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INTRODUCTION – WHAT IS ADSENSE AND HOW CAN I MAKE MONEY FROM IT?

Before looking at AdSense, I feel that it is necessary to give a brief description of pay per click advertising. The biggest and most powerful ppc system is called Google AdWords.

AdWords

You will have seen AdWords in action before. They are those little text ads that appear down the right hand side of Google's search results. They are an amazingly powerful method of advertising. The ads you see are 100% related to the keywords that you type into a search. This means, that as an AdWords advertiser you are capable of displaying your ads in front of an audience that is already interested in your products or services. Never before have businesses been able to conduct their advertising in such a highly targeted manner.

If your internet company rented holiday properties in Spain for example, you could set up your AdWords ads to appear ONLY when someone typed in keywords like "Spanish, Spain, holiday, rental, villas, apartments, properties etc."

Of course, this all comes at a price. As an advertiser, you have to pay Google every time somebody clicks on one of your ads. Not knowing how to cost their system, the geniuses at Google came up with the idea of letting their advertisers bid against each other for the value of their chosen keywords.

This means, that if I wanted my ad to be displayed the most often when someone types the key phrase "Spanish holidays" into Google, I would have to out bid the advertiser who currently comes top of the list for this key phrase.

The Internet has matured as a result of ppc advertising. The embarrassing days of the Dot Coms are well and truly behind us. The value of online businesses can now be measured because ppc advertising is a dynamic system that reflects real-world supply and demand.

With ppc advertising, Google has enabled small online businesses to flourish, whilst making tens of billions for themselves.

AdSense

With their follow up program AdSense, Google created an opportunity for everybody to get a share in this lucrative market.

AdSense is an extension of the AdWords program that allows any website owner to place AdWords ads on their site. However, the difference in this system lies in the fact that the ads displayed come not from search phrases, but from the content of your site.

As an AdSense user, Google gives you a piece of JavaScript that has your unique id embedded within it. This enables them to track the performance of the ads on your site. You simply paste this code into the html of your website.

Then, when someone views your site, the JavaScript automatically fetches ads from the Google server and places them on your page. Google does this with its advanced content recognition technology. This technology is so clever, that it knows which country you are viewing a site from. It then places country specific ads accordingly. For example, if you had a site about fly-fishing, people viewing your site in Australia would see ads for Australian fishing tackle retailers, and in the USA people would see ads for American retailers.

When someone clicks on one of your ads, Google charges the advertiser. Google then takes a cut of the money and gives the rest to you. Although Google won't disclose any details about their payout ratio, it is rumored that they take 32% and you get 68%.

Before you start thinking: why don't I just click on my ads all day long and make loads of money? Google has thought of this and takes click fraud very seriously. They want their advertising system to work. They can tell if you have been committing click fraud and will bar you from AdSense FOR EVER!

Making serious money

99% of AdSense users make next to nothing. They stick the code onto their website and sit back. When the money doesn't appear they think the system is useless. This is good for us, because those in the know can make extraordinary amounts of legitimate, Google approved money.

There is a simple formula to success with AdSense. Here it is:

$$\begin{array}{rcc} \text{HIGH PAYING KEYWORDS} & & \\ + & & \\ \text{HIGH TRAFFIC} & = & \text{LOADS OF MONEY} \\ + & & \\ \text{HIGH CLICK-THROUGH RATIO} & & \end{array}$$

- The key lies in finding a niche market and creating a content rich, topical site within this market. You then fill the content of your site with high paying keywords.
- Next, through good search engine optimization and advanced inbound linking strategies, you build a high and constant flow of traffic to your site.
- Then, only after you have taken steps one and two, do you place the AdSense code into your site. You add the JavaScript whilst employing certain techniques that make the ads look more attractive. This will encourage more of your website's visitors to click on the ads.

This strategy, coupled with careful tracking of ad performance, will guarantee that you are making serious amounts of money with Google AdSense.

If you want to be amongst the 1% of high earners make sure that you follow The AdSense Mint course step-by-step!

PART ONE – HOW TO FIND AND EXPLOIT A PROFITABLE NICHE MARKET

What is a niche market?

A niche market is simply a group with similar interests and needs. Niche marketing can be compared to fishing in a small pond that is full of starving fish, whilst using bait that they all love.

Mass marketing on the other hand can be compared to fishing in a huge lake that is filled with overfed fish. The fisherman hopes for the best, and uses one type of bait that only some of the fish like.

Why consider niche marketing?

There is no point in targeting a mass market if you are starting out with an online venture - particularly if you are going to be using AdSense as your main revenue stream. Targeting a mass market requires enormous advertising budgets that are only the luxury of larger corporations.

Finding a profitable niche

Take a look at this excellent high paying keyword list:

www.keyword-list.com

See if there are any topics that you know about or at least find interesting. You will find it much easier to create a quality site if you are already knowledgeable on or enjoy the subject matter.

Good content is the key to a high search engine ranking.

I will now find a profitable niche market from a keyword of my choice. This will make it easier for you to follow the process step by step and repeat it with your own keywords.

Looking through the keyword list I see that "drug rehab" can cost the AdWords advertiser up to \$12.50 per click.

Some keywords can pay out as much as \$60.00 per click!

The next thing we must do is find out what kinds of ads are likely to be displayed based on our choice of keyword. This will also allow us to gain a clearer picture of how much advertisers are willing to pay to have these individual ads displayed.

We do this with a useful tool on the Overture website. Overture is an advertising program that is similar to AdWords. We have to use Overture because Google are notoriously tight lipped about how much their AdWords advertisers bid for clicks.

Although the bid prices for Overture advertisers will vary from those of AdWords advertisers, it will still give us a decent approximation of the kind of money we can expect to receive when displaying ads on our niche site.

The Overture Bid Tool can be found at this address:

<http://uv.bidtool.overture.com/d/search/tools/bidtool/>

View Bids

Type in a search term and we'll show you the Max Bids and listings for that term.

Security code:
Please type the characters on the left side into the empty box on the right*:
*This is to improve performance and prevent unauthorized automated scripts. By entering the security code you agree to the [terms and conditions](#) for using this tool.

L R 9 Z LR9Z

Search Cancel

When we type in our phrase "drug rehab" it will throw up a list like this:

Find Drug Rehab: Heritage Home

Heritage Home Drug and Rehab center is a beautiful, restful place...a home away from home just 10 minutes from the U.S. border and one hour from Montreal Canada.

www.heritage-home.com

(Advertiser's Max Bid: \$13.52)

Stone Hawk Drug Rehabilitation Center

Stone Hawk Rehabilitation Center offers holistic residential alcohol and drug rehab programs on beautiful St. Mary's Lake in Michigan. Over 70% of our graduates stay clean.

www.narcononstonehawk.com

(Advertiser's Max Bid: \$12.24)

The Watershed: Drug Rehab

Make a change today. We are here to help you overcome alcohol and drug abuse. Contact us to receive free confidential online assessment and referrals. We can help you achieve recovery.

www.thewatershed.com

(Advertiser's Max Bid: \$12.22)

Drug Rehab Uses Narcotics to Detox

Summer House offers a narcotic detox service in a no hassles stress free setting. Located in South Florida.

www.drugdetoxcenter.com

(Advertiser's Max Bid: \$10.00)

1-800-Nodrugs.com: Drug Rehabilitation

1800nodrugs.com is a nationwide treatment referral service designed to help you find a rehabilitation center to fit your individual needs. Find addiction information online.

www.1800nodrugs.com

(Advertiser's Max Bid: \$7.01)

Drug and Alcohol Rehab Center

Cirque Lodge, Sundance Utah offers exclusive and effective drug and alcohol treatment. Let the mountains and our cognitive and experiential therapies provide you healing and hope. Call now.

www.cirquelodge.com

(Advertiser's Max Bid: \$7.00)

Rapid Detox from Methadone Addiction

Pioneers in the field of opiate dependency with the renowned Waismann Method of rapid detoxification. Visit Waismann for information and treatment that is safe, confidential and effective.

www.opiates.com

(Advertiser's Max Bid: \$6.20)

Ultra-Private, Luxury Drug Treatment

Exclusive, ultra-private detox/drug treatment program for high profile person requiring total confidentiality, one-to-one program, exceptional quality of care. Hollywood and Newport Beach.

www.beaumontdeprograms.com

(Advertiser's Max Bid: \$6.02)

Holistic Drug Rehab Program

Addiction recovery program that works. Chronic relapse specialists. We are recovering addicts with over 17 years of experience.

www.drugrehabcenter.com

(Advertiser's Max Bid: \$4.50)

4Rehabilitation.com - End Addiction Now

A non-profit drug addiction treatment referral service. We help you or your loved one find the right treatment center based on your individual needs. Our counseling is always free.

www.4rehabilitation.com

(Advertiser's Max Bid: \$4.01)

Drug Rehab Program

Able To Change Recovery is a compassionate and caring residential drug and alcohol treatment program located in the beachside communities of Laguna Beach and Dana Point, California.

www.abletochangerecovery.com

(Advertiser's Max Bid: \$4.01)

Drug Rehab Program - Hope by the Sea

Hope by the Sea is a high-quality, yet affordable residential alcohol rehab center located in Southern California. Help can't wait. Call now.

www.hopebythesea.com

(Advertiser's Max Bid: \$4.00)

Drug Rehab Center

The future of recovery is here today At A Better Tomorrow. Effective drug rehab center.

www.abttc.com

(Advertiser's Max Bid: \$3.99)

Newport Beach Drug Rehab

Beautiful, seaside drug rehab facility offering individualized addiction treatment programs steps from the California sand. State licensed, court approved, highly successful. Live healthy.

www.recoveryhome.net

(Advertiser's Max Bid: \$3.60)

The Sundance Center - Drug Rehab

Professional inpatient, outpatient drug and alcohol rehab. Located in Scottsdale Arizona, we are here to help.

thesundancecenter.com

(Advertiser's Max Bid: \$3.00)

Medpro Treatment Center - Drug Rehab

Serene OC beachside location, comfortable medical treatment addresses underlying issues.

www.medpro4.com

(Advertiser's Max Bid: \$3.00)

Rapid Detox from Heroin Addiction

Project Straight offers medically assisted detox and detoxification under anesthesia from heroin, methadone, oxycontin, vicodin and other opiates. Caring, compassionate and affordable.

www.detox911.com

(Advertiser's Max Bid: \$1.14)

As you can see, with advertisers willing to pay out as much as \$13.52 per click, we are already light years ahead of 99% of AdSense users whose ads only pay them an average of \$0.01 per click!

We shall return to this list later, when we are looking at the possible ads that could be displayed on our niche site.

The competition for the phrase "drug rehab" will be high, so the next step involves whittling down the subject matter until we reach an area that will become our niche and will give us a higher ranking in the search engines. There are various software utilities that will help you do this, but I find it is best to do it

for free with the web-based Keyword Suggestion Tool at:
<http://www.digitalpoint.com/tools/suggestion/>

This is one of many excellent webmaster tools that you can find on the Digital Point website.

Using the Keyword Suggestion Tool, we enter our chosen keyword into the phrase box then click "Suggest".

Phrase:

Market: Only applies to Overture data

We are presented with the following list:

How many times is this phrase searched for?	
Wordtracker	Overture
<small>Check out what else Wordtracker can do for you.</small>	drug rehab 9,092.8 /day
drug rehab 693.0 /day	drug rehab program 2,648.8 /day
drug rehab center 360.0 /day	drug rehab center 186.2 /day
drug alcohol rehab 282.0 /day	drug and alcohol rehab 95.2 /day
drug rehab program 173.0 /day	drug rehab california 27.8 /day
drug and alcohol rehab center 141.0 /day	christian drug rehab 20.0 /day
drug addiction rehab 139.0 /day	drug rehab florida 19.2 /day
christian drug rehab 133.0 /day	texas drug rehab 17.8 /day
drug rehab treatment 125.0 /day	drug rehab facility 16.7 /day
utah drug rehab 114.0 /day	drug and alcohol rehab center 15.2 /day
drug rehab centers 103.0 /day	free drug rehab 15.0 /day
drug rehab california 100.0 /day	teen drug rehab 14.5 /day
alcohol drug rehab 94.0 /day	drug addiction rehab 13.9 /day
arizona drug rehab 92.0 /day	california drug rehab center 13.8 /day
drug rehabs 91.0 /day	utah drug rehab 11.5 /day
drug rehab in texas 86.0 /day	prescription drug rehab 9.2 /day

You will notice that the phrase "drug rehab" is searched for at an average of 693 times per day according to Wordtracker and 9,092.8 times per day according to Overture. The reason that the results differ so much is that Overture's data is based on more search results. An average rule of thumb is that you multiply these results by 8 to find an approximation of how many times your phrase is being searched for on Google per day.

We want to find out the results for Google searches because it is the leading search engine, and we will be optimizing our website for a high Google ranking.

This means that the phrase “drug rehab” is being searched for on Google anywhere between 5,544 and 72,742 times daily. Although there is a huge discrepancy in these figures, the point is that our phrase is being searched for a hell of a lot.

If we then turn our browser towards Google and type in “drug rehab”:

Results 1 - 10 of about 1,340,000 for [drug rehab](#). (0.08 seconds)

Sponsored Links | Sponsored Links

[Drug Rehab and Treatment](#)

We will see that there are 1,340,000 websites related to our phrase. Clearly, at this stage there is no chance of obtaining a high ranking with Google as the competition is too fierce. What we want to do is think laterally and target some phrases that are related to “drug rehab” but have less competition. Let’s try the phrase “cocaine addiction”.

How many times is this phrase searched for?	
Wordtracker	Overture
Check out what else Wordtracker can do for you .	No data for phrase: cocaine addiction
cocaine addiction 178.0/day	
addiction crack cocaine 118.0/day	
cocaine addiction and solutions 40.0/day	
cocaine addiction symptoms 23.0/day	
crack cocaine addiction 18.0/day	
cocaine addictions 14.0/day	
signs of cocaine addiction 14.0/day	
teenager cocaine addiction treatment 9.0/day	
cocaine addiction treatments 8.0/day	
signs of addiction for crack cocaine 8.0/day	
transvestite cocaine addiction 8.0/day	
rapid detox for cocaine addiction 7.0/day	
cocaine addiction tampa florida 6.0/day	
cocaine addiction treatment 6.0/day	
cocaine addiction withdrawal 6.0/day	

There are an average of (8 times 178) 1,424 queries per day for the phrase “cocaine addiction” on Google. Again, this competition is a bit too steep for us. So I think it would be best to target a phrase like “cocaine addiction and solutions” which has about 320 queries per day on Google.

Results 1 - 10 of about 417,000 for [cocaine addiction and solutions](#). (0.25 seconds)

rseling

Sponsored Links

[Struggling with the steps](#)
A New Choice in **addiction** recovery

When we plug our phrase into Google we can see that there are 417,000 pages relating to it. Compared to the 1,340,000 related sites to the phrase "drug rehab", the phrase "cocaine addictions and solutions" puts us in a much stronger position for a top ranking.

What is the profitability of our new niche?

The next thing we must do is find out how much potential money can be made from our new niche market.

To do this we will use another tool from the Digital Point website. It is called the Google AdSense Sandbox Tool and you can find it at:

<http://www.digitalpoint.com/tools/adsense-sandbox/>

What this tool does is enable us to see what sort of AdSense ads will be displayed on our niche site based on our choice of keywords.

Type in your chosen keyword/keywords and then click "Display Ads".

View Google AdSense Ads For...

[Production Server Parameters](#)

Web Page Address or Keywords:

The Ads Displayed Are Served Up In Test Mode, Which Means AdSense Credit Is Not Given For Impressions Or Click-Throughs

[Addiction Treatment](#)

Successful drug and alcohol rehab helps to end addiction permanently. www.narcononstonehawk.com

[Porn Hurts Someone](#)

And it's not just you! Your wife & kids suffer too. Make it stop! www.AvenueResource.com

[Cocaine Addiction Help](#)

Accredited Recovery Program in FL. We Specialize in Alcohol/Drug Rehab www.TransRecovery.com

[Cocaine Rehabilitation](#)

24/7 help line: 1-800-861-1768 Free online assessment & referrals thewatershed.com

[Heroin Detox Leader](#)

Rapid detox from heroin addiction with renowned Waismann Method. www.opiates.com

[Customized Program](#)

Exclusive residential treatment facility. Call 24/7 - 800.281.5133 www.customtreatmentprograms.com

[Drug or Alcohol Abuse?](#)

Challenges Program specializes in drug treatment & relapse prevention www.challenges-program.com

[Cocaine Addiction Help](#)

Effective, Affordable, Confidential Highest CARF-Accredited Treatment www.PacHills.com

[Crack Cocaine Addiction?](#)

Addiction Detox and Rehab for Crack We Succeed With-Out Drugs, Live-in. detox-narconon.org/crack-treatment

[Addiction Treatment](#)

Effective Drug & Alcohol Treatment Over 70% Success Rate? Learn More AddictionTreatment.ca

[Resource Directory](#)

Social service guide. Counseling, emergency assist, housing and more www.resourcedirectory.com

[Cocaine Addiction Help](#)

Heal Mind & Body at Renaissance Unsurpassed Individual Attention. www.MalibuRecovery.com

[Heroin Addiction Recovery](#)

Painless rapid detox gives you back your life. Caring and affordable. www.detox911.com

[Sex Addiction/Fetishes:](#)

xdressing; licensed therapist/15yr as seen on HBO/"20/20" and CNN www.sexreatment.com

[Addiction Treatment/Detox](#)

Find out the long-term benefits our medically supervised program offers www.ibogaine.net

[Drug Detox Treatment](#)

Liberal Heroin Detox Service Offers Potent Meds To Make Kicking Easy www.heroin-help.com

[Science Based Treatment](#)

The 12 Steps are an Idea Over 50 years old - We changed that brooksideinstitute.com

[Quit Nicotine](#)

Get Clinical & Therapeutic Care. Escape to Napa for 7-Day Treatment. www.SmokeFreeLife.com

[Drug and Alcoholism Rehab](#)

Residential Treatment where each client is treated as an individual. www.soberliving.com

[Drug Rehab and Treatment](#)

Affordable and successful rehab. The Future Of Recovery Is Here Now. www.abttc.com

The Sandbox shows us twenty possible ads that could be displayed on our site based around the phrase "cocaine addiction solutions".

If we now look back at the Overture Bid Tool results for our original phrase "drug rehab", we can see that several of our Sandbox results are present:

www.narcononstonehawk.com - Advertiser's Max Bid: \$12.24

www.thewatershed.com - Advertiser's Max Bid: \$12.22

www.opiates.com - Advertiser's Max Bid: \$6.20

www.detox911.com - Advertiser's Max Bid: \$1.14

This is good news. We now know that several high paying "drug rehab" ads will appear on our new niche site.

When you come to creating your own sites, remember that the key to success lies in finding and becoming the leader of a specialized niche market whilst retaining the AdSense ads of a broader more competitive market.

Although the ads displayed on our site will vary over time and will also be different depending on what country someone views our site from, Google will always try and display the highest paying ads.

Repeat this process and find two more key phrases

In total, you will want to find about three good key phrases for your niche site.

I found some other related phrases using the Keyword Suggestion Tool then tested them with the Google AdSense Sandbox Tool. These new phrases also proved to be very profitable.

Now our three main key phrases are:

- 1. Cocaine addiction and solutions**
- 2. Cocaine addiction symptoms**
- 3. Cocaine effects**

How much could we really make with these keywords?

With the onpage optimization tips that I'll show you later, I can safely say that it would be possible to get ranked at the top of Google for these particular keywords.

Therefore, we would be getting about 90 hits a day from the search engines alone.

With a click through ratio on our ads of about 5% (a very conservative estimate) and the best ads paying out at \$13.00 we could easily be making around \$65 per day.

And this is before I've even shown you how to blast your traffic through the roof and optimize your ads!

With the methods that I'll teach you in this course, you could be making hundreds of dollars a day on just the one site!

Final Thoughts

Play around with the Keyword Suggestion Tool and the Google AdSense Sandbox Tool until you strike a balance with your niche. Don't be too general and don't be too specific otherwise you won't get anyone coming to your site.

Repeat the niche finding process from part one as many times as you want, but remember to do it with different keyword topics. Google has introduced a new system to its AdSense program called intelligent pricing which is designed to stop its users creating duplicate sites. They can now recognize the content of different sites under the same account, and if the content is the same, the money you earn will be diluted. Therefore, if you made two sites about "cocaine addiction solutions" you would receive half the amount of money from each site. This means that you should only create one site per keyword topic.

PART TWO – ASSESSING THE COMPETITION

Finding the competition

Before we begin the process of actually creating our niche site, it is essential to find out which websites have the highest rankings for our chosen keywords.

If we go to Google and search for the second keyword that we chose: "cocaine addiction symptoms":

Google™ Web Images Groups News Froogle^{New!} more »
cocaine addiction symptoms Search Advanced Search Preferences
Search: the web pages from the UK

Web

Results 1 - 10 of :

[Cocaine Addiction Signs, Symptoms and Treatment](#)

Cocaine addiction signs of abuse and what to look for. Detailed description and information on **Cocaine** and Crack, **cocaine** photos, **cocaine** side effects, ...
[nickscape.net/recoveryzone/cocaine.htm](#) - 27k - [Cached](#) - [Similar pages](#)

[Diagnose-Me: Condition: Cocaine Addiction](#)

Cocaine addiction can occur very quickly and be very difficult to break. Animal studies have shown ... Signs, **symptoms** & indicators of **Cocaine Addiction**: ...
[www.diagnose-me.com/cond/C325263.html](#) - 24k - 29 Aug 2005 - [Cached](#) - [Similar pages](#)

We can see that the site at the top of our list is [nickscape.net/recoveryzone/cocaine.htm](#). This result is great for us because it isn't a main domain name like [nickscape.net](#); it's a sub page.

If we were to create a domain name that included some of our main keywords like [www.cocaine-addiction-solutions.com](#), we would stand a great chance of stealing the top listing.

Google PageRank

PageRank is Google's way of evaluating the importance of a website. The importance of a website is determined by how many other sites are linked to it.

In order to see your own PageRank, as well as others, you must have the Google Toolbar installed on your computer. You can download it for free at: <http://toolbar.google.com/>

Cocaine Addiction Signs, Symptoms and Treatment - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Home Search Favorites Media Print Mail News RSS AutoLink AutoFill
Address <http://nickscape.net/recoveryzone/cocaine.htm>
Google cocaine addiction symptoms Search PageRank 137 blocked Check ABC
PageRank is Google's measure of the importance of this page (2/10)
NAA Recovery Zone
Cocaine Addiction
Home Feedback Guestbook Add A Link Online Sponsor

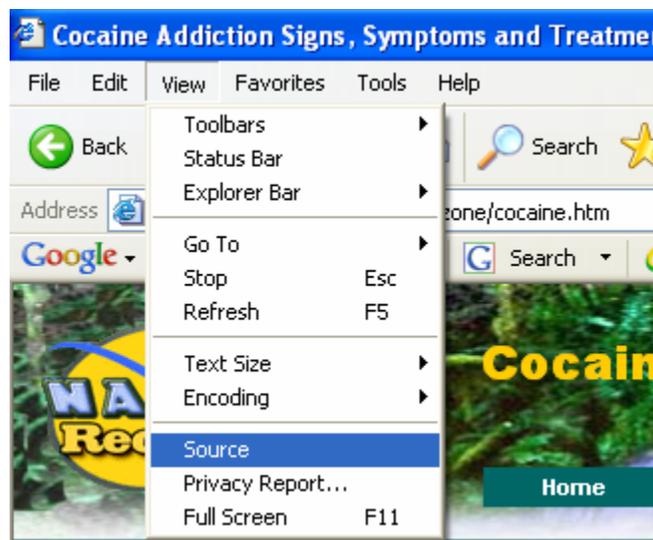
If you look at the Google toolbar in this picture of the top ranking website, you will notice that the website only has a PageRank of 2/10.

We should be able to get a PageRank of about 5 or 6; easily outdoing this PageRank 2 site. We will achieve this by adopting a carefully planned linking strategy which we will cover later on in this course.

Source code and the onpage optimization factors used by our competition

Viewing the source code of our competitor's website allows us to take a look at the guts of their site.

We view the source code of a website by clicking "View", then "Source" within our browser as shown below:



This will open up a text file in your basic word processing program.

While viewing the source code of our competition's website we will want to find out:

- Whether or not they are using our keywords in the **<title>** tags of their website. In this case they are. They are using; "**Cocaine Addiction Signs, Symptoms and Treatment**".

- Whether or not they are using **<h1>** header tags and are placing our key phrase "cocaine addiction symptoms" within those tags. In this case they aren't even using **<h1>** tags at all.
- Whether or not they have **bolded**, underlined or *italicized* the phrase "cocaine addiction symptoms" within the main body of their website. In this case they haven't. Their entire text is in bold and therefore fails to meet this optimization strategy.
- Whether or not they are using **<alt>** image tags and placing the phrase "cocaine addiction symptoms" within those tags. Although they have used the tags, they have failed to include our key phrase.
- Whether or not they have placed our phrase once at the very beginning of their copy and once at the very end of their copy. Again, they have failed to do so.

Where does this assessment of the competition leave us?

Assessing the competition tells us how well and how badly they have optimized their site for search engine compatibility. We can use this knowledge to our advantage; by copying the optimization factors that they've done well in, and, by adding to our site those optimization factors that they've failed to consider.

We now know it'll be easy for us to out optimize this competitor due to the following things we learned whilst analyzing their website:

- The website is ranked with a sub page. By including our main keywords in our domain name we will be able to outperform them.
- The website has a low PageRank of 2. I will show you how to beat this later on in the course.
- The website does not even use the **<h1>** header tags let alone include our phrase "cocaine addiction symptoms" within them. We of course will.
- The website does not include our phrase in the **<alt>** image tags. We will label all of our images appropriately.
- The website doesn't place our phrase at the beginning or at the end of the page.

You will have to repeat this process of competition assessment with the following four highest ranking websites that are related to your key phrase. Then, you will have to analyze the five top ranking sites for your other two key phrases. Also, if most of the five top ranking websites for your specific keywords have a Google PageRank of 6 or more, it's probably not best to utilize that keyword until you have gathered momentum with some easier keywords which offer less competition.

PART THREE – CREATING THE SITE

Choosing our domain name

As I mentioned earlier, it is important to choose a domain name for our site that includes our main keywords.

Obviously it would be ridiculous if we called our site:

www.cocaine-addiction-effects-symptoms-and-solutions.com

This would be far too long winded. Something like:

www.cocaine-addiction-solutions.com would be ideal.

Although this only contains the keywords from the first key phrase that we chose, it is always best to go with the most searched for of our phrases.

I highly recommend using the domain name registration service called Dot Easy. You can find their site:

[Here](#)

Like their name suggests, they're an extremely easy company to work with. They also offer totally free hosting without any ads!

More importantly, Google likes their server, and will be far more likely to accept your AdSense application. So, you should definitely sign up with them.

The first stage of onpage optimization

Remember that these optimization techniques will have to be applied to all of the pages on your site, not just the index page.

<title>

The first thing we need to do is select a page title for our website.

It should **ONLY** include our main keywords.

Google will add more weight to each of your keywords if you cut down the waffle.

For example, we would be making a serious mistake if our title looked like this:

- Welcome to our brand new website on the effects of cocaine addiction and blah blah blah!

It should not even look like this, which does contain all of the correct keywords, but contains an unnecessary number of words:

- Cocaine addiction and solutions and cocaine addiction symptoms and cocaine effects.

Some of these words are only padding out the title, e.g. the “ands”. We want to strip out all of these irrelevant words. The perfect title would be something like:

- Cocaine effects | Cocaine addiction symptoms | Cocaine addiction solutions.

It is a good idea to replace all of the “ands” with the “|” character.

<h1>

Next, we need to add the <h1> header tags and place our most important key phrase there.

The <h1> header tag should be as far to the top of the page as possible. When Google reads a website, it views the text from the top left hand side of the page to the bottom right hand side of the page. So, it's best to place your <h1> header tag on the top left hand or top middle portion of the page. It is best to think of the <h1> header tag as a title for whatever content you have on that page.

The html of our <h1> header tag on our hypothetical page might look like this:

```
<h1>Cocaine addiction and solutions</h1>
```

If you can, it is best to place your main key phrase on its own within the <h1> header tags.

<h2>

Next, we'll need to create the <h2> header tag. This can be thought of as a sub heading for our website. We should place our next most important key phrase in the <h2> header tag. The <h2> header tag should also be placed near the top of the site. Obviously it has to come after the <h1> header tags.

The ideal <h2> header tag for our site would look like this in html:

```
<h2>cocaine addiction symptoms</h2>
```

Optimizing the base of the page

Search engines also like to look for keywords at the foot of a site. A sneaky way of doing this is to include your main key phrase in your copyright tag.

This is best placed at the bottom right of the page.

A good example for our site would be:

© 2005 copyright www.our-domain.com cocaine addiction solutions

You will notice that this flows quite nicely and doesn't look out of place.

Gathering content for your website

After you have finished this first stage of onpage optimization, you will need to think about filling your site with relevant content.

You will have heard the expression before... "Content is king". Well, it's true; the more content you place on your site, the more valuable it becomes. Relevant, quality content drives huge amounts of traffic to your site.

Nowadays, the only way of gathering quality content involves using RSS. RSS (Real Simple Syndication) enables you to fully automate your website's content 24/7 without you having to lift a finger. All you have to do is add some simple bits of code to your website and find some freely available 'feeds' for your RSS system. Your website will automatically update itself, displaying an endless amount of fresh and highly relevant content.

The best RSS program can be found:

[Here](#)

In my opinion, this RSS program is the ONLY choice. I haven't looked back since I started using it!

Second stage of onpage optimization

Bolding italicizing and underlining

Once you have added the content to your site, you should go through it and **bold**, *italicize* and underline some of the keywords.

Only do this to each of your keywords once per page, or it will end up doing you more harm than good.

Correctly include <alt> image tags

Next, click on the very top image of your webpage (This is usually your website's header graphic) and include your main keyword in an <alt> image tag. In our hypothetical website, an ideal tag to add would be "cocaine addiction solutions header". Click on two more images from your webpage and enter your other two keywords, plus an extra word like "pic" or "image"... For example, we would include "cocaine effects pic" and "cocaine addiction symptoms". Adding these extra words ensures that the search engines won't think you are overloading your page with keywords.

PART FOUR – LINK BUILDING

Why is it important to build links?

Although I have spent some time explaining the best onpage optimization techniques, this is not the way to dramatically increase the amount of traffic to your website.

Good onpage optimization just ensures that the search engines index you correctly and that people find your site when they type in your keywords.

Time and again, it has been proven that if you establish a lot of inbound links from other high PageRanked websites, the traffic will come flooding into your site.

Remember, that more traffic = more clicks. More clicks = more money!

If you want to get your AdSense business up and running fast, you will have to get indexed in the search engines fast.

You will achieve this through link building.

You will not achieve this by submitting your site to the search engines manually or automatically. If you attempt to do this, Google will take at least six weeks to index your website!

So, how do I go about building quality inbound links?

It is extremely hard and time consuming to build links manually; it involves plotting out huge amounts of data on your competition, your competitors competition, their PageRanks and so on. You also have to write personalized emails to all these competitors telling them how much you've enjoyed their site and asking kindly if they would like to exchange links with you.

This is **NOT** my idea of fun.

It is much easier to automate the entire process.

You can find out how to effortlessly build inbound links by clicking here:

[Here](#)

PART FIVE – ADSENSE IMPLEMENTATION

Before you even consider registering with AdSense, you must make sure you have completed all of the stages that we've covered so far. Unless your site is full of fresh content (through using RSS) and you have built a large amount of inbound links, you run the risk of having your AdSense application rejected.

How to register with AdSense

When you register with AdSense make sure that your site complies with their terms of service. You can find these at:

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

You then fill in their online application form which you can find here:

<http://www.google.com/adsense>

After you submit your application form, Google will send you a confirmation email. Once you have replied to this they will begin processing your application. This can take up to three days; as it is a real person who will be reviewing your site.

Then, assuming you have been accepted, Google will send you an email that says welcome to AdSense.

The basics of AdSense

You will now be able to log into your AdSense account.

Once you have logged in, you will see this at the top of your screen:



Click on the AdSense for content tab. This page allows you to generate your own personalized AdSense code. You will be able to manipulate such factors as: Ad Type, Ad Layout, Color palettes, Alternate ad URL or color, Channels and Framed pages. Once you have selected your options, Google will automatically generate the optimized code for you. You can then copy this from the bottom of the page and paste it into wherever you want on your website.

Before doing anything, familiarize yourself with the program. There is no point in going over the details here, Google do a great job of explaining it themselves. Everything you could possibly need to know can be found on the AdSense support page:
<https://www.google.com/support/adsense>

Increasing your CTR (click-through ratio)

Once you have got used to the program, you need to start thinking about the best ways in which you can implement AdSense ads on your site. Good ad implementation can make the difference between a 1% CTR and a 25% CTR.

- **Choosing the best ad format**

AdSense offers a variety of different ad formats. Demos of which be seen here: <https://www.google.com/adsense/adformats>

The general consensus is that there are three ad formats that outperform all of the others. In order, these are:

336x280 large rectangle (four ads)

Ads by Google
Lat / Long ZIP Code Data Commercial grade database \$29 Used by fortune 500 companies www.zip-code-latitude.com
Latitude Longitude Data U.S., Canada, Mexico Zip Codes Used by most of Fortune100-precise! GreatData.com
Longitude Compare Prices at 40,000 Stores. Find the Best Deals at BizRate.com! www.BizRate.com
Free ZIP Code Lookup Online service is current and easy to use. Check it out now. www.MelissaData.com

300x250 medium rectangle (four ads)

Ads by Google
Executive Office Suites Search for Executive Office Suites Free, fast & user friendly service www.searchofficespace.com
Old Greenwich Real Estate The First Place to Start When Looking for Real Estate. www.kayelewis.com
Old Greenwich Real Estate Search all area properties for sale Browse local links & realty reports www.Move2CT.com
Greenwich Realtors Find Local Real Estate Agents using our premier searching tool www.AgentMatch.com

160x600 wide skyscraper (five ads)

Ads by Google

[Lat / Long ZIP Code Data](#)
Commercial grade database \$29 Used by fortune 500 companies
www.zip-code-latitude.com

[Latitude Longitude Data](#)
U.S., Canada, Mexico Zip Codes Used by most of Fortune100-precise!
GreatData.com

[Longitude](#)
Compare Prices at 40,000 Stores. Find the Best Deals at BizRate.com!
www.BizRate.com

[Free ZIP Code Lookup](#)
Online service is current and easy to use. Check it out now.
www.MelissaData.com

[Feist Zip Code Finder](#)
Enter any address and we will give you the zip code and more.
www.feist.com

The reason that these ads out perform the others, is because they hold the interest of the reader for longer. A wider text format is visually more pleasing. People read information in chunks, and the wider format allows them to take in more information in less time.

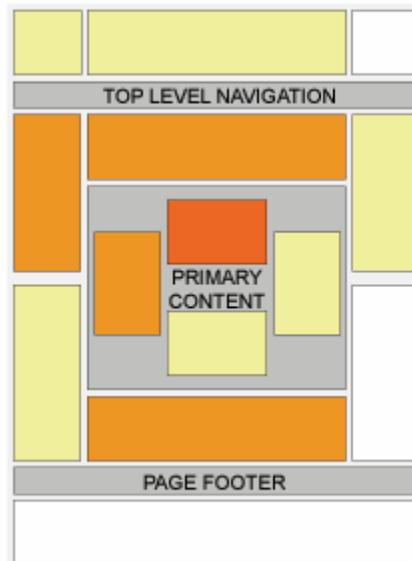
Google allow you to place up to three ad units per page.

NEVER directly encourage your site's visitors to click on your ads. This is against Google TOS. They WILL find out if you are doing this, and they WILL kick you out of the AdSense program.

Ad placement

Although these ads are the best ones to choose, they won't achieve a high CTR unless they are correctly placed on your page. In other words, your ads will have to complement your page layout.

Google have kindly given us a "heat map" of the most clicked on areas:



The darkest shade of orange represents the most clicked on area.

Therefore, you will want to place a large rectangle or a medium rectangle ad in the centre of your webpage.

It is best if you blend these ads in within the body of your copy. Here is a good example:

- online marketing is not free. The cost of software, hardware, web site design, maintenance of your site, online distribution costs and of course, time, all must be factored into the cost of providing your service or product.
- only about 20% of households shop online. While that number will continue to grow, you are not reaching one out of two households.
- the internet is still regarded as a source of information gathering for the majority of your customers. Of the number of visitors to your site, the vast majority of visitors who are motivated to buy will do so in person. Many people prefer the face interaction when they buy. If you have a small business with one location, this may deter customers from buying.
- there is no replacement for good old fashioned customer service. The majority of internet marketers sell customer service and highly featured programs. As a result, many online visitors to your site will already have purchased your site or your service before they have even contacted you. The majority of websites also have poor navigation, which makes it difficult for your visitor to find what they are looking for. Many sites were created with a marketing view, not a customer service point of view.
- is your site secure? Does your customer know that? There are many internet manufacturers about the security of the internet but there, as a result, many of your visitors will not want to use their credit card to make a purchase. The fear of having their credit card info stolen is a clear and present danger to the minds of your visitors.
- there is a lot of competition for your product already out there. As the time your visitor finds you, they have already been showing many sites. Unless they can find what they are looking for quickly, they are gone.
- many web visitors expect something for free. What do you have to offer them?

[Ads by Google](#)

[Heed Website Traffic?](#)

Your Site Seen by Millions. Submit to 500,000 Free Sites Now!
www.megawebpromotion.com

[Overture: Official Site](#)

Reach 80%+ of active UK Internet users on sites like Yahoo! & MSN
www.uk.overture.com

[Pay Per Click Services UK](#)

UK Sites offering cost effective Pay Per Click Services & software.
www.MQSearch.co.uk/PPC

[Internet Marketing](#)

Online Marketing Services For SEO & Paid Online Marketing
www.Enaone.com/InternetMarketing

The best place to put the wide skyscraper ad is down the left hand side of your page. After looking at the centre of the page, this is the next area that people tend to look at. Also, if you place this ad unit here, you increase the chance of people thinking that it is part of your site's navigation. As a result of their mistake, you will generate more money.

Ad colour

The colour scheme of your ads is something that you absolutely must get right. A lot of AdSense users don't bother and leave the ads in their default state.

You can alter the colour scheme of your ads by using the AdSense colour palette: <https://www.google.com/adsense/colors>

There are five factors that you can alter with the AdSense colour palette. These are the colour of your ad's border, background, title, text and URL.



We understand that maintaining the quality of your website means having control over the way it looks. Follow the steps below to create and save up to 100 custom ad colour palettes that are right for your web pages.

Pick colours

Choose a palette as a starting point

adsense [v] [Reset]

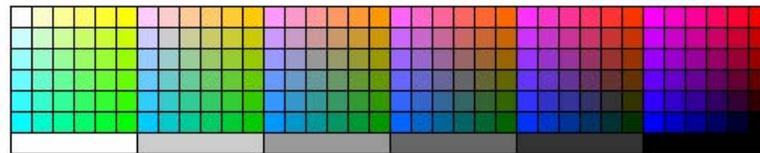
Then select colours for each ad element

Example

Linked Title
Advertiser's ad text here

Ads by Google

- | | | | |
|---|--------------------------------------|-----------------------------|--------------------------------------|
| <input checked="" type="radio"/> Border | <input type="text" value="#FFFFFF"/> | <input type="radio"/> Title | <input type="text" value="#FF0000"/> |
| <input type="radio"/> Background | <input type="text" value="#FFFFFF"/> | <input type="radio"/> Text | <input type="text" value="#000000"/> |
| | | <input type="radio"/> URL | <input type="text" value="#FFFFFF"/> |



The question is what colour scheme is the best to use. Some people maintain that it is best to keep the ads as bright and as eye-catching as possible. While this might work on some people's websites, from my experience, it is best to do the complete opposite.

Ads perform much better when their colour scheme matches that of your website. You must make the background, border and URL of your ads invisible. Do this by matching the background, border and URL of your ads with the background colour of your webpage. Then, make the text of the ads the same colour as the text of your website. And finally, make the title of your ads the same colour as the links on your website.

The best trick in the book

One of the best techniques for increasing your CTR involves you coupling your ads with images. What you do is place images above ad units. This fools people

into thinking the ads are links that refer to the content of the image. The best ad format to do this with is the (728 by 90) leaderboard:



Of course, you must remember to make the border, background and URL invisible.

You can however do it with any of the text based ad units. I for example have employed this technique on www.free-adsense-ebook.com with the (468 by 60) banner:



[\\$20 Each Time, Every Time](#)
Start making \$20 per visitor in the next 5 minutes, guaranteed!



[Top AdSense keywords](#)
List of the highest paid keywords: Why settle for pennies?

Ads by Goooooogle

To create this effect, I made a two celled table above the ad unit then inserted some images that I had created into each cell. The table keeps the pictures in line with the ads.

This technique increased my CTR by a factor of 5. Some people have even reported that it increased theirs by a factor of 7.

If you follow the simple steps from this section, you will dramatically increase your CTR. However, different techniques will work better than others depending

on the overall layout of your site. Just use your common sense and keep an eye on your ads performance.

Tracking ad performance

You will without a doubt become hooked on checking your income on the AdSense report page. When you start making serious money you can't help yourself. While you are doing this, you should also take the time to monitor the performance of your ads. This allows you to then tweak your system for optimum performance.

Channels

AdSense allows you to set up channels within your account. You should create one for each and every page of your site. Based on the amount of money you are earning, they allow you to see which ads are performing well and which ads are performing poorly. You can then weed out the poorly performing ads with the ad filter.

Tracking Scripts

Tracking scripts are simple pieces of code that you paste on to your webpage. They allow you to find out which specific ads have been clicked. You can compare the results of the scripts with the results of your channels to gain a more detailed perspective on your ad performance.

A great free tracking program can be downloaded here:
http://www.monetizers.com/downloads/adsense_v5.0.zip

CONCLUSION

AdSense can make you a lot of money or it can make you very little. My advice to you is to follow everything that I have covered in this course step by step. Go over it with a toothcomb. If you do this you will be guaranteed to make serious money. Once you have got the hang of the system you can make as many sites as you like and

dramatically increase your income. You will be able to do this full time and quit the day job!

As you received this eBook totally free of charge, it would be greatly appreciated if you added my link to your website. If you don't already have one you will soon! ;)

Here is the html for my text link:

```
<a href="http://www.free-adsense-ebook.com">THE ADSENSE MINT - Why pay $100 for an out of date AdSense eBook when you can download the new AdSense Mint Course absolutely FREE!!!</a>
```

Thanks.

I hope you have enjoyed The AdSense Mint course. I've certainly enjoyed sharing it with you.

Yours truly,

James Fraser



**[CLICK HERE TO FIND OUT HOW TO
MAKE EVEN MORE MONEY BY
GIVING AWAY THIS EBOOK!!!](#)**