

# **Footprint Factory v1.1.0.4 User** **Manual**

You have millions of new link targets waiting for you. Use FpF to find them!



## **Disclaimer**

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# Table of Contents

Introduction.....	3
What Is FpF Used For?.....	3
Why Did We Build FpF?.....	3
What Is A “snippet” & What Is A “footprint”?.....	4
How To Use FpF.....	6
The “Footprint Scraper” Tab & General Settings.....	6
Settings Section (1).....	6
“Text Snippet Settings” Button.....	7
“Replace Numbers with *” Option (Text Snippet Settings Cont.).....	7
Filter Out Characters & Treat Pipes as Separator (Text Snippet Settings Cont.).....	8
“HTML Settings” Button.....	8
URL Mode Overview:.....	9
URL Settings:.....	9
General Settings.....	10
URLs Section (2).....	11
URL Strategy.....	11
Reports Window (3).....	11
How To Use Footprint Data.....	11
Frequency Strategy.....	12
Footprint List Builder Tab.....	14
Footprint Estimator - An Important Note Before We Go Further.....	14
Text Snippets List (1).....	15
List Builder Settings (2).....	15
Footprint Permutations.....	16
Put Snippets in Quotation Marks.....	16
Combining Keyword Lists.....	17
Footprint List (3).....	17
Bonuses.....	18
Bonus 1: Money Making Methods With FpF.....	18
Contact webmasters and sell them a hacking footprint report.....	18
Contact webmasters and sell them a spam footprint report.....	18
Build footprint lists to sell.....	18
Build linklist to sell ***.....	19
Bonus 2: Free sites lists.....	19
Bonus 3: Free Membership at FightBack Networks.....	19
Contact Support.....	20

# Introduction

Footprint Factory (FpF) has 5 main functions. It

1. Scrapes web pages (downloads web page HTML).
2. Finds and counts text snippets that web pages have in common. (Text Snippet mode)
3. Finds and counts URL components that web pages have in common. (URL mode, Pro Only)
4. Finds and counts HTML snippets that web pages have in common. (HTML mode)
5. Prepares footprint lists (with or without keywords) with text snippets for search engine scraping.

When you open the software you will see that FpF has 2 tabs. The first tab “*Footprint Scraper*” handles the first 4 functions described above. The second tab, “*Footprint List Builder*”, handles the 5<sup>th</sup> function.

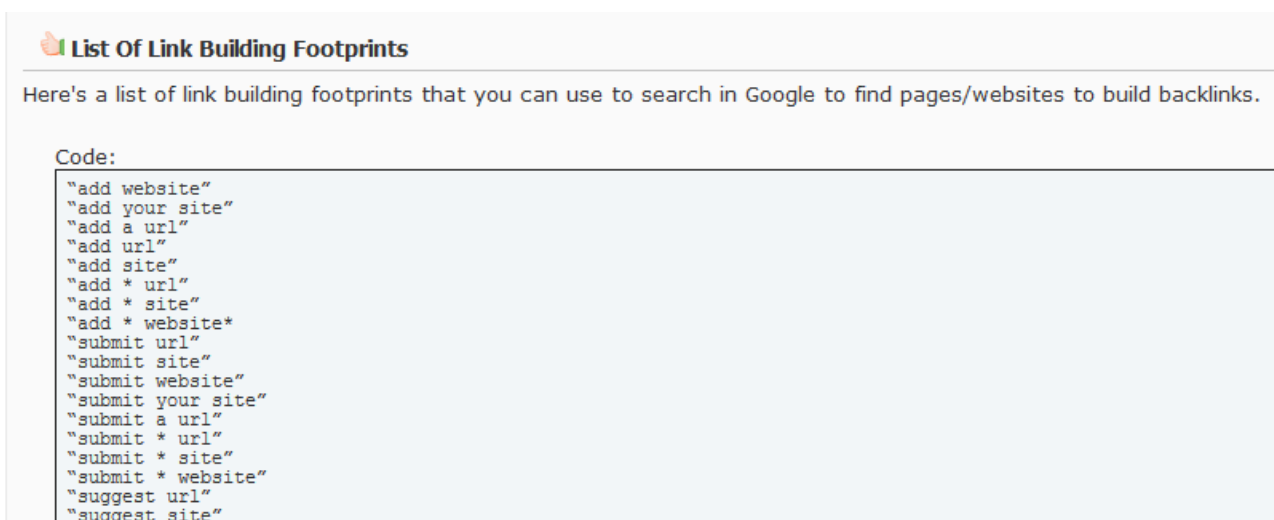
There is a “General Settings” menu at the top of the software interface. This is used to set default options that are loaded whenever you run the software. There is also a “Support” button where you request a license reset.

## What Is FpF Used For?

The main purpose of FpF is to create footprint lists that help linkbuilders find new targets to place links on in order to increase search engine rankings. FpF was built by link spammers who build millions of links. It has been designed from the ground up to help you find almost unlimited new potential link targets for you to build links on!

## Why Did We Build FpF?

Usually building footprint lists for use with scrapers is done manually, by hand. You would do this by visiting a website and looking for CMS code, to build a list like this:



But doing things this way is painfully slow, and I can tell you from experience that FpF reveals many platform footprints that you will have missed.

FpF can also be used by webmasters and blog network owners to find commonalities across their sites. A webmaster can then make an informed decision about what footprints need to be removed to prevent their site being found by these footprints. In practical terms, this means a webmaster can expect less spam and hacking attempts and can also hide their private SEO networks from competitors and search engines.

## What Is A “snippet” & What Is A “footprint”?

FpF breaks down every element of every page you analyze. every single word, and every HTML tag is compared to the contents of every other page in your list (looking for patterns). The small pieces of text data FpF finds and organizes are called “snippets”.

The most simple way to describe snippets, is that they are a piece of text/HTML. The most simple way to describe a footprint is that is a snippet that has a pattern of appearing on multiple pages or websites. This means that all footprints are snippets, but not all snippets are footprints. See the screenshot from a Wordpress site below:

**“..The worst TV adverts of all time..”**

Posted on [30/11/2012](#) by [admin](#)

(ed:...i know...!...i know...!... ..'big-save furniture' should be there.. ..but it ain't..) go to [source/story>>> The worst TV adverts of all time | Open thread | Comment is free | guardian.co.uk.](#)

Posted in [humour](#), [reviews](#) | [Leave a comment](#)

Most of the text would be classed as snippets (for example “The worst TV adverts of all time”), and the footprints are the snippets we would find on other websites, like “posted in \*”, “Leave a comment” and “Posted on \*” and “by admin”.

A *footprint* is a pattern that appears across multiple sites. Footprints are pieces of text, HTML, or URL sections (folder paths, etc.) that appear on many websites. Text footprints can be searched for in a search engine, and the search engine results will show other sites that also contain the footprint.

Not every snippet FpF finds will be a footprint because of the extreme depth of analysis that FpF conducts. Many snippets will not be useful but it is very easy to remove useless snippets with FpF so you are only left with footprints that appear on many sites.

FpF works with 2 different types of snippets: *text snippets* and *HTML snippets*. A “text” snippet is plain text found between html tags. For example:

Use `<b>FpF</b>` to find new link targets.

That line of text contains 3 text snippets:

Use  
FpF  
to find new link targets.

This is because *text snippets* are separated by HTML tags. But FpF is versatile; you can set HTML tag exclusions so the snippet generator ignores certain HTML tags. This is explained in the “Text

**Snippet Settings” Button** section later in the manual.

HTML snippets are not seen when you view a web page in your browser, but they can be seen when you look at the source code. For example:

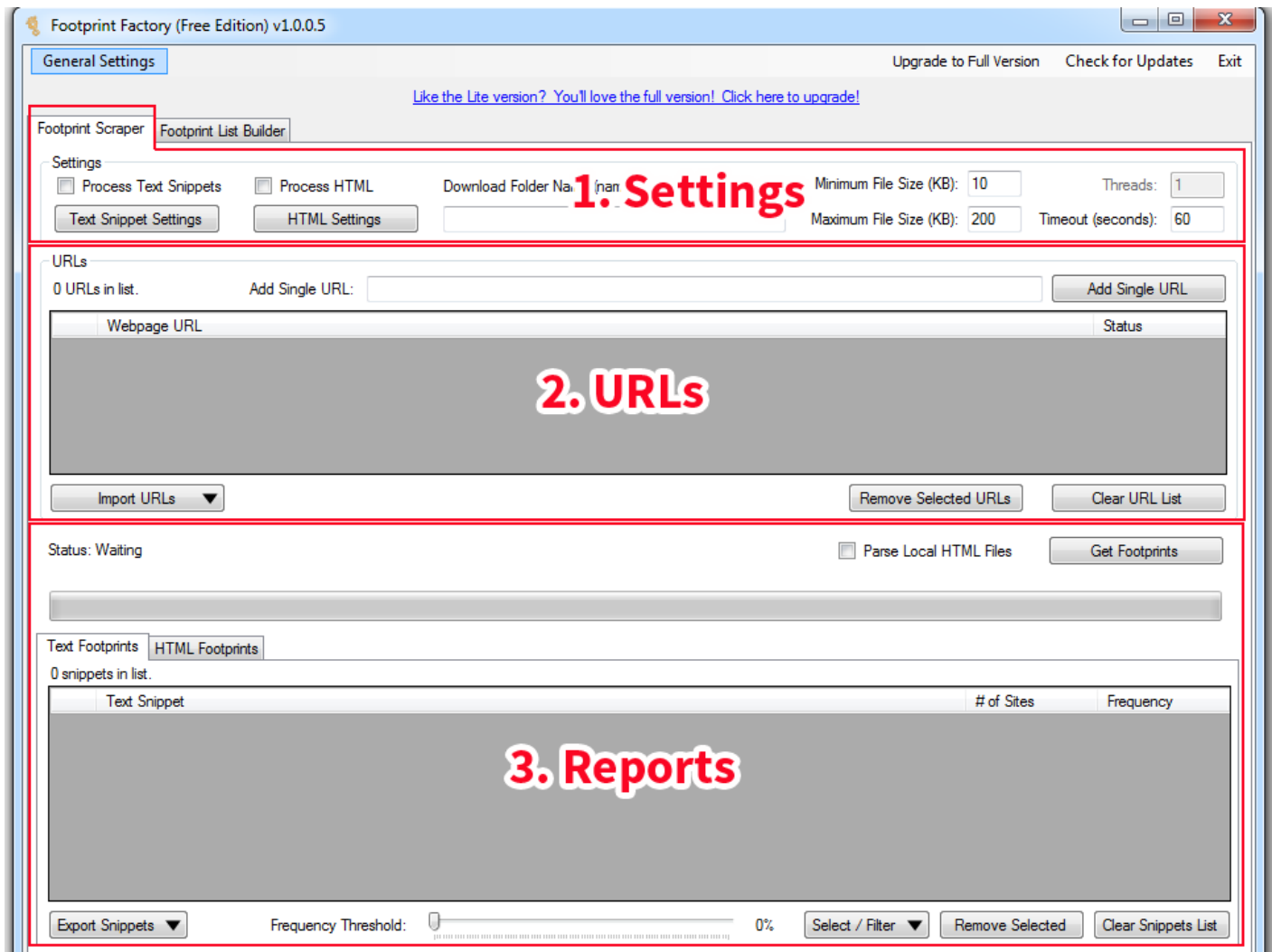
```
<div id="masthead">
```

is a common HTML snippet found on Wordpress sites.

# How To Use FpF

## The “Footprint Scraper” Tab & General Settings

This tab is broken into 3 sections: Settings, URLs, and the Reports Window at the bottom. I'll also cover the General Settings at the same time as Settings, because the General Settings are relevant to the first section.



### Settings Section (1)

This section contains 2 checkboxes, 5 fields, and 2 buttons. The 2 checkboxes select what snippet mode FpF will use for this task. You can both (Text and HTML) at the same time if you wish.

If you are a link builder, then only the “Process Text Snippets” checkbox is necessary. This will allow you to search for text that is between HTML tags, but none of the actual HTML itself. Link builders want to use footprint lists to find new link targets in search engines, and most search engines only serve results based on a sites text content (not HTML).

The 4 fields to the right allow you to specify Min/Max filesize for checking, thread count, and HTML timeout. All 4 fields can be set and saved in the “General Settings” menu (described later in this section) at the top of the interface.

We recommend you set the time-out to 60 seconds or less.

Filesize checking is important to validate pages you are searching for footprints. You don't want the pages to be too small or too large. I usually set it to “10” min, and “200” max. These are also the default settings when you first open the program.

Don't set the Max. file size too high in case your list of URLs contain huge pages that cause the software to slow down or appear to hang/stop.

Please remember FpF checks the size of the page content (the text characters, including HTML and other page code), this does not include any images or videos that the page may also load when live on a web server.

The 5<sup>th</sup> field allows you specify the download folder for html files you scrape from your URL list when you have “parse local HTML files” enabled.

There is a button to select more options for each scraping mode.



Once clicked, the options are clearly labelled and described in the user interface, but I'll cover some points below:

## “Text Snippet Settings” Button

The minimum snippet length is useful to prevent common single words (like: “about” and “site”) from being listed as footprints. The max. snippet length is so you can prevent large sections of text being using as a footprint.

The character counts spans across white-space, but multiple spaces are removed. Leading and trailing spaces and TABs are also removed.

The HTML tag exceptions you specify are removed, and do not count towards the snippet character count. HTML tag exceptions are explained in the user interface. You can enable/disable HTML tags here, I have added the following to my settings (unchecked):

```
<em></em>  
<strong></strong>
```

## “Replace Numbers with \*” Option (Text Snippet Settings Cont.)

We have the “Replace Numbers with \*” checkbox. This is useful if you want to ignore platform version numbers.

This is because \* serves as a wildcard in search engine queries. \* means “anything”. This is important to know when you are scraping search engines for results.

For example, let's say FpF finds these footprints from your URL list:

```
"powered by Vbulletin 3.8"  
"powered by Vbulletin 3.9"  
"powered by Vbulletin 4.1"
```

It will be counted as 3 text snippets (the first one occurs twice). If we replace numbers with \* then we have one text snippet, 4 times:

```
"powered by Vbulletin *.*"
```

## Filter Out Characters & Treat Pipes as Separator (Text Snippet Settings Cont.)

Some search engine scrapers like Hrefer replace some characters before scraping. For example you may prepare a footprint list that contain this character:

»

This is will be replaced by some scraping programs, and it means your footprint could be broken, and not return the correct results.

We have done a lot of research when it comes to search engine operators. We found that if you remove such characters, it will still return the same results in search engines like Google.

So, if your footprint is:

```
"General » CMS settings"
```

Using the following will return the same results:

```
"General CMS settings"
```

This characters are ignored, so we should exclude them, so our search engine scraper works correctly, and we get the correct results. Add characters you want to remove to the field in the *Text Snippet Scraper Settings* menu.

### Treat Pipes as Separator

Pipes, or the "vertical bar" (|) appear quite often in CMS footprints. These are not effective inside search engine query strings (footprints you use to search with). If you are only interested in finding link targets then use this option to separate the parts of any snippet that contains pipes. These parts will be counted alongside all the other snippets found.

## "HTML Settings" Button

The HTML settings are incredibly powerful. These settings control which HTML tags are reported and how they are compared. You can compare either attributes and attributes values, or anchor text/content (if applicable) or both by checking the "Compare Attributes" and "Compare Content/Anchor" boxes.

You can also specify which attributes, attribute values and anchor/content values to return by changing the "Attribute Match", "Attrib Value Match" and "Content/Anchor Match" rules within the table. Just enter a particular value you want to look for, using \* as a wildcard character. You can also use pipes and to specify multiple matches.

### Example:

If you only wanted to get image tags that contain the word "kitten" in the ALT text, you would enter "alt" into the Attribute Match field and then enter "kitten" into the Attribute Value Match field. If you wanted to get images that contain either "kitten" or "cat" you would enter "kitten|cat" into the Attribute Value Match field. To require both "kitten" and "cat", use "kitten\*cat".

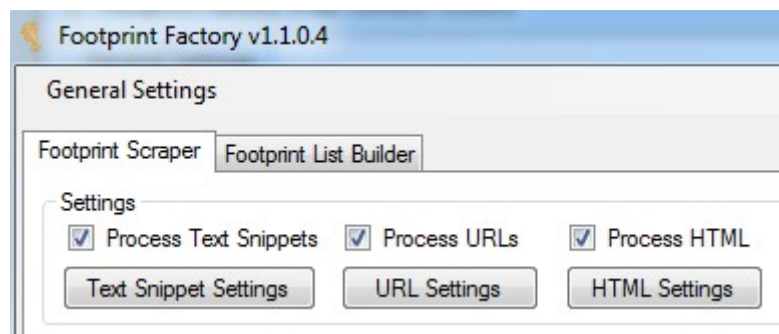


The "Strip & Clean" check box determines whether or not HTML within the contents of a given HTML tag is stripped out, i.e. if you strip the HTML from the H1 contents, then `<h1><b>Hello</b></h1>` would return `Hello` instead of `<b>Hello</b>`. This will also remove things like line feeds, tabs, and leading/trailing spaces.

## URL Mode Overview:

URL mode is available in the full version. Upgrade here: <http://fpfactory.com/upgrade/>

In FpF Pro, you can see a 3<sup>rd</sup> checkbox, between "Process Text Snippets" and "Process HTML Snippets".



If the "Process URLs" checkbox is selected, FpF will break down the URLs themselves into separate components and compare them to find patterns. To understand how to use these for footprints, let's take a look at the structure of a URL. A URL consists of the a domain, a path, a filename and may contain parameters and/or a named anchor. This example contains all the URL elements being considered:

`http://www.example.com/path/page.php?param=value#anchor1`

- **Domain (not factored):** `http://www.example.com`
- **Path:** `/path/`
- **Filename:** `page.php`
- **Parameter Name:** `param`
- **Parameter Value:** `value`
- **Named Anchor:** `anchor1`

It's very common for different sites a given CMS to have the same paths, filenames and parameters in their URLs. The URL parser allows you to identify these patterns.

## URL Settings:

The URL settings are broken up into 2 sets of options. In the first, you can determine which of these URL elements to search for patterns. Keep in mind that each combination of elements makes for a unique entry when the URLs are parsed. For example, let's say you have these 2 MediaWiki

URLs in your list:

<http://example1.com/wiki/index.php?title=User:Valarie14>

<http://www.example2.com/wiki/index.php?title=User:Jimbo95>

If your settings are comparing the Filename, Parameter Names and Parameter Values then it will generate 2 different entries in your URL footprints list:

First:

Filename: index.php Parameter Name: title Parameter Value:  
Valarie14

Second:

Filename: index.php Parameter Name: title Parameter Value:  
Jimbo95

If you disable the Parameter Value option in the settings, then those 2 URLs will only generate 1 result:

Filename: index.php Parameter Name: title

In this case, excluding the parameter value creates a better footprint.

The second set of options in the URL Settings pertain specifically to using these URL elements to create footprints that use the "inurl:" operator for search engines. After you've generated your URL footprints, you will have the option under "Export URL Footprints" to export "inurl:" snippets. This will generate a separate "inurl:" footprint for each URL component you have selected. Using our above MediaWiki URL examples, if you have only "Filename" checked for INURL footprints, you would only get 1 footprint:

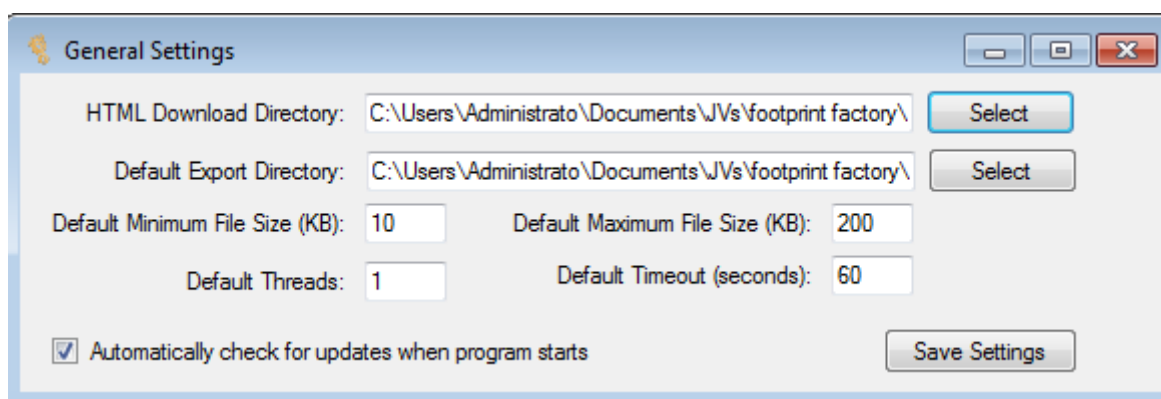
inurl:"index.php"

But if you have both "Filename" and "Parameter Names", then you would get 2 INURL footprints:

inurl:"index.php"

inurl:"title"

## General Settings



The General Settings are used when you start FpF. You can set a directory for both downloads and

exports, but FpF will automatically create a new folder for each page in the download folder you specify. Exports will not be placed in sub-folders.

**Please note that the free version of FpF allows 1 thread. The full version has no thread limit. Upgrade here: <http://fpfactory.com/upgrade/>**

The other “General Settings” boxes were explained at the beginning of this PDF section, **Settings Section (1)**.

## URLs Section (2)

The purpose of the URLs section is to manage the URLs you will be scraping for further analysis. The easiest way to add URLs to the list is to import from a file or from your clipboard using the “Import URLs” fly-out menu.

It's very simple to remove single URLs or clear the URL list using the buttons on the right hand side.

Once you have your URLs loaded, you can then start to scrape footprints so you can find lots of new link targets!

## URL Strategy

For best results I recommend only using URLs from unique domains that use the same CMS. For example, if I have 1500 Vbulletin URLs I would then make sure I only use one from each domain. I also suggest you use “deep” urls, rather than root domain URLs.

**Please note that the free version of FpF allows 25 URLs, and the full version has no URL limit. Upgrade here: <http://fpfactory.com/upgrade/>**

## Reports Window (3)

Above the Reports Window there is a checkbox labeled "Parse Local HTML Files". When this option is selected, you can process local HTML files. This can come in handy if you decide that you want to extract footprints from the same URLs using different Snippet and/or HTML settings.

Assuming you already have your URLs loaded and ready, you can click the “Get Footprints” button (on the right side) to start scraping and/or analyzing them (depending on your settings). This can take some time if you have many (thousands) of URLs in your lists, or they are large files. How many URLs you can process also depends on how much available RAM you have on your system.

Some URLs may “fail” when running FpF. This will be for one of 2 reasons:

- The site is down or timed-out and cannot be read
- The page size is outside the limits you specified

I think it's a good idea to check to see if the pages are alive before importing. It will make the process faster.

## How To Use Footprint Data

When FpF has finished creating the footprint list, you will see them listed in order of frequency on either/both “Text Footprints” and “HTML Footprints” tabs, depending on what mode you used FpF

in (by selecting the check-boxes in the top left of the interface).

FpF will automatically avoid duplicate URLs (strict match), but it does not differentiate by domains. There are valid reasons to run multiple URLs from the same domain (such as finding common attributes across a single site), so FpF doesn't remove URLs on a domain basis.

There could be many snippets. If you set the minimum frequency to “0”% then it's normal to have 15,000 text snippets from 200 URLs. If you have a frequency of “50”% of all pages then you will find much fewer snippets.

We only want the useful ones, so we have to filter our list to remove the ones that probably won't help us. Many of the snippets only occur on one URL, and they won't be useful to us.

Let's have a look at what a completed Text Snippet run looks like:

Text Snippet	# of Sites	Frequency
<input type="checkbox"/> remember me	29	56.863%
<input type="checkbox"/> password	28	54.902%
<input type="checkbox"/> username or email	26	50.98%
<input type="checkbox"/> lost password	26	50.98%
<input type="checkbox"/> register	23	45.098%
<input type="checkbox"/> activity	23	45.098%

On the right hand side you can see how many URLs the snippet appeared on, “29” for the first snippet in the screenshot above. Each snippet is only counted once for each URL. This means if one URL contains a snippet 100 times, the count will only be counted as 1 occurrence. You can also see the frequency. Frequency is measured in percent % of the total URLs analyzed.

At the bottom of the program you can select/filter footprints based on frequency. Use the slider to select your desired frequency. Then you can remove all footprints that occur less than or equal ( $\leq$ ) to that frequency by using the “Select/Filter” button.

**FpF finds every single potential footprint**, so you must filter the useless ones so you don't waste your time using them in your final footprint lists.

## Frequency Strategy

There is no “set” frequency to work with for filtering purposes. Use the “# of sites” field to guide you. I would always recommend removing any snippets/footprints that only occur on 1 or 2 Sites. However after that it depends on the size of your URL list.

For example if you have analyzed 20,000 URLs, then a footprint that occurred across 19 sites would be less than have less than 0.1% frequency. This footprint could probably be ignored.

But if you analyzed only 100 sites and the same footprint occurred 19 times, then the frequency would be 19%, and this footprint could be useful for finding more similar sites.

We have both numbers – true site count and frequency % - so you can quickly make an informed decision about which footprints will be useful to you or not.

## Final Step Of The Footprint Scraper Tab Process...

If you're going on to generate footprint lists in the same session, then use the “export” menu on the left hand side and choose an option to export to the Footprint List Builder tab.

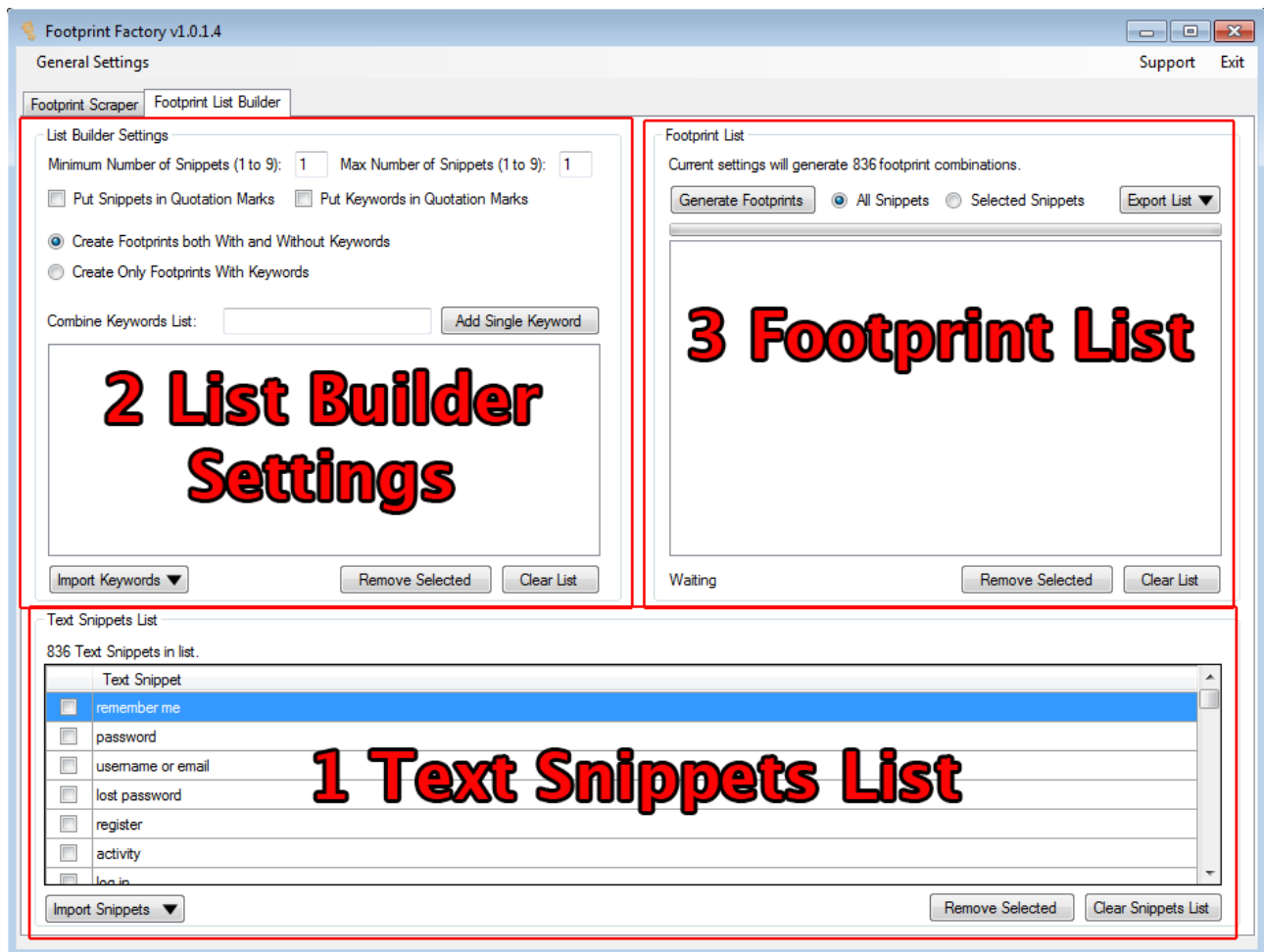
**Please note that the free version of FpF allows you to send 25 snippets to the footprint list, and the full version has no snippet limit. Upgrade here: <http://fpfactory.com/upgrade/>**

# Footprint List Builder Tab

This is where we build our footprint lists. We can do this in various formats, and we can also merge footprint lists with keyword lists. This is useful if we're exporting to scrapers like ScrapeBox.

This tab is broken down into 3 sections:

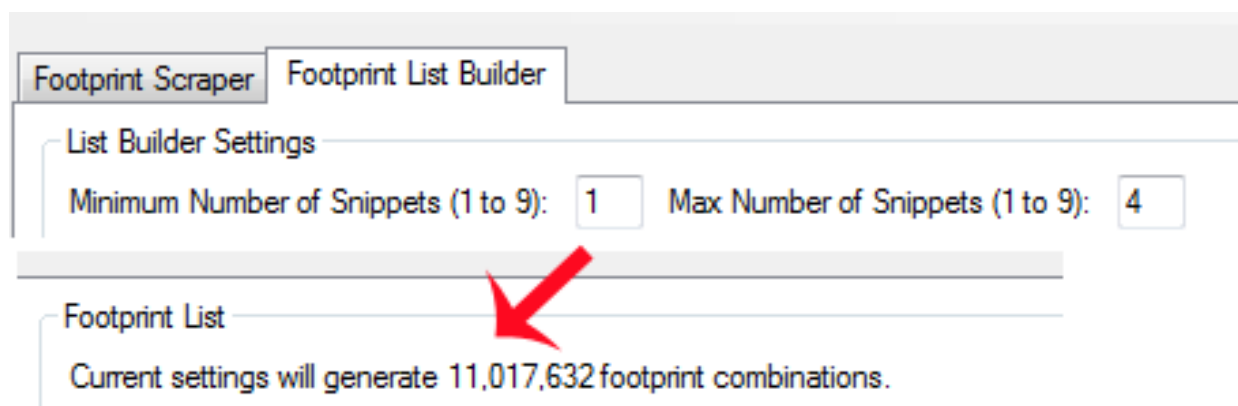
1. Text Snippets List
2. List Builder Settings
3. Footprint List



## Footprint Estimator - An Important Note Before We Go Further...

Make sure you keep an eye on the footprint estimation in the top right corner of the software. **The options you choose can rapidly explode how many footprints you are generating.**

The screen shot below shows what happens when you try to generate a footprint list from 128 snippets, with every snippet combined with up to 4 other snippets (the options are explained in the **List Builder Settings** section below):



Footprint Scraper    Footprint List Builder

List Builder Settings

Minimum Number of Snippets (1 to 9):     Max Number of Snippets (1 to 9):

---

Footprint List

Current settings will generate 11,017,632 footprint combinations.

128 snippets is not a lot, and “Max. Number of snippets: 4” is not high either. I personally use Min=2 and Max=3. I find this makes the generated footprints more targeted, but doesn't make the footprint list too large.

## Text Snippets List (1)

I'll explain the bottom section of the interface first because you will probably want to have your snippet list loaded while you make your other settings. You can choose to import footprints in a number of ways. For example you can import footprint lists you have found online (on SEO forums for example) if you *really* want to. However, you will not find footprint lists as good as what FpF will create for you from your own list of URLs using the same CMS!

As explained earlier, most people will simply “export” the footprint list they created on the first tab, the “Footprint Scraper” tab. You will see your list in the Text Snippets List section of the “Footprint List Builder” tab once you have done that:



Text Snippets List

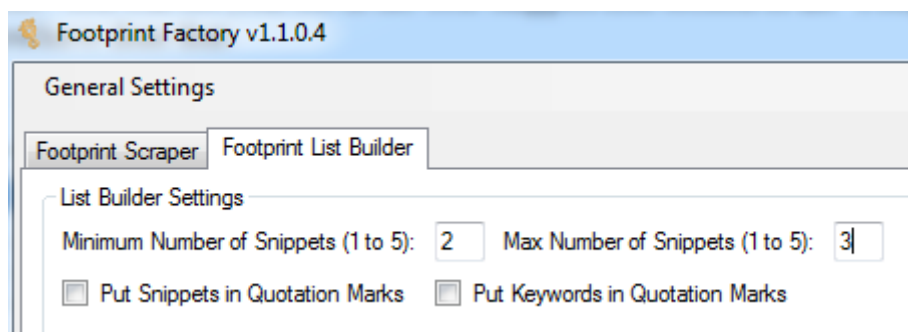
836 Text Snippets in list.

	Text Snippet
<input checked="" type="checkbox"/>	remember me
<input type="checkbox"/>	password
<input type="checkbox"/>	username or email
<input type="checkbox"/>	lost password
<input type="checkbox"/>	register
<input type="checkbox"/>	activity
<input type="checkbox"/>	log in

Import Snippets ▼    Remove Selected    Clear Snippets List

## List Builder Settings (2)

The first 2 options will determine the final size of your footprint list. The “Minimum/Maximum Number of Snippets (1-5)” snippets can be used to make your search footprints even more specific and therefore targeted. As explained earlier, these options will exponentially grow your potential footprint list.



These options set how many “**permutations**” of your footprints you want to use, making the list grow exponentially and creating more specific targeted footprints that will get better scraping results. Use lower numbers (1-3) for both settings if your footprint list is more than 100 snippets.

## Footprint Permutations

To demonstrate how you can create better footprints using these permutation options let's look at the following example.

You're looking for Vbulletin forums, and you have the footprints:

```
view forum posts
view profile
forum rules
```

When scraping, some of your footprints may return results you may not be looking for because some of these footprints can also be found on other forums besides -using our example above- Vbulletin. By combining them, you increase your chances of finding more results for the specific CMS you are targeting.

Remember, most search engines only return 1000 results per search. You want as many of those results as possible to be the CMS you are looking for.

If you set “Minimum Number of Snippets” to “2” and “Maximum Number of Snippets” to “3”, the footprint list you will generate will not contain any of the footprints individually. The example before:

```
view forum posts
view profile
forum rules
```

will become the following when the list is generated:

```
view forum posts view profile
view profile forum rules
view forum posts forum rules
view forum posts view profile forum rules
```

**Please note that only full version of FpF allows footprint permutation. Upgrade here:**  
<http://fpfactory.com/upgrade/>

## Put Snippets in Quotation Marks

If you use the option to “Put Snippets in Quotation Marks” then the above list will look like this:



```
"view forum posts" "view profile"  
"view profile" "forum rules"  
"view forum posts" "forum rules"  
"view forum posts" "view profile" "forum rules"
```

Notice how every footprint in each single line is surrounded by quotation marks? These are much stronger footprints that will return better results.

It is true that you will miss some potential results because some webmasters modify their forums and remove footprints. But this is far outweighed by the fact you will be able to find those targets with other footprints in your list, because you're using all possible combinations.

And of course when it comes time to scrape search engines, a lot less of the 1000 results for each footprint search will be irrelevant, as an average of all your footprint searches.

## Combining Keyword Lists

You add single words to be combined with your footprint lists, or you can load a file that will be merged with all your footprints, including permutations.

**Please note that the free version allows 25 keywords, the full version has no limit. Upgrade here: <http://fpfactory.com/upgrade/>**

## Footprint List (3)

This is where you create the final finished product – your targeted, refined, search engine ready footprint lists!

While you have been choosing your settings, FpF has been estimating how many footprints you will generate.

Below that line, you have the “Generate Footprints” button, and you can choose to do this for all snippets, or just the ones you have selected by clicking check-boxes in the “Text Snippets List” at the bottom.

When generated, you can remove footprints, or export them to a text file, or your clipboard. I recommend always saving your work to text files with a sensible file name like “CMS-DATE.txt” because this will help you stay organized as your cache of footprint lists grow.

# Bonuses

## Bonus 1: Money Making Methods With FpF

### Contact webmasters and sell them a hacking footprint report.

As you know FpF can be used to find footprints. Often hackers look for footprints to identify targets that are vulnerable to a specific type of attack. Even with a Wordpress installation, there are default files and settings that should be changed or removed.

Obviously we're not going to cover website vulnerabilities in this PDF, but the problem is so widespread that it's been covered in [international news](#), and often hackers even post vulnerabilities publicly on sites like <http://paste2.org/> and <http://pastebin.com/> for anyone to find and use.

Like any money making method, you have to add your own touch to it. But to give you a head start you first find a vulnerability that has been published online, for example [here](#). Then you would use a search engine to find some VB forums that match the affected version numbers. You then multiply that list using FpF in snippet mode to find more and then contact the owners to offer them a security report.

Other vulnerabilities can be found inside the HTML. For example TimThumb code (wordpress) vulnerabilities can be read from the HTML (from reference URLs to plugin folders). So after creating a list of Wordpress site URLs you would use FpF in HTML mode to identify other patterns that these sites have so you can find more. To find the first TimThumb sites you can search for sites that use gallery-image type plugins. Some themes like ProReview Theme also include TimThumb, so you can search for these sites and use the first few to rapidly multiply your target list once you have created more search footprints with FpF.

### Contact webmasters and sell them a spam footprint report.

Less sinister than hacking, is spam. When you find websites using footprints, you could approach the webmaster and offer a report of which common footprints their site shows. You could go further and tell them how to remove them, if you're familiar with a CMS, for example Vbulletin has a lot of documentation that can be found freely on the web. You could also include anti-spam strategies in your report, such as how to integrate ReCaptcha to their site.

### Build footprint lists to sell

Maybe you have manually made footprint lists yourself before. This would mean finding a forum, and manually looking around the site and copy/pasting snippets of text that could be used to find other sites that use the same CMS. If you have done this, you will quickly see that FpF will generate far more footprints, with 100% accuracy. I can't even put a number on efficiency difference, but using FpF is easily 50 times faster, and will yield many more results that other SEOs have not found and are not using.

With this in mind, you could sell the footprint lists you make for different CMSs on forums, or even offer them as a bonus for SEO email list opt-ins.

Remember that the same footprints will yield different results for different people. For example

some people may use ScrapeBox, others HRefer, and others Gscraper. Each of these scrapers scrape from different search engines, and your proxies, keyword lists, and other settings are other variables that affect results too.

### **Build linklist to sell \*\*\***

This idea follows on from the previous one. Instead of selling footprints, you're selling the target linklists you have found by using the footprint lists made in FpF. This is “old but gold” strategy which some people have made a lot of money from, notably LoopLine who has sold blog comment linklists for years.

Also you can see this guy [here](#) who has successfully sold GSA SER lists, and going by his thread it looks like he's a newbie. He first did it as a one product offer, and is now selling his 6<sup>th</sup> list.

This particular strategy is a very fast way to make money. You can also sell links on fiverr.com, seoclerks.com, and many other websites.

### **Bonus 2: Free sites lists.**

We have included a bonus list in your download. Use this lists right away, and start building your own linklists that will be a huge and valuable asset to your business. You can get more by signing up to our email list here:

<http://fpfactory.com/freelists>

We promise only to send your free links list (4 in total), and information about software we have built in-house for our SEO businesses. We will never share your email address, and we won't send affiliate emails either.

### **Bonus 3: Free Membership at FightBack Networks.**

FightBack Networks is a network contain many smaller blog networks. It's the only link co-op of it's kind. It's been going strong since July 2012, and you can see many of the impressive testimonials describing it's rank-increasing effects on the main website, [FightBackNetwork.com](http://FightBackNetwork.com).

You can sign up for free and get 30-60 backlinks (contextual, dofollow) per month without paying a penny.

# Contact Support

The tutorials videos can be found on <http://FpFactory.com>, and YouTube here:

<http://fpfactory.com/freeplaylistall>

You can also email us at [support@fpfactory.com](mailto:support@fpfactory.com).

Cheers!

Micah & Mikey.