



ROCKET 31

MASS PAGE
PLAYBOOK

Foreward

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Mass page websites are a great way to get traffic and generate calls. The only problem is that many people use mass page site to simply spam the web, and don't put any thought into the whole system.

If you want to spam, fine, spam away! If you want to make your mass page sites into long-lasting sources of revenue, check out some of my tips below.

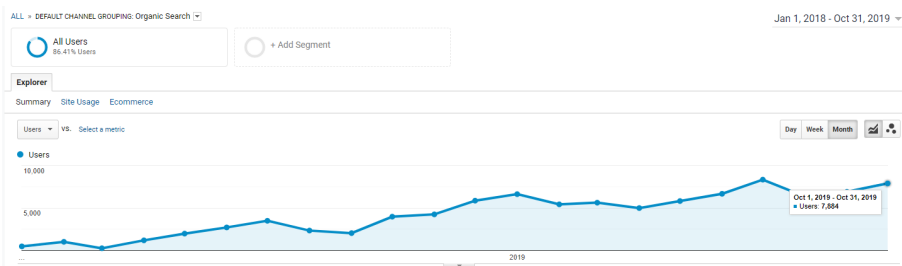
Some people might say I'm creating competition but I don't look at it that way. Most people won't take any action.

You can use this method to send traffic to offers, generate calls for clients, sell products via ecommerce, and pretty much anything else.

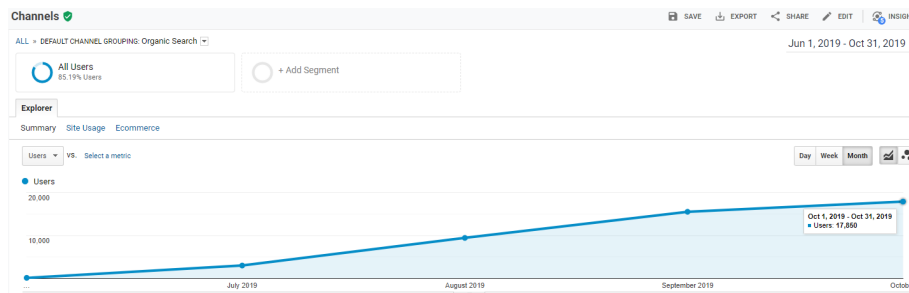
Does this stuff even work?

Yes. The trick is to make a legit brand and use decent content vs spamming with spun garbage content. Sure, spun content can get you some traffic, but if you want long term success, do it right.

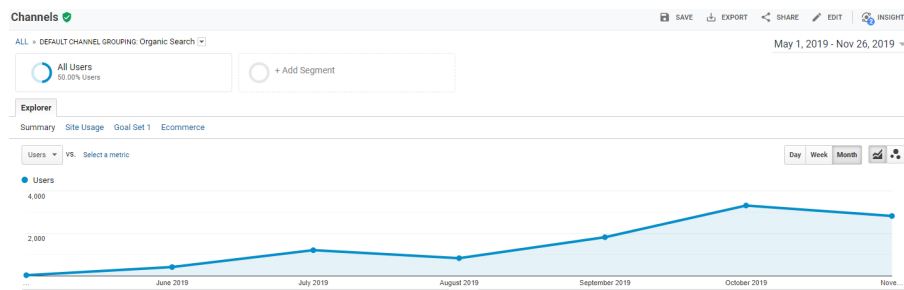
Drug treatment niche. Big national site. It does over 1,000 calls per month. It's been going strong for almost 2 years, survived multiple Google updates. Built on a \$30 expired domain that belonged to a former treatment center.



Ecommerce site in supplement niche. Getting massive traffic from local oriented pages. No signs of slowing down. Mass pages were built in June 2019.



Loan company. Currently doing around 150 leads per day with mass pages.



Tools Needed

Every marketer has a tool kit. These are the tools you need to crush mass page sites.

Mass Page Software

I use a tool called Mass Page Creator. It costs \$697 but you can split payments into smaller payments if needed.

I prefer this software because it is much more complex than most Wordpress based mass page builders. It's also not a "JV Zoo flavor of the week" if you know what I mean.

Honorable Mentions: SERP.farm, Page Generator Pro, Magic Page (Magic Page restricts your targeting a bit last I tried it), ADM Thor.

Stay away from:

Anything being promoted on Warrior Forum or JV Zoo (in this case you want a non-shiny object).

Domination Robot or any solution that includes hosting. These are not a proper solution.

Serp Shaker (it's dead), or any product that is not supported by the creator.

Tools Needed (continued)

ExpiredDomains.net Account

This is free and is used to find auction domains. You can use a vendor or some other source too.

Web Hosting

I prefer A2 hosting or KnownHost. They use LightSpeed which makes WP sites load a lot faster.

Call Tracking

I use PhoneWagon but there are plenty of solutions out there.

Backlink Checker

I use Ahrefs and there are some good group buys around. SEMRush or even MOZ would work too.

The Process

Find an Expired Auction Domain

Go to ExpiredDomains.net and search GoDaddy auctions. You're looking for a domain that has clean, strong backlinks. The domain really should be topically relevant to your niche but I know some people use non-relevant domains.

Check the domain in Wayback Machine to make sure it hasn't been spammed. If it was a former PBN site, then you don't want it.

Expect to spend \$100 - \$500 for a decent domain.

I tend to let the domain dictate the niche. It's sometimes easier to find a good domain in a profitable niche than it is to find a good domain in YOUR niche.

Check the Links

You're looking for links from legit websites. Think BBC, Wikipedia, Gawker, Huff Post, etc.

Check live referring domains in ahrefs and then inspect the actual links.

Check to see which pages had links pointing to them. This is important later.

The Process

Rebuild the Website

I build my front end sites on Wordpress. I build the mass pages in html.

Recreate the pages on the auction domain that have strong links pointing to them. Copy over the content from the Wayback Machine if you think you can do so without causing copyright issues.

Make the site look nice. You can get some decent pre-built WP sites using Astra + Elementor.

Create a template page that will represent your local pages.

The template page is important because it will serve as the layout for your local city pages.

Create Content for Your City Pages (mass pages)

I prefer to create about 700-1000 words of unique content. Then that is the content used on every city page. Google doesn't care about this because you're providing the user with a relevant answer to their query. These are not Doorway Pages.

Fire Up That Mass Page Builder

Now it's time to build the pages. Fire up your page builder and get to work.

What I include on all local pages:

- Links to the previous and next city - this helps search engines crawl the site
- HTML sitemap link in footer
- JSON schema markup - You can do service schema, local biz, etc. I sometimes do product schema in an effort to trigger stars. This can cause a manual action but these types of manual actions ONLY deprecate schema and do not stop the site from ranking (weird, I know).
- Add title/alt attributes to relevant elements. You can add a title attribute to and html element, so this is a good place to put in keywords.
- Add an exit intent pop up with a big call to action like; "Speak to someone right now..." and the place a phone number to your offer or client.
- Map Embed for the relevant city.
- List of zip codes.
- 1 Video relevant to the topic. Use Spintax to make the videos unique.
- I use Index Inject to get pages indexed fast.

General SEO Tips

So now that you have your local pages built, you need to keep the domain strong and healthy. So now you should build out some content and get yourself some fresh links.

These tips assume you are building a brand and not a spam site.

- Best content types that earn links: Infographics, how-to guides, and citable content.
- Use Google Scholar and medical journals to create content that will earn citations from other websites.
- Work with other agency owners or partners to secure links.
- It's OK to pay for links as long as the person you are paying is not outright offering links for sale on their website. (if the site has a section called "write for us" that sells link placements - stay away.)
- Do not do 1:1 link exchanges. If exchanging, partner links to site A (your site) from site B (their site), and you link to site C (their other site). 1:1 exchanges are mostly worthless.
- Use Surfer SEO to tune your site's content so it will rank.
- With mass page sites, you can lightly spam the city pages with lower quality web 2.0 links to help them index. Do this at your own risk.
- If you're paying for a link placement, make sure the person links near the top of the article when possible. (Search for Reasonable Surfer Model for clarification)



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About Rocket 31

Rocket 31 is a full service digital agency offering client-focused and white label solutions.

We offer complete deliverables ownership fulfillment opportunities to other agencies, and provide full scale campaign for end clients.