

# A Sneaky **Backdoor** In to Google FAST With Free Press Releases!

A Niche News Journal publication by Scott Foster  
[www.nichejournal.com](http://www.nichejournal.com)

Do you have a product, website or something that  
you want to get blasted out on the Internet FAST?

It can be done and it's easier than you think ;-) )

You can get TOP placements at Google in record-  
breaking time instead of having to wait weeks on  
end.

I know this because I've proved it and I am going  
to show you a real quick, recent example of it in  
action below...

This is really sneaky stuff... so prepare to be  
shocked!

Here is an example of recent Press release I did with "Soap Making Secrets" which was actually a mistake on my part.

I originally wanted to make the main keyword "Soap Making" instead of "Soap Making Secrets" because soap making had over 22,000 searches the previous month...

<a href="#">soap making recipe</a>	2935
<a href="#">soap making supply</a>	8475
<a href="#">wholesale soap making supply</a>	1266
<a href="#">soap making kit</a>	753
<a href="#">soap making candle</a>	679
<b>soap making</b>	<b>22311</b>
<a href="#">soap making candle making</a>	114
<a href="#">making glycerine soap</a>	391

But I left it alone and wanted to see what it would do. I certainly never thought I would get the TOP spot at Google (see below)

Web
[Images](#)
[Groups](#)
[News](#)
[Froogle](#)
[more »](#)

Soap Making secrets

[Advanced Search](#)  
[Preferences](#)

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**Web**
Results 1 - 10 of about 448,000 for [Soap Making secrets](#). (0.12 seconds)

[PRESS RELEASE: Breakthrough Soap Making Secrets](#)  
 Breakthrough Soap Making Secrets. Dave Cushion says: "These are soap making secrets most soap makers never discover" In his breakthrough ...  
[www.prweb.com/releases/2004/9/prwebxml162129.php](#) - 21k - [Cached](#) - [Similar pages](#)

[Soap Making Instructions | Soap Making Recipes | Teach Soap](#)  
 ... to start and manage your very own soap making business: how ... and are looking for some hands-on soapmaking classes, parties ... FUN, we recommend Otion - The Soap Bar ...  
[www.teachsoap.com/](#) - 16k - [Cached](#) - [Similar pages](#)

[Soap Making Supplies | Soap Making Products | Bramble Berry®, Inc ...](#)  
 ... re sure you'll find that for all your soap making needs, Bramble ... Bramble Berry carries an outstanding selection of books on soapmaking and candle making. ...  
[www.brambleberry.com/](#) - 23k - Nov 20, 2004 - [Cached](#) - [Similar pages](#)

[Soaps and Soap Making Instructions](#)  
 ... Thousands of people make soap without mishap. ... should not be in the soapmaking area or have access to stored soapmaking ingredients, especially lye ... Readers Tips. ...  
[www.pioneerthinking.com/soaps.html](#) - 59k - [Cached](#) - [Similar pages](#)

Top spot at Google for "Soap making Secrets"

Sponsored Links

[Soap Making Ingredients](#)  
 your Soap Making supplies and ingredients in one location.  
[www.glorybeefoods.com](#)

[Looking For Soap Making?](#)  
 Learn The Secrets of Soap Making & Running A Soap Making Business.  
[SoapMakingSecrets.com](#)

[Soap Making For Beginners](#)  
 Step-by-Step Guide For Making Soap. Complete How-To Including Recipes.  
[www.expertinfoproducts.com](#)

[Soap Making](#)  
 Soap Kits and Supplies  
 Make your own beautiful soaps!  
[www.candylandcrafts.com/glycerin\\_sb](#)

Do you see the power in this! This one method alone could bring boatloads of exposure! You need to know a few key factors though when writing your press release... and that's using your keyword term that you want to target in the appropriate places! Here's an example below of the above press release:

*Here's the exact press release above as it is seen when you click the link at Google*

### Breakthrough Soap Making Secrets

*Dave Cushion says: "These are soap making secrets most soap makers never discover" In his breakthrough new book made just for people who love making their own soap... or want to learn how to.*

(PRWEB) September 28, 2004 -- "It's not like any of those generic books you find at the book stores. Ones with pretty pictures but little in the way of detailed instructions." says Dave C

It's like having your own soap making coach show you not only the basics of soap making, but also all the insider tricks, tips and techniques that the experts use to make advanced, hand-crafted soaps.

Based on years of research Dave doesn't leave the reader hanging.

"Learning how to make soap is not brain surgery" Cushion explains. "That's why I wrote Soap Making Made Simple"

Until now, it would take you months of struggling to learn how to make your own soap. This book really DOES MAKE IT EASY. It's perfect for beginners and even advanced soap makers.

Dave even shows all the tricks world-class soap makers rely on to make their best soaps.

He also provides invaluable links to organizations, books and the best places online to get additional information.

More info on "soap making made simple" here: [http://nichejournal.com/soap\\_making](http://nichejournal.com/soap_making)

###

The keyword you see underlined above "Soap Making Secrets" like I said... should have been "Soap

Making" instead. This seems to make all the difference in the press release by having the keyword you want to target in the order shown below:

When you write a free press release at PR-WEB you have a "Headline Section" a "Summary Section" and a "Body Section"

The headline:

*Breakthrough [Soap Making Secrets](#)*

The Summary:

*Dave Cushion says: "These are [Soap Making Secrets](#) most soap makers never discover" In his breakthrough new book made just for people who love making their own soap... or want to learn how to.*

The Body:

*It's not like any of those generic books you find at the bookstores. Ones with pretty pictures but little in the way of detailed instructions." says Dave C*

*It's like having your own soap making coach show you not only the basics of soap making, but also all the insider tricks, tips and techniques that the experts use to make advanced, hand-crafted soaps.*

*Based on years of research Dave doesn't leave the reader hanging.*

*"Learning how to make soap is not brain surgery" Cushion explains. "That's why I wrote Soap Making Made Simple"*

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*Dave even shows all the tricks world-class soap makers rely on to make their best soaps.*

*He also provides invaluable links to organizations, books and the best places online to get additional information.*

*More info on "soap making made simple" here:  
[http://nichejournal.com/soap\\_making](http://nichejournal.com/soap_making)*

Now, you'll notice that I didn't use the keyword **Soap Making Secrets** in the body of the press release. Well, darn it! I left it out like a dummy – Oh well, as I test this method out more thoroughly I will be sure to include it next time. But I noticed that if you include your target keyword in all three sections: Headline, summary, and body... this is what seems to get you top placements at Google for your press release.

Once again, I am still in the testing stages and you are more than welcome to use it yourself and see what you come up with. However, in order to get the most out of this little secret I suggest you go to the source I went to.

Here is another example of an ebook I promoted and actually made some sales on using this same method

11/08/2004 08:40:00 PM	7P	[REDACTED]	moneywords	TX	US	[REDACTED]	TEK	17.98
11/07/2004 09:07:00 AM	1	[REDACTED]	moneywords	ON	CA	[REDACTED]	M	17.98
10/21/2004 11:51:00 AM	Y	[REDACTED]	moneywords	TN	US	[REDACTED]	A	13.35
10/13/2004 07:52:00 PM	F	[REDACTED]	moneywords	ON	CA	[REDACTED]	CO	13.35
10/12/2004 04:37:00 PM	4	[REDACTED]	moneywords	CA	US	[REDACTED]	O	13.35
10/01/2004 02:09:00 PM	V	[REDACTED]	moneywords	ON	CA	[REDACTED]	CO	13.35

**\$89.36**

This was an ebook about dog obedience training and I've made a few more sales since in the months following. It cost me nothing but a little bit of time writing the press release and look what I ended up with. It's no less than AMAZING!

Once again, I am still in the testing stages and you are more than welcome to use it yourself and see what you come up with. However, in order to get the most out of this little secret I suggest you go to the source I went to.

A young Fella by the name of Costa Dedes discovered this little treasure and has put together a nicely done instructional report with videos too! I have spoken to Costa on the phone and he's a great guy and very helpful – so I highly recommend his report with confidence that you're getting bang for your buck! You can visit his website at this link below and check out all the details.

<http://nichejournal.com/costa.html>

Also, here is the link to PR-WEB.  
It's very simple to set-up an account and the best part is it's free ; -)

<http://prweb.com>

This is the page you sign-up at:

<https://secure.dataovation.com/prweb/login.php>

All my best

-Scott Foster

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