



# **The WHOLE Truth About AdSense**

## **How To Do It And Is It Right For You?**

By Louis Roggio

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# INTRODUCTION

Google AdSense this...and Google AdSense that... It seems like that's all you hear now days if you're trying to build a business on the Internet. You sort of know what, generally, they mean, but you may not know just what it is, or if it's the right thing to do for you and your business.

This book was written with one thing in mind: To give you the facts about AdSense as well as give you some step-by-step direction that will allow you to get an AdSense site set up and running in a minimum amount of time.

Please note that this book is NOT claiming that you'll make any money at all! The amount of money that you make from an AdSense site is strictly a function of how much research, time and effort you put into it.

That being said, if you do work at this...if you do your research, if you build content-oriented sites and update them regularly...you will make it a LOT easier for Google to pay you for the use of your website space and for the traffic that you bring to their ads.

The whole secret is to learn how to set up your site right the first time, then test and tweak the site until it's making you a profit, and THEN make yourself many, many more sites using the same techniques. If you stick to it, and do it intelligently, you will be able to make a good living from AdSense.

Wishing you success in everything,

*Lou Rossio*

January 2006

## CAN I MAKE MONEY FROM THIS ADSENSE STUFF?

People from around the world are making money every day from AdSense...there's absolutely NO reason why you shouldn't be able to! All it takes is some determination, some thought, a little creativity, and a bit of work.

We'll get into the details of how Google works a little later, but, basically, Google AdSense pays you each time a visitor to your site clicks on one of their ads. Google AdSense provides you with the code you copy/paste onto your page.

The payment you receive per click depends on how much advertisers are paying per click to advertise using **Google AdWords** service. Advertisers can pay as little as 5 cents per click and as high as \$10 or \$12 in profitable niches, perhaps even more sometimes. You earn a share of what the advertiser pays. However, Google doesn't tell you up front what your share of the ad revenue will be. So your payment rates can vary enormously based on the keywords.

Let's say you have a goal of earning \$25,000 a year from AdSense. Can you do that? Let's see ...  $\$25,000 \text{ divided by } 365 = \$69 \text{ a day}$ . So your goal is to produce either:

- 69 pages which earn \$1.00 a day

OR

- 138 pages which earn 50 cents a day

OR

- 276 pages which earn 25 cents a day

So, if you want to earn \$1.00 a day per page, each page will need to have 400 visitors at a 5% click-through rate (CTR) and average 5 cents payout per click. See how that works? 5% of your visitors click on an ad on your website. That's 5% of 400 or 20 clicks. You make 5 cents per click. That gives you \$1.00 per day! Multiply that by 69 pages that you're running ads on and you've made your \$69.00 goal that day.

I hope you noticed that there are 2 things in this equation that you can directly control. Those are your page views and your Click Through Rate (CTR). While you can't directly control how much Google pays you per click, you CAN do some research on higher paying keywords and build pages around them. You CAN use your targeted content to lead people to click on the ads.

If you can't achieve your goal of \$69.00 a day with the pages you have, then you'll either need more pages on your sites or more niche sites.

If you want more profit streams coming into your sites, you can add affiliate commissions into the equation or add a newsletter for repeat sales.

So, to answer your original question, yes, you CAN make money from your AdSense sites. It isn't "over-night" money or "instant" money, but it can be good, steady money for you...IF you know how to effectively run an AdSense business!

That's what the rest of this book is all about, so read on!

## HOW DO I GET STARTED?

Getting started with AdSense is really pretty simple. You'll need to open an AdSense account and get it approved. Here's all you have to do:

To fill out the online application, go to:

<https://www.google.com/adsense/default> Look the application over and understand it, **but don't apply yet!** You'll see the reason why I'm saying that in the next chapter. Just give it a quick look for now.

To understand all of the abbreviations you're faced with on the AdSense site, you can find a glossary of terms here:

<https://www.google.com/adsense/glossary>

Make sure you spend a good amount of time getting to know the Google AdSense Terms & Conditions:

<https://www.google.com/adsense/terms>

Another page you should read is the AdSense Program Policies:

<https://www.google.com/adsense/policies>

Those last two links are important ones. You need to understand the rules that AdSense has made public... really understand them. The very last thing you'd want to do is get a good revenue flow coming in from AdSense and then be banned!

The key here is to live up to the spirit of the rules... not just the letter. If it feels wrong... if it feels like you're getting close to the line in what you're doing... you probably are! It's best to play by the rules in the first place. Your AdSense income may be something that you want to protect!

## HERE'S HOW GOOGLE ADSENSE WORKS

Google AdSense is a part of Google. That makes sense! Google's customers are, first and foremost, the people who click on Google and search for something. Without those people, Google wouldn't exist!

Therefore, Google does what any good company does...exactly what their customers want... and what they want is good, relevant answers when they search for something. If they're searching for "dog grooming tips" and always end up looking at a page full of hair styles for women, then it won't be long before they stop using Google! The thing is, Google doesn't make a dime for providing all of this information to the people who use Google for searches.

Google's primary source of income is their customers who buy AdWords. These people pay Google to insert their ads. These are usually the first two results at the top of the search results page and the list of ads you see over on the right of nearly every Google results page. These are noted as Sponsored links. The advertisers pay Google for each and every time a person clicks on that ad in hopes of finding either more information or a product that fits the topic that they're searching for.

To get greater coverage for the Google AdWords customers, and to make those customers ads work better for them, Google came up with a way to send AdWords ads out to millions of sites all over the Internet.

That's where the ads that will appear on your site come from.

So it's extremely important to Google that their AdWords ads are displayed on sites that are highly relevant to whatever topic is being searched for and the advertiser is paying for.

Google, in exchange for the space on your website, and also in exchange for your marketing efforts, will share part of what they charge their AdWords customers with you. That is where YOUR money comes from!

The key point here is that Google is looking for highly specific, highly relevant information or products when they, in essence, hand over their customers to your AdSense site. That's the reason they're so picky. Google is literally bringing customers in the door and handing them off to you to serve their needs. They HAVE to be as sure as possible that your website is actually going to do that for them!

Google will want an application filled out, and they'll want a human to take a look at your site before they approve your application. This is why I asked you to hold off on filling out your application/explanation for a bit. You want to be sure your application is approved quickly, and there are some ways to help make sure that happens. Don't let that worry you! We're getting to that in the next chapter.

What you want to take away from THIS chapter is how...and why...Google will pay you to place their ads on your site. If you know, and understand this, it'll take you a LONG way towards being successful with AdSense sites.

## WHAT DOES ADSENSE LOOK FOR IN A SITE?

Earlier, I talked about how rewarding the AdSense program can be. However, joining the AdSense program isn't that easy or everyone in the world would do it. You have to be approved by Google in order to create your AdSense account and start earning money from it.

How do you get approved? Google has never publicly released details of its approval process, but here are some tips you should follow to ensure a high possibility of getting approved.

The good news is that Google does publish its policies and you do not need to be a member to read them. You *should* read them and be certain that you are in 100% compliance with them, not only when attempting to start your AdSense account, but once you are already a member. They update these policies regularly and a violation will get you suspended. A list of Google AdSense policies can be seen at: <http://www.google.com/adsense/policies>

### **Content Is The Key to AdSense!**

As I said earlier, I can't say *exactly* how Google decides to accept or reject a site. However, one thing's for sure – the main criterion for approval is always the content of the website!

Most sites get rejected simply because they don't have any... or enough... good content. What constitutes "good" content? Beauty is in the eye of the beholder, especially in the case of Google! So it's tough to say exactly what "good" content means to them. However, I can say what it ISN'T.

There are two general types of sites that immediately come to mind.

1. The types of websites that only have links and “filler” content aimed at attracting Search Engines,
2. Sites that do not offer any informational content but solely focus on their own products and services. Google is one of the smartest companies on the Internet, and they can easily tell “junk” content from “real” content, even if many web surfers themselves can't.

Google approves websites that have significant real content. These could be in the form of informational articles, analyses of various topics, and much more. For business websites that solely focus on selling their products and services through their website, including informational articles about their industry is smart, and this data is usually pretty easily available to them. However, you won't find a bunch of physical product businesses running AdSense ads on their sites. A lot of them won't qualify for an AdSense account because their content is too limited in scope and wouldn't help enough of Google's searchers or AdWords customers.

Another reason why most business websites don't qualify for the AdSense program is that most businesses specialize in one or two specific products. It makes sense that these businesses probably have competitors for those products. So, if a business put AdSense ads on their site, they're likely to get AdSense ads from their competitors, since only those ads would be relevant to the search word or phrase.

And, since AdSense gives you the option to block or filter ads, you'd probably want to block your competitors' ads. Therefore, the page would be nearly always blank where it should be displaying the ads.

Similarly, websites that focus only on links for generating search engine traffic don't have any content at all, or very little. These sites may rack up fairly high traffic scores but they don't qualify for AdSense.

So, it gets back to CONTENT! That's exactly what Google is looking for when they evaluate a site for inclusion in the AdSense program. One of the best and simplest strategies is to include at least 30 to 40 informational articles of 400 to 450 words each. Update these from time to time by adding fresh articles, reviews, or, commentaries.

If you find, buy or write good, fresh, informational content for your site and update it regularly, you WILL have some measure of success with Google AdSense.

The remainder of this book will tell you how to optimize that success...AND...grow your earnings from AdSense, so read on!

## HOW DO I BUILD MY FIRST SITE?

Okay, so now you know that Google is looking for websites that are rich in content... but not just any kind of content! They're looking for content that is highly targeted for the specific keywords that you use to describe your site. Remember, Google's first priority is pleasing their search customers!

You learned in the last chapter that, before your AdSense account is approved, it will be checked by a human being to see if it complies with Google's terms, conditions and policies.

So...BEFORE you apply to Google for an AdSense account, you need to have a pretty good site already built in order to make sure your account gets approved.

Putting up a website that lives up to Google's expectations may sound a little intimidating, but it really shouldn't be!

If all of that content is bothering you...realize this: you don't have to be a good writer to have good content on your site. In fact, you don't have to be a writer at all! There are lots of successful people who make a lot of money from Google AdSense without writing a word of that content. We'll talk more about that in the next chapter, but for now, don't let that worry you.

Before we even get started building your site, you need to take a look at yourself. By now, you have to know that the whole Google system revolves around good, relevant content...content that is useful to the searcher and, just as importantly, new to the searcher!

That means you'll have to be dedicated to the content on your site. That'll take some work! If you intend to put a few articles on a website, throw on some AdSense ads and sit back and collect huge checks, then Google AdSense isn't for you!

So, RIGHT NOW, decide if you want to do this or not! Don't waste your time with this unless you want to put in the work to achieve your goals.

The statements above make it sound really hard to be successful with an AdSense business. It's not hard...it just takes some discipline, some thought and some creativity...and you have all three of those ingredients... just make sure you use them every day!

Actually building your site is fairly easy. A good AdSense site has an easy-to-understand layout when you first see the page. Don't make the searchers look all over the page to find out what it's about. If it's a dachshund diet page, let them know that immediately. Give them a reason to stop for a few seconds and see if they like what they've found by clicking on that AdWords ad. A header graphic is important in immediately identifying your site for your new visitor, so put some work into that or have a professional one built for you.

A good clean layout is important as well. Usually, you'll have a very informative, top-notch article right there in the middle of the page with the AdSense ads built in around it. Text links to other pages with more articles should be prominently displayed so that the visitor can easily find them and click further into your site.

Not a lot of buttons, buzzers and bells here! All you need is just a good, clean looking page with an article headline that captures their attention and an article that gives them good information. If your headline

is attractive, odds are they will, at least, skim the article. If you can get them to do just that...skim the article, you have a much better chance of getting them to click on your AdSense ads. And, that's what makes you money!

That's the actual construction of an AdSense website...that's all? Well, no...but that's a start. You have a few more steps to take before you make your application to Google.

But, the first thing you need to do is pick a topic for your site and find some content that is relevant to that topic.

That's covered in the next chapter, so read on...it's getting pretty good now!

## WHERE DO I GET THE STUFF TO PUT ON MY SITE?

Before you start running around all over the Internet looking for content, you probably ought to know what content to look for, don't you think?

Here's the very first step you should take in building your content:  
**Figure out what content is going to make you the most money!**

That sounds pretty simple, but you'd be surprised how many people starting out forget this step and just throw up sites no matter how much money the keywords are paying.

Let's be smart about your start and do it right from the "git-go".

First thing you need to do is go to Overture and find a keyword or phrase that has a lot of search activity. Here's the link to that tool: <http://inventory.overture.com/d/searchinventory/suggestion> . You're looking for a word or phrase... a phrase is better, 2-4 words... that gets at least 25,000 searches per month.

This is, roughly, going to show you how much of a market is out there for the topic you've come up with for your AdSense site.

Your next step is to find out if that keyword phrase is going to make you any money. You can do that by going to <http://uv.bidtool.overture.com/d/search/tools/bidtool/> and plugging your keyword phrase into the tool.

The keyword phrase you're researching should have top bids of at least 50 cents. Here's why: since Google won't tell you what percentage they're going to pay you per click, you have to figure everything low so you'll be pleasantly surprised when you do get paid, rather than disappointed. A lot of "experts" on AdSense put the percentage paid to you by Google at anywhere from 30% to 60%, so if you figure your pay out from Google at 30% and have a 50 cent bid, you'll get, at least, 15 cents a click.

Don't make the mistake of going after those keywords that have a top bid of \$35.00! That's where the AdSense pros are...and, right now, you just can't compete with them. Very soon, you'll be able to get in there and mix it up with them, but for now, let's just get started making a steady income first.

So, you've found a keyword phrase that will make you some money...that's **Step One!**

**Step Two** calls for a decision on your part. You need to decide just what type of content you're going to have on your site. This is a good time to look at other AdSense sites and see what types of content they're using. You'll see that a huge percentage of AdSense sites simply are a bunch of links to articles that are all based around a common topic.

This type of site is easy to set up...easy to find content for...and easy to maintain. However, you'd have to question the profitability of sites like this. If everyone's doing it and you're doing the same thing, how do you stand out in the crowd? How do you get the good CTR figures that you're looking for when you're just like everyone else?

There is a line of thought that says the fact that these sites are easy to build makes it possible to have a whole BUNCH of them out there each making a little money which will add up very quickly.

The opposite thinking says that a unique site will generate a higher CTR and, therefore, make more profit per site.

THAT'S where your decision comes in...but we'll give you some ways to do things either way.

If you've decided to go with the flow and create a site like the others out there in hopes of being able to put up a whole lot of those sites, then here's what you need to do.

**Step Two A:** We've already established that the key to having a successful AdSense site is content. Therefore, you need to find the best, the most original content you can.

Your success and profit aren't measured strictly by how many pages of content you have on your site. It all comes down to how many people click on the ads on your site. Your content choices have a HUGE effect on the CTR. Get that through your head! If people like your content...find it useful...take something away from their visit to your site...they stand a much higher chance of clicking on your ads.

There are all types of article directories out there where you can find articles that you're allowed to reprint if you keep the resource information of the author intact.

Here's a directory of the directories:

<http://www.arcanaweb.com/resources/article-directories.html>

Find yourself 40-50 articles dealing with your topic and add them to your site. Then go find about 100 more to stash away for addition to it on a regular basis. Remember, visitors are looking for articles and information they haven't seen before. If your site is a constant source of new information for them...you stand a LOT better chance of getting that click.

To get articles that aren't seen all over the Web, it may pay you to join a few inexpensive Private Label Rights article membership sites. These sites strictly limit how many people get use of an article. This increases the chance that your content is something new and fresh to your hard-earned visitors.

The absolute BEST way to get content for your site is to either write it yourself or have it written for you. There's NO DOUBT about that! If people can't find your information anywhere else but from you, you're in a great position!

A good place to find article writers is [www.elance.com](http://www.elance.com) . Just be sure that the articles you receive are exactly what you want...good spelling, good grammar, good topics. Ask for examples of the potential writer's work. Be picky, this is YOUR money you're talking about here!

**Step Two B:** If you've decided to go the other way and make a unique site in hopes of getting a higher CTR, then you need to think outside the box a bit. Put yourself in your visitor's shoes and then give them content that would attract you...interest you...make you want to click on an ad!

Would an editorial about your topic be of interest to your visitors? How about political opinions that affect your topic? Any news stories that your visitors would like to read that apply to your topic? How about an interview with a well-known expert in the field? Maybe interactive features like polls, feedback, discussion groups, forums, chat for your visitors?

See what I mean by thinking outside the box? You're really creating a community here. A place that people interested in your topic can come and get the latest news, express themselves, learn from experts...you see what I mean!

This type of AdSense site DOES take a bit longer to set up, but, once people start visiting it and becoming involved, your CTR will be higher.

Again, the decision about which way to go for YOUR AdSense site is entirely up to you and what fits your personality and talents and work habits the best.

## **THE SITE'S DONE...NOW WHAT?**

Yep, your site's done to YOUR eyes, but what does it look like to Google? That's the important thing! The human being that we've been talking about is just a very small part of the Google rating process. They act as safeguards against cheating the system...and YES there is a system!

Google's system for finding the right websites to answer their customers search inquiries is top-secret, but there is a LOT of consensus from the Google experts on the outside as to what Google looks for and how they look for it.

Here are the basics of how it's done. Typically, a search engine sends out a program called a spider to fetch as many documents as it can. In Goggle's case, this spider program is called GoogleBot. GoogleBot goes out and just collects snapshots of web pages and turns them into documents.

Then another program, called an indexer, reads these documents and makes an index based on the words each document contains. Each search engine uses a unique proprietary algorithm to create indexes so that hopefully only meaningful results are returned for each query.

The algorithms are the top-secret stuff. They rate the pages according to at least 4 measurements. These 4 measurements are:

1. Keyword Prominence
2. Keyword Proximity
3. Keyword Density
4. Keyword Frequency

Let's take a quick look at each of these measurements and be sure you understand, at least, what they mean and how to apply them to your site. There are 100s of books and 1000s of experts out there that can help you with optimizing your pages. This book is about AdSense sites, not SEO, but you need to know the basics!

**Keyword prominence:** This basically means that the best place to place keywords in your text is at the top of each page, preferably on the main page. The closer your keywords appear to the start of the page or the start of a sentence, the better. Be aware that some search engines also say the bottom of the page should contain keywords as well. So, try to put keyword-rich text at the very top of your page and, if possible, at the bottom of it. If you put images at the top of your page, make sure to include ALT tags so the search engine reads them. For a dog training site you might actually name the header image "dog\_training\_header.gif" and having those keywords in the ALT tag places them at the top of the page.

**Keyword proximity:** Some engines, such as Google, use keyword proximity as part of their ranking formulas. What does that mean? Keyword proximity refers to how close keywords are to each other. You want to put your keywords as close together as possible while still making sure your sentences are clear and readable.

Here's an example that looks at the keyword phrase "cat food":

*Meow Mix sells the very best **cat food** as far as taste tests of actual cats are concerned.*

**versus**

*Meow Mix scored number one in taste tests to see what kind of **food** is really preferred by the typical **cat**.*

If a user searches for "cat food," the first sentence will rank higher because its keywords are closer to each other. Why do search engines do this? Because if you're searching for "running shoes", a page that contains "running shoes" is probably relevant, but a page that contains, "I was running late for work and forgot to put on my good shoes," probably is not. See how that works?

**Keyword density:** Search engines look at how many times your particular keyword is used in your content and compares it to the total words in the content and arrives at a percentage. Most experts say that the optimum keyword density lies in the range of 3-7%. That makes sense, since if you get too much higher than that with your keyword density, the sentences just don't make sense anymore! So, you look for your keyword to be inserted between 3 and 7 times for each 100 words.

**Keyword frequency:** Keyword frequency is a measure of the number of times keywords occur within a page's text. It's directly tied in to the keyword density. The thinking is that search engines want to see a word used more than once to make sure it's something you're really talking about. The best number of times to repeat a key word is 3-7 times.

So, to wrap up all of the technical stuff, you need to include at least 100 words in page text...400-500 is actually what you're shooting for here. Think how many words the average reader can read in 5 minutes. That turns out to be 400-500 words!

You also need to use keywords at the beginning of the page and, just to be safe, at the end of the page. Place your keywords close to each other and repeat your keywords 3-7 times for every 100 words. In a typical 500 word article you'd have 15-35 repetitions of your keyword.

ALWAYS make sure that your articles read like articles! Just don't throw keywords in there to get the density right. Remember, it's the visitors who read your articles that click on the AdSense ads...not the search engines!

That covers what content to go out and find...and how to make that content agreeable to the search engine spiders. That's all important stuff...the search engines just won't find you if you don't pay attention to these tips.

Since your TRUE customer isn't a search engine, but rather a TRUE human being, as a last step you need to take a closer look at your website layout now that you've populated it with all of your content and ads.

Don't forget your goal here. If your goal is to make \$69.00 each and every day with your website, then you need people to click on those AdSense ads! It's easy to forget that in the time you're spending finding articles and other content and optimizing them. But...if people don't click on the ads, you won't ever make a dime!

We briefly touched on having a good, clean layout that is easily identified as a good source of information on whatever the searcher is looking for. Let's take a closer look at that right now.

There have been some pretty amazing and pretty thorough studies on what people's eyes do when they see a web site for the first time. The Poynter Institute, the Estlow Center for Journalism & New Media, and Eyetools have all done extensive studies on where your eyes go when you look at a website. The studies were unanimous in their findings. It turns out that the upper left quarter of the screen gets the most attention...BUT... there's more to it than that.

Almost every person's eyes do the same thing when confronted with a page of information. It probably stems from the times in olden days when we all had to either hunt game or gather nuts and berries. We needed a fast efficient way to see if there was anything interesting...food...in our view.

The studies definitely said that a user's eyes flick over the entire screen at whatever draws their attention. And what draws it most? Well, the first hot spots are headlines, photo captions, subheadings, links, menu items and the logo on the page. It doesn't matter if it's a good logo or a bad one, people look at logos for some reason.

Then the upper left corner of the screen gets special attention, probably because that's where people expect to find the very best stuff plus the fact that, in our culture, we learned to read from top left over to top right and then back and forth from there. So, the top left-hand corner gets special attention and the right-hand corner and lower parts of the page almost always gets less attention.

Page layout comes into play here. Most content site pages have either a menu or list of links down the left side column, or, as a right side column. There are varying opinions as to which is the more effective layout. Of

course, some sites opt for a 3 column layout.) If the top of your column is a list of articles/content with keyword rich titles it is possible that a left hand column helps with the AdSense displaying relevant ads. A little experimentation may be needed to see what works best for you.

This is important stuff that you must know when you're finally putting your page all together! If you put your most important, vital content inside that critical upper left corner, that important content will be one of the first...and maybe only...thing that people read when they're making the big decision: whether to stay on your site and read more or go somewhere else.

Yes, people scan a page quickly. But that scanning has a purpose: it quickly tells a visitor that your site has what they really want to read. The good news is that if you can hook them right off the bat...with a great headline or an extremely interesting blurb in the upper left hand corner...they'll stay and read more...AND, maybe click a few of those AdSense ads! Creative use of graphics combined with that interest catching blurb can also be very effective in making folks stick around and read deeper.

So, to sum up everything from this chapter, your site has to have a nice looking header that immediately tells your visitor that they have come to the right place for whatever they're looking for...your keyword. The header should not be gaudy or FLASH or animated...just a good visual representation of the topic and content available on your site.

Another good alternative to a graphic header is the use of a simple colored background with your site title in a pleasing font. Your site title is, by definition, keyword rich. Put the title inside of heading tags <H1>Site

Title</H1> as search engines like heading tags and look for them on your pages. It may also be possible to put a second phrase, or, byline for your site in the header area using a smaller header tag, size <H3> or <H4>. This method assures that the first thing read on your page both by search engines and the Google AdSense feeds are the keywords that bring you traffic from searches performed by folks looking for this content.

For example, if you are building your pages in tables your header would be inside a table data cell, e.g. <td>header</td>. Set a background color in the tag and a font color for the <h1> heading text and <h3> heading byline:

```
<td bgcolor="blue"><font color="white"><h1>Arthritis And Arthritic  
Pain</h1></font><font color="aqua"><h3>Arthritis Information  
Resource</h3></font></td>
```

Of course, you will most likely use the alphanumeric code for the colors: white = #FFFFFF. This method insures that the first thing a search engine, or, a Google AdSense feed reads is keyword text. And, both like heading <h> tags.

The site has to have a clean look and be easy to read. Start with that GREAT headline that grabs their attention and a GREAT "blurb" of information in the upper left-hand corner.

The links to other articles have to be very apparent and have to tell the visitor what they're clicking on. No "CLICK HERE" links! Something like, "Click here to read the latest news on grooming dachshunds" will do a LOT better!

You HAVE to have good, fresh updated content that is relevant to your keyword...no doubt about that! The content needs to be optimized for keyword Prominence, Proximity, Density, and Frequency.

That's a lot to do, but, once you've got that all done, you're very nearly ready to start making yourself some money!

You've done a great job so far...pat yourself on the back! And then, read on! We've only got a little bit more to go.

**NOTE:** There are many varying opinions on things like keyword density. Visiting various forums where folks are discussing AdSense will keep you in touch with the current majority feelings in the matter. The main thing is that your content reads well, like you would speak. Avoid "keyword stuffing" just to add keywords.

Also, many opinions abound on the best placement of AdSense blocks, link colors, blending with the site, or, sticking them out like a sore thumb. Here you can find and keep up with Google's own optimization recommendations and add to that your own testing sprinkled with a bit of other people's results and ideas.

Keep up with Google AdSense at their blog: <http://adsense.blogspot.com>

And here is their optimization tips page:

<https://www.google.com/adsense/tips>

## NOW, HOW DO I ATTRACT VISITORS?

Ahhh! ... The age-old question that's been asked ever since the Internet was invented!

You're correct in asking that question at this point. You've got your site all ready to go. As a matter of fact, now's the time to make your application to Google for an AdSense account! Let's get that done before we go on.

Go to <https://www.google.com/adsense/default> and proudly fill out the application.

The way your site's looking right now, it'll sail through the approval process. Okay, you've got your AdSense code! But, which type of ad do you use...and where do you put it?

Google recommends you choose the vertical -- not horizontal -- format to display your AdWords. The experts agree. People have become "banner blind" to a horizontal format. Plus, Google has "trained" us to click on relevant text ads on their own site and they use the vertical format.

Google also recommends that you display AdWords prominently. It's to your financial advantage to put the AdWords near the top of your page on the right. Make sure there is enough "breathing room" -- i.e. white space around the ads -- so that they will easily attract your visitors.

It also makes good economic sense to make the AdSense ads look like the rest of your page. You can set them up with no borders and match the

background color of your page easily when you grab the code. That way, they'll fit into your site a whole lot better! Link color is also a consideration. People are very much trained to recognize Blue Underlined text as clickable links. It is okay to stray from this a bit to create a more esthetic appearance on your pages, but, be careful. You want your visitors to KNOW "This is a clickable link".

Grab your code and paste it into your pages. Experiment with placement of the ads, but make sure you, at least, listen to the advice Google offers you! They REALLY need you to succeed and will tell you just how to do that. If you're succeeding, that means their AdWords customers are happy...and they're making more money!

I know it's tempting, but **do not** click on the AdWords displayed on your own site to increase your revenue. Google really frowns on this. You will lose your account very quickly. Also, refrain from asking your friends and family from visiting your site and clicking your AdSense links. This type of click fraud will be discovered in short time.

It's obvious that Google has some of the smartest engineers around, and they're very good at detecting this kind of fraud. Google will cancel your account for click fraud! You've come a long way on your AdSense journey since you started this book... really, for an extra dollar or two, is it worth getting kicked out of a money-maker like AdSense?

Okay...you've got your AdSense ads running on your site. It's time to get some eyeballs looking at it and, hopefully, clicking those brand-new ads! There are some great ways to do just that starting on the next page.

First of all, let's go over the tried and true methods for driving traffic to a website. I know...I know...you've heard this all before! But now, you have a product that allows you to capitalize on traffic in ways you never could before. The old saying that if you get enough eyeballs on a site, you'll make some money definitely holds true with AdSense sites.

Remember all of those articles you found, you wrote or you paid to have written? Sort out some of the ones that you either wrote or bought and slice them down to 400-500 words. Really polish them up and think up some GREAT headlines for them. Add a resource box down at the bottom that says something like this: *"This article is presented to you by YOUR NAME. You have the right to reprint this article if it is reprinted in its entirety and this resource box is included. If you'd like to find much more information on YOUR TOPIC, go to [www.YOURSITE.com](http://www.YOURSITE.com)"*

Another great idea when preparing these articles, if you have affiliate links to related products or services, is to include them as a flowing part of the content. IF the product or service is something that you created and own allow folks who use and publish your articles to "brand" these resource links with an affiliate ID if you are marketing in that manner. This really helps keep your resource box intact. Essentially, this is rewarding the user for really promoting your articles, thus, giving your site more views.

Here's that link again for finding article directories:  
<http://www.arcanaweb.com/resources/article-directories.html> . Get 4-5 articles all ready and submit them to every article directory you can find. Do that about once a week and you'll see some traffic start coming your way.

If you are serious about using articles to promote your site you will create traffic. Article marketing is an excellent way to not only expose your site to a ton of readers. Also, it will also create a huge number of one-way “backlinks” to your site. Backlinks will help immensely in making your site relevant, receiving a higher placement in search engine results, when people search on your keywords.

You will quickly learn that submitting articles to a hundred directories or more is a very time consuming process. There are various software tools and services that can make this process faster and easier. The software tools, though they do log you in, enter you data and automatically paste things like your title, body and resource box, will still require that you do a small number of clicks here and there. Also, with the software tool option you navigate from one directory to the next as you submit. Still, they will cut your time by a very large amount over visiting each site. A very good software tool choice is Article Post Robot:

<http://www.articleslist.com/articlepost>

The best option for serious article marketing is a submission service. Using these services you submit your article to only one site. Their back-end script then does all the work and places your article on hundreds of directories and news lists. Some of these services are quite expensive. One which has proven to be reliable, has good support, and is also about the most economical is Article Marketer:

<http://www.articleslist.com/articlemarketing>

Another thing to do with your articles is to find blogs that cover the topic of your site and post some of them there. Always be sure you've actually read the blog and are sure your article would add some value to the

blog community. It's always polite...and much more effective... to post a relevant comment or two before posting an article.

Still another way to promote your new AdSense site is to become a member of forums that are based around your topic. Become a participating member of that forum, answer questions, and be helpful. Ask any questions you may have about the topic...AND...always use your website URL in your signature. Don't post little one-line answers just to get your signature out there! Nothing will irritate long-time members of a forum faster than that! Do your part first, contribute and try and discreetly to get something back. Do not make your signature file a multi-lined glaring advertisement. A simple one line statement or even just your URL is best. People at the forum will choose to visit your signature URL based on how they feel about you and your participation in the forum.

Once you're an accepted member of the forum, post one of your good articles there for everyone to reprint. Most marketing forums have some section set aside just for that purpose. If you're a member of a gardening forum, it probably isn't a good idea to post an article about dogs there. So make sure that your articles actually add value and good information to the forum. You'll be surprised how many visitors you can get from forum posting if you do it right!

Chances are the niche you have chosen to build your AdSense sites on does not relate to "Internet Marketing". Participating in forums pertinent to the content of your sites is important. Sharing and building a relationship with other forum members will not only provide traffic it will also open up avenues of opportunity. You may easily find other forum members making

posts that would be great content for your site. A simple request to the poster will often get you permission to quote his post on your site.

See how that content you heard so much about in the beginning of this book is still serving you well? That should give you the idea that finding good articles, reports and just good content is really your main task with AdSense sites.

If you have an existing email list, you can send out a short email to them introducing your new site. Some of your loyal subscribers may well need some of the information you have on there...especially if your mailing closely coincides with the topic of your site.

Paid traffic and traffic exchanges tend to not work well for AdSense sites, so, unless you have a specific strategy that has worked for you in the past, they're probably a waste of time...and maybe money...for this particular traffic campaign.

Another strategy for getting traffic is outlined in detail in the bonus chapter of this book, so make sure you read and understand it...it can be very powerful when it's used correctly!

Those are the tried and true free methods of grabbing traffic for a site. They all apply, in some measure, to your new AdSense site. The key here is to experiment and see what works for your particular site.

There is one type of traffic generation that works particularly well for AdSense sites. That is blogging and pinging. This is an entire field all by itself, so I won't go into all of the details with you. There are some great

books out there on blogging and pinging. There are blogs devoted entirely to this subject. Simply search Google for “blog and ping” in quotes and find a rich resource of information free for the reading.

The best way to get started blogging is to get a copy of WordPress. You may already have this available to you through your hosting service. If not, just go to [www.wordpress.org](http://www.wordpress.org) and download it. There are many add-ons and plugins geared toward making the use of WordPress a favorite blogging tool for internet marketers. Also, a great variety of themes are available and with a bit of modification you will have a unique look for your site that presents itself well and reflects you and your content.

The key to the effective use of blogs to generate traffic to your AdSense site is to make sure that the blog fits your site’s niche. Here’s a quick little tip: if your AdSense site is all about dogs, then consider setting up a blog that has articles and good tips for, say, dachshunds. Then put some links in the blog that tell the readers to find information on other dog breeds, they can go to your AdSense site.

It’s absolutely essential that you keep your blog updated frequently. Some ingenious marketers have set up their auto-responders to automatically do this for them...that may be something that you want to look into.

Blogging experts say that it’s best to host your blog on a different server than the one that hosts your AdSense site. This may help with inbound links to your site, so it’s not a bad idea! Hosting your blogs on different IP address does not have to be costly. There are many places to

get a hosting account with plenty of space for a growing blog at a very minimal annual fee.

If you make your blog highly interactive...allow and encourage posting...little contests...surveys....anything that makes the blog feel like a little community...you'll go a long way to generating some excellent traffic to your AdSense site.

The pinging part of blog and ping just means that the major blog directories are automatically notified whenever you update your blog. That's easily set up in wordpress and is a must if you're going to take the time to use the blogging method of traffic generation.

You will find many free information sources on using wordpress to its full potential. Most things require setting up only once and everything happens automatically every time you post. There are also scripts and services for autoposting to your blogs from articles you pre-load and schedule, as well as chosen RSS data feeds.

Another option to get started with blogging is to use Google's own free blogging community. Head over to <http://www.blogger.com> and open an account. You can create as many free blogs as you like at blogger. Having a blog for each niche site you have up is possible. Be sure to choose the name for each blog at blogger using the keywords for the niche you are promoting.

Each time you post at one of you blogger blogs, head right over to <http://pingomatic.com> and do a ping notifying the directories that you have added fresh content. Once again, there is much good information about making the most of free blogger blogs. Just Google it.

As I'm sure you've noticed by now, generating traffic to an AdSense site is really no different than any other site. You have to work at it...experiment...test and tweak...try new things.

Blogging may be a little wrinkle that you haven't tried before. It's well worth the time to learn this technique...and, it doesn't take that much time at all! Just jump into wordpress and start your first blog attempt...it's relatively quick and easy after that.

So, the bottom line for this chapter is your content...that you worked so hard to find or write or buy... should be a huge part of your traffic generation strategy. Use those articles to get your name...and more importantly your AdSense URL...out there. If you do that intelligently and consistently, you'll have the eyeballs on your site and really earn those clicks!

You've got the site up and running and you've got a pretty good idea of how you're going to drive traffic to the site. You've come a long way! There's just one more thing you need to know about before we wrap this all up.

Good job!

## FINAL STEPS FOR RECURRING INCOME

It just makes sense that if you don't know how you're doing, you can never figure out how to do it better. That's something that's extremely important to your long-term success with AdSense marketing. So, in this chapter, we need to go over some tracking and tweaking techniques for your site.

When you signed up for a Google AdSense account, you also got an administration panel that lets you see reports on some basic things that are happening with your AdSense ads. Let's take a quick look at that admin panel so you know exactly what each figure tells you.

Go to <https://www.google.com/adsense/> and log in. When you first see your control panel, you'll see just today's figures. If you want to see more than today only click on the "Advanced Reports/Ad Performance" link at the top of the page. You can select the data range you want to look at...maybe last 7 days, or this month...click on "Display Report" button and you'll see a little better overview of what your site has been doing lately.

You'll notice some terms across the top such as: Page impressions, Clicks, Page CTR, Page eCPM, and Earnings.

**Page Impressions** is the number of people who have seen the pages on your site that carry your AdSense code. These aren't unique visitors! A single visitor may receive several impressions of a page or different pages. Don't get all excited just yet thinking you've got a lot of traffic to your site already. Impressions are the number of times Google has served AdSense blocks to your pages.

**Page CTR** is an important one! Google simply counts the number of impression and divides that number by the number of clicks that your ads actually receive. That gives you the CTR...the "Click Through Rate". That's where your AdSense money comes from!

**Page eCPM** is a little misleading at first. It stands for Effective Cost Per Thousand. From your perspective, eCPM is a useful way to compare revenue across different channels and advertising programs. It is calculated by dividing total earnings by the number of impressions in thousands. For example, if a publisher earned \$180 from 45,000 impressions, the eCPM would equal  $\$180/45$ , or \$4.00.

**Earnings** are... well...earnings! Remember, you won't be getting a check from Google until you've accumulated more than \$100.00 in ad commissions, so don't get all in a hurry here!

Page CTR is the one to watch here. If your pages are getting a lot of impressions, but your CTR is low...under 5%...then a couple of things may be happening.

First of all, your ads may not be in the right place on your page. They may be too low, or too high. They may be horizontal instead of vertical. They may be hidden among too many other things on your page. There are a TON of things in your page design that could be affecting the CTR. Change ONE thing and test it. Check to see if your CTR is better or worse. DON'T change more than one thing at a time, or you'll never know which one of the changes had the positive effect you were looking for. Remember the chapter on page design and re-read it if you need to.

The other thing that could be happening when you're getting a low CTR is that your content isn't matching your keywords closely enough. If someone is searching for "dachshund diets" which may be one of your keyword phrases, and your content is all about labrador diets, then odds are you won't be getting an ad click from that visitor!

In this case, you'll need to re-examine your keyword list and tightly target it according to your content. You can get a TON of impressions by having very broad keywords, but you don't get paid on the number of impressions...you get paid on the number of clicks! So, if you think this is happening to you, tighten up those keywords a bit and see what that does to your CTR.

In case you're wondering, the numbers you see when you look at your reports is the total of all the data from every page that's running your AdSense code...and that may be 100s of them! That makes it a little hard to figure out how an individual page is doing for you.

Fortunately, AdSense has made a thing called channels available to you. This system allows you to track the performance of a single page or a group of pages or a full domain. It's well worth your time to learn more about channels and how to use them for your tracking efforts. You can find all of the information here:

<https://www.google.com/support/adsense/bin/topic.py?topic=152> .

What you should be taking away from this chapter is this: You REALLY need to know how your pages are performing if you want to make the most money you can out of them!

Google has provided you with some basics...and a little more advanced... tools to do that. There are several well-designed, easy to use AdSense tracking programs on the market today. One of the best is AdSense Tracker. It comes with some other exceptional tools included.

<http://www.articleslist.com/adsensetracking>

No matter what you choose to use for your tracking, you absolutely need to do it! That is...if you really want to make a good living from AdSense sites!

We'll wrap everything up in a neat little package in the next chapter, so hang on for just a while longer...and read on!

## **WRAPPING IT ALL UP**

Well now! You've come a pretty long way from just barely knowing what AdSense does, in theory, and actually having a functioning AdSense site that may be making you some money by now! That's quite an accomplishment! Congratulations.

Let's look back at what we've covered for a few moments here and then look forward to what may well be in your future in your own AdSense business.

You started out wondering if you could actually make any money from AdSense. You found out that people all over the world are very quietly doing that very thing each and every day. You also learned how to set yourself some goals for your new AdSense business.

Then, you learned why Google even needs you. You learned that Google actually is trusting you with their search customers in hopes of giving them good, targeted, relevant answers to their searches.

We talked a LOT about content! You now know just why it's so important to your new AdSense business and where to get it. You know how to tightly target that content to your site and why you should be doing that continuously.

You learned the basic way to design and construct your AdSense sites and why each step is so important to your success

You learned...or re-learned...the basics of how to drive traffic to your new site. You may have learned a new traffic technique using blogging and pinging. And, finally, you learned a bit about tracking and testing and tweaking.

That's a LOT of stuff! And, I'm sure you thought it took forever!

You have to have figured out by now that it won't take you nearly as long to make your second AdSense site...and even less time than that to make your 10<sup>th</sup> AdSense site! This needs to be your strategy from here on out. Find a good, searched-for niche, find or write/buy some great content about that niche and put up a site! Repeat...Repeat...Repeat!

If you can make \$2.00 a day from one site, then it stands to reason that, by using what you've learned from this process, you can make \$20 a day from 10 sites...and \$200.00 a day from 100 sites!

Just remember to be consistent in your AdSense business and always, always make content your number one priority!

I hope you've enjoyed reading and working with this book. It was fun to write and I hope fun to read!

Wishing you great success in your new AdSense business,

*Lou Roggio*

Lou Roggio

From The Mountains Of West Virginia

## **BONUS: AN ADVANCED ADSENSE TECHNIQUE**

Here's a neat little way to leverage your knowledge of AdSense by using another Google product, AdWords! Here it is being described by James Jones of Emergency Cash Generators fame. Make sure you read it! It can make a big difference in your AdSense business! (Note: James talks about placing AdSense blocks in positions that seem to work well for him.)

### **The experts call this technique the Google Traffic Arbitrage.**

*You may have heard the word arbitrage in relation to the securities or currency markets. According to Dictionary.com an arbitrage is "The purchase of securities on one market for immediate resale on another market in order to profit from a price discrepancy."*

*There are arbitrage opportunities in other markets as well.*

*In fact, any situation where there is a difference in the price of something in two different markets, presents an Arbitrage Opportunity. The arbitrageur simply buys at the lower price and sells at the higher price, insuring a profit.*

*If you've ever read the Emergency Cash Generators course, you are already familiar with the eBay Arbitrage technique. This is very similar except it uses Google Adwords/AdSense to generate a profit.*

### **Here's how it works...**

*First off find a keyword that has a lot of search activity. You can use the Overture Keyword Selector tool at <http://inventory.overture.com/d/searchinventory/suggestion> I suggest at least 25,000 searches per month for the base keyword.*

**Next** using the Overture View Bids tool

<http://uv.bidtool.overture.com/d/search/tools/bidtool/> enter your keyword to see how much people are willing to pay for clicks generated for your keyword. You want the top bid to be at least 50 cents -- but if you find one in the \$1.50 - \$4.50 range that is perfect. Beyond \$4.50 I have found the competition is pretty intense so it is better to concentrate on keywords in the 50 cents to \$4.50 range.

**Next**, sign up for Google Ad Sense at <https://www.google.com/adsense/>

You can read about Google AdSense at the link above but basically Google will pay you to display AdWords ads on your website. You are paid based on the click value of a particular keyword. The actual amount that is paid is a Google secret but I've heard some experts say it is in the 30% -- 60% range.

Now, go to an article bank such as <http://www.articleslist.com/> and search for an article related to your keyword. Copy the article (you have permission to use the articles as long as you do not edit them and agree to include the author's resource box at the end of the article.) and create a simple webpage out of it.

The website should have the article in the middle of the page with Google AdSense ads on the top, on the left side and at the bottom of the page. If you don't know how to do this consult the Google AdSense link above for instructions.

Finally, go to Google AdWords at <https://adwords.google.com/select/> and set up an account. Then set up an AdWords Campaign advertising your webpage. Bid 5 cents for your relevant keywords and direct the traffic to your webpage.

*What you have done is set up a system where you pay very little for a click (5 cents) and hopefully get higher paying clicks on the ads from your website thus making a profit from the difference.*

*Now, you'll need to experiment with different keyword niches, Google AdWords ads and the ad placement on your webpage but once you hit a good niche you should be able to skim a buck or two a day from the keyword price spread. That may not sound like much but at \$1.00 a day that's an extra \$30.00 a month. Set up 10 of these deals and you're making \$300.00 a month.*

Pretty neat, huh? Give it a try!

## OTHER RESOURCES YOU MAY WANT TO EXPLORE

### CONTENT

First, here are some resources for content. A great source of content for your own writing and, in some cases, for use with no modifications is the Public Domain. Many of the items published on thousands of subjects by the government, Federal, State and Local, are in the public domain. Finding this content can be accomplished by searching a very special area of Google.

<http://www.google.com/unclesam> You will be absolutely amazed at the wealth of information you now have at your fingertips.

Other good public domain sources include: <http://www.wikipedia.org> which is available in many languages. Public domain books for free download may be found at <http://www.gutenberg.org> .

Of course, search Google for "public domain". It helps after the results come up to scroll to the bottom of the search page and click on that link that says Search within results. Now type in your keywords and narrow the results down to more targeted pages for your query.

### PRE-BUILT SITES

Starting out with, or, adding to your collection of AdSense content sites by using pre-built sites is a timesaver. Also, if your page building skills are at a novice level or you have time constraints this is a good alternative. Two places that offer high quality niche content sites are noted here.

NicheRama is a monthly membership site: <http://www.nicherama.com>

NicheSavers offers limited quantities of pre-built sites and you just purchase those you like from the available listings. <http://www.nichesavers.com>

There are many available sources for pre-built sites and pre-written content. Just Google it!

## **GENERATING TRAFFIC**

Here is a bonus tip. Head over to <http://craigslist.com> and place free classifieds linking to your content sites. Craigslist is spidered regularly and you will be picked up by the searches quickly.

Another good classified site to speed in getting your pages indexed is US FreeAds. <http://www.articleslist.com/usfreeads>

## **SITE BUILDING TOOLS**

Sure, you can use any HTML building tools to build your content sites. But, there are some tools that can literally save you hours of coding and optimizing your pages. Some of these tools are software that you use on your computer. Others are server based scripts and you build the site online on your domain. One of the absolute best software options is xSitePro. Be sure to watch the video to see what this tool can do for you.

<http://www.articleslist.com/xsitepro> A top choice for a server based option is Content Creator Pro <http://www.articleslist.com/contentcreator>

Here again, Google content creation software and content creation scripts and similar terms to look at other alternatives.

## **KEYWORD RESEARCH TOOLS**

By far, the most used keyword research tool on the net seems to be WordTracker. And, with good reason. It is certainly worth looking over to see if it fills your needs. <http://www.articleslist.com/wordtracker>

For working with and manipulating keyword lists, especially useful for using with Google adwords campaigns take a look at PCC Accelerator.

<http://www.articleslist.com/ppcaccelerator>

## **ADDING EXTRA STREAMS OF INCOME**

There are over 10,000 digital information products available through ClickBank. The problem is that trying to locate ones that fit your content using the ClickBank site is a very time consuming process. Although there are several ClickBank search tools around, they will list all the products that match your keyword search. You might think this is a good thing, but, it is not. Here's why. Some ClickBank products do not pay any commissions at all. Yet you will still be able to sell them with an affiliate link. Others pay far too little and others still have poor closing rates.

One tool that lets you quickly search the ClickBank database PLUS gives you the actual commission figures and the percentage of sales that are actually made through affiliate referrals is CB NicheBuilder.

<http://www.articleslist.com/cbnichebuilder>

Adding affiliate links for added income streams from AdSense niche content sites is best done if you can work text links directly into your content.