it.

One thing else that's worth mentioning here. There is a toolbox which can be added. This can be used to clear cache and change proxies. You can change what this does in the settings window. Changing this to a chain will cause the software to clear the cookies at the end of each day.





Click next. User profile details, mostly auto generate on this one. Create email address, it's easiest to download a pre-created Hotmail account. So SENuke X is going to go out and download a Hotmail account that has already been created. There is a daily limit to how many you are allowed to use per day. Once the email is downloaded, SEnuke X logs into the account and changes the spam filters so that any email that comes in never goes to spam. Reason being: If something is in the Spam folder, then SENuke will not be able to verify that email. This can also be disabled in the options email tab if you don't want it because some people, the spam filter change might not be successful for them. Press test to check the software can log into the email account.



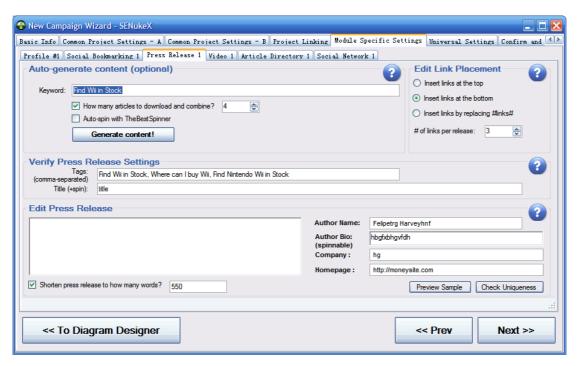
Ok, so for each of the modules you dragged and dropped in the module designer, you will need to configure some settings for these. Bookmark description, every time you post a bookmark on Digg or similar sites it's going to ask you for bookmark descriptions. This is something like "Hey guys, confused as to where you can find a Nintendo Wii in stock because every other place has run out of it, check this out". Then click auto spin, you can use check uniqueness and preview sample button here if you want to, although it's kind of unnecessary here.







So now we go into press release. Ok, most of the settings are filled in. It's not a good idea to use generate content here because the press releases need to be formatted in a very particular way. This is discussed in more detail in the press release video training tutorial.



This #links# placeholder can be put at the top or bottom. You can also add the placeholder anywhere and if you don't enter then it will warn you before continuing. It's also interesting to look at the uniqueness.

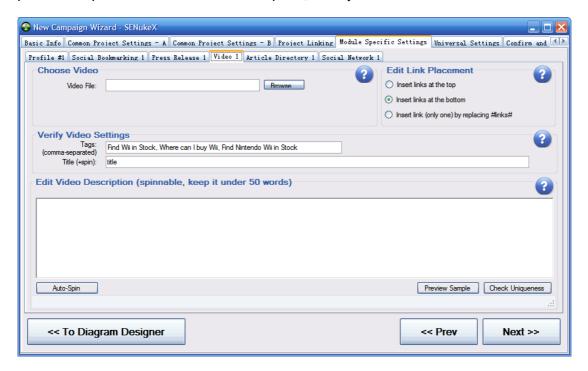
What the #links# placeholder does is, depending on how you've set up your diagram, it gets replaced with a link. So if you've linked social network to money site, wherever it finds that placeholder, it will replace it with a link to the money site. If you've linked social network to social



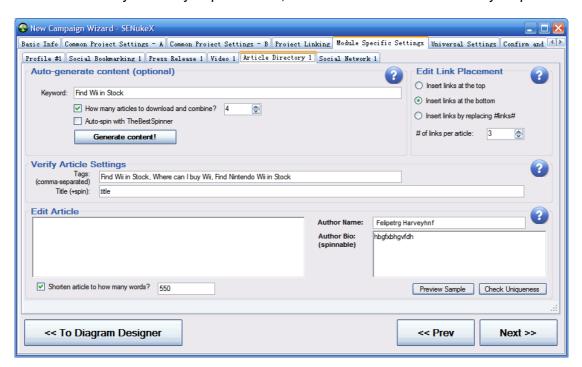


bookmark, wherever it finds that placeholder it will replace it with a link to one of the social bookmark URLs.

Now let's go into video. Load the videos into the software that you created. Choose a video file, then enter the video description and add the link where you want it. Common video file formats are accepted. Click the browse button to see exactly which formats are accepted. It's not normally possible to put anchor text in the description, it will just add the raw URL.



Now let's move on to article directory. Same thing here, auto generate content. One thing I should mention here. Whenever you are submitting to article directories, most of them do not accept links in the article body. When you press Next, SENuke X offer to automatically strip these out for you.

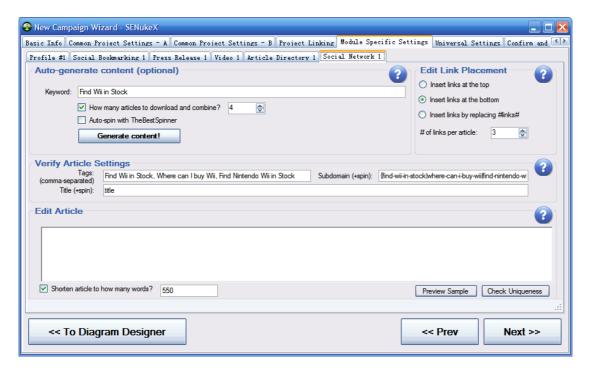






So you want the #links# placeholder to be in the bio section. The same goes for press release, keep the links in the author bio. For social networks though you can put the links in the article body if you want.

Social network module, same thing, generate content here. And the social network sites are mostly un-moderated. There are some that are moderated, but as compared to press releases and article directories they are highly un-moderated. So you can put a lot of links in and chances are they will stick.

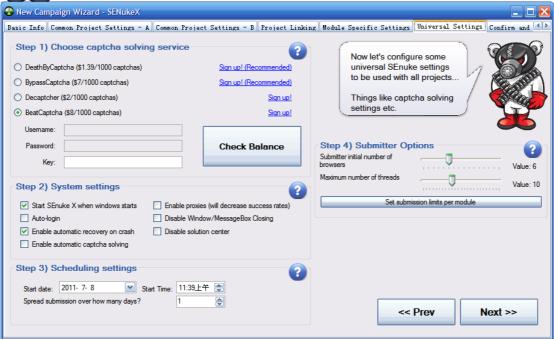


It's not a good idea to insert hardcoded links, instead you should use the links placeholder by entering #links#. The placeholder will build the right links depending on how you've setup your diagram.

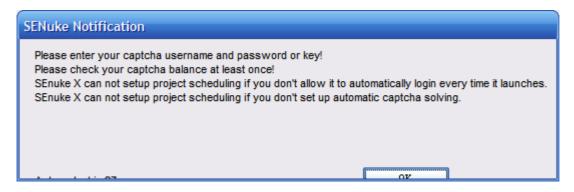
Universal settings tab. You can choose the CAPTCHA solving service. I recommend DEATHBYCAPTCHA as it works really well and is really cheap. If one doesn't work then try another, but all charge different prices.







System settings, you will need to enable a whole bunch of these settings. But SENuke X will warn you if you do not enable the necessary settings.



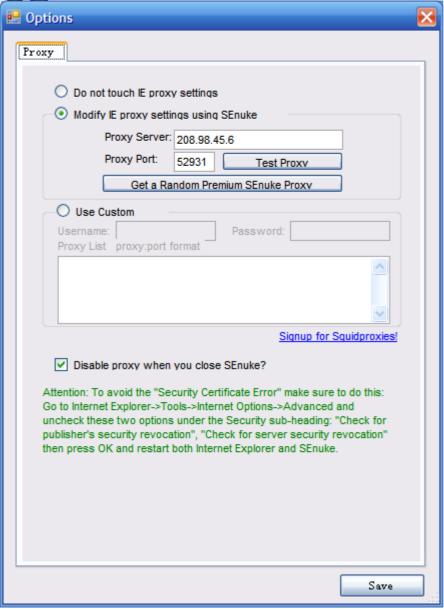
Scheduling systems allow you to choose when you want the submission to start. You can also spread the submission over a period of days. If you have an old established website that has already had a lot of links then Google isn't going to be that concerned with lots of links quickly.

However, if you have a new website and it receives a lot of links all of a sudden, then Google might sandbox it for a while. So if you're impatient you can do everything in one day, but if you want better results, then you can spread it out over a period of days.

Enable proxies, now I do not recommend using the SENuke X built in proxies because these are shared amongst all the other users of the software. They can get blacklisted very fast. It won't hurt your campaign, but it will mean that you won't get a high success. Use your own custom proxies if you are going to be using proxies.





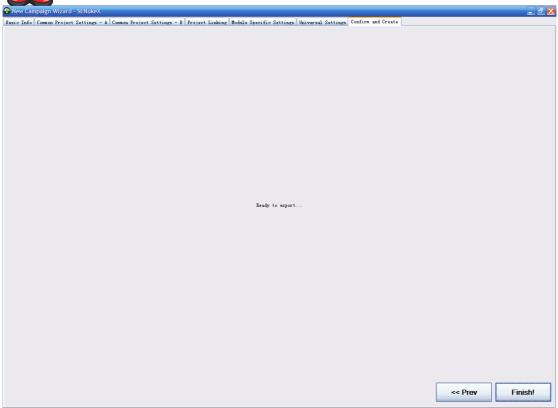


The submitter initial number of browsers, most of the time I use 16 and max most of these out. Even on slow computers it should be possible to max these out. If it crashes then it is normally a problem with internet explorer crashing. All programs automating IE will crash because IE crashes. It does have the auto recover feature. Because we don't want to be stuck in a crash loop, it will skip all the websites loaded in the submitter at the time and starts with the next ones. So if you have a really high number like 16 then it's going to skip all of these and you will lose a lot of websites. If you get lots of crashes, it's best to stick to a low number of browser windows so that they all don't get skipped at each crash.

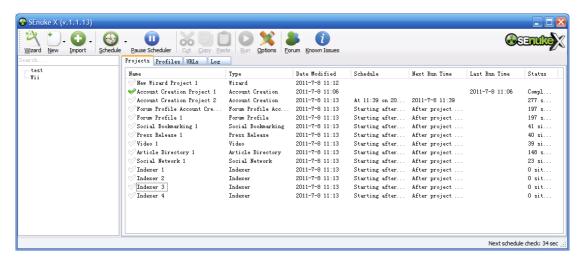
Press next, ready to export and click finish. So as I showed you, it's pretty fool proof. You really cannot go wrong. At the bottom we will have this Wii campaign here, it's the only project that isn't scheduled. So you can simply double click and change things to modify the wizard. It may warn you that you have already exported the campaign so you can't export it again. If you need to do this then change the campaign name to something else.







So all of the projects are scheduled to start one after the other. So first it's going to run the account creation, then it's going to run the other projects. The screen displays various information including the last runtime, previous runtime.



Wizard or Manual

The wizard automates everything you can do individually by hand. One place where you wouldn't use the wizard is if you don't want it to create an account when it submits to these accounts. The wizard creates all the projects in order. If you already have a big collection of accounts then you can do this manually.

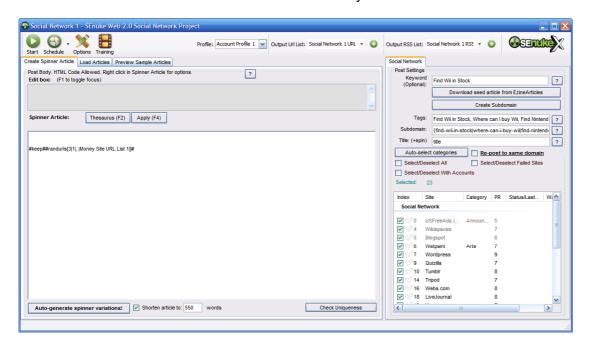




Doing it manually is really easy. Simply go to schedule, and then you can go to edit schedule. Just choose the start date and time and if you want it to start after a certain project.

You can also export something from the wizard and then edit all of the projects manually. You can go into the social networks module for example and add some more advanced placeholders. Wherever you put the #links# placeholders, SENuke X will automatically convert it to #randurls# placeholder. Details about the #randurls# placeholder are discussed in the social network training video.

You can load articles from a directory on your computer if you prefer instead of entering a spinner article. This will load different articles from a directory and submit these.



The #keep# placeholder will retain a certain part of the article even when shortening articles. This is very important to include in all links sections as this will never be stripped out.

So to do this randomly, just right click and select the placeholder you want to include. For example select #randurls#. Then enter the various settings which will adjust the URLs added. It's also possible to select URLs only from within the last 24 hours.

The #lasturl# placeholder will create a link wheel. This was very popular around a year ago, although it's not particularly useful anymore. If it is submitting to USFreeAds and then submits to hubpages, then it will link the content in hubpages to the ad on USFreeAds that it just did. This links everything together, and then to connect the first site to the last site and close the circle you will need to manually log in, or manually add the link to the last website and repost it.





	Lookup synonyms	F2
	Add { and } around selection	F3
	Add #keyword# placeholder	
	Add #site# placeholder (gets replaced with the name of the site posted to, like "hubpage"	jes")
	Add #lasturl# placeholder (creates a link to last post)	
	Add #lasturl_urlonly# placeholder (can be used inside HTML code)	
	Add URLs from URL List (#randurls# tag)	
	Add link to selected anchor text	
	Add image	
	Bold selected text	
	Сору	trl+C
	Paste	Ctrl+V
	Select All	Ctrl+A

#lasturl_urlonly# placeholder is the same as above, but does not include the anchor text. This is good for including inside HTML code, this will use just the URL from the Last URL.

The site placeholder, this is very simple. Most people will have no need of this. But some people who are creating a link to hubpages may find it useful. This will replace the placeholder with the name of the site you are submitting to. It's good for tracking which social network site is sending you the most traffic etc. So what if you want to track where the traffic is coming from? You can add something like http://www.mylink.com?ref=#site# to the article.

If you want to insert a link without typing the text, then select the text and right click. Then select "Add Link to selected anchor text" and fill in the URL you are linking to. It will automatically create the proper HTML code for this.

The keyword placeholder will replace the term with whichever term you have entered in the keywords field. So if you click on preview sample articles you will see what each article will look like.

That is basically the advanced placeholders.

The repost feature is actually pretty cool. Once you post to a whole host of these websites then it will normally only create one post on each. But what if you want to create extra posts on the same site? Repost can be used to create further posts on the same blog site. You don't want to always create new blogs with just one post each. You can load the domain from the URL list, or enter the domains manually. Then it's going to repost to those domains rather than creating a new blog. Most people won't use this, as normally blogs with just one post rank pretty well.

The article directory and press release modules are very similar, the only difference is that there is an author bio section.

Forum Profile

Forum profile is basically a new module which did not exist in the old version. This is a very powerful module because it allows you to submit links somewhere other nukers aren't submitting

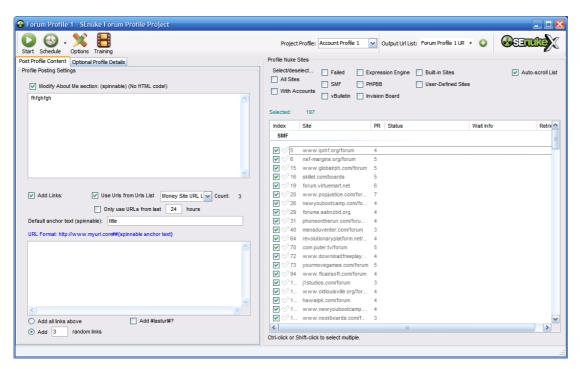




links to. This doesn't use Internet Explorer which means that the links will be submitted faster and the module is virtually crash proof.

You can run 25+ threads at a time without a problem here because it is not dependant on Internet Explorer.

This creates an account at these forums and then it logs in and posts your link in the about me section of the forum profile. So all of these different places where you create the accounts for will help your site. The forum profile module will submit the links after the accounts have been created.



The one feature that there hasn't been too much training on is adding your own websites. These are basically all the popular forum platforms on the internet, most of the forums use one of the forum platforms included. So what you need to do is scrape a list of forums, using Scrapebox for example.

Scraping searches Google for a whole bunch of websites which are using this specific platform. Then you have a list of websites, what you can do is save these websites and they will get added to this list. These websites will not be shared amongst other users so this will feature better success rates. Remember that not everything can be automated because some forums are heavily customised which may cause the software problems.

The PR changes over time, so what you can do is click on all sites and click update PR and it will get the latest page rank from Google.

The forum profile module, make sure you don't include any links in the about me section as sites are different, some use HTML and some use BB code.

The add links box should be where you add links. You can pick them from the URL list which is what most people will do, or add the links one by one. The URL format is http://www.link.com##{spinnable anchor text}, If you don't enter anchor text then it will use the default anchor text from the box above.





Then you just press start and SENuke X will log into the accounts and submit with the accounts for this particular project.

The Web2.0 profile project and RSS are very similar to the forum profile projects.

Toolbox

The toolbox can be used to use the cache and cookies cleaner. It can also be used to change the proxies. You can enter your own proxy list over here, if you have a whole bunch of proxies then it will pick one proxy and do the submission which this proxy.



If you do want to change the proxy after each submission then simply schedule a toolbox.

Toolbox can also be used to run an external application, like ccleaner or any other piece of software you might want to run. This is only really for advanced users and you should already know how to use it if you have a use for it.

Any windows application can be run from here by locating the exe file. Then you can use arguments to specify how the program runs. You can run an application to automatically shut down the computer for example or send yourself an email every time a submission completes.

Questions

Future plans for SENuke, you mentioned niche research, what else do you have in the works?

I don't want to reveal too much, but this is really the beginning. What's going to be coming in the next couple of months is the ability to submit to any website that you want, not just in the forum profile project but in any project. You can do this by creating macros, clicking on the fields and telling SENuke X how you want the fields to be filled.





No fixed ETA on that right now, that is a fairly big feature to add. We will also be drastically increasing the number of websites included in the software. If there are specific websites you want to be added then please post in the forums.

When that is done we're going to start adding lots of new modules. For example "Google Local" modules and modules which will tweet and take advantage of web2.0 social sites.

Let's say you have a website with various products and pages to optimise for, should I create a different campaign for each of these pages and posts?

That's a good question. If you have a website like walmart.com, it will be very difficult to get that website to rank just by optimising the main domain. What you want to do is optimise each and every page for that. So yes, it is a good idea to do separate campaigns if you have a website like that.

It's a good idea to target 1-3 keywords with each campaign. If you have more keywords then create separate campaigns.

Why use the auto profile creation, why not use your own details?

SENuke X is designed to make making money online as easy as possible. This is designed to make lazy people happy. Of course, you don't need to use it. If you are charging people for SEO then you should use custom information.

What video formats are allowed?

MP4 or FLV or WMV formats are all supported.

Is there any way to integrate recharging CAPTCHA solving accounts from within the software?

There is a lot of stuff which can be done, but it's just with each new feature it will create its own bugs and problems. Because we want you to leave this unattended, we're trying to minimise the number of new features. We're adding new features which are essential, but that is not at the top of our priority list.

What's the difference between browsers and threads?

The browsers are in the submitter. You can create a new browser by clicking the new browser button. The more browsers, the more likely a crash will occur. The more you have, the lower the success rate will be.

Threads are basically for modules like the forum profile module, pinger and niche research module. None of these use internet explorer to submit. They use HTTP requests which means they do not use the browser. Because of this it is much more stable. We are currently in the process of moving away from browser automation altogether. All of SEnuke X will use HTTP requests (sockets) soon. Browser automation creates its own set of problems and we want to move away from that.

If there is a powercut will SENuke X automatically Recover?





Yes, SENuke X will automatically recover and continue when the SENuke X starts again. However, if a submission was not running then it won't continue anything, but it will continue with the schedules

Can you show us how to import multiple articles without using the spinner?

Ok, go into the press release or article directory modules. Then select a directory in the load articles. Then click load articles sequentially from directory. All articles need to be stored in txt format.

If you are submitting articles this way then you can type [title]title[/title] to automatically give this a certain title. This is very useful when automatically submitting many articles from the same directory.

When you preview samples then it will display the article and then the title. If you don't have the title in there then it will use the default title in the window.

What's Hotspot Shield?

If you don't have your own custom proxies then you can use hotspot shield. You right click this and connect to switch the IP address. This is basically like proxies but is a program that configures it for you. However, it's not advisable to use this because a lot of the IPs will be blacklisted. Also, the service will be very slow.

I don't see the Pinger used in any of the templates, is there any reason for this?

Yes, because pinging isn't that effective anymore. Most people should be using the indexer module to do the same job now. Pinging still helps a little, but it's not a must and few people will actually use it now.

The indexer should be used where and when?

Any time after a submission. The URLs generated will be placed in a URL list, these can then be indexed, indexing will speed up the time that it takes for Google to find the links and index them. Don't use this will all the forum profile links because there are too many. Just send your first tier links like social bookmarking and social network sites. You have a 50 URL allowance per day, so be careful with this.

Do you recommend to use with desktop or virtual machine?

A virtual machine is essentially a desktop, it's an operating system running inside your operating system. Run it on your desktop if it runs fine. But if it's crashing a lot then you can use a virtual machine as a separate machine to run it.

Can I re-run the wizard in the middle of a campaign?

Yes, you can. Except you will need to change a different campaign name when exporting. This will however slow things down a little. Just pause the scheduler and resume it later.

While using the wizard and social network, why can't we insert links anywhere we want?

You can use your own HTML code anywhere in the body, just ignore the warnings.





Are you going to limit the number of SENuke licences you are going to sell?

We were considering doing that, but what happens is that this is a very big disadvantage for us. If there is competing software which tries to replicate the same strategy then we are shooting ourselves in the foot while being unable to protect the strategy. So, at the moment, no we're not going to limit licences.

Does SENuke support other languages like Asian?

Yes.

What about SENuke for Mac?

No, it's just too small of a market and all the software would need to be rewritten from scratch. However, you can use parallels to run it inside a windows virtual machine.

Can video filename be renamed based on keywords?

No, if you want any new features then please suggest these on the forums.

The #links# placeholder links forward?

Yes, that links forward. Basically if you connect the video module to the social bookmark module then the video module will build links to the social bookmark module using the #links# placeholder.

How many campaigns at once can we do?

There's no limit. But if you're talking in terms of how many projects you can simultaneously run at the same time, then I would stick to 1 at a time. But there is no restriction on the number of campaigns you can have.

How many profile signups can you do per day from one proxy address?

You can create as many as you want, just your success rate will decrease (Although by very little). Most websites don't monitor the IP address.

How can you outsource and monitor what they are doing?

We've tried to create SENuke X so that there is no need for outsourcing. The scheduler is your outsourcer. If you do want to outsource it then you will need to give them your username or password, or install the software on a VPS.

If one employee leaves then you can contact the helpdesk and they can change the password for you. However, few people will have that problem.

What's the best version of windows to run SENuke X?

The most amount of instability is encountered in XP. Windows XP was a really good operating system; it just crashes a lot because of internet explorer problems. Windows 7 works the best and is the most stable.

My linking strategy is not very good and I realise I need to replace it, can I re-run the wizard and keep track of what's already been submitted?





You cannot edit these projects once they are exported from the wizard. You can go into the projects and edit manually. If you want to use the wizard again, then you will need to delete the campaign and create it again.

How much RAM do I need to install SEnuke X on a VPS?

Any decent server will be fine, 2-3GBs should be fine.

Are you going to be adding your own CAPTCHA servers?

Yes, very soon. But the service will solve captchas using Optical Character Recognition technology so it will only be able to solve specific captchas and the success rate will never be as high as a human solver.

What's the best way to get the URLs in when you are using the Load Articles Tab?

You can use all of the different placeholders for URLs, you just need to place that command in the article.