Free Adsense Secrets

Everything You Need To Know About Adsense... Without Spending a DIME!

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Before you get started, there are two versions of this report. One is a rebrandable version that came with a rebrander that you can use to change the affiliate links to your own and make easy money distributing this free report while providing helpful and powerful information to your friends and subscribers. The other isn't rebrandable.

If you don't have the rebrandable version of the report and want to make some cash just by giving it away for FREE, you can obtain it from www.freeadsensesecrets.com. If you haven't obtained your copy from there you will still be able to give it away but you won't be able to earn commissions.

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<u>Adsense Dead or Alive?</u>

Over the past few months there has been a lot said about the DEATH of Adsense. Just like has been the fate prophesized for email marketing, Adwords, ebook marketing, and almost all methods of online business, the death of Adsense is a controversy generating fallacy. In actuality Adsense is more ALIVE than it has ever been, and you need to be very aware of this.

There were many reasons and theories behind this supposed 'death'.

One theory behind the "Death of Adsense" was that because the Google Adwords system is changing and less people are opting to advertise on Google's 'Content Network' and the advertisers that do so are being subject to higher competition forcing them out of many markets, that Adsense publishers would eventually go out of business. It was a reaction to a momentary change in thought amongst advertisers with Adwords and publishers of Adsense websites.

While there has been changes in Google's systems that have made it more difficult to be competitive as an Adwords advertiser, it is certainly not to an extent that will lead to any kind of phasing out of Adsense publishing. Adsense and Adwords are billion dollar revenue generators for Google and every time something happens that causes users to be forced away from using these systems, Google will surely implement methods or policies that will cause more users to begin using them to counteract the effect and maintain and grow their company.

The argument was also made that with click fraud becoming so rampant that Adwords advertisers would be spending less on their advertising efforts and having more fraudulent click money being returned to them by Google that Adsense publishers would also be losing revenue and hence be forced out of the game. Again this doesn't at all mean that Adsense is going to die in any way, rather it means that the game will continue to change and advertisers will be forced to improve their methods and systems to keep ROI's high just as Adsense publishers will need to adapt their business models to keep their activities profitable.

In a way I feel silly even addressing these arguments because the cries of 'death of Adsense' weren't ever designed to hold any logic in the first place but rather to cause a stir on the web for the sake of building email lists that could be sold on those people's NEW Adsense methods. It was a great and effective strategy and those guys made a lot of money but the point of this explanation is to make you certain that Adsense is NOT dead.

Some of the web's biggest authorities are being monetized by Adsense because its contextual targeting abilities are still far beyond that of any other web advertising system. Adsense is everywhere we look nowadays and it's only growing in popularity.

There is no doubt Adsense WILL change, just like everything on the internet and everything in the world. It just means as a hopeful Adsense and Web business owner you have to be diligent enough to keep up with the changes of the game and be flexible enough to adjust your approach as those changes occur.

Adsense Truth

Really, making money with Adsense has very little to do with Adsense itself. Since its beginning people have been conditioned into a mindset that Adsense is in itself a method of making money when really that's not quite true.

Adsense is a form of monetization that a website can employ but nothing about Adsense will make you money in its own right. To give an analogy, "making money" is like a cake that requires many ingredients to be baked. One ingredient is a website, one ingredient is a form of monetization and one ingredient is traffic and marketing. None of those ingredients will make you money in their own right, only when used in conjunction with the other ingredients. The same goes for Adsense.

Making money with Adsense is really about building websites and driving traffic via whatever means you know how. The better and faster you can build websites and drive traffic to them, the more money you will make from Adsense. That being said, if you want to make money with Adsense or really any method of money making online you need to learn as many ways as you can to do that. Plus you need to know the rules of the game.

If traffic driving, website building and monetization are the ingredients to our cake then the pots and pans we use, the ovens and the utensils are the rules of the game. They dictate how we put all the ingredients together to make a cake that is cooked correctly and will taste nice (make money) when we eat it (complete it).

For example, rules of the game are things like HOW we drive traffic to our sites. Some ways of doing that will be inconsistent and may even get you delisted from

the search engines while some methods will have long term value and will ensure you stay in the SERPS for longer periods of time. Or how specifically we build our sites. Some ways of building a site will mean we make more money and some will mean we make less. Some ad formats will get us less clicks and some will get us more. So with a combination of ingredients and rules we can develop a SYSTEM (recipe) for continually making yummy cakes (or profitable sites) on an ongoing basis.

Adsense Sites

Basically if you want to make money with Adsense, there are only two kinds of sites you can make. EVERYTHING you could possibly do to make money from Adsense falls into one of the following categories that you can use singularly or in combination to comprise your Adsense income. The two things are:

1. You can make "Automated" Sites
2. You can make "Unique Content" driven sites.

Allow me to offer a brief introduction to each that may be expanded upon through this report.

Automated Sites

Automated sites are those that are generated by software with minimal human input. The purpose of an automated site is to generate as many pages filled with Adsense as possible, in as short a time frame as possible. The idea behind this is that the more pages you have out there with your Adsense code on them, the

more likelihood there is that you will get clicks. People make ENORMOUS sums of money from Adsense this way. But don't be fooled into thinking its easy money. Automated site making is a game and it has its rules just like any other. Automated site creators can see their earnings go from $100's of dollars a day to $0 with a single search engine algorithm change and so specific methods need to be employed to prevent things like this from happening. Some people consider this method to be 'black hat' or a spammy way to make money with Adsense. It is up to you to decide whether you feel methods like this to be an appropriate fit for your business. For now just know that LOTS of people do it but far fewer people talk about it.

Automated site creation involves filling a domain name with 100s of pages of content containing Adsense ads. This content is almost always 'scraped' content, meaning it has been taken from elsewhere on the web in the form of other people's articles, or RSS feeds, search engine results, news stories etc. The sites are either static pages containing a single piece of content, or a blog page whose content keeps updating. For example www.mysite.com/dog-training, www.mysite.com/dog-training-tips, www.mysite.com/dog-training-guide etc might each be a single page containing an article or each might be a blog that is constantly being fed new content.

Of course the search engines do recognize that automated sites are crappy and they all get delisted with time. The goal of automated site creation has been called "Churn and Burn". This means to make as many sites and pages as you can, knowing full well that they will be eventually removed and focusing instead on making money from sheer volume of sites. We will talk more about automated site creation later on but for now let this be a sufficient overview.

Unique Content Sites

Unique content sites are those that are for the most part hand made and built. The most effective of them contain new, unique content that hasn't been taken from anywhere else on the web but produced specifically for this site. Content sites start with far fewer pages but slowly grow in content volume over time with more pages being constantly added. The format of a content site is usually a page of content in the form of an article, with links to other pages of your site in a menu, perhaps an RSS feed included for more depth, and your forms of monetization, Adsense, affiliate programs, opt in forms or whatever. This is the basic format but content sites can take many forms such as forums, pages where comments can be made on the content so that users can add content for you, social networking sites where users create their own pages that by default contain your Adsense/affiliate links and so much more.

The only thing that can change about a content site is the ways you drive traffic to it. With auto generated sites, promotion is usually minimal and doesn't vary so wildly but with content sites there are a number of methods for driving quality visitors to your sites and getting clicks.

Content sites are generally slower to make money but have greater long term value. They will not be as easily removed from the search engines and will continue to grow in profitability over time (whereas automated sites will become less profitable with time).

<u>Adsense Profitability</u>

This is a big question many people ask about Adsense. Because it has been hyped up to be this quick and easy way to make money, everyone wants to know how much money can be made from it and how long does it take to start seeing results.

The most important point I wanted to point out is that for the average Adsense publisher, if you want to make big $$ you are going to need LOTS of sites. Unless you really hit the jackpot with a niche or idea, one or two sites just isn't going to get you there. And when you see the sales letters showing off the big Adsense checks, it's almost certain that person has PLENTY of websites.

Just to inspire you I thought I'd also tell you a bit about how much other people make from Adsense. This may also help change your perspectives in regards to money. I first heard of and met some people who made about $40K a month from Adsense and when I did I went WOW! But after time I got used to that amount in my mind and heard of a few other people doing the same. I guess in a way I got to thinking eh, $40K, what's that? I then heard of some friends of theirs who did $100K a month and again I went WOW, imagine that, $100K every month!

As you can imagine my perspective soon changed again as I heard of some friends friends who did $10K a DAY from Adsense, on COMPLETE AUTOPILOT… That's 10K a day for NO work… $300 000 a MONTH and 3.6 MILLION dollars a year. My Adsense Income perceptions have been yet to be raised from there but I'm sure there are those who could do it…

Anyhow, back to reality for a moment. The time taken to see results depends on the method you employ and how well you learn that method and follow its rules. Based on the two methods we have just mentioned, here are some general guidelines for profitability assuming the method is followed well.

Automated Site Profitability

A single automated blog for example site can reach anywhere from a dollar to a few dollars a day revenue within just a few weeks. It could then reach anywhere from $5 a day to $10 a day or more within the next few months depending on how it's made and the niche its in. Assuming you are an average individual, working alone, employing a single method with a relative amount of spare time, creating automated sites you could get your Adsense income to over $100 per day within perhaps 6 months. This will involve the creation of many sites on many domains. Likelihood is that you will have somewhere between 50 and 100 (so 50 – 100 domains at $8 or so each) sites to have gotten to the $100 a day mark.

In terms of long term profitability it can be a different story. No automated site that gets traffic and makes money will be around for long. The SE rules are always tightening on automated sites or what come people call 'content spamming' and so any given auto generated site will have a shelf life anywhere from a few weeks to a few months. Continued profitability will mean the continual production of sites (if you stop making them, eventually your income will stop) and getting saddled with a site generator product or service that is experienced in the auto site game and is constantly updating their product or service to stay ahead of search engine changes and keep winning the game.

Basically the faster and higher quantity you build, the more you can see your income with auto generated sites grow. The most important thing is that you need a SYSTEM (meaning a method of action that is automated either by software, people or a strictly adhered to outline) of continually generating your sites to keep your volume high.

And time? Auto generated sites take very little time to make and if you have your system set up well you can enjoy the benefits of a very passive type of income. At the same time though, more time will have to be spent on continual education, keeping up to date, and running and managing your system.

Content Site Profitability

A single content site can reach anywhere from a dollar to $10 a day within around 4-6 weeks. Some sites you make will do better than others with many people believing in the 80/20 principle that 20% of your sites will bring in 80% of your revenue, some of your sites will max out at $1 a day while others will far exceed the $10 mark.

The main difference is that to make a single site and get it to that income point requires ongoing effort on the SAME SITE. With an automated site you will put a SINGLE bit of work into a single site then never look at it again and go on creating other sites. With content sites you will need to give continual effort to the same site over that 4-6 week period. This means you will have far less volume with content sites, your income will be a lot slower to grow and more work will be required.

Why would anyone make content sites then, you ask? The answer is that content sites LAST. Not indefinitely of course as white hat content sites still do get removed from search engine listings but in general, good quality content sites stay in the SERPS for far longer periods of time providing a more solid, more stable, more reliable form of income. Not only that but since they last, content sites can keep making you money for a long time to come even if you stopped making them. They won't die out quickly and neither will your income.

To build an income of $100 a day from content sites will take you more towards 10 months to a year assuming you are starting from scratch and follow all the rules correctly. Keep in mind these are general figures based on the capacities of the average person. With more effort, skill, time or money these results could be easily and dramatically increased and the time taken to reach them lessened.

Hopefully that gives you an idea of the real profitability of Adsense sites as a beginner. While you can generate plenty of cash fast, it won't sustain unless you keep up to date with the ever changing rules of the game and it won't sustain unless you have a SYSTEM in place for continual action and growth of your empire.

The Truth About Traffic

In the same line of questioning is how long does it take to start getting traffic to your sites and how much traffic can you expect to get? I think the amount of traffic you get and the speed at which you get it depends on a few factors:

1. The methods of traffic generation you use.
2. The parameters of your niche.

3. The amount of effort you put into implementing whatever traffic generation methods you use.

It is very difficult to give any kind of accurate estimate here relative to likely number of visitors as it varies so wildly depending on your niche. In general however, if you follow the traffic generation methods in this report you should start to see visitors to your sites within two weeks. This number of visitors will then likely grow for the next two months or so then plateau out slightly. As a very rough guideline, if you follow a solid plan you should be able to generate 50 visitors a day to your sites in most niches within about a month. Again you can always keep your traffic increasing by simply doing more of what you already do.

Ok so let's get more specific about the "ingredients" to our Adsense money making cake.

This report will focus on the main ingredients of Adsense success, being, niche research, site creation, traffic generation and maintenance in both unique content and automated sites. The overall goal is to create a SYSTEM that we can use to reproduce the same high level of results over and over again which we will talk more about later.

<u>Regardless of What Type Of Adsense Site You Make</u>

First up are the topics that apply to whichever type of site you are making, namely domains and hosting, niche research, and Adsense Optimization.

Domains and Hosting

When you are building an empire of Adsense sites, you need a lot of domain names and plenty of hosting space. People getting started often think "How much is this going to cost me in domain and hosting charges?!". If you know where to shop it is really pretty inexpensive, especially considering the return on investment that each domain generates.

I get my domains from www.namecheap.com. Top level domains cost about $8 and they provide good support. I also save a dollar or so per domain by going to www.dncoupons.com and getting some coupon codes that you can insert when you purchase your domains.

As for hosting, I use reseller accounts and I suggest you to do the same if you plan on really building an empire with these sites. Reseller accounts let me host an unlimited amount of domains with a large specified monthly bandwidth and web space allowed. This means I pay a single fee of about $24 a month to host ALL my domains. Ie. hosting problems solved! When you max out your reseller account (with a hundred or so domains) you can always start another one for another $24 a month or else you can opt for a bigger package like a dedicated hosting machine when things really hot up. I use www.hostgator.com with a $24.95 a month reseller account as they provide all the bandwidth and space I need as well as good, fast technical support.

NOTE: I'm still not sure whether everyone knows this so just in case: If you register the domain with a host first THEN purchase it and change the DNS to fit, you can access the domain and begin uploading files almost immediately rather than it taking 48 hours to 'propagate'…

There are a few more things to be considered with regards to domain registration.

Firstly, the only domains I will ever use is .coms or .ORGs as they will always rank higher than .nets .infos or any other extension PLUS they will get indexed faster.

.ORGs are great domains because in many niches they will pull more traffic because people think of them to be more informative sites as they were previously seen as "not for profit' sites. Not only that but I have a theory (but I haven't proven it conclusively) that .orgs are generally given slight favour in the SE's for that same reason. It won't give you a huge advantage but it helps that little bit if you can't get the exact www.keyword.com domain.

People have speculated also about registering the domain for a certain period of time having an SEO benefit. Personally, I have never seen an example of this but if you have an extra few dollars feel free to register the domain for two years instead of one and test it out.

Niche Research

First we will talk about niche research. Before we get into the detailed stuff of analyzing markets I will give you one tip that isn't spoken about enough regarding niche selection:

Focus on markets of Kids, Moms and generally less technically advanced web surfers. The simple fact is that the more people surf the internet the more used to seeing Google Ads they are and the more likely they are to ignore them. Not only that but the more someone uses the internet the more specific and methodical

their surfing tends to be. They know what they are looking for and have a better idea of how to find it so they move from page to page in a more structured and premeditated manner. Kids and Moms however, (those who generally use the web less, or for less intensive purposes) are just the opposite. Their surfing is erratic, they click on whatever catches their eye or interest first and they usually aren't looking to end up anywhere in particular rather just to browse around and see what's out there. Even better is if you can find groups that you think have these same characteristics and have "disposable income". Since the majority of Adsense ads are looking to sell something, the people who click ads are those who are looking to buy something. If you can target markets like these, your CTR's will always be higher than otherwise, *regardless of the ad positioning or format.*

Now onto some analysis…

First and foremost I will say this about niche selection and research: The lesser the competition in your niche is, the faster you will see profits. Really you can get traffic in any niche with consistent effort, it just takes longer the bigger the market is. I started out this way, targeting very small and uncompetitive niches and making great money from them VERY quickly. My sites would be indexed, ranked and making money within a week or so and I developed a very powerful system for niche discovery based on what I learned from this. If you want to learn more about the power of SUPER niches I suggest you check out that system at www.adsensenichefinder.com

If you are just getting started I suggest you use the same method. The more competitive a niche is, the more time, money and resources those competitors are putting into dominating it. I was only able to tackle more competitive niches once my income had reached a level that allowed me to ramp up my marketing

and SEO efforts. Don't get me wrong, depending on the numbers (we will look at in a second) you can get traffic in any niche (remember its not ALL about the search engines), it will just take more time and effort and most people don't have the fortitude to stick with the promotion of a single few sites in more competitive niches until they see the results they want.

Ok on to the niche selection complexities:

I want you to listen very closely to what I am about to say. The selection of a niche market for your Adsense/affiliate site is the single MOST important factor to the success of your empire.

I am going to repeat that so you know how serious I am:

The selection of a niche market for your Adsense/affiliate site is THE SINGLE MOST important factor to the success of your content site empire!

Here's why:

Most of us are 'small players' in internet marketing. There are guys so much bigger than us that are committing enormous amounts of resources to the domination of so many niches out there. This means that as a small player, one of the only ways that we can gain an advantage is through the selection of a niche that isn't being dominated by one of these greedy gurus.

But further to that, we can't just go out and choose a small niche, we have to select one that is low on competition but that also possesses certain characteristics that make it profitable enough to make it worth our pursuing.

I have tested time and again the effects of making a site in what I call a SUPER niche and one in an average niche market and the results in terms of profitability and time taken to make money are phenomenal. This niche finding process alone is probably my greatest discovery online.

I could write a whole e-course JUST on finding the perfect niche, but I will mention briefly here how it is to be done.

These are the most important aspects of finding a niche for the making of the content sites we intend to build. These are the brief ideas that we will get specific about next.

1. **Low competition** (dictated by the number of 'results' displayed in Google, when you search for the term.
2. Low QUALITY competition (there is a difference and I will explain)
3. **Low search volume (WHAT?? I hear you say… don't panic yet)**
4. Medium to high number of Adwords advertisers showing TARGETED ads. (I will explain)
5. **That contain a solid product to promote as an affiliate**

Allow me to explain:

A lot of people say, look for niches with low competition and HIGH search volume. While this is ideal it is very rarely possible, and when you are doing the work by hand it can take a long time to find such a niche. This is why I look to low competition and low search volume… but how low do I mean by low…?

And also, many people talk about low competition but that doesn't always ensure profitability either. Sometimes small niches are dominated by a small number of

high quality websites that are going to be difficult to compete against for traffic. But how do you know if a small market is being too dominated or not…?

Also we need a medium number of Adwords advertisers to be advertising in our niche for a number of reasons. But we have probably all heard that before… what's equally, perhaps even more important is that the Adwords ads be targeted to your site theme so that you can get the highest Click Through Rates on your ads. But that sounds a bit complicated…

Ok so in steps, here's how I will go about finding a niche:

1. Do the old token look in magazines around your house, go to some news sites like news.yahoo.com, or msn.com or anywhere to see what people are talking about. *We aren't actually looking for a niche here*, just for something that will give us an idea we can start searching on. Let's say we find a mention of "frog breeding"...

2. Go to both inventory.overture.com and Google.com to check out the search volume (overture) and the competition level (Google results pages). You are looking for a good level of competition to search volume but LOW COMPETITION is the most important. While you're at Google search also check out the number of Adwords advertisers, the more the better, and how closely targeted they are to the actual keyword.

You will notice that I have kept this quite brief and left you hanging with some questions on each of these points… That is because to explain them fully is a mammoth task and while it is supremely important it is outside the scope of this report.

Really the guidelines I have indicated above are enough for you to be able to now find yourself a great niche but for those of you who want to really perfect this skill and find REALLY profitable (up to 500% greater profits) niches, FASTER, I suggest you refer to my Niche Finding video series at www.adsensenichefinder.com.

As I mentioned previously you can expand your niche criteria to take on bigger markets as you get more experienced but don't forget to start small.

Adsense Optimization

The final thing common to any Adsense site you make is the optimization of your Adsense ads to attain the highest possible click through rates.

Before we get onto Adsense ads and formatting I want to offer a few CTR tips that are I believe even more crucial.

The truth is that regardless of how your ads are formatted, where they are placed, what pretty colours they are and so on, the real factor in determining how well they will be clicked on is how relevant they are to the site content. Of course the Adsense system in itself will target the keywords of your page and display relevant ads but they aren't always AS relevant as they can be. SO, for my content sites here's what I do.

I find that for the most part, the ads that are displayed get dictated by Google based upon:

1. The keywords in your domain name

2. The keywords in your title tags and meta tags

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3. The keywords in your h1, and alt tags.

Say I have a site on (for simplicity's sake) Adsense but the page is about Adsense optimization specifically. Provided it doesn't do any damage SEO wise, I will just mess around making subtle changes to the above tags until I get the most targeted ads displayed. If I see that one combination gets me far more targeted ads without having to change the tags too dramatically, I'll leave it like that. When I say change the tags too dramatically what I mean is that if the page is on the keyword "Adsense" and my meta tags all contain just the word "Adsense" I might add the keyword "Adsense Optimization" to get more targeted ads. I wouldn't change it any more drastically than that otherwise that page will have a harder time ranking well for its desired term. In any case it's a good little trick that has helped me get more targeted ads showing in many cases.

Ad Formats

First I'm going to share the stupidly simple trick I use to get CTR's in some cases as high as 50% consistently… When you hear it you might want to punch me because you either won't believe it or won't think it's as good as I'm saying but trust me… You'd be wrong.

People talk so much about how to strategically place their Adsense ads, how to subtly draw attention to their ads without violating Google's TOS and yada yada yada but I am yet to have tested a technique that consistently draws higher CTR's than this. This stupidly simple positioning should be used with caution because it will take A LOT of your reader's attention and if you are also promoting products on your site or blog, you could lose potential customers. This is mainly for Adsense only type sites…

If I make a site like that all I do is stick two 250x250 squares, adjacent to one another, right in front of their faces, ABOVE THE FOLD, so the Adsense is the first and almost ONLY thing the visitors see as soon as they hit the page. The visitor will see 8 ads (text ads only) and the chances are that at least one of them will take their fancy (of course seeming like part of the site) enough for them to check it out…

A lot of people don't like this because it's a bit aggressive but the way I see it is if my site is monetized only by Adsense, I don't want my viewers looking all over my page and hopefully stumbling randomly on my Ads. I want them to see them and have the opportunity to click them straight away!

Other things I do to improve CTR's are:

Format my ads to the colour and feel of the site. You have no doubt heard this before but your Adsense ads must share the same colour theme as your website so they appear to be a part of the site and not blatant advertisements. People have thrown around a lot of different theories as to whether or not this actually helps CTR because they say an Ad needs to stand out somewhat (as opposed to being TOTALLY blended) to get attention but I still hold the belief that formatting nicely color wise works best.

If you don't want to use the super aggressive double square method, you definitely need to have some ads above the fold. Either a half or full leaderboard is the next best alternative. As well as that I usually use a 120x600 sidebar on the LEFT of the page.

I have found that anything on the left hand side of the page gets more attention than anything on the right of the page because people's eyes start on the left of a

page when they are reading. What I do is put my Adsense tower on the LEFT of the page and my site menu and other sidebar type objects either integrated with the Adsense ads or on the other side of the page completely (depending on your site template).

Another good one to use is a square or a little 468x60 integrated into the content somewhere with the same color as the text. Other than that all I'll do is sometimes throw a search bar down the bottom of the page somewhere so that if people finish reading the whole page and still haven't clicked (or found what they were looking for) they might be enticed to use it.

This is basically all I do to get high CTR's. Really the whole CTR talk is overrated because the optimizing of your Adsense ads is of relatively little importance compared to other factors of the Adsense cake like getting people to your site.

Without further ado let's take a look at the specifics of how you can start profiting from both automated and unique content driven sites.

Unique Content Sites

Here we will focus on three main aspects of developing unique content sites, namely site creation, traffic driving and maintenance/system building. What I will aim to do here is give you a little blueprint to making profitable sites in each of these categories that you can take from here and follow to start profiting from Adsense at last. Follow the details closely and you're success won't be far away.

Ideally what you want to do with your content sites is develop them based on their success. If you have a good site in a good niche whose traffic with your efforts, take advantage of this site by developing it further. A usual progression

might be something like: Start with content only – Add a blog – Add a forum – Mass create content to become an 'Authority' – Add a newsletter - Add a Social Network?

Of course that's just one idea but the point is to capitalise on those sites that are WINNERS by growing them. Anyhow, on to site creation.

Site Creation

There are many ways to build content sites from programs as simple as the free Wordpress to detailed Content Management Systems like Joomla and everything in between. What we really want out of our site creation process is a way to make sites quickly, be able to add to and edit them easily, and that we can make as SEO friendly as possible.

What you want your content site to have no matter what is:

1. Unique content

2. Frequently and Easily Updating content (either from a blog or RSS feeds)

3. Easy Navigation

Personally I'm not a web design or creation guru, so I go for the easiest option possible, WORDPRESS blogs. Most of my content sites are simple Wordpress blogs. With WP blogs I can easily add pages of content, make posts to keep my site updated with fresh content, format it with my Adsense ads and or affiliate links as quickly as possible and quickly get good SE rankings thanks to blogging and pinging, good SEO and more. Not only that but I find with most of my Wordpress blogs, I can setup my blog to ping all the major ping services and

make just three posts upon creation and have my WP blog indexed in Google in under a week… And that is with a new domain as well :) If you don't want to use WP because it is too complicated for some reason your next best choice would be a simple article composing software like the one at www.seosmarticlecomposer.com . It will cost you some money, but that's the price you'll pay for not wanting to learn Wordpress. ☺

Here's what I do to create a unique content site: (in the bonus section I will reveal some extra methods that you can add to this, to get indexed faster, improve your rankings and boost your traffic)

Once you have found a great niche and bought your domain you want to setup your blog. This just involves selecting a theme (millions available from a quick Google search… the only criteria is pick one with the sidebar on the LEFT) and inserting your Adsense ads using the formatting tips we spoke about. (a plugin called Adsense Deluxe will make it easier if you don't like fiddling with code). Also you want to change the permalink structure to a custom format that is /%postname% . This will make it so that new pages you post will have the structure mydomain.com/mypagetitle instead of mydomain.com/pageID=1 or something. If you click OPTIONS then PERMALINKS you will see where to do this… read that whole page and you will figure out what to do, it's very easy. (you then have to add some code on that page to your site's .htaccess file, again very easy, copy and paste stuff).

I will do SOME on page SEO, but in the big scheme of things it's relatively unimportant and you can get WP plugins to take care of most of it. I just use:

1. One main keyword as the focus of each page

2. That keyword in the Title Tag, Meta Tags (Keyword, Description)

3. Keyword in the Alt tags of any images and the H1 and H2 tags of the page.

4. Also try to use a clean friendly layout with keywords being highlighted in BOLD when they are used on the page.

Next you want to formulate a list of about 10 keywords related to that niche. Look for the ones within the niche that also have the least competition in Google. Next you are going to have to write some content. You want to try and make one article on each of 5 different keywords from the above list. And yes I know writing content is time consuming and you probably don't like it but if you want to make content sites you are going to have to accept it as something you will need to do until you can afford to outsource it.

If you don't like writing content, here's what you can do:

1. Go to www.articlespeedwriting.com and learn how to write articles on any topic in under 30 minutes. It's my book, I wrote it, people loved it, and I know it rocks. It will save you hours on end.

2. Hit up some of the major article directories to look for some closely related content that you can rewrite in your own words with your own ideas. This saves you from having to think up new concepts if you are completely brain dead and some people find it easier than writing articles straight up.

3. Use an article "spinning" program. I personally don't like using them but if you are that lazy and you don't mind your content being of lesser quality, go for it. Try www.contentrewriterpro.com

4. Hire a writer. You don't even need that much money. If you hit up www.rentacoder.com and do some searching and testing you should be able to find a good writer for about $5 per article. Also you can find some great writers hungry for work at www.articlewarriors.com. If you're strapped for cash start by outsourcing the writing for just one site at a time then increase it as your income grows.

Ok, so there is no way that by now you won't have some content for your site. I usually start by adding 4 pages to my Wordpress blog, that can be done within the WP control panel, with one article per page. So the site will look like www.mysite.com/article-page1 , www.mysite.com/article-page2 and so forth. Next you need more articles so get writing again ☺ To start out I usually write 10 articles per site, 4 for content and 6 to use for promotion (we will get to the promotion next). Really the more articles you can write for your site the better, so get friendly with Microsoft Word, or start hiring writers as soon as possible.

Don't post all the pages at once though. I usually post one a day for the first 4 days but you can spread it out even further if you like. What you should do as well is setup your ping list in your Wordpress blogs with all the major pinging services: Here's a good start:

http://1470.net/api/ping	http://blog.goo.ne.jp/XMLRPC
http://api.feedster.com/ping	http://blogbot.dk/io/xml-rpc.php
http://api.moreover.com/ping	http://blogdb.jp/xmlrpc
http://api.moreover.com/RPC2	http://blogmatcher.com/u.php
http://api.my.yahoo.com/RPC2	http://bulkfeeds.net/rpc
http://api.my.yahoo.com/rss/ping	http://coreblog.org/ping
http://bblog.com/ping.php	http://mod-pubsub.org/kn_apps/blogchatt
http://bitacoras.net/ping	http://mod-pubsub.org/knapps/blogchatt

http://ping.amagle.com

http://ping.bitacoras.com

http://ping.blo.gs

http://ping.bloggers.jp/rpc

http://ping.blogmura.jp/rpc

http://ping.cocolog-nifty.com/xmlrpc

http://ping.exblog.jp/xmlrpc

http://ping.feedburner.com

http://ping.myblog.jp

http://ping.rootblog.com/rpc.php

http://ping.syndic8.com/xmlrpc.php

http://ping.weblogalot.com/rpc.php

http://ping.weblogs.se

http://rcs.datashed.net/RPC2

http://rpc.blogrolling.com/pinger

http://rpc.technorati.com/rpc/ping

http://rpc.weblogs.com/RPC2

http://thingamablog.sourceforge.net/ping.php

http://topicexchange.com/RPC2

http://trackback.bakeinu.jp/bakeping.php

http://www.a2b.cc/setloc/bp.a2b

http://xping.pubsub.com/ping

http://www.bitacoles.net/ping.php

http://www.blogdigger.com/RPC2

http://www.blogoole.com/ping

http://www.blogoon.net/ping

http://www.blogpeople.net/servlet/weblogUpdates

http://www.blogroots.com/tb_populi.blog?id=1

http://www.blogroots.com/tbpopuli.blog?id=1

http://www.blogshares.com/rpc.php

http://www.blogsnow.com/ping

http://www.blogstreet.com/xrbin/xmlrpc.cgi

http://www.lasermemory.com/lsrpc

http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php

http://www.mod-pubsub.org/knapps/blogchatter/ping.php

http://www.newsisfree.com/xmlrpctest.php

http://www.popdex.com/addsite.php

http://www.snipsnap.org/RPC2

http://www.weblogues.com/RPC

http://xmlrpc.blogg.de

When you start your blog, make 3 posts of about 200 words each from your article content. This will get you indexed within the week as I mentioned earlier.

That's all there is to your site creation. You will learn how to refine this over time by using more options and enhancements but this will get you the good start you need. Remember site creation isn't as important as what comes next.

Traffic Generation

I am going to provide here a quick blueprint for traffic then give you more hints later on in the bonus section to try out if you like. What I am about to tell you will take time but it WILL get you results. Don't always be looking for the easy way out, commit to doing what WORKS instead.

The first thing you should do for your content sites (and what I believe should be the basis of your traffic generation strategy) is to submit your articles to article directories. You will remember we were going to use 6 articles for promotion so here's what we do:

Submit one article every 2 days both to www.ezinearticles.com and using www.articlemarketer.com. This combination will give massive exposure to your articles and ensure the beginnings of a flow of traffic to your site. You want to make full use of your ability to put back links in your article before you submit them.

Since we have 4 pages of content on our site, we want them all to receive some backlink action so each page's rankings improve simultaneously. Most article directories will allow you three or four anchor text links so I like to put three links in each article, two whose anchor texts are keyword pages of your site, ie www.mysite.com/article-page1 (article-page1 being the keyword to use as anchor text) and one whose anchor text is your domain name (ie the link actually looks like www.yourdomain.com – this gives your site a more natural feel to the SE's as its something less experienced web owners often do.)

Distribute these links so that each of the 4 pages of content on your site gets some good anchor text back links from your articles. That is the first step of your traffic generation strategy. The more articles you write and submit the more traffic you get because not only do they improve your SE rankings, people actually find your site FROM your articles that get listed in the search engines themselves like little traffic henchmen for you.

The next step of your traffic generation process is to build some more backlinks. I found a number of successful ways to do this that we will talk about now but keep in mind that your article marketing will be the foundation of your backlink campaign as more people take your article content to use on their site with time and reproduce the content giving you a backlink each time.

I like to start my sites out with a link boost by getting links from all the social networking, free page creating sites I can. If I make for example a blog at blogspot.com, Wordpress.com, a page at myspace.com etc, even though these pages are at first PR 0, they have a higher weight because the domain they are based on (blogger.com, myspace.com, Wordpress.com) have very high PRs. In my experience this is NOT the same as a normal PR0 backlink and can have far greater effects on your SE rankings whilst being very easy to obtain.

So for each site I make I will use snippets of my article content to make a page or a blog at:

Blogger.com

Myspace.com

Tripod.com

Wordpress.com

Spaces.msn.com (you can only make one blog but do a new post for each site)

Digg.com (you make a 'story' instead of a page and insert your link with anchor text in there.)

My.yahoo.com (don't make a page just add your blogs RSS feed.)

It usually takes me an hour or so to run through and whip up a quick page on each of these sites and insert an anchor text backlink to the pages of my content site. Some people will say this is a bit spammy but in my opinion it is not hurting anyone else and is still using unique content so why not? The beauty as well is that you can create the pages perfectly optimized for your keyword so you can start your site out with a bunch of high quality HIGHLY RELEVANT backlinks…

This will help give my site a sweet start in the SE's and for smaller niches get a good position very quickly. (with only what I have described to you so far I have gotten on the front page in Google within under a week for some tiny niches).

From here I vary my backlink creation depending on how the site does. If after a few weeks it does well with just this effort I won't do any more to build links. If it doesn't I will keep up article submissions and implement the following cool FREE link building tool…

I used to use a service called www.linkmetro.com to build reciprocal links over time but it became quite expensive as a new subscription was required for each site. Recently however I found a FREE alternative to this script that works wonders. Check out www.autolinkexchanger.com . It helps you to easily build quality, relevant, reciprocal backlinks to your sites to keep your rankings improving and dominate ANY niche.

Really, that's all I do. The bigger the niche, the more of this stuff I do. There are some other sneaky little tips I use to pull in more visitors but we'll get to that in the bonus section. What I have listed above are the things that HAVE to be done that WILL lead to consistent and reliable traffic in high volumes. Don't neglect it because it's too much work, just DO IT!

Premade Adsense Sites

Finally an aspect of the Adsense world that I thought worth a mention is that of premade Adsense sites. In most cases: Avoid them! Having a premade site isn't going to make you money. As we have learned, a site is only one ingredient of the our cake so don't be fooled into thinking premade Adsense sites are a good investment. If you DO want to get into premade sites, here are some recommendations:

1. Find ones that have been issued to as few OTHER people as possible. If the exact same site and content is up on 100s of other sites on the web it's going to be penalized, plain and simple. The tighter the disrtibution is on each site the better.
2. Find out what niches the sites are in before you purchase them. As you know niches are important. Don't buy sites on "Automobiles", "Digital Cameras", "Health".
3. Look into how it easy it is to edit and maintain the site. You don't want to be fussing around on a site that is difficult to work with because you didn't create it. Look for something that is cleanly formatted and easy to adapt to your needs.
4. Have a PLAN of how you are going to drive traffic to your sites. Or even better, find a place that provides one WITH the sites themselves.

One of the few exceptions to this no premade sites rule is the sites offered by a guy they call Big Mike at www.niche-mania.com. If you want to get into premade content sites that is be your best bet.

Maintenance and Development

If you really want to lock in BIG profits from Adsense, you need a great SYSTEM for being able to efficiently implement all of the stuff you know how to do into a method that can be continually reproduced for continual profit.

Want to know the biggest Adsense secret of all?

It's NOT about getting traffic…
It's NOT about getting huge numbers of high quality backlinks…
It's NOT about getting the best CTR's…
It's NOT about how you make your sites…

In fact all of those things are almost USELESS if you can't create from them a SYSTEM or a process to be able to achieve all of those things on a consistent predictable basis. Think of every big Adsense income check you have ever seen posted on a sales page or anywhere else… Do you think that person got those huge earnings JUST from knowing how to get a lot of traffic? Partly yes… Do you think they got those earnings JUST from doing better SEO? Partly yes again… But I bet you know already know lots of ways to get traffic and get backlinks but you don't have those Adsense checks do you?

Ultimately the real reason they got the big earnings is because of a system they have in place to mass produce a single result (a successful site). They spend

time and money building resourceful systems that can do a lot of work and continually create a desirable outcome without always having to think about it… And their systems grow continually more automated. They slowly build teams of writers, get software to perform their tasks, build teams of SEO people to submit articles and get links… you name it, it's part of the system and it allows them more time to work on other things and keep improving their system. I once read that in successful small businesses, people don't run the business, SYSTEMS run the business and the PEOPLE run the SYSTEMS…

I know we can't all do that but if you want to be serious about this stuff, that should be your goal. I can't stress to you enough that SYSTEMS are the key…

Anyhow, how can we build a system for making our content sites. Here's a good way to start.

Write in a table each task that needs to be done for the creation and promotion of one site.

When I started, my table looked something like this…

Tasks	Site 1	Site 2	Site 3
Find Niche	Tick	Tick	
Setup Blog	Tick		
Submit articles to AM		Tick	
Make Myspace Page	Tick		
Make Blogger Blog			

I then go through and tick when each task is completed. This makes my action predictable. I can see exactly what has to be done for each site and whether or not I have completed it yet. Then I just keep churning through them, day in day out, working the system.

When your profits get high enough you then look through the list of tasks to see which is the most time and cost effective one for you to outsource. Maybe it is your writing or your article submissions so what you do is get to rentacoder.com guru.com or wherever you like and find someone to perform this task for you on a continual basis. As you build a relationship with that person and your profits grow you might be able to outsource other tasks to them as well, the goal being to eventually have as much of your site creation outsourced as possible. Before you know what's happening your entire empire creation is occurring before your very eyes and all you're doing is making sure the system runs smooth. THAT'S how the gurus do it!

Automated Sites

This section is a little shorter as there is really less to automated site creation than there is content sites. Remember there are people using this method to make more than $10K a day from Adsense revenue alone purely on Auto pilot. Again the key is having a good system (that is in this case software based) that does the work while you manage and organize it.

There are many forms of auto site creation but for this report I will focus on just one because I personally KNOW it to be extremely profitable. That is Mass Blogging. Like I mentioned earlier, some people hate this stuff because although

it isn't directly harmful to anyone (and I'm sure people will even argue with me about that) it is filling the internet with junk basically. Junk being rehashed, scraped content in the form of RSS feeds purely for the sake of Adsense income. I don't want to get into the ethicality of it but it's up to you to make the decision of whether or not this is something you want to pursue. All I know is that it IS profitable, MANY people use it and many LESS people talk about it.

With mass blogging, your site creation and promotional efforts are taken care of at the same time. The best mass bloggers target keyword phrases that are so underused and uncompetitive that simply putting up a blog on those terms and having new content fed to it every day gets them good rankings. That's right, no backlinks required, no articles to submit, just the good old blog and ping.

Automated site creators aren't looking to produce quality sites, instead it's all about numbers. The more sites and the more pages you get up the more money you make, it's that simple. Sites get listed, they make money for a few months then they get delisted and don't make money any more. The best mass bloggers know how to make sites faster than the SE's can delist them so they are always in front of the game and always keeping profits high.

There are many systems to use mass blogging and everyone has a different one. Basically people are trying to get as many pages as they can indexed as quickly as possible, that are as unique as possible to last as long as they can in the SE's, and in a way that looks as natural as possible. What I am going to give you is an outline of a basic system. Feel free to adapt this system any way you like to achieve the previously mentioned ends by adopting whatever techniques you know to be effective and keep your eyes out around the place for other ways

people are doing this. Innovation can lead to big results in the mass blogging game.

Basically to start mass blogging you need:
1. A mass blogging program
2. A mass keyword finding program
3. A host with lots of space and plenty of domain names
4. Some time

We've been over hosting and domains earlier and the same applies to both kinds of sites. The only difference with mass blogs is that you will be buying so many domains that to start out you may need to go for the cheaper .info domains instead of .coms or .orgs.

Our goal for a domain is to fill it with blogs, each one being posted content to continually. Each blog will be based on a single keyword that we will have obtained by research. Each blog will create a new page each time a piece of content gets posted to it so that within a few weeks, each domain will consist of thousands of webpages.

First you need a keyword research tool. I have used this tool A LOT and I am yet to come across anything else anywhere on the internet that does what it does. It basically searches web pages on the internet in search of profitable keyword phrases. By profitable I mean, low competition, high search volume and high cost per click. It searches through all kinds of words and phrases both the web page and related to ones on the web page and produces lists of hundreds of profitable keywords that you would never find through manual research. These keywords will be the basis of your site and you need to be able to produce profitable

keywords at this speed so maintain the speed of your site creation. The tool is called Brainstorm Generator and you can find it at www.brainstormgenerator.com.

What you then do is feed this list of keywords into your mass blogging program so that it can output one blog on each of the profitable keywords you find.

In terms of mass blogging programs of this nature there are really only two worth mentioning. Both of them do exactly as I have stated above but you should look into the features of both to determine which is best for your needs.

The first is Rsstoblog (www.rsstoblog.com) If you have heard of this program before it was originally a content posting system but recently an enormous update was released that includes a full mass blogging platform as well that allows you to install A LOT of blogs across many domains and keep them getting fed fresh content continually.

The other is Viral Instigator (www.viralinstigator.com). It will also help you mass install blogs of many kinds, blogger, Wordpress, other with some new methods that make it VERY fast to get up lots of blogs easily and with some very unique templates that make it harder for the SE's to track.

Whichever of these you choose, here's something like what you want to do. A site like the one I am about to describe will within a few weeks reach anywhere from $3 - $10 a day. Not bad for something that you created in a few minutes.

Grab your list of keywords (you should keep your keyword software continually running to harvest as many good keywords as possible) and pick out the top 40.

Each of these will be a blog. With the number of blogs per domain, remember that the more you have, the faster you will get delisted so try to find a good balance, 40 is a good place to start.

Use your blogging software (you will get full instructions from the software owner, it is very easy for the most part) to install 40 Wordpress blogs on your domain (I have gotten good results with Wordpress blogs rather than blogger but if you are really going at it, mix it up so that some domains contain blogger blogs, some Wordpress and some other platform.

You then want to set it up with your blogging program that the blogs receive posts using a cron job on your server only once a day. Some people post far more frequently but you must understand also that the more frequently you post, the faster your sites get delisted, so again look for a happy medium.

Lots of stuff I haven't mentioned here gets taken care of automatically like the blog posting keyword relevant feeds and news items and others. Remember, the right blogging program can be an enormous help.

That's basically it! You now have a site with 40 blogs getting relevant content posted to them once a day that are focused on great low competition keywords. Your empire should soon be rocking in no time. All you have to do is the same thing with a new set of keywords and keep it going, cranking out domain after domain.

Also you should create a sitemap when you make your blog sites that has links to each page or blog (blogging software should do this) on your domain with a link to the sitemap either on your main page or on every page. This will allow for

faster spider crawling and indexing of your pages and better internal linking meaning better SE rankings.

As a final word on automated site generation make sure that whatever you do, whatever kind of sites you use that you use YOUR OWN unique blog or page templates… The ones offered as default by any blogging program will be used by a lot of people and so will be eventually penalized in the SE's and leave footprints that could get your sites banned more quickly. If you don't like design work (I don't) look for custom templates on the web or get some made by a rentacoder. The blogging programs will allow for custom templates to be easily inserted so that won't be a problem.

And finally if you are going to go hard at your mass blogging you should consider the use of a proxy server to help mask your IP. If you create a lot of mass blogged blogs, the SE's will eventually pick up on your IP and COULD start delisting your sites faster for no other reason than they can see that you have made crappy sites that have been delisted in the past and so are more likely to do it again. It's kind of like a criminal record. The proxy server will make it so that each site or bunch of sites you make seems to come from a different IP address. It's a little more complicated than that but that's the basic idea. Don't forgo this step because having a bad criminal record with the SE's could have far reaching impacts on your IM career over the long term. They aren't difficult to setup or use so again don't forget proxies!

It will also take time to perform your mass blogging so what you should look to do is as your income grows, outsource your software use to someone as well. Take the time to train someone up so eventually you can get the same amount of work done just without doing any of it yourself! Again, remember SYSTEMS.

That's basically all you need to know about mass blogging. This covers the creation, promotion and system development all in one.

Like I said there are many ways you can refine your mass blogging system(like finding more ways to get backlinks, make the pages faster, with better dontent etc) but there are few things that you can do to an individual site that will replace the benefit of just making another site. People often get over obsessed with their automated sites trying to get more links, get the structure perfect, testing the ad formats etc but they forget that automated sites are so quick and easy to make that its almost always more beneficial to simply make another whole site rather than messing round with a single domain. Remember it's a NUMBERS game, more pages = more money.

BONUS SECTION – Other Tips for FAST traffic, QUALITY backlinks, and some other random cool stuff…

How to Get a Big Traffic Spike FAST

This is something that I only use sporadically because it is painstaking to integrate into my system and not really worth it in the long run. However it can provide a VERY fast spike of traffic early on for your sites and help you pull a few extra backlinks as well. It works by using the website www.stumbleupon.com. Here is a little tutorial on getting a quick traffic spike from stumbleupon.com.

Getting started with Stumbleupon.com

If you don't already have an account with SU, visit http://www.stumbleupon.com/ SU can now be used with Internet Explorer, but I prefer Firefox. Click on "Sign Up".

You will be sent to download the Firefox extension. After a quick restart of the Firefox browser, you will notice the following at the top of the browser:

Stumbleupon will walk you through setting up your account preferences as soon as Firefox is loaded back up. I'll go over each part of the toolbar from left to right:

Stumble Button – When you click this button, you will begin "channel surfing" sites from whatever category you chose during account sign up.

All – This is actually a menu where you can choose what to stumble through. Some of the options include pictures, video, new, and more.

Thumbs Up (I like it) – If you like the site you are currently viewing, give them the thumbs up rating. It's not necessary to do.

Thumbs Down – Tells SU not to show sites like that anymore.

Comic Cloud – To read reviews about the current page. You can leave reviews as well.

Box and Tag Icon – Add a tag for the current page in the box, then click the tag button to tag it.

Share – Send the current page via email or share with friends through Stumbleupon.

Pages – Shows you the pages you own and your "thumbs up" pages.

Friends – Shows you your friends and makes friend suggestions if you do not have any. This is a great behind the scenes social networking tool.

Menu – Lots options here regarding your account, inviting friends, chat rooms, and more.

StumbleUpon Tips – Tips to get the most out of StumbleUpon

SU is like channel surfing for the web. Most SU users are going to surf until they see something that catches their attention. What I found to be the most profitable way to get their attention was to call them out:

"Hey Fellow Stumbler, Check This Out"

Something like this makes the user say "Who, me?" Did that get your attention? This might raise the question "How do you know the traffic is coming from StumbleUpon" well, you could do one of two things. You could have a script made to detect when the user is coming from SU ($20 is all it should cost), or you could simply setup a page specifically for them. I do the latter for tracking purposes.

Another tip for getting the most out of SU is to make sure you target. If you are selling a "make money" type of product, then it goes in the business category, not the games category. It's also a good idea to test the categories as well. A product that teaches someone how to make money online could go into a lot of related categories. To be super successful on StumbleUpon.com:

1. Grab their attention with a headline made just for them.

2. Use a separate page (example www.yoursite.com/stumble) to track your results better.

3. Target your audience by putting your site in the correct category, or a closely related category.

4. Always make sure your page has a money making element on it such as Adsense, Yahoo Publishers Network, CPA* ads. The only exception to this rule is if you are building your list and only want their email (for selling to them later). See what others are doing. Spend an hour (or two or three) surfing the network and make note of what others are doing. People have already been using StumbleUpon for marketing, you just haven't heard about it because no one talks about it (why give away the secrets? ☺).

*CPA ads (not all) are the ones you see that offer free ipods, game systems, etc. You get paid when the end user inputs their email or other information.

Top 8 Ways to Monetize Stumbleupon.com Traffic.
This is what you've been waiting for! These are the strategies I'm using successfully to make some extra money. Hopefully, you'll be able to spawn other ideas from this list as well.

Keep in mind that StumbleUpon traffic is awesome when you manipulate it correctly. Many office workers are surfing SU while at work, Stay at home Moms/Dads, etc (in other words, more people with money to spend). It's not anything like MySpace traffic. StumbleUpon now has over 1,000,000.00 users.

1. Create A Top # List.
Read some of the popular Digg.com posts or popular blog posts and you'll see plenty of "Top" lists. People love reading lists for some reason. For example, you can create a Top 30 list of the coolest games online and stick it into a gaming category. People love to discover new games to play online.
Of course this page should be full of your Adsense ads and/or CPA offers.
Ideas for lists: http://www.listible.com/

2. Create A Video Page.
I'm sure you're thinking "Hey, isn't that what YouTube is for?" the answer is yes and no. YouTube is massive, but weeding through all the videos can be time consuming. I found that by spending a bit of time searching for videos on a certain topic and embedding them into my site, I could make some money from Adsense.

For example, you can setup a page that had videos about the new video game systems (Sony PS3, Nintendo Wii). You can get dozens of videos that captured people fighting each other while standing in line for the system, etc.
CPA ads work wonders with this as well.

3. Put Up An Arcade

Online games are popular with almost all Internet users. I myself spend and hour or so each day playing arcade and puzzle games online. To setup an online arcade, you can purchase an arcade script complete with games already loaded. Scripts for this purpose:

http://www.gamesitescript.com/

http://www.gamescript.net/

http://www.shockscript.com/

http://www.phparcadescript.com

All of the above sites make it easy to add your Adsense/YPN code. If you want to add more games, this site has a game pack for sale:

http://www.getgameonline.com/flash-game-database/

Also, http://www.sitepoint.com/marketplace/ has arcade sites for sale all the time. Some of these sites will even have traffic already being sent to them.

4. Use CPA Marketing Only

Put up a page that has some articles about niche topics, then place CPA ads on that page. For example, you can have a few credit card articles on a page with a credit card CPA offer. Some of these pay $10+ for each person that inputs their information.

5. Get Opt-ins For Your List

Give away a free report or something worthwhile in exchange for the stumbler's email address. You are basically using the same opt-in techniques you would use any other time, but now you can do niche targeting within the StumbleUpon categories.

6. SUSO (StumbleUpon Special Offer)

This method is simple. Create a special offer for StumbleUpon users (just like in the WSO section). You can do this by first getting their attention with a Stumbler specific headline. Then you can either setup a sales page just for them, or offer a coupon code for your products.

7. Push Firefox to Internet Explorer Using Stumblers

This method has been the most profitable one for me. I didn't think it would work, or be worth the time, but I was wrong – and that's a good thing. StumbleUpon has been know for being a great Firefox plug in, but now Internet Explorer users can join in the fun. Google will pay you up to $1 for every person you get to install Firefox. I know, $1, big deal right? Yes! It's easy to setup:

1. Go to http://explorerdestroyer.com/ and follow the instructions. They will show you how to setup the script (it auto-detects IE).

2. Apply the script to your StumbleUpon page and watch the referral money pour in! (hopefully)

That's it. It all depends on how much traffic you are sending them, but I have made enough to take my family out to a nice dinner a few times a month. In other words, you won't make a living referring IE users to Firefox, but you'll make enough for some nice extras every month.

8. Push The Google Pack

Similar to the above technique, Google will give you up to $2 when someone downloads and installs any component of the Google Pack. I have made referral money by adding a link to the Google Pack on existing pages as well as creating a dedicated page to promote the Google Pack. Check out more here: http://pack.Google.com.

Social Bookmarking

I don't do a lot with this stuff but there is one simple piece of code that I add to my content blogs (and into templates if you are making automated sites) that puts the social bookmarking icons on my screen so that other viewers can add your page to a social bookmarking sites. If a user does this it will give you a backlink from the social networking site and quite possibly a dribble of traffic.

Go to http://directory.proud-collector.com/social_bookmark_tool.aspx

It will allow you to generate a piece of code to include on your webpage for the ability to add social bookmarking elements into your blog posts or pages. It's worth it to do this for your content sites because while it won't put your earnings through the stratosphere, every little advantage helps.

High PR Backlinks

High PR backlinks will boost the amount that your site gets crawled by spiders (helpful to get new pages that you add to your site indexed quickly) improve your SE rankings, entice more webmasters to want to link with you and, and of course improve your own sites PR. Here are a few ways that you can get some high PR

backlinks to your site. Some are paid and some are free. Some you will have heard of and some you won't:

1. www.text-link-ads.com – here you can buy text link ads of varying PR on different sites for a one off fee. Helpful to use for every other site but not necessary all the time.

2. *Myspace.com*: Here's a cool one… You might know that some people's myspace pages have a high Google PR and that they allow HTML comments. So you can post a comment to someone and include an anchor text backlink. This does work but it's hard to find multiple pages with high PR (you can write software to do this). However, I noticed that in EVERY myspace account… if you click in the PICS section of the profile the pages that can have PICTURE comments left and those pages IF THE PICTURES WERE POSTED BEFORE A CERTAIN DATE have a PR 5. It seems that the date is earlier on this year but I don't know exactly when. EVERY picture posted before then has a PR5 so you can comment anyone's pics and leave an anchor text backlink and you will see some improved spider activity. ☺ Be gentle with this one though because the backlinks aren't always the most relevant and having too many of them can harm rather than help your rankings.

3. *Submitting to site directories*: Everyone knows about this right? But here's my twist… A friend and I recently hit up rentacoder and paid someone $27 to submit a particular site to 300 site directories… We were busy with a lot of things and forgot about that site a bit. We checked back a few weeks later and we had hit the front page in MSN for our main keyword PURELY because of those directory submissions. I would never do it if I had to sit and submit manually to 300 directories, but for $27 I can definitely manage it! The site directories have high PR and your link generally gets

on THE actual page with that PR AND if done properly relevant to your keywords so it's instant relevant high PR backlink.

4. *Pages.Google.com* – I have found that my sites have often seen little jumps in Google by getting a link from Google (I haven't proven this but my assumption is that they weight their own link highly) via Google Pages. It works just like myspace, you can create little pages about your site that I usually fill with content then add some anchor text links. You might also want to try this with www.Google.com/notebook ;) and see the benefits.

Site Networks

What I also do is spend some time developing sites that have high PR that aren't actually content sites that make me money but are solely for the purpose of giving links to my other sites when I need to. I will pay for some High PR text links for these sites and get them submitted to directories and over time they will develop a good PR (I try to get up to PR6) then in the future I will use that site to link to my content sites.

A backlink from a PR6 site means instant indexing of up to about 200 pages, a potential PR 5 in the next PR update and a big boost in the eyes of the SE's. Having a few linker sites can be a good asset not only for building your own empire but you can sell links on them yourself later on for some extra revenue at no extra effort ☺

More Content Generation

You may have noticed people recently talking about translated content. The idea is that you get content and can easily translate it into other languages like

German and Chinese for it to rank and get traffic on the international markets. These pieces of software didn't become as big as they could because it was found that the software's translating them couldn't do a very good job and the content they were spitting out was almost illegible to a foreign language reader. HOWEVER this doesn't mean that foreign language markets aren't profitable… This is something that I have been thinking about but not tried yet. I've been wanting to hire a Chinese or German writer and get them to put me together some actual real and valuable language content that people will find informative. There are many international workers on the sites like rentacoder.com and elance.com so I'm sure it will be easy to find someone who can do this. I'm thinking of testing it by asking them to then post my content to a blog at one article per day for example and just see how it goes. There are 123 million internet users in China currently that are a completely untapped marketing potential… Whether it's in this manner or another, it won't be long before someone comes out with a good (or better) way to penetrate international markets.

The Problem With Great Content

This is something I thought worth mentioning although a lot of people don't like the idea. In the cases where your sites aren't designed to be building a reputation, and the quality of your content isn't of the highest importance, you might consider this.

The better your content is, it quite often means the lower your CTR... If your content is great and compelling, making a fascinating read, people will just read it and not click your ads! Their attention won't be drawn to anything except your great content. I have seen it happen time and again that when an article I put on

a page for a content site is too entertaining TOO informative, my CTR's drop even though the Ad placement, site layout and everything else is great. Something to think about...

Adsense and Monetization

Another thing I think worth mentioning is the issue of monetizing your site ONLY with Adsense. In all honesty I rarely do it. Think about this. You have a site that is monetized ONLY with Adsense. Even if you have a great CTR, and let's say you get 20% of people clicking on your Google ads. That means that out of 100 people who come to your site 80 of them 80%, 8 out of 10 don't make you a single cent of profit. It doesn't seem like the best business model. For Automated sites we can disregard this because the goal is only to make the sites as quickly as possible but if you are making great content sites monetizing only with Adsense is almost ALWAYS leaving money on the table. It's not hard to do either. Go find an affiliate program or ad an opt in form! For affiliate programs hit up:

www.clickbank.com

www.linkshare.com

www.commissionjunction.com

www.affiliateprograms.com

There is an affiliate program somehow related to almost ANY niche you could think of online. Get an account and insert SOME link and you will automatically earn hundreds of extra dollars a month. Don't be SLACK.

Also you will have heard that the money is in the list? It isn't a lie. Building email lists is the key to consistent long term profits, powerful business growth and

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much more. You can have unlimited lists for all your niche sites cheap as chips by registering at [www.aweber.com.](www.aweber.com) Again don't forgo this step.

Conclusion

I appreciate your time with me today and I thank you for reading. Whether it be a little bit or a lot, you have probably just taken in some information that could be valuable to you. I urge you whatever you do, don't sit there and wait for more information, TAKE SOME ACTION. ACT on the new information, even if it's in the tiniest way. Nothing you have read here today will make any difference to your business or your life unless it gets out of your brain and into your business somehow. Remember knowledge is not power it is only POTENTIAL power… It comes power only when it is translated from knowledge into ACTION.

Wishing you great success,

Andrew Hansen

Resources

1. Make Money giving this report away for free by obtaining the rebrandable version of this report from www.freeadsensesecrets.com.
2. Learn how to discover amazingly untapped and profitable Niche Markets JUST for Adsense sites at www.adsensenichefinder.com
3. Learn how to generate unique content in a flash at www.articlespeedwriting.com
4. Spin articles to make new content from existing articles www.contentrewriterpro.com
5. Submit your articles across the web for maximum exposure, traffic and backlinks www.articlemarketer.com.
6. Get the most affordable highest quality domain name service at www.namecheap.com
7. Get discounts on domain names regardless of your registrar at www.dncoupons.com
8. Most affordable and high quality reseller hosting accounts at www.hostgator.com
9. Find thousands of profitable keywords for your mass blogging efforts at www.brainstormgenerator.com
10. Mass create profitable self updating blogs and make $$ from Adsense at www.viralinstigator.com
11. www.warriorforum.com/forum - Greatest source of free internet marketing information EVER.