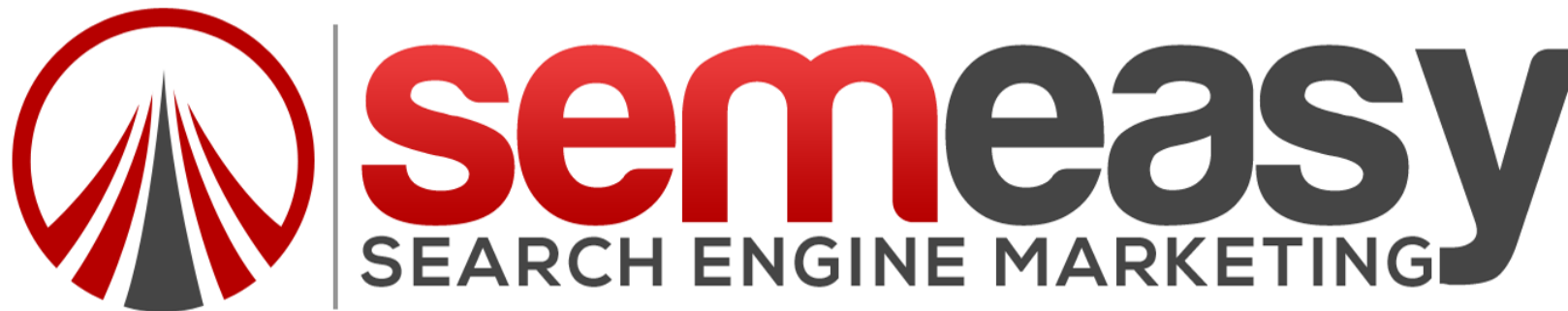


# HIDING YOUR NETWORK:

## THE POWER OF CDNs



WHY DO WE NEED TO HIDE OUR PBNs?

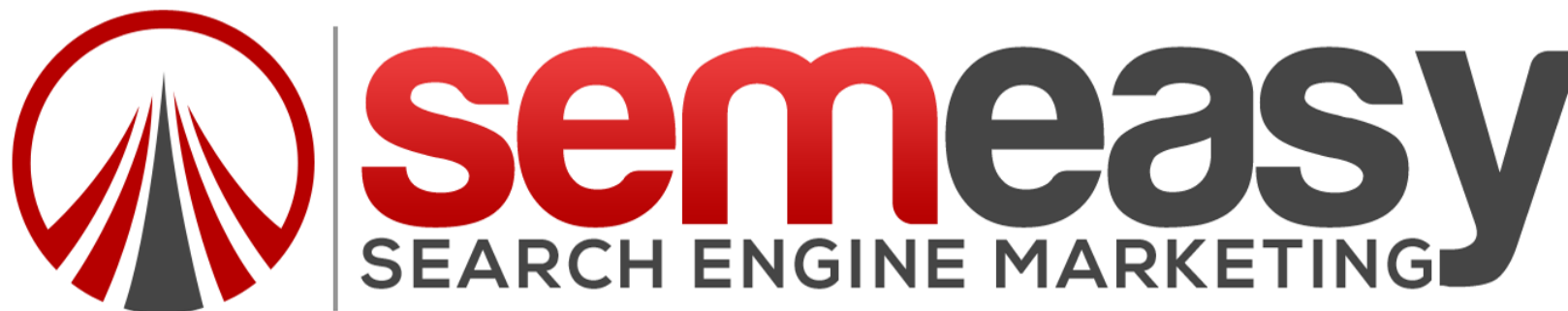


Google counts each link as a vote!

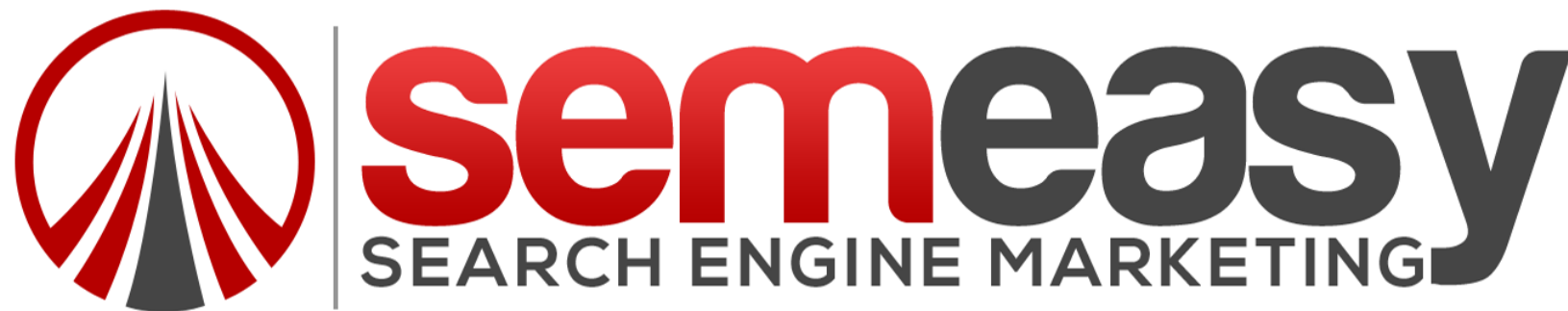
So when each “vote” is sitting on the same IP address then Google views it as the same person voting twice, three times, four times..... Twenty times!

Google knows you are trying to game them!

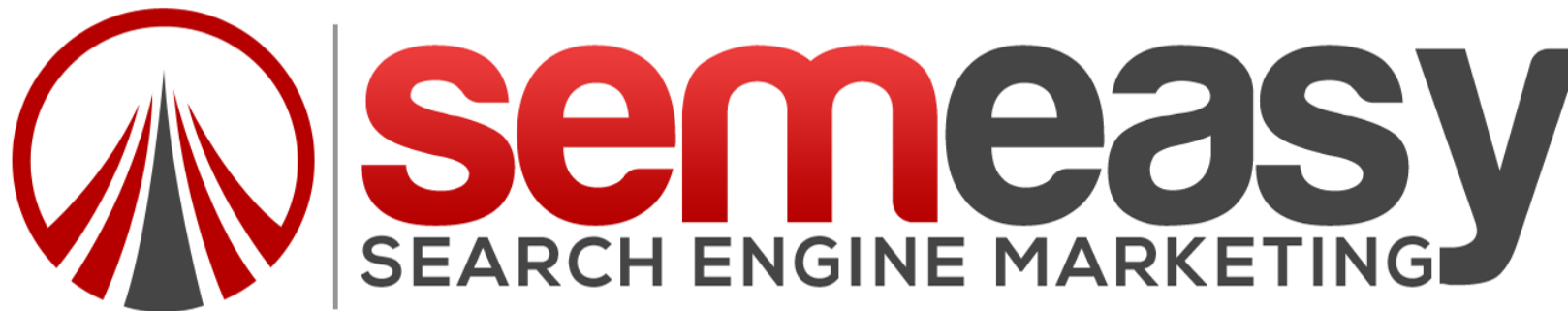
Hence, we have to hide our network to have Google think that they are different “votes” from different people!



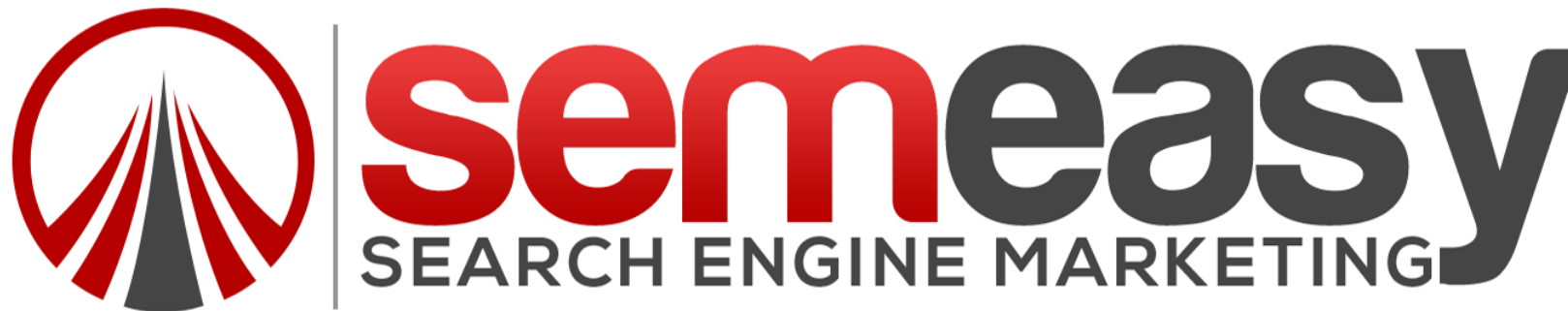
We do this via a CDN and DNS masking...



# WHAT IS A CDN?

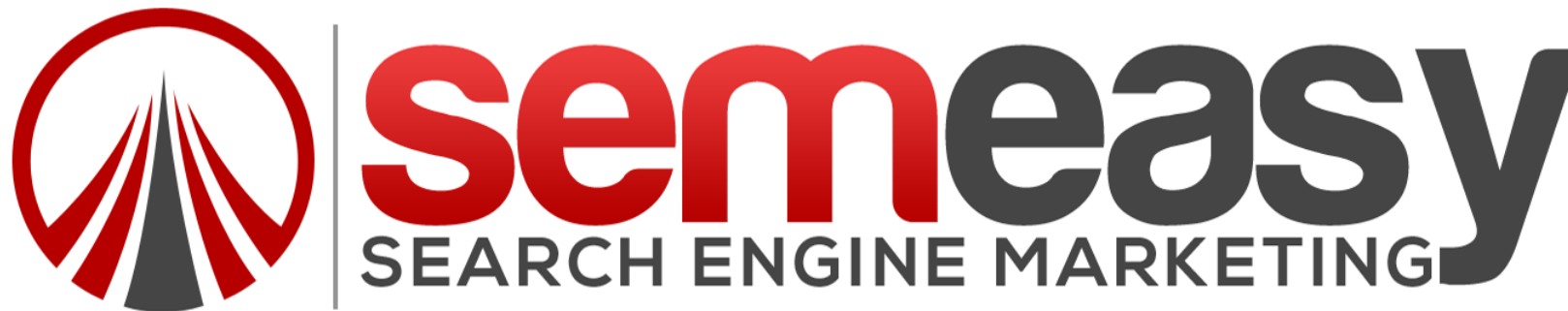


# CONTENT DELIVERY NETWORK

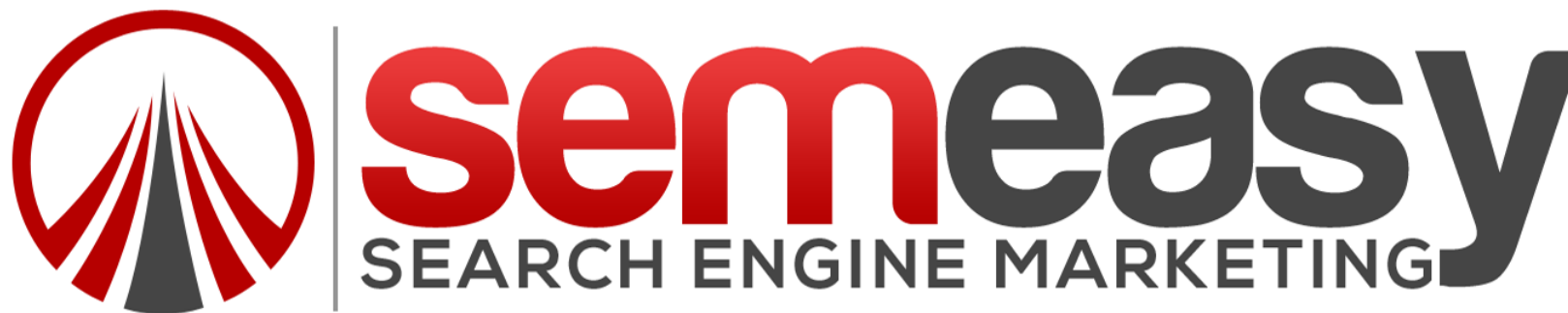


It stores our content and delivers it from the cloud via caching.

Cache simply means that it is stored in memory for FASTER delivery.

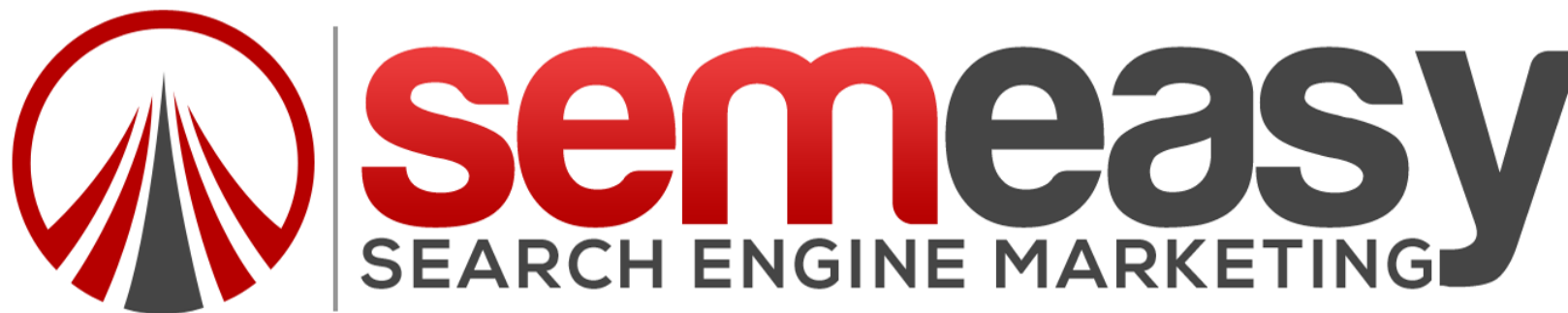


# WHAT IS DNS?

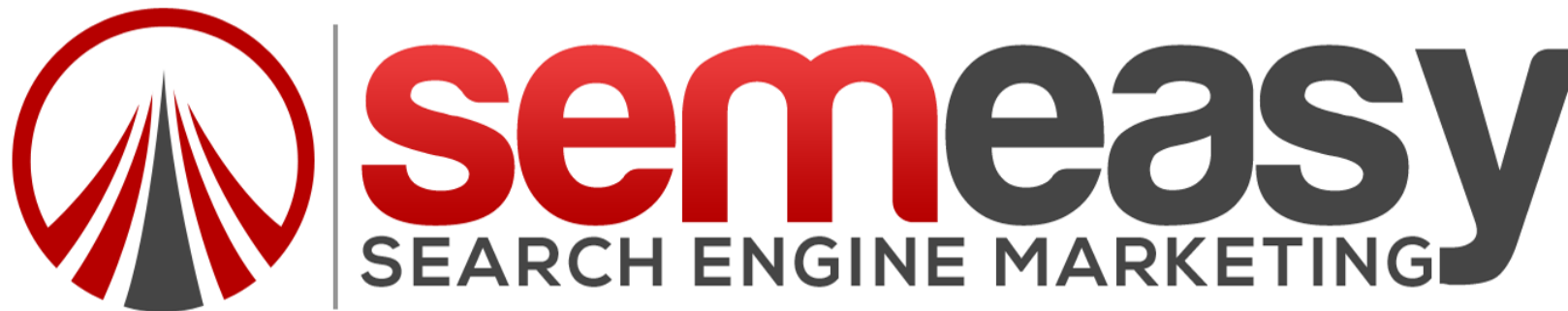




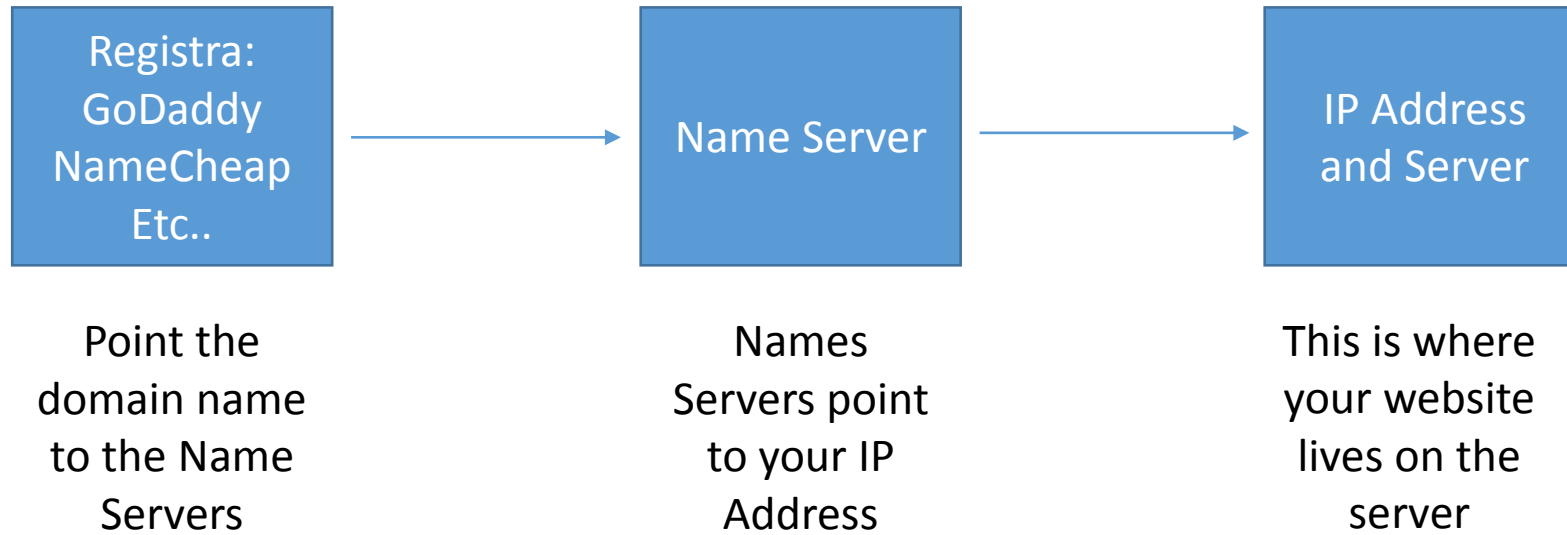
Routing code that the internet uses to figure out how to get to your website.



# HOW DOES DNS WORK?

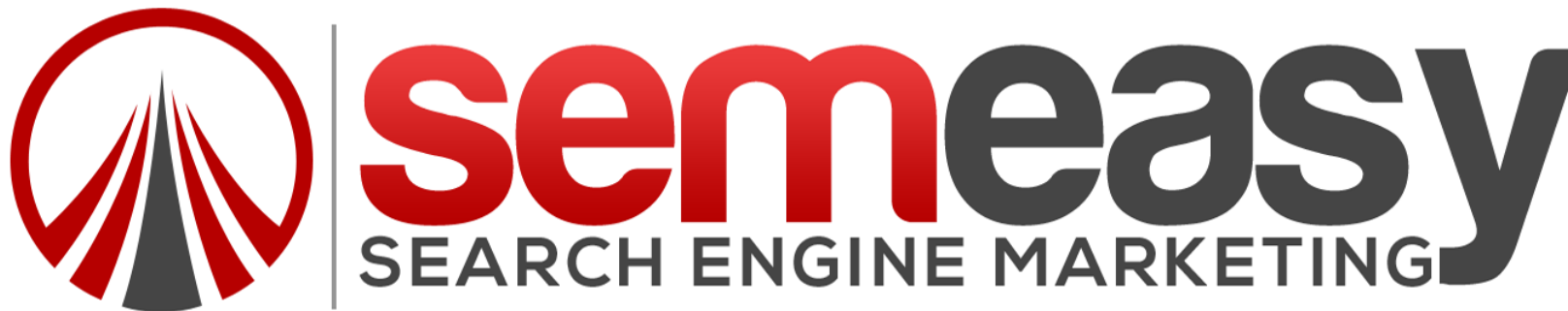
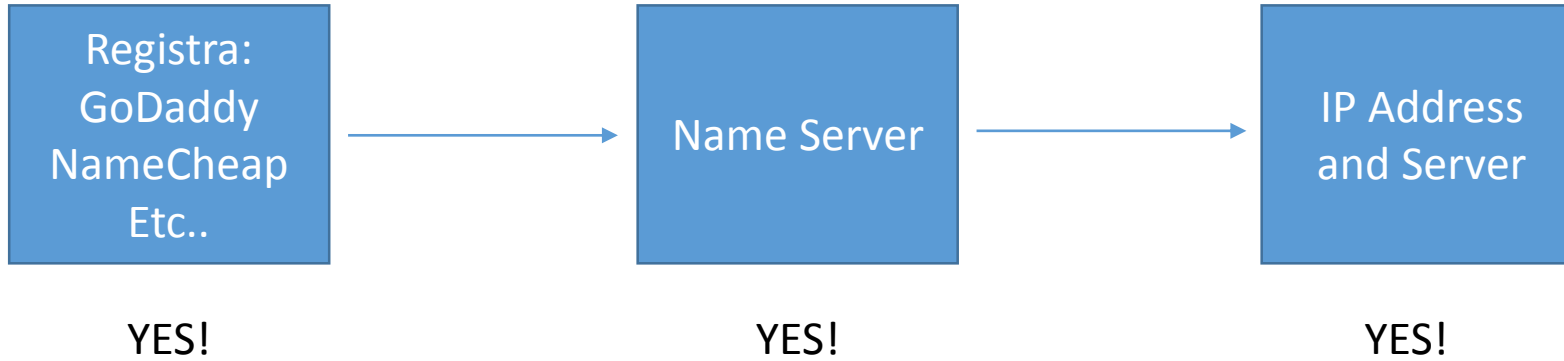


## DNS PROCESS

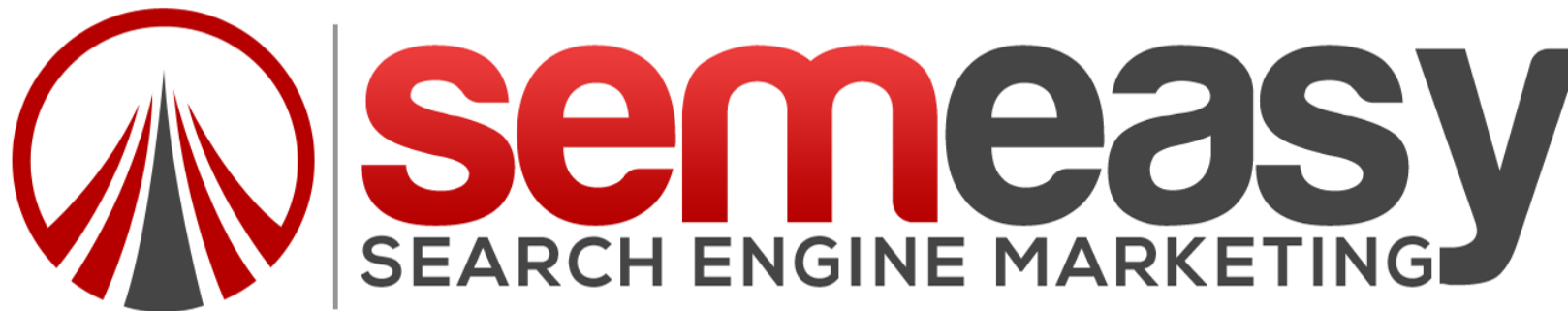


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## WHAT CAN GOOGLE SEE NORMALLY



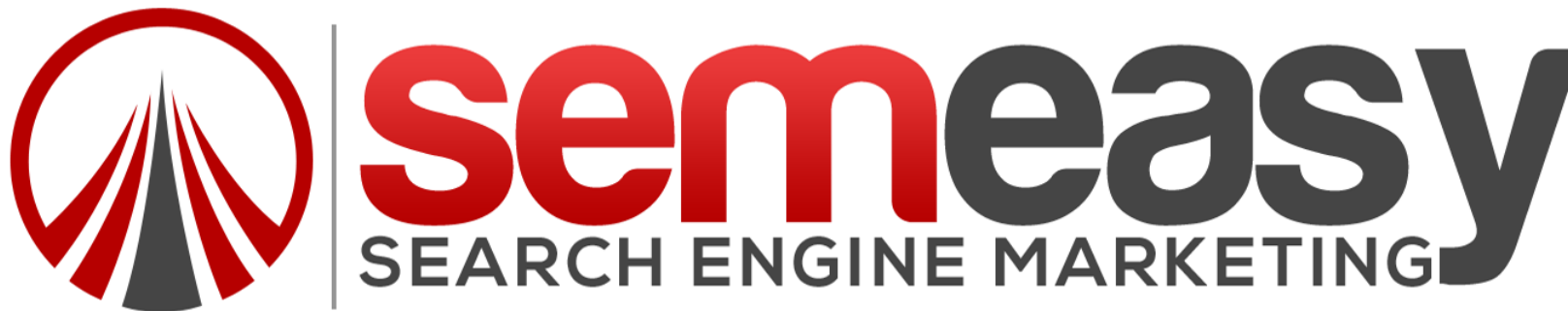
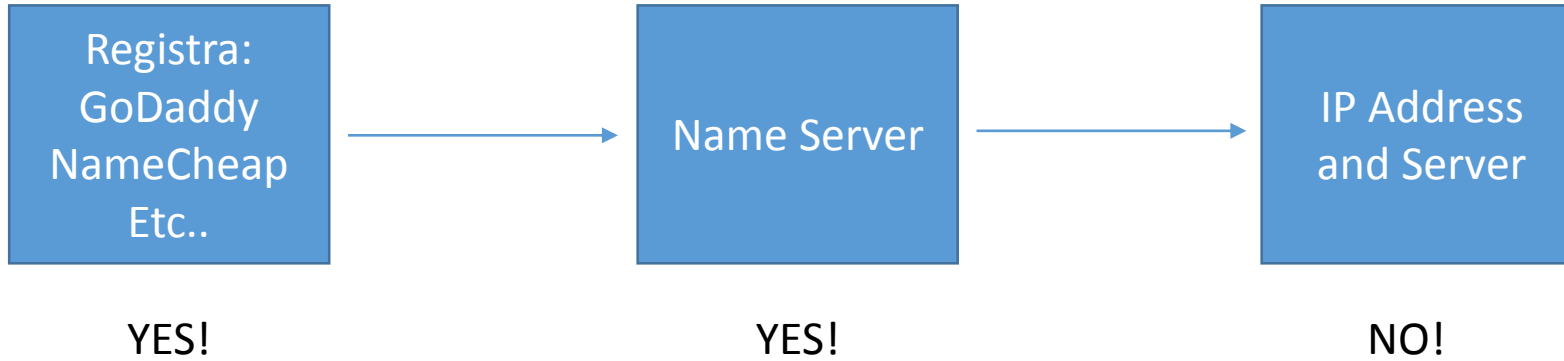
NOW WE ADD THE CDN WITH DNS  
MASKING TO THE PROCESS!





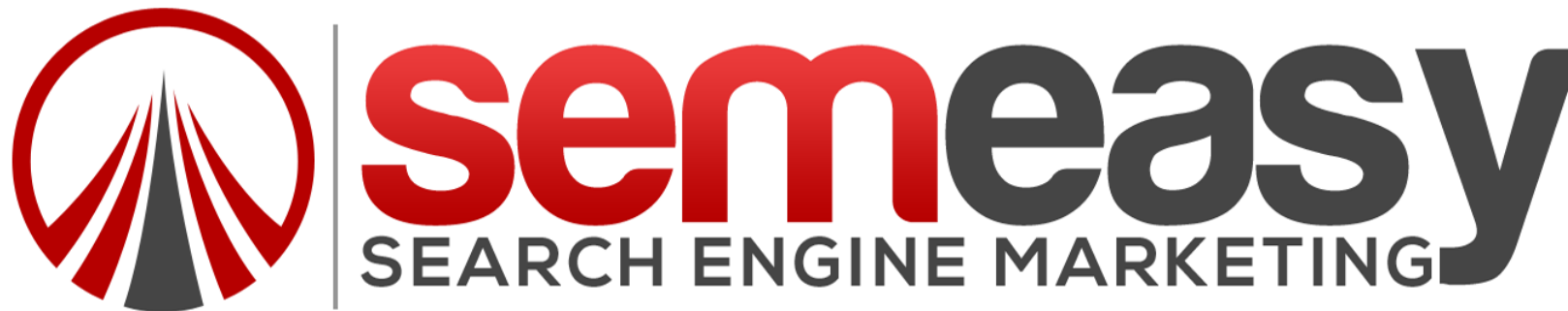
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AFTER USING A CDN WITH DNS MASKING



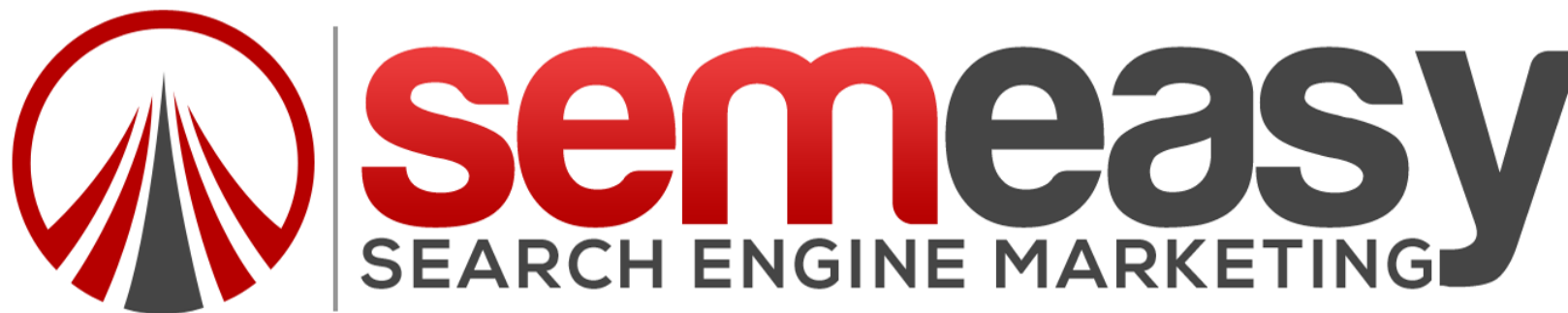
THESE NAME SERVERS ARE SHARED BY  
MILLIONS OF WEBSITES!

SO GOOGLE CAN NOT FIGURE OUT  
WHERE THE WEBSITE LIVES!

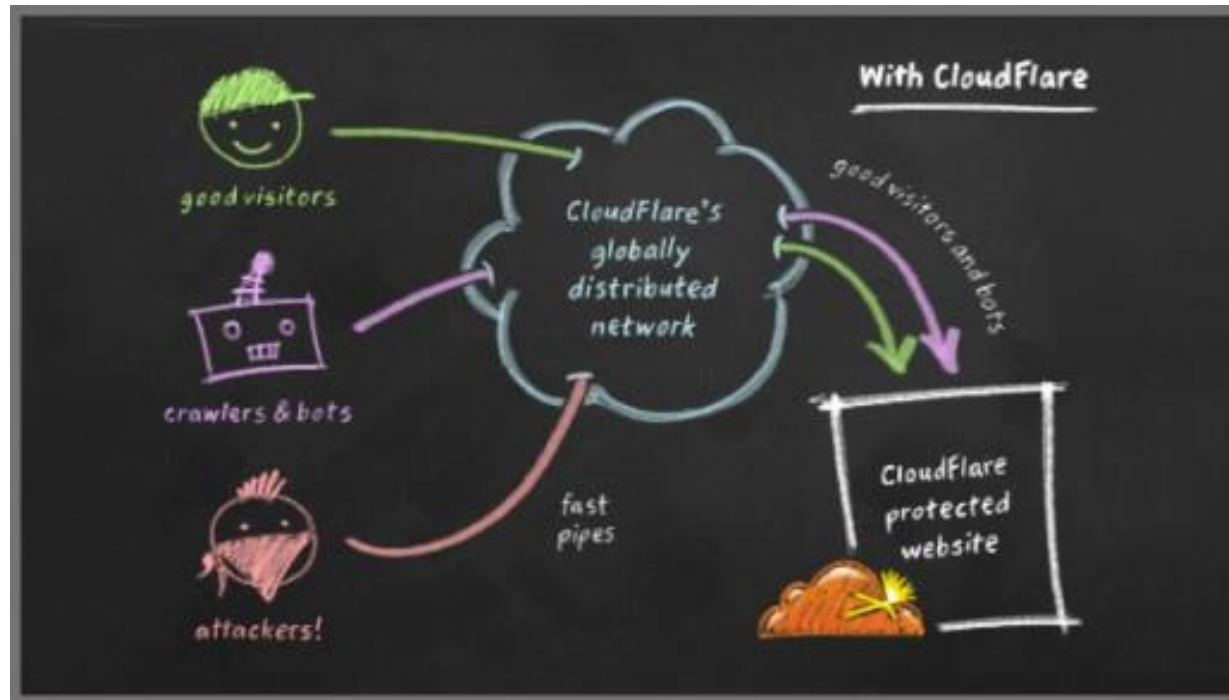




WHERE CAN I GET THIS SERVICE?

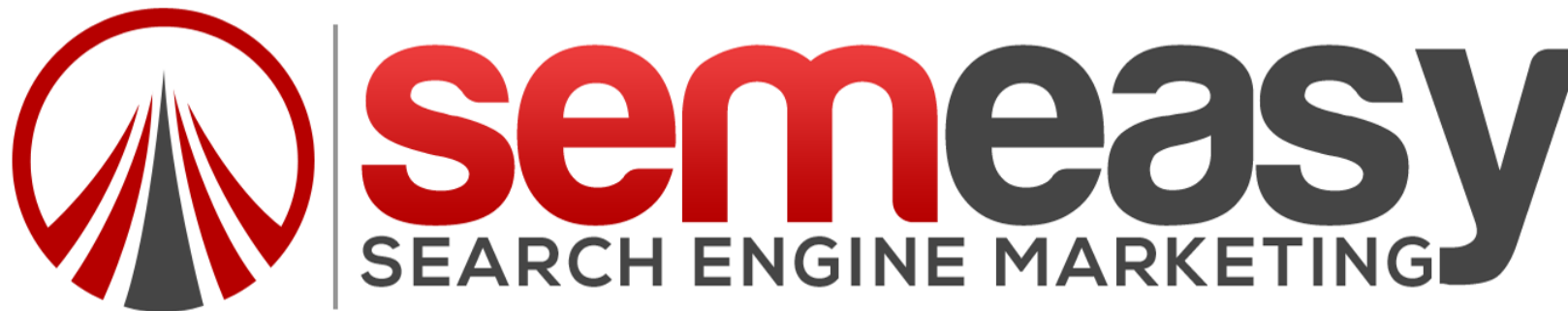


[www.cloudflare.com](http://www.cloudflare.com)



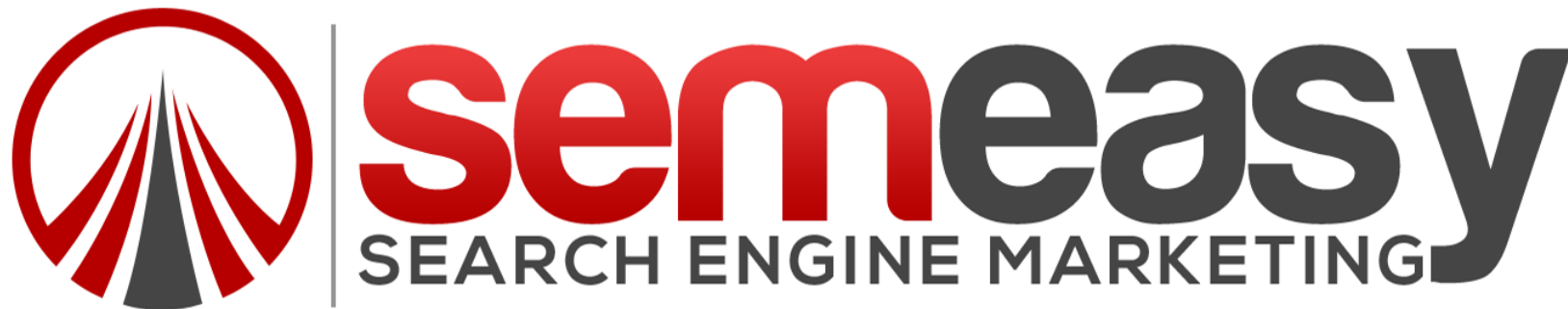
**semeasy**  
SEARCH ENGINE MARKETING

HOW MUCH IS IT GOING TO COST ME?

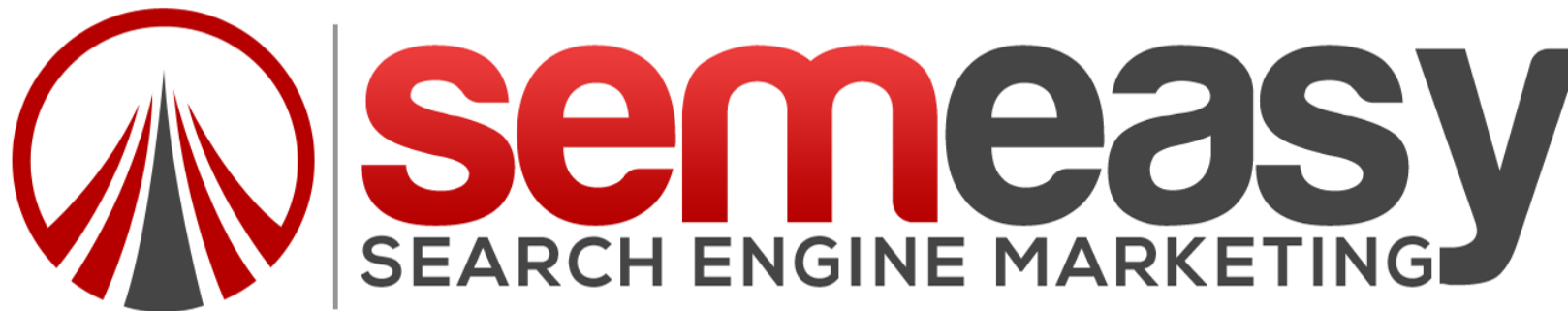


FREE!

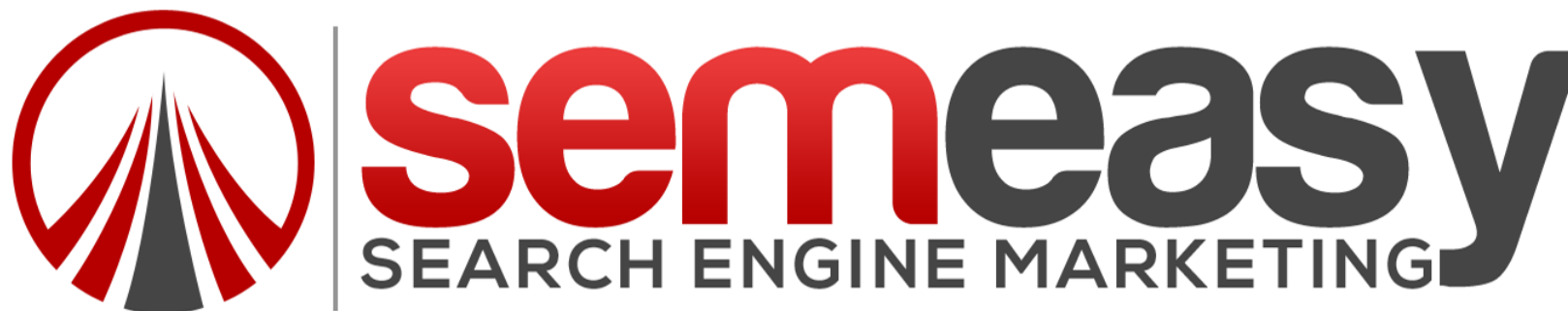
Yes, Free!



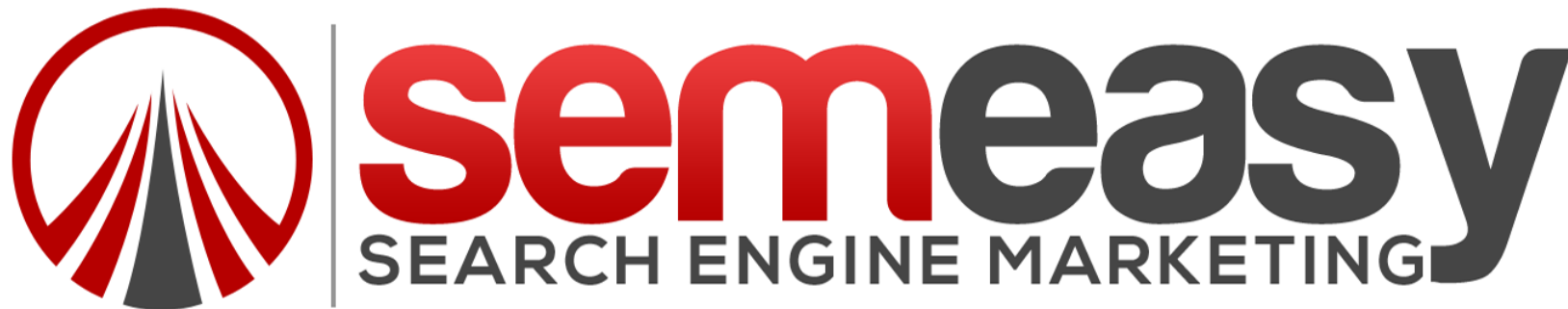
**BENEFITS?**



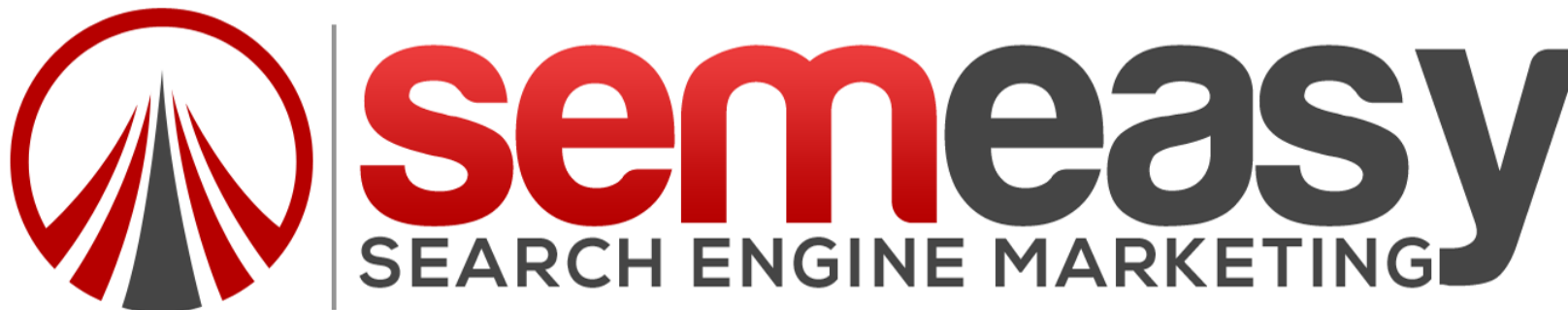
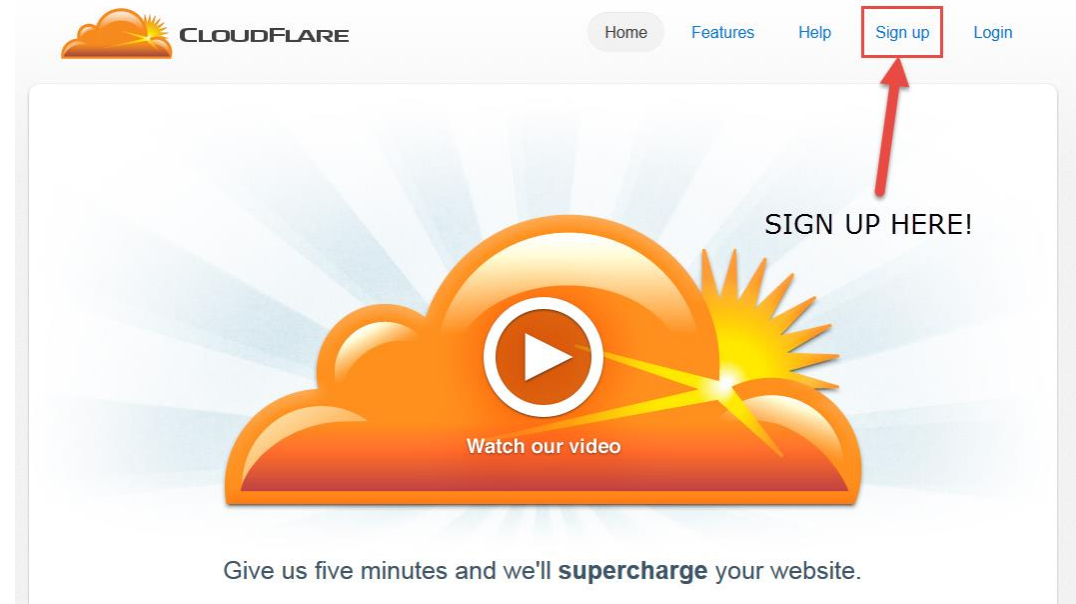
Protection From Hackers!  
Google Can Not See Network!  
Faster Content Delivery!  
Able To Control DNS At Anytime!



HOW DO YOU SET IT UP?

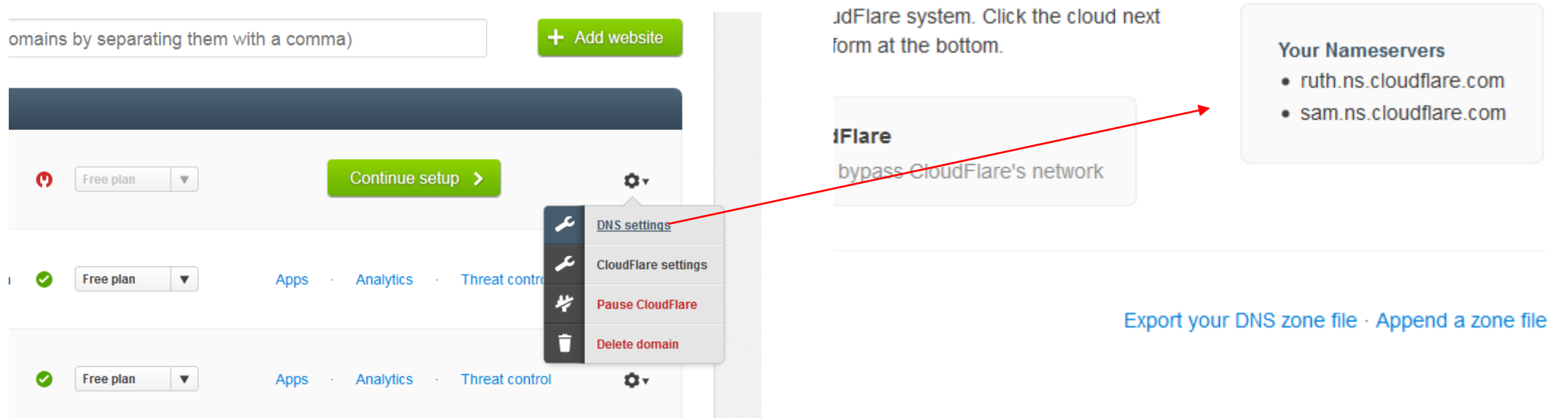


## Step 1: Sign up for a Free Account on [www.cloudflare.com](http://www.cloudflare.com)





## Step 2: Get your assigned name servers



The screenshot shows the Cloudflare dashboard interface. At the top, there is a text input field with the placeholder text "domains by separating them with a comma)" and a green "+ Add website" button. Below this, there are three domain cards, each with a "Free plan" dropdown and a "Continue setup" button. A settings menu is open over the first domain card, showing options: "DNS settings" (highlighted with a red arrow), "CloudFlare settings", "Pause CloudFlare", and "Delete domain". To the right of the dashboard, there is a text box that says ".idFlare system. Click the cloud next form at the bottom." Below this is a box labeled "iFlare" with the text "bypass CloudFlare's network". At the bottom right, there are links for "Export your DNS zone file" and "Append a zone file".

omains by separating them with a comma)

+ Add website

Free plan

Continue setup >

DNS settings

CloudFlare settings

Pause CloudFlare

Delete domain

.idFlare system. Click the cloud next form at the bottom.

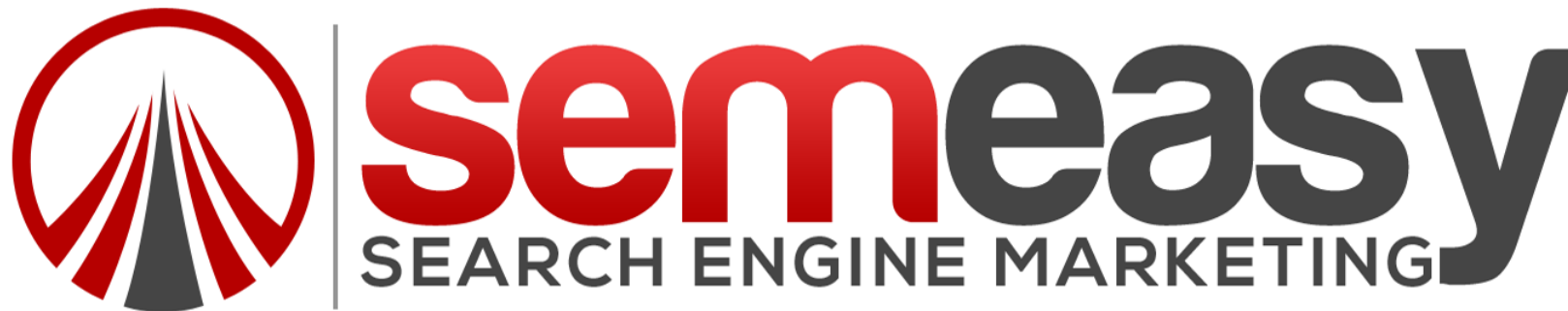
iFlare

bypass CloudFlare's network

Your Nameservers

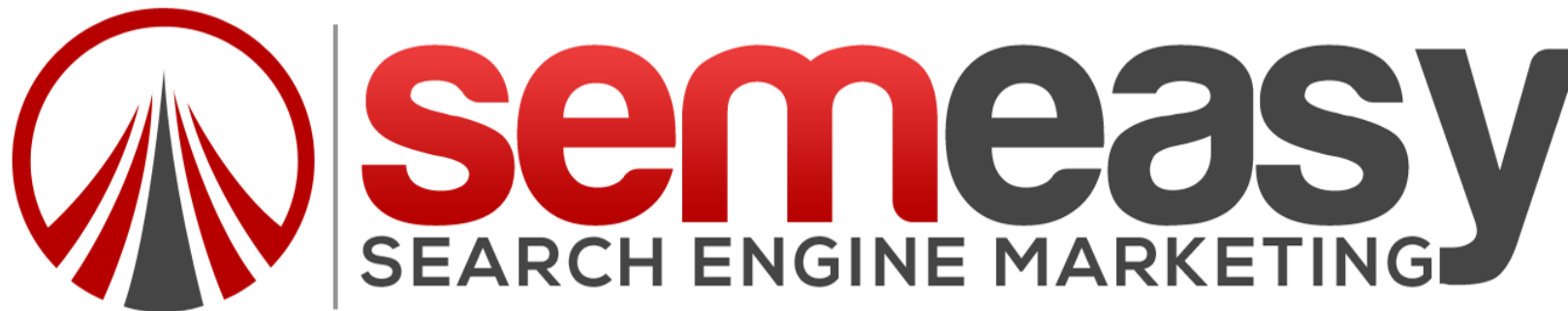
- ruth.ns.cloudflare.com
- sam.ns.cloudflare.com

Export your DNS zone file · Append a zone file

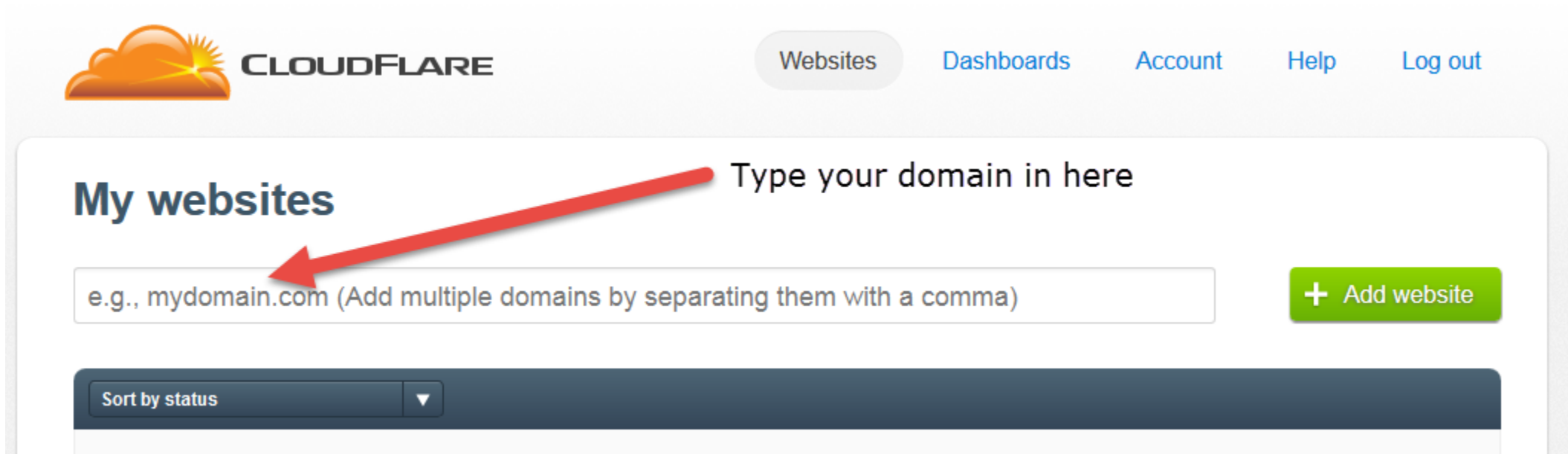



## Step 3: Point All Of Your Domains To Those Name Servers

For this you have to go to your domain registration company (GoDaddy, NameCheap, etc...) and point the domains to those name servers!



## Step 4: Enter the Domains Into Cloudflare



 **CLOUDFLARE**

[Websites](#) [Dashboards](#) [Account](#) [Help](#) [Log out](#)

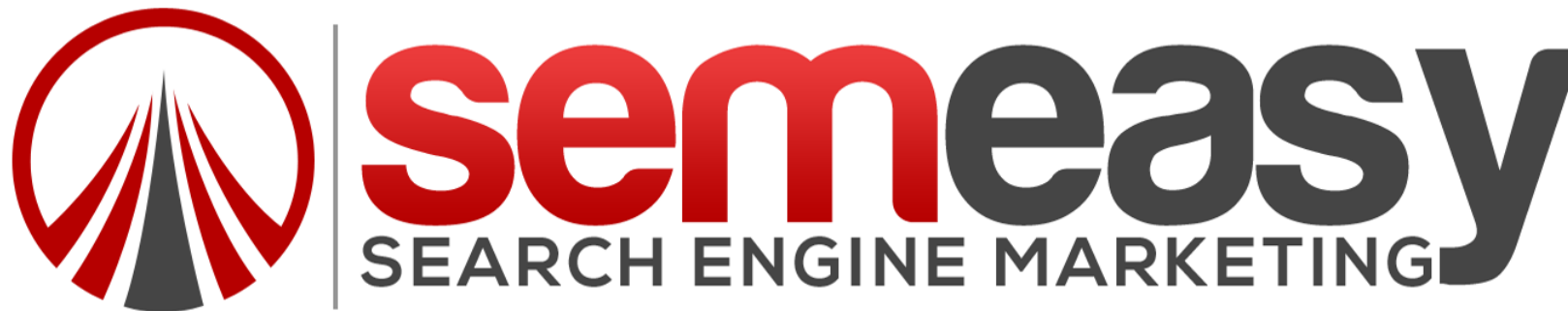
### My websites

Type your domain in here

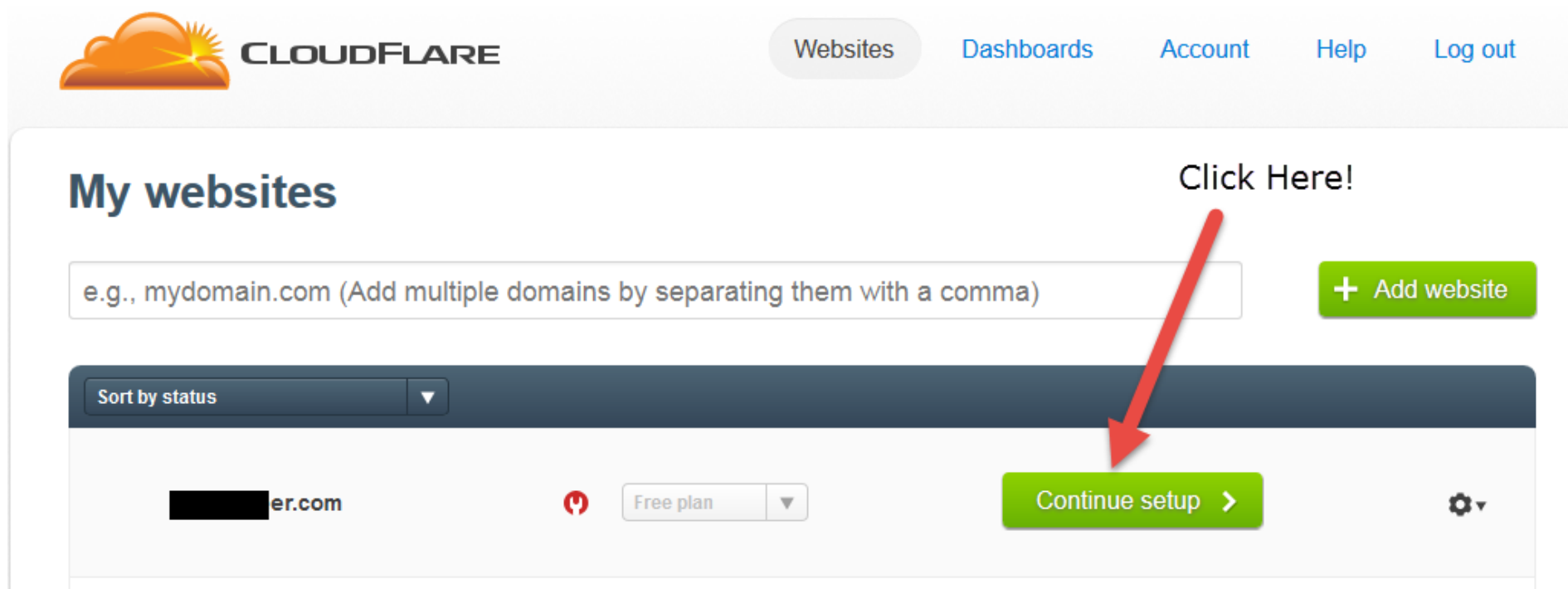
e.g., mydomain.com (Add multiple domains by separating them with a comma)

[+ Add website](#)

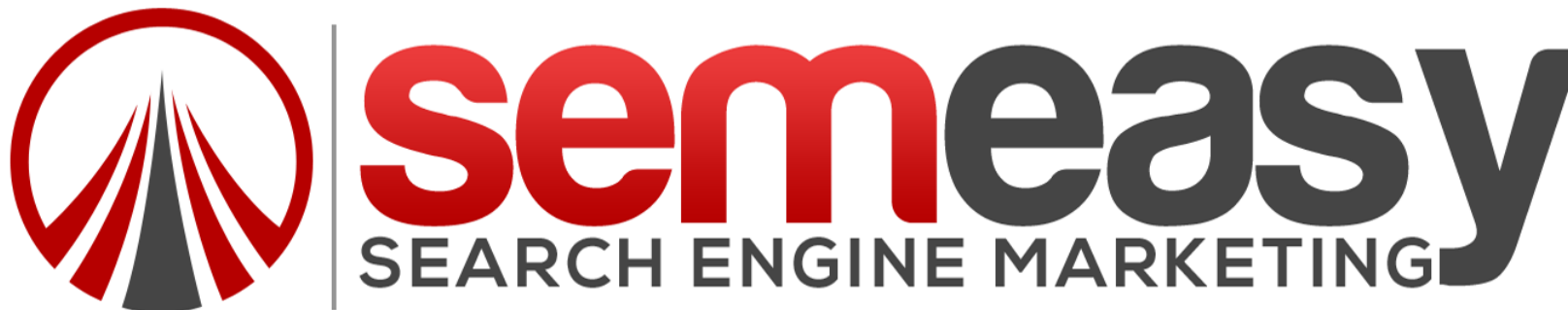
Sort by status ▼



## Step 5: After Cloudflare Analyzes Your Website, Continue Setup



The screenshot shows the Cloudflare dashboard interface. At the top left is the Cloudflare logo. To its right are navigation links: 'Websites' (highlighted), 'Dashboards', 'Account', 'Help', and 'Log out'. Below the navigation is the 'My websites' section. It features a text input field with the placeholder 'e.g., mydomain.com (Add multiple domains by separating them with a comma)' and a green '+ Add website' button. Below the input field is a table with a 'Sort by status' dropdown. The table contains one entry for a website ending in '.com', with a 'Free plan' dropdown and a green 'Continue setup >' button. A red arrow points from the text 'Click Here!' to the 'Continue setup >' button.



# Step 6: Setup The Needed Zones

Your DNS Zone File YOUR IP ADDRESS [Export your DNS zone file](#) · [Append a zone file](#)

Type	Name	Value	TTL	Active
A	[redacted]er.com	points to [redacted]59.228	Automatic	
A	ftp	points to [redacted]59.228	Automatic	

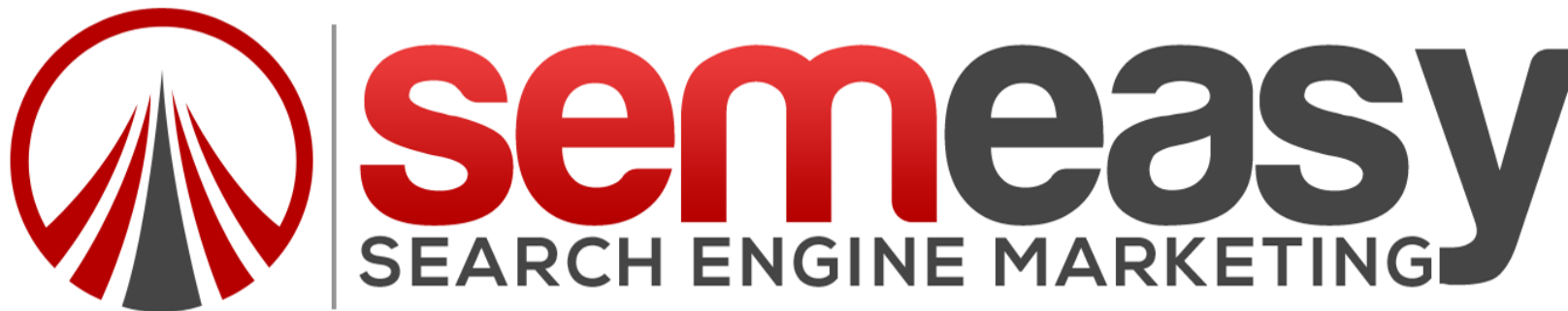
We added a FTP subdomain for you that does not pass through the CloudFlare network. If in the past you FTPed directly to **copcareer.com**, now you should FTP to **ftp.copcareer.com**. You can change the default name of the subdomain to something other than **ftp** for enhanced security.

CNAME | www | is an alias of [redacted]er.com | Automatic | Delete | **Add**

CNAME | e.g. www | is an alias of e.g. mydomain.com | Automatic | Help | **Add**

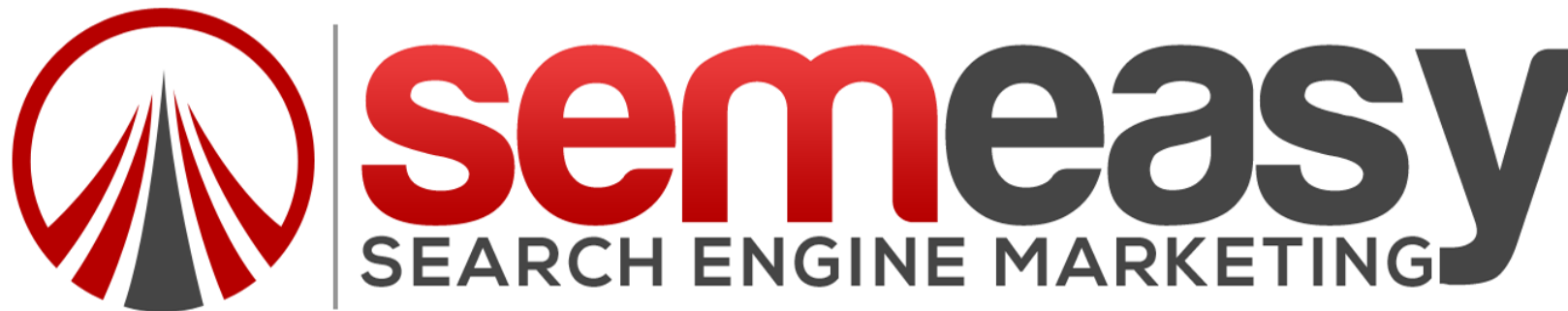
YOUR DOMAIN NAME

[Go back to Your Websites](#) **I'm done entering my DNS records** >



Step 6: Setup The Needed Zones – EXPLAINED.....

So you will need to set up 3 Zones!



# Zone 1

Type	Name	Value	TTL	Active
A	[redacted]er.com	points to [redacted]9.228	Automatic	 

Make  
This an A  
Record

Enter Your  
Domain  
Name

Enter IP  
Address

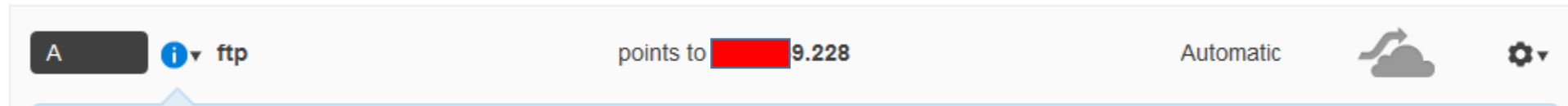
Make Sure  
This Says  
Automatic

Make Sure  
This Cloud is  
Colored In!



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## Zone 2



Make  
This an A  
Record

Make This  
An FTP

Enter IP  
Address

Make Sure  
This Says  
Automatic

Make Sure  
This Cloud is  
Greyed Out!



**semeasy**  
SEARCH ENGINE MARKETING

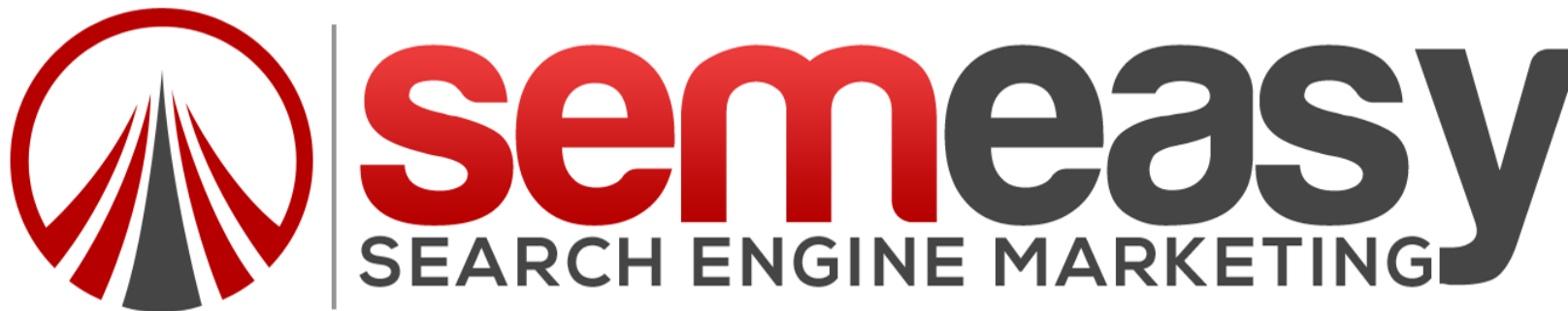


## Zone 3

CNAME    www    is an alias of    [redacted]er.com    Automatic    Delete    Add

↑    ↑    ↑    ↑    ↑

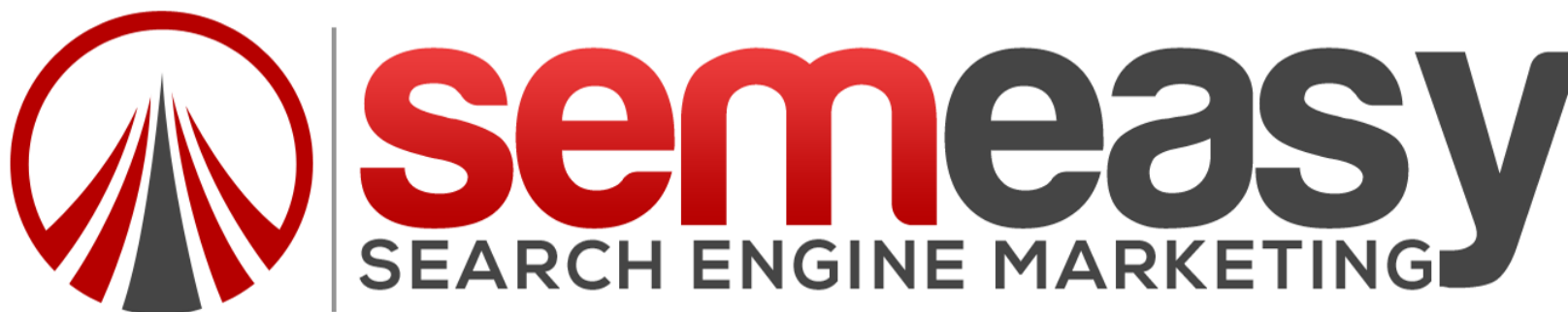
Make This an CNAME    Type in www    Enter Domain Name    Make Sure This Says Automatic    Click Add!



[← Go back to Your Websites](#)

[I'm done entering my DNS records >](#)

CLICK HERE



Don't worry, you can change settings later

You can always adjust these settings later, so don't worry too much about getting them exactly right.

Choose your settings:

Choose a plan

Free - \$0/month

SELECT FREE

Performance

CDN only (safest)

Security

Medium

Other recommended settings:

Automatic IPv6

On

Enable IPv6 support [Learn more](#)

SmartErrors

On (partial)

Decrease bounce rates with SmartErrors [Learn more](#)

Continue >

CLICK HERE



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CLICK HERE



I've updated my nameservers, continue >



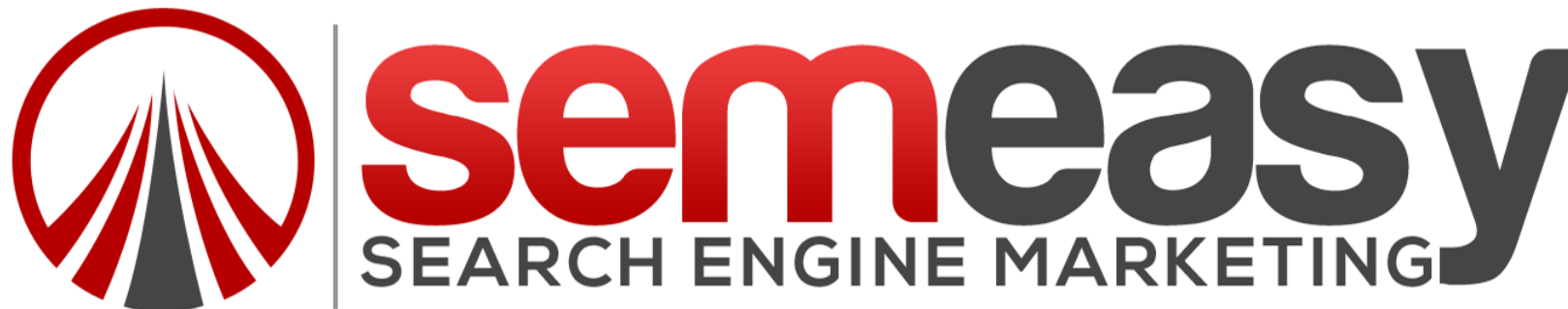
**semeasy**  
SEARCH ENGINE MARKETING

**THEN YOU WANT TO DOUBLE CHECK THAT THE DOMAIN IS RESOLVING!**

**Go To Your Domain And You Should See Something Similar:**

**Index of /**

- [cgi-bin/](#)



**YOU ARE DONE!**

**Now go ahead and start building!**

