

The Insiders Guide To Making The Big Bucks With



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Index:

Section 1: *What is Kooday?*

Section 2: *Kooday Basics*

Section 3: *Profit Share Credits*

Section 4: *Buying Keywords*

Section 5: *Kooday Strategies*

- *Baiting Your Keywords*
- *Starting A Bidding War*
- *Generating Referrals*

And now...

The Insiders Guide To Making The Big Bucks With Kooday!

WARNING: While Kooday is free to join you CANNOT make money without investing. If you do not have at least \$20 to start with, please close this report immediately and DO NOT JOIN! Kooday IS NOT for freebie seekers or anyone who is afraid to spend, and potentially lose, a small investment.

Section 1: What is Kooday?

As of 8/20/2010, Kooday is a search engine in pre-launch. What it promises to be is a new search engine boasting algorithms that will shock the world! Here's a screen shot of the current home page:



Now accepting registrations. Help us build our directory, own keywords, earn money!

Our Webcrawlers have not yet been turned on and once activated relevant results will be displayed. Our algorithm will impress the world. Currently our directory content is being used in beta and search relevancy is not accurate.

Now, I'm not going to pretend that I understand, or even know what an algorithm is, because I don't. As far as I know it has something to do with math which, as a kid, was not my strong suit.

That being said, as someone who is bent on learning as much about search engine optimization as I can, I know that algorithms play a huge part in HOW listings are indexed on Google, Yahoo and Bing. **Kooday is claiming that their**

algorithm will be superior, so we shall see.

But enough of that... let's talk about something, concerning Kooday, we can all understand...

MONEY!

Yes, my friends, money. That wonderful, fold-able, spendable resource that we all work, everyday, to earn so we can eat, drink, live and play. Right now, *due to the current economy, it's a resource that has found itself in short supply.*

Therefore, there aren't too many people here, on good old planet Earth, that couldn't use more of the green stuff. Those who don't have it want it and those who do have it want more.

Kooday could very well be the “once in a lifetime” opportunity that many people have been looking for (and not just because they have an impressive algorithm).

Where I think Kooday has all of the other big players “over the barrel” is in their approach to keywords. Quite frankly, it's ingenious. They have taken the premise of the search engine and combined it with the art of day trading and people are getting hooked. Why? Because it's friggin' fun, that's why!

In order to have fun with Kooday, however, we must understand how to use it. I'm going to go on record, right now, and let you know that I know nothing about day trading, stocks, the stock market, the forex or any other method of trading or exchanging currency. But, when I saw Kooday, from the inside, and began to use my noodle, it didn't take me long to understand the various strategies you could use to generate cash.

Many of the people who I have referred to Kooday, and have experience in trading, have told me that **Kooday is just like day trading for keywords.**

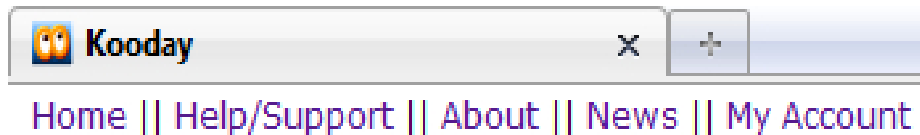
Section 2: Kooday Basics

The one aspect of Kooday that I really like is it's simplicity, mechanically speaking. From the time you create your free account, to the time you fund your

Kooday cash, it's just not difficult at all.

Once you have created your Kooday account, the first thing you need to do, before you do anything else, is understand the basic functions:

In the upper left hand corner you will find the main menu which includes:



As you can see, this is pretty self explanatory. The main link you will need to focus on is **My Account**. If you ever feel like your lost, just click my account and it will take you back to your user panel.

When first join Kooday, just take some time to look around and get a feel for how it works.

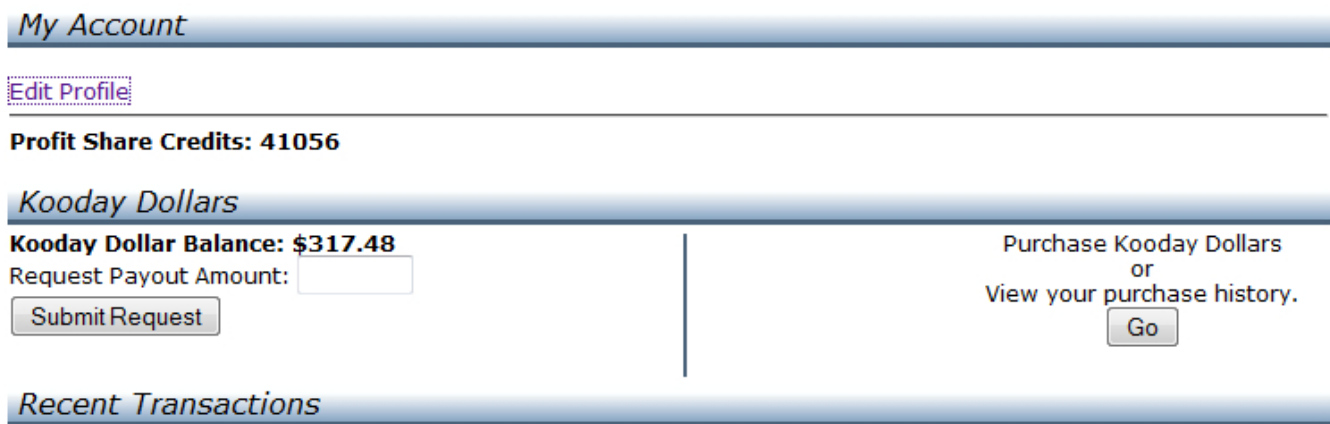


Image two (above) represents the first two sections of your administration panel. The first, my account, offers the **access link to your profile**. This is where you will add any personal information needed for your account.

Kooday Dollars is the section that shares your dollar balance, It's also where you will fund your Kooday account (using the go button on the right.) Finally, using the box just below your balance will allow you to enter the amount you would like to cash out and then submit your request. Once your request has been processed, payout happens in seven days via PayPal.

UPDATE: Kooday will be making a move to Alert Pay, as their payment processor, on or around the September 1st time frame. PayPal has decided, after originally forming six figure agreement with Kooday, that they do not wish to be liable for the large volume of money Kooday is generating. You can still fund your Kooday account through PayPal, but this will be changing to AlertPay soon. This DOES NOT shine a negative light on Kooday. They did everything PayPal asked... it was PayPal that backed out.

Recent Transactions

Your 5 most recent transactions are displayed.

Get transactions from the past days hours.

| TXN ID | Ref No | Detail | Date | Amount |
|---------|--------|--|----------------------|-----------|
| 1136286 | 12172 | Keyword Purchase - jennifer aniston | 8/20/2010 5:28:14 AM | (\$19.32) |
| 1136256 | 13976 | Keyword Purchase - johnny depp | 8/20/2010 5:28:04 AM | (\$14.86) |
| 1134736 | 44784 | Keyword Sale Commission - yahoo images | 8/20/2010 5:01:45 AM | \$0.01 |
| 1134718 | 33685 | Keyword Sale Commission - my yahoo | 8/20/2010 5:01:26 AM | \$0.02 |
| 1134625 | 23849 | Keyword Sale Commission - world trade center | 8/20/2010 5:00:21 AM | \$0.08 |

Image three (above) represents your **Recent Transaction log**.

Each time you buy a keyword, someone buys or links to one of your keywords, or one of your referrals makes a transaction, it's recorded here.

As you can see, in the example above, I have purchased both the names Jennifer Aniston and Johnny Depp. The reason I did that is because they were purchased from me, overnight, so I bought them back. **This activity raises the value of the keyword** so I make more money each time it sells. It also creates bidding wars which increase commissions as well as demand for the keyword.

Keeping track of my transactions will allow me to, strategically, enter into bidding wars with others. Those who want these names will then buy them back. Johnny Depp, for example, has now been purchased from me twice. I have bought him back both times. This increases the value of the word, allowing me to earn a bigger commission each time the word sells.

Payout Information

Payout Information: *Minimum balance of \$1.00 required for payout request form to be enabled.*

PayPal Email(required):

The Payout Information section is where you will enter the PayPal e-mail address. This is where Kooday will deliver your commissions.

Referral Links, Banners, Referred Members

Referral Link Hits: **1040**

[View My Referral Links and Banners](#)

[View My Referred Members](#)

The next section (displayed in the image above) is where you will find your referral links and banners. It is also where you will keep track of who has joined you in Kooday.

Referrals are a huge key to making money with Kooday. *Each time one of your referrals buys or links to a keyword (whether you own it or not) you earn a commission.* If the value of the word is high enough, this can earn you some serious cash.

For example. I own the keyword MLM. I paid a pretty decent price to get it, but now it's mine and I'm going to do whatever I have to do to keep it that way. Right now, when some links to that keyword it costs them more than \$7 to do so. I get 50% of that each time it happens. The higher the price of the keyword, the more I earn when someone links to it. I earn when ANYONE links to my keyword, not just my referrals!

In the next section of our admin panel we will find the main hub of our business on Kooday. Let's take a look inside...

Keywords and Site Linking

You currently have 111 keywords, valued at \$808.34.

[View/Buy/Link Keywords](#)

My Keywords

Use this form to search for a keyword to purchase or add a site to.

Keyword:

[Search Keyword](#)

Once we have **clicked the view/buy/link keywords button** we will be taken to a new page. This page starts with our keyword search tool. This is where I will search for keywords to buy.

The smartest thing to do, here, is to use the Google Adwords Keyword Tool (**just Google: Google Adwords Keyword Tool**) to find high ranking keywords that are being searched 500,000 or more times per month.

My Keywords

Use this form to search for a keyword to purchase or add a site to.

Keyword:

Search Keyword

Search result for keyword: - JOHNNY DEPP

Found a match!



You can buy this keyword for Kooday Dollars. You may modify the payment amount. It will be corrected to a minimum of entered.

Buy Keyword

You can link your site to this keyword for \$0.00 Kooday Dollars.

Link Site

In the image above I have just entered the name of Johnny Depp... a keyword I currently own. The system has now told me that if I want to buy Johnny Depp then I would have to spend 19.32 cents to get it.

When I own a keyword it doesn't cost me anything to link to it. If someone else were to search Johnny Depp, and wants to link to it, then I would earn a commission.

Keywords You Own

<< Prev

Displaying Results 1 to 15 of 111

Next >>

| ID | Keyword | Value | Earnings | Rating | Action |
|-------|-----------------------|---------|----------|--------|--------|
| 11911 | abercrombie and fitch | \$4.00 | 0 | 15 | Select |
| 16227 | arnold schwarzenegger | \$5.20 | 0 | 16 | Select |
| 1720 | automotive | \$3.08 | 0 | 14 | Select |
| 8522 | babe ruth | \$5.20 | 0 | 16 | Select |
| 23180 | bass pro shops | \$19.32 | 0 | 21 | Select |
| 36907 | ben stiller | \$2.37 | 0 | 13 | Select |
| 42792 | bmw | \$4.00 | 0 | 15 | Select |
| 1751 | brett favre | \$11.43 | 0 | 19 | Select |
| 32303 | bubble gum | \$1.08 | 0 | 10 | Select |
| 41383 | buddy holly | \$5.20 | 0 | 16 | Select |

Directly below our keyword search tool we you will find the index of keywords that you own. Use the <<PREV and NEXT>> buttons to scroll left and right.

It's very important that you keep track of your keywords.

People will buy the keywords you own. If you don't keep track of them, especially the ones you want to keep, someone could buy it, and before you know it, the price has gone way up and you missed out on the chance to earn commissions during a bidding war.

The final two sections of our main admin area are Sites and Advertising. Sites is where we will add any websites that we want to link to our keywords for indexing in the search engine.

Sites

[View/Add My Sites](#)

Advertising

[View/Add My Ads](#)

Advertising is where we buy advertising on Kooday. On the right hand side of Kooday you will notice the gray text ads. When you buy advertising, this is where your ad will go. This advertising is VERY effective!

Editing Kooday Ad ID: 273 (<http://instantsplash.com/splash.php?id=47537>)

URL:

Title:

Ad Body:

Characters Remaining (Max 200)

Publish:

[Edit ad](#)

Statistics

Impressions: 34650

Clicks: 110



As you can see, in the image above, **these ads do work!** This is one of the ads I have purchased on Kooday! As you can imagine I'm VERY pleased with these numbers. After all, this is a pre-launch search engine running a text ad. What's

even better is that these numbers are going to improve, by the day, as Kooday grows.

So, this should give you a pretty good idea as to the overall mechanics and functions of Kooday.

Section 3: Profit Share Credits

Profit Share Credits: These are credits that you earn each time you purchase a keyword. Profit Share Credits are MONEY! Based on overall sales volume, Kooday pays everyone a percentage of overall sales based on these credits. Therefore, it is in your best interest to make sure that you are investing in Kooday keywords daily.

There are three levels of credits to strive for and earn from. The first level covers the range of credits from 1 to 50,000. The next level is Gold. The final level is Diamond. The more credits you earn, on each level, the greater your profit share payout.

Purchasing higher priced keywords gives your more profit share credits, but don't pass on the lower priced keywords, especially if you can find a gem at the starting price of ten cents!

Section 4: Buying Keywords

Once you are ready to start buying keywords, be smart about it. **Use the Google Adwords Keyword Tool** to find keywords that are being searched 500,000 or more times per month.

NOTE: Internet marketing based keywords are not going to have as large a search volume. You may find a few in the millions, but they are already owned by other people on Kooday. Believe me, I've looked. When buying Internet marketing keywords, look for words and phrases that are being searched at least 40,000 times per month. Don't waste your money on anything else.

Make sure to buy your name as well!

What to buy: Celebrity names, sport franchises, famous athletes, apparel (Levi's, Calvin Klein, etc.), products advertised on TV, and anything else you can think of that will come into high demand once Kooday has launched as a search engine.

You will also want to **consider Internet marketing based keywords** such as MLM, home based business, home business, Internet marketing, email marketing,

work at home, make money online, etc. Many of these key phrases are already owned but you can still get them dirt cheap before the prices really start to climb.

You will notice that there are many keywords that already have a premium price tag. Names like Google, Facebook and Twitter are now going for more than \$600.

Think about this though... that's a small price to pay when Kooday launches. If they go big, and Twitter wants that name, and if you own it, they either have to buy it from you or pay you to link to it. Think about the millions of Twitter users who will want to link their Twitter profile, for top listings, as well.

Again, be smart when buying keywords. Think about the future potential of Kooday, as well as the present, when making your purchase.

Section 5: Kooday Strategies

Baiting Your Keywords: (The art of getting people to chase keywords and start bidding wars) If you have a keyword that you aren't really interested in keeping but know you can make some money with it, you can use a strategy called Baiting. Baiting your keywords is to simply price them at a point where they are low enough to grab interest and trigger a sale.

To raise the price of a keyword you will have to buy it, yourself, a couple of times. This can be well worth the investment when you find a keyword that is generating a lot of interest, like my Johnny Depp keyword, mentioned earlier in this report.

If I have purchased a keyword for pennies, then it doesn't hurt me to go and buy it from myself, a couple of times. This will increase the value and rating of the word, so when it starts to sell I'll earn a higher commission.

Starting A Bidding War: When you see one of your keywords sell, if you can, go right and buy it back. *If there is demand for a keyword from one person, you can bet there are others watching as well.*

There are many people thinking about the future with Kooday. Buying keywords is not all about quick commissions. You have to consider who might come looking for the name if Kooday becomes a giant. You have to consider that the people that might come looking for the name of Johnny Depp, for example, will have the money to shell out as the price on his name grows. You have to also consider the fact that they may just pay to start linking to it. Either way, you cash in!

Therefore, using a bidding war to increase the value of your keyword is smart. It will help you get top dollar for that keyword, one way or another.

Keep a running list of keywords that have sold from your account. Keep track of current price. Check the word a couple of times daily to see if there has been any play.

If you notice that your keyword has been purchased, and the value has gone up considerably, that shows demand. This would be a good time to buy that word one more time... you'll probably turn it fast and earn the commission.

Linking Your Keywords: When linking your sites to your keywords use SEO practices. In Kooday, when you create your site, use the keyword in the title and in the description. When Kooday goes live, it will help keep your listing near the top.

Another thing to do with linking: Let's say you have the keyword camera. Why not link that keyword to a small splash page with an Amazon widget embedded in it highlighting cameras or electronics. Maybe your keyword has something to do with blogging. Link it to your blog. You get the idea. Just use your imagination!

Generating Referrals: *Having a huge group of referrals is going to be paramount to your early success in Kooday.* Each time one of your referrals buys or links to a keyword, you get paid. When you have 100 people participating in Kooday, even if they are only nickel and diming it, at first, it still adds up!

Be smart about generating your referrals. Don't just go out and blindly promote your Kooday referral link... everyone will be doing that.

The best way to generate referrals is to offer them an incentive. Advertise something of great value, free of charge, and then promote your affiliate link on the back end of your marketing system. This way you are actively building a list first.

Use your auto responder to continue the marketing process. Give great value and information through your auto responder letters. **Explain to people what Kooday is, how it works and WHY it will benefit them to get involved.** If you do this, they will sign up! People are much more likely to take action when they understand **why** they should, and **what** is in it for them... not **THAT** they should because you say so.

So, if you have not already done so, use the following link to join Kooday and get in on the fun!

[Click here to Join Kooday Free!](#)

To learn more about making money with Kooday please use the following link for our full featured training video!

Kooday Gold And Diamond!

As you can imagine, as fast as we are able to publish information on Kooday, the more we learn. Make it a priority to get your 50,000 Profit Share Credits and your 5,000 Gold Credits as soon as humanly possible.

We have created a Kooday forum where you can get the latest news and updates. You can also run keyword sales and swaps. The bottom line is plug in to a group that knows what they're doing and get ready for the ride... it's going to be interesting!

To access the Kooday forum, [click here](#):

Wishing you the best of success!

Rex, Joe, Bill, Mike and Shawnee
Traffic Surge Internet Marketing Team!

The Latest Kooday Conference Calls Are Available Online!

[Call # 1](#) (from 8.22.10)

[Call #2](#) (from 8.25.10)