

# Opinion Sculpting



same rules, but a totally different game

## Job Opportunity:

“

Put all your SEO black hat skills to the test in a field that involves more money than porn poker and pills put together.

More on the actual techniques,  
*that also work in your vertical*, later ...



# Peter

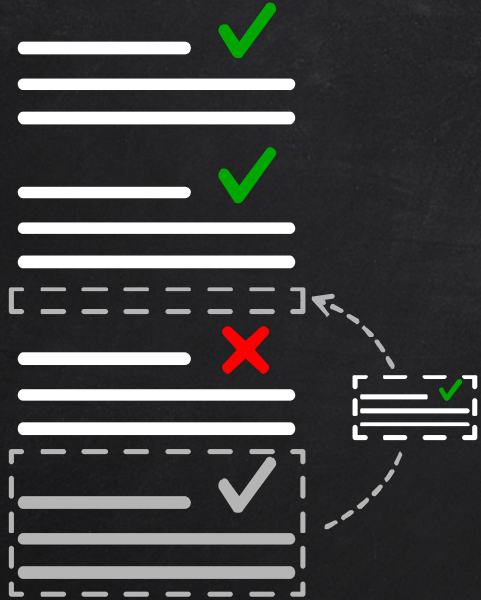
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*"I started out as a Black hat SEO 25 years ago"*

- ✗ Worked for 888, Partypoker, Unibet and many PPP affiliates
- ✗ Moved on to Finance, Travel and Telecom
- ✗ Worked for some amazing clients like Amazon and CNN (also The Telegraph in the UK)
- ✗ 2007: Moved on to "Opinion Sculpting", which required all skills I had acquired over the years \$\$\$
- ✗ Now I'm about to return to Opinion Sculpting after an 8 year "break" running an agency
- ✗ "You'll be hearing from me!", but hopefully without realising there was anything to hear

# What is Opinion Sculpting???



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**'Reasonable to say Brexit was a mistake'**

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**Brexit Poll Finds Majority Now Say Le**

17 Nov 2020 — A record majority of British people beli...  
mistake, a new poll has found, as the UK gets ready t

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**In hindsight, do you think Britain was r**

Fieldwork end date; P... 16 September 2021... 3 Sep...

Right	40%	39%
Wrong	47%	48%
Don't know	13%	13%

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**Is Brexit the biggest mistake of British**

Brexit was no mistake... it was calculated, strategic a...  
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57 answers · 70 votes: Some people consider it bad. C

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and followed a campaign marked by "an unprecedented

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**Cummings is having Brexit doub**

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say 'told you so'? Anyone expecting a ringing e

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**'I Bregrexit': I voted for Brexit – a**

7 Nov 2017 — 'I Bregrexit': I voted for Brexi...  
What have we done? If I could take my vote ba

https://www.independent.co.uk › UK › UK Polit

**Most Brits now think Brexit was a**

14 Nov 2017 — Most British people now belie...  
Tajani warned that if no deal was reached in B

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**The latest polls show most peop**

27 Apr 2017 — May and her Brexit-backing b...  
on the majority being in their corner. They hav

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**David Cameron describes Brexit**

24 Jan 2018 — Former prime minister says vo...  
thought"

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**Jean-Claude Juncker says it was**

7 May 2019 — The president of the EU Comm...  
UK's Brexit referendum to correct "lies" about

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**Brexit: More voters than ever thi**



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**The latest polls show most people think Brexit was a mistake**

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on the majority being in their corner. They have used it as a ...

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**'Reasonable to say Brexit was a mistake,' says Cummings - RTE**

20 Jul 2021 — In a candid admission, former Vote Leave mastermind Dominic Cummings said it...  
was "perfectly reasonable" to argue that Brexit was a mistake, ...

https://www.businessinsider.com › Politics › News

**Brexit Poll Finds Majority Now Say Leaving EU Was a Mistake**

17 Nov 2020 — A record majority of British people believe leaving the European Union was a...  
mistake, a new poll has found, as the UK gets ready to leave ...

https://whatukthinks.org › questions › in-highsight-do-...

**In hindsight, do you think Britain was right or wrong to vote to ...**

Fieldwork end date; P... 16 September 2021... 3 September 2021; P... 26 August 2021; Poll...

Right	40%	39%	41%
Wrong	47%	48%	47%
Don't know	13%	13%	12%

View full table

https://www.quora.com › Is-Brexit-the-biggest-mistake-...

**Is Brexit the biggest mistake of British history? - Quora**

Brexit was no mistake... it was calculated, strategic and very deliberate! For ordinary British...  
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https://www.theguardian.com › world › dec › brexit-on-...

**Brexit is one of most spectacular mistakes in EU history, says ...**

5 Dec 2019 — Brexit has been "one of the most spectacular mistakes" in the history of the EU...  
and followed a campaign marked by "an unprecedented ...

https://www.theguardian.com › commentisfree › jun


**Five years on from the Brexit referendum, the result is clear**

23 Jun 2021 — Even if most Europeans think that Brexit is a mistake overall, they can still...  
see post-Brexit Britain doing better in individual areas.



# Who pays for these services?





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SummaryRef Domains

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#Primary Topical Trust

← → ↺ brexitcarnage.org/2021/08/04/brexit-red-tape-hits-uk-manufacturing-of-goods-from-cars-to-fridges-the-independent/

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# Brexit red tape hits UK manufacturing of goods from cars to fridges | The Independent

🕒 4 August 2021 👤 BrexitCarnage 💬 Leave a comment

“Vital parts for British goods such as cars and fridges could fall into a legal limbo as Brexit red tape holds up supply chains, *The Independent* has learnt. Manufacturing is at risk from serious disruption because the UK government has failed to devise a suitable replacement for the EU’s safety standards system.”

<https://www.independent.co.uk/news/business/news/brexit-red-tape-damage-uk-manufacturing-factories-b1895077.html>

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## the main rules

1. Authority domains + Relevant link value + Pagerank
2. Layer your link sources (ex. push already linking pages)
3. Keep control of your last touchpoints (ex. redirect, owned)
4. Hide your tracks (ex. bot blocking, cloaking)
5. Time the effect (ex. CTR, viral boost, negative seo)

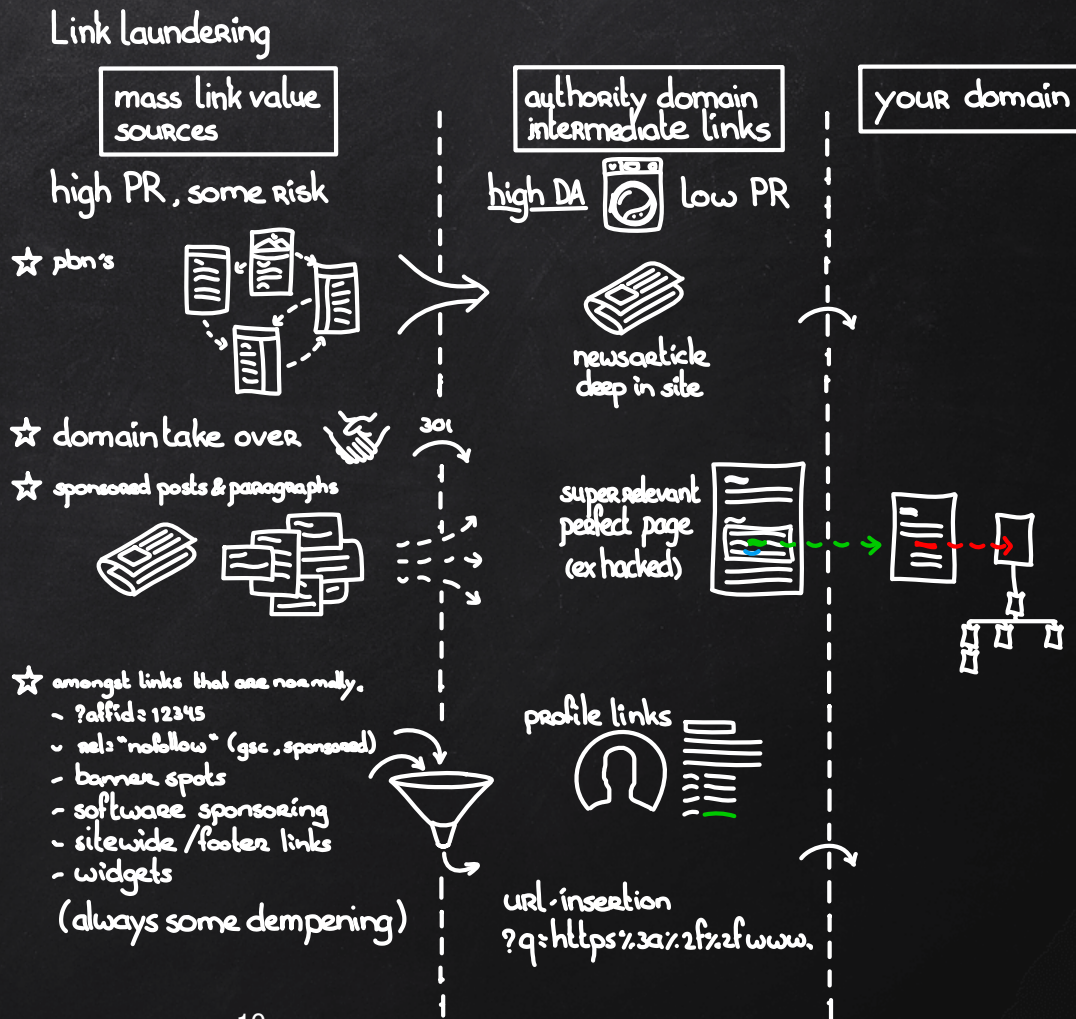




how all your blackhat  
techniques are applied



# Link Laundering

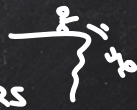






## Negative SEO: Poisoning a link profile

Pushing over the edge  
3 ways to hurt competitors



① rendering some of their links worthless

regular lookalike link



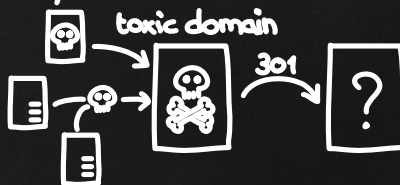
exaggerating same pattern



② well timed drop



③ penalty transfer







## Negative SEO: Slowing them down

- ✗ Core Web Vitals:  
Chrome users, 28-day data, similar pages clustered by directory
- ✗ Give them free visitors, from anywhere in the world
- ✗ Monitor CrUX data and ranking once 28-day avg. crosses threshold



## Negative SEO: UGC

- ✗ User images on GMB listing?
- ✗ “The Holly Starks trick” b-on-b
- ✗ Add “nice” reviews and ratings







## Negative SEO: Image hijacking

- ✗ Google shows 1 result for the same image (cropped or otherwise) specific to query and locale
- ✗ URLs with embed will rank in image search, not image URLs
- ✗ Modern tools can provide quality Blow-up





## CTR Manipulation

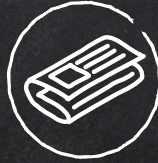
- ✗ Bots
  - Browser plugin aided machine learning
  - Special headless chrome installation
- ✗ Humans
  - Virtual machines
  - Microworkers
- ✗ Time clicks well!



## Changing the required intent

- ✗ Mix of featured results determined by click behavior
- ✗ Core Updates treat web results as answer types and prefers certain templates
- ✗ If 1 intent is always best, why not change it?
- ✗ Also works on local search, knowledge panel selection, etc.





## Google news in niches

- ✗ Google News results get temporary spotlight position
- ✗ Time ranking well and reuse platforms often
- ✗ Creating new news sites is easy
- ✗ Besides opinion sculpting, great for many industries





## Bait & Switch

### Bait & Switch



options:



- change the message
- add external links
- change content to 301 Redirect



# thanks!

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