



Google AdSense: Making Keywords Work for YOU

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“Google AdSense: Making Keywords Work For You”

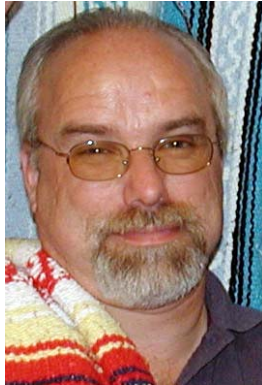
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NOTE: Since this resource is geared towards online web sites, sections may not operate if you are not connected to the Internet.

Note About Links: You should be aware that the Internet is an ever-changing and growing information medium and as such I cannot guarantee that all the links in this book will remain active. We do our best to check all links before inclusion. If you find bad links please report them to webmaster@adsensesitesforsale.com



About The Author

Neil Bartlett is the owner of the AdsenseSitesForSale.com Site. He has been involved in the online scene for over 15 years and in the computer industry for more than 23 years. He developed the AdsenseSitesForSale.com Site to help both beginning and advanced Adsense marketers increase their skills and profits.

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- [Ultimate Auction Products](#)
- [Your Cabin In The Woods](#)
- [iGambling Casinos](#)
- [Hot Products Zone](#)
- [Niche Marketing Products](#)
- [Your Beautiful Healthy Self](#)
- [Free Camping Ideas](#)
- [eTravel Finder Online](#)
- [Profiting From Flea Markets](#)
- [Secrets Of Free Music From The Internet](#)

Neil specializes in creating Adsense related power sites and believes that almost anyone can learn how to become profitable in the online Adsense marketing scene.

When away from the office, Neil enjoys hiking, camping, 4-wheel driving, rock climbing, scuba diving and bungee jumping.

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Introduction

Google is one of the largest and most popular search engines today. Just about everyone uses Google to find whatever they need on websites all over the world. Google indexes search optimized keyword content on the Internet to let the average user access information that they would otherwise never be able to locate.

Adsense and Adwords are two parts of the Google conglomerate that can help you monetize your website to earn profits. This report will help you understand the complex world of Adsense ads which can be used on your website to bring income right into your pocket.

To access your bonuses, click here: [Bonuses](#)

What is AdSense?

Quite simply, AdSense is an advertising tool for online webmasters. The owners of those websites use AdSense to earn money by allowing AdSense to place advertisements on their website that are closely related to what their website content is about. When someone clicks on an AdSense ad, Google pays you money! This money is a portion of the income they receive from the website advertisers who use Adwords to pre-sell and generate traffic to their website.

There are some great reasons to join the Google AdSense program:

- Google does not require long term contracts. You can implement the program and stop it whenever you choose. It is very simply and easy to begin and end your participation.
- Google supplies the advertisements to your website through their Adbot Googlebot. You do not have to worry about obtaining advertising and placing it on your website.
- The AdSense ads are not pop-ups, pop-ins, floaters or other types of advertising that users find so objectionable. These ads are non-intrusive and people will click through **only** if they choose to do so.
- The content of the ads are well matched to your site subject rather than something that doesn't apply to your content at all. Therefore, the people who visit your site will find AdSense ads that really pertain to them.
- Adding AdSense to your website is fairly simple and does not require a total rewrite of your website to generate income (at least not in most cases as long as the site meets Google's guidelines).

Of course, the best part is that you will make money!

How Does Adsense Make Money for ME?

Adsense is the web publisher's part of the Adsense/Adwords combination. The Adwords program is for the advertiser who is trying to sell a product or service on their website or in their online store. By paying Google money to display their advertising on the websites of Adsense subscribers, they obtain traffic to their websites and, hopefully, generate lots of sales. They pay Google money for this service.

Adsense is the side of the combination that displays the advertisement on websites of subscribers who provide some advertising space. Because Google charges money to place the advertisements of the Adwords user on the websites of the Adwords subscriber, they pass a part of this income on to those who are willing to provide that advertising space for the Adwords advertising. This is the means by which you, as a webmaster, will gain income from Adsense advertisements.

How Much Money Will I Earn?

Google's Terms of Use state that Adsense subscribers can not reveal the amount of their earnings. It should also be noted that the income will vary from website to website due to content, search engine placement, advertisement placement and other factors.

There are four major factors that determine how much you earn:

- The number of times users click on the Adsense advertisements on your website. You can not place statements on your website that say "click these ads" or anything similar, per the agreement you will make with Google. There are legal ways to encourage people to click on the advertisements, however, which will be discussed later in this report.
- The number of page views. This basically means the number of visitors to your website. The more people who visit your webpage, the more people will click on an Adsense advertisement and generate income for you. Not

every visitor will click through; in fact, most of the visitors will not click through on an AdSense ad. But a percentage of people will find an AdSense ad on your website that intrigues them enough to click on the ad. Therefore, the more people who see your webpage, the more opportunities there will be for someone to find an AdSense ad interesting and click through. It's a simple matter of percentages.

- The click through rate (CTR) is simply the number of people who visit your website divided by the number of people who clicked on an AdSense advertisement on your website, expressed as a percentage. In other words, if 100 people visit your website and 10 people click on the AdSense ads, your CTR would be 100 divided by 10 which equals a 10% CTR. The magic formula used by Google to pay for AdSense advertisements is a highly guarded Google corporate secret, but it does seem that those webmasters who provide high quality, well targeted content, therefore obtaining lots of targeted visitors to their website, the higher the rate they will receive.
- Lastly, the amount paid by the Adwords advertiser for the keyword on which the AdSense advertisement is based is important. Adwords advertisers pay Google a certain amount for each click through on their advertisements based on each keyword. The amount the advertiser is paying is not revealed to you, but if the advertiser is paying \$X for each click through, each time the AdSense advertisement on your website is the source of their click through, you will be paid \$Y, where \$Y represents a share of that \$X paid by the advertiser. The greater the number \$X is, the larger the number \$Y will be! This is affected by the profitability of the keywords you choose to use in your website content and will be covered in depth later in this report.

Of course, everyone wants to make a great living by doing very little or nothing. Lots of people will try to tell you that AdSense will make you a millionaire overnight. Don't expect that to be true. If it sounds too good, it is. But you can monetize your website by choosing the right keywords and using AdSense. This can be a great source of income for you and you can realistically expect to

receive income for only a little work once you have your website designed, populated with top notch content that is updated frequently. A popular way to make money with minimal work is to contract the website content and design to a source that is an expert on this subject.

As you learn more and more and refine your content, choose the right niche keywords and develop more and more websites, you will be able to enjoy income from AdSense. You may also want to become involved in Adwords to sell some products or services. But don't quit your day job and decide that you will have a huge check from Google by next Friday. It takes some time and work to get to that point. Are you willing to be dedicated and create great website content where you will be allowing AdSense ads to be placed? If so, you will make money in exchange for your work. If not, your success will, at best, be limited.

Where Do I Begin?

The very first step for a novice entering the world of AdSense is to understand fully Google's Terms of Service (TOS). This will be your Rules and Regulations and you **MUST** follow them exactly! If you breach the TOS with Google, they will ban you from using AdSense; it's that simple. Google is highly respected and is very intolerant of people who try to get around the rules. If you do not read the TOS and learn what is acceptable and what is not tolerated, you will quite possibly make one of the mistakes that can stop you from being able to use this method of income. The chances of becoming reinstated are slim -- very, very slim. Follow the rules.

All too often, people think they can find a way to get around a rule and make more money. It just doesn't work! What happens is that you end up making NO money because Google bans your website. Let's look at two things that you simply can NOT get away with when using AdSense advertisements on your website.

- You can not publish on your website any enticement for visitors to click on the AdSense ads. As stated previously, you can not publish anything along the lines of "Be nice and click these ads" or "Support our website, click all the ads below". This is a sure-fire way to be banned. Google does allow "Sponsored Links" or "Advertisements" to be published above the ads and THAT IS ALL. Don't try to get creative here. No flashing lights, no stars, no bells and whistles.
- NEVER click on your own ads thinking you will make money by doing so. This falls under "click fraud" and it is a very serious offense. You will be banned! Greed will not help you in the world of AdSense.

The points above will not only ensure your failure, but will prevent you from being able to rectify the situation. Being banned from Google is not a good place to be!

Read the entire TOS with Google and be certain you understand every point clearly. You can read the entire TOS at:

- <https://www.google.com/adsense/policies> and
- <https://www.google.com/adsense/localized-terms>.

Read them and heed them! It is very, very difficult, often completely impossible, to get reinstated if you are ever banned by Google.

What Do I Do To Ensure I Make Money?

Once you understand what you can and cannot do on your website if you want to use AdSense, you need to understand a few of the things which will help you make more money. But first, I want to bring out two points that you should understand before going any further:

- If someone tries to get you to believe you will get rich quick with AdSense by using their expensive system, do **NOT** fall for it! People will try to sell you systems for hundreds and hundreds of dollars promising you that you will earn tens of thousands of dollars almost overnight for doing absolutely nothing. Well, they are the only ones who will make money – YOUR money! There is no secret system. Contracting for a top quality website is the only outsourcing system you should consider. It can save you hours of writing, trial and error and having to become a search engine expert yourself.
- Don't plan to put dozens of AdSense ads on every page. The reason behind this is that the highest bidder's keyword ads will be posted nearest the top of your list of AdSense ads. If you add lots and lots of ads, it can be much more likely that a visitor will click on an ad far down the list that doesn't pay very much at all. One, two, or a few ads per page will make you more money than dozens of ads will. This is one place where less really is more. It is far better to have many pages in your website with a few ads on each than to have only a few pages with lots of ads on each.

What Key Will Help Me Make The Most Money with AdSense?

There is one key and it is not a hidden secret. That key is **CONTENT!** Without content, there will be no reason for people to visit your website and possibly click through on an AdSense advertisement.

If your website has poor, disorganized, unappealing content and is not keyword optimized, you will not do well with AdSense advertisements. You are not just making a billboard in cyberspace on which to post some AdSense ads. That concept must go out the window immediately!

In order for your website to bring visitors to your site, you must have top notch content that will interest your audience. That content should be well-written, interesting and, above all, original! The readers need to find your content engaging and useful. The content has to be current, as well.

There are millions of websites in cyberspace, each saying something to someone. Search engines often return several million results for a search term. Therefore, you need to have your website rank high in the search engine results **AND** have content that is so engaging that when the potential visitor reads what little is provided on the search engine result, they feel that they **MUST** visit your website.

Then, once the visitor arrives at your website, they should find the website attractive, easy to navigate and appealing. If they do not find these attributes, they will almost always immediately hit the "back" button and go back to their search engine results. They simply won't take time to read enough to even see your AdSense ads section, much less think about clicking on those ads.

After creating that initial content, you will need to keep the content updated. Repeat visitors are important to success. If they do not click on an AdSense ad on one visit, they may very well decide to check it out on the next visit to your

site. Also, fresh content will bring the search engine spiders back and update your page rankings in their database. This can allow you to move your website up the search engine results ladder to obtain a high ranking.

If you want to become successful with AdSense and earn real money, making this a true income line for you, you must dedicate yourself right now to creating a website that is of value and well worth the time that the visitor will spend there.

This does mean that you will have to work to earn the money. It will take time. But once you have started generating income this way, you will find it very, very satisfying!

The fastest and easiest way to obtain content that is optimized and interesting is to contract the work to an expert. Websites can be contracted that are amazingly effective for use with AdSense. Content writers that spent their days honing the skills needed can be located and save you the time of writing pages and pages of content. However, there is a little investment required to purchase this content. It can be a very worthwhile investment, however.

Selecting Your Content Topic

In order to provide visitors with excellent content, you will need to determine the audience you wish to reach. One way to select your audience is to choose a topic about which you are passionate and knowledgeable. But that is not the only way to provide great content.

You may wish to choose a topic you feel comfortable writing content about. You may choose to outsource your writing work. You could also combine the two methods to obtain your content.

Some websites provide permission to republish the content they provide as long as proper credit is provided. This can be a means of obtaining content as well -- as long as you carefully select the finest examples and do not try to populate your website with only republished content. You need to have unique, original content for the majority of your website.

In the next section, we will look at performing some brainstorming to focus in on a content topic.

Getting Started With Brainstorming

The first step in finding the a topic for an AdSense site is to do a little brainstorming.

Even though our main focus is to find a profitable AdSense topic, brainstorming can be used to help solve just about any issue you can think of.

Brainstorming will help you:

- Develop ideas about the true nature of the issue
- Create a list of ideas from which to select for further research
- Create a list of possible causes of the issue
- Create a list of possible solutions

There are many methods to get started in brainstorming; I'll cover a few and how they relate to finding profitable AdSense sites.

Have a friend or family member help you brainstorm.

Your family and friends know you the best and can help you consider niches you would be interested in and might not have even thought about.

Write down your list.

When brainstorming, you need to keep track of all your ideas. The best way to accomplish this is get a pocket notebook and pen and to carry them with you wherever you go. I don't know how many times I have seen something that has triggered a niche idea in my mind and I didn't have any way to record it. By the time I got home, it was gone. So remember, get the notebook and write it down.

Don't dismiss any idea.

Even if you don't know anything about a particular niche or if you will even be able to find content and no matter how absurd the idea sounds, write it down.

Consider what you might like to promote.

Everybody has hobbies and interests and this is the best place to start when deciding what niche to promote. You may find something that has which cost per click, however, if it doesn't interest you, you will just be going through the motions and probably become bored and give up on it. But, if you find something that you

are truly interested in, then you will give it your all and become successful with your AdSense site.

Promoting what you know makes life a lot easier, I think, because you know what you are promoting. You know what your visitors will want and what will keep them coming back.

Brainstorming Tools

- Pad of paper, I like to use paper with no lines, such as computer printer or copy paper to allow me to draw diagrams.
- Pencils, pens, any other type of drawing implements such as colored pencils.
- Tape recorder (and of course batteries and tapes).
- If you are doing group brainstorming I like to use the large post-it style flip boards from 3M. They can quickly be torn off and taped to the wall.

Next, I want to cover a method that I use for niche idea generation, it can be done alone or in a group. Below are the steps on how to generate ideas for your next profitable AdSense site:

1. Decide if you are going to brainstorm as an individual or a group. For the purposes of this article we will focus on individual brainstorming, however, the same methods can easily be extended to a group.
2. In order start brainstorming, it is best to find a place where you won't be disturbed while you brainstorm. This means away from phones, TVs, computers, etc. You need to devote all of your attention to the process in order to benefit.

Sometimes I will just take my tape recorder, get in the car and drive while recording my thoughts. Other times I go to some nice quiet place in the forest near me to brainstorm. In other words, get away from your home or work and find a new place to gain a new perspective.

3. Begin the brainstorming by clearing your mind of all preconceptions. Pick a subject and start writing down your ideas. Do not write complete sentences, just a word or three to capture the idea. Continue with this until you have exhausted your brain of all ideas. Be sure to use all your senses, emotions and memories when thinking about the subject.

After you have exhausted your ideas, go back through the list and look for connections to other ideas from what you have written. In other words, if you are brainstorming about Lawnmowers, you may have written 'mows lawn'; from this you may get on a tangent about 'lawn care'.

Remember there are no right or wrong ideas. Also, you can take a few minutes every day to brainstorm, which can help to unlock your creativity on those days when inspiration fails to strike.

4. Go beyond the basics of your subject. Once you have covered the basic aspect of your subject, start thinking 'outside the box'. Come up with different angles on the subject that has not been well covered. For example if your subject is 'Do it yourself computer repair', you might cover angles such as:

- History
- Equipment Changes
- Future Of Subject
- Humorous Incidents
- Important figures in the development of the subject
- Statistics, Strategies, Theories, Trends, Forecasts, Anecdotes, etc.

Following all of these angles can lead you to new niche ideas.

5. Don't forget to cover the 5 Ws: Who, What, Where, When, and Why. And don't forget How and What Ifs.

6. Don't just look online; review other mediums for new ideas, magazines, TV, radio, books, etc. Also, talk to professionals and 'experts' in different fields.

7. For online sources, join online discussion groups such as www.topica.com, www.egroups.com, www.globelists.com and newsgroups. See what questions are being asked, what information is being requested. Don't just be a lurker join in on the discussions.

8. Next you need to take these base niche ideas and start to flesh them into marketable content. For example, if you came up with the product idea 'Fishing Poles', you might expand it out to 'Fishing Poles & Tackle'. Continue to do this for all your ideas. Detail out all your options as completely as possible.

9. After you have clarified your ideas it is time to evaluate and analyze them to narrow down the focus of your niche search. If this is your first time creating an AdSense site, you might lean towards ideas that you are familiar with. If you have the time and resources you might want to tackle ideas that might require more research.

When analyzing your ideas, always try to find 'Niche' products, these are markets within markets. We will go into Niche markets in a later chapter.

Also, look for markets that are hard to find but appear to have decent traffic.

Don't lose the ideas that you don't use the first time around, they will make a great starting point for expanding your markets.

10. Now that you have an ideas list, you need to look to see if anyone is interested in these ideas. This is simple to do with a little tool from Overture.com called [Term Suggestion Tool](#). To get to the tool, go to:
<http://inventory.overture.com/d/searchinventory/suggestion/>

Search Term Suggestion Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Once you are there, you simply key in a search phrase from your ideas list and the Term Suggestion Tool will return a list of actual phrases that people have searched for and it will also tell you how many have used that phrase.

Looking at the example below, I keyed in 'quilt' and it returned the following list:

Searches done in October 2003	
Count	Search Term
83500	quilt
53142	antique quilt
31271	quilt pattern
28617	free quilt pattern
7647	baby quilt
7017	quilt rack
5589	quilt fabric
5393	baby quilt pattern
5017	free baby quilt pattern
4894	hawaiian quilt
4801	quilt shop
4544	simple quilt
3862	quilt rag
3812	quilt block
3310	amish quilt

As you can see, when this search was done, 83,500 people keyed in the phrase 'quilt'. Going down the list, you will also see other phrases that also contain 'quilt'. These are important because in order to narrow our research we need to see what other people are searching for.

So, use this tool to go through your ideas list and compile a list of keywords and key phrases.

What's Else Is In Demand

Another great tool for finding out what people are searching for and what is in demand is Google's Zeitgeist www.google.com/press/zeitgeist.html.

In the example below, you can see that Zeitgeist shows you the top ten gaining and declining queries for the week. There is a lot more information on the page than I showed. I had to clip the image for space sake. You get stats of areas of interest such as:

- Entertainment
 - Technology
- Seasonal
 - Retail
- Celebrities
 - Cartoons, etc.

This information is not strictly for the United States, each country that Google services are included.

Google Zeitgeist - Search patterns, trends, and surprises according to Google

For both breaking news and obscure information alike, people around the world search on Google at www.google.com. With a bit of analysis, this flurry of searches often exposes interesting trends, patterns, and surprises.

The Google Zeitgeist page is regularly updated to reflect lists, graphs, and other tidbits of information related to Google user search behavior.

Archived information [available here](#).

Top 10 Gaining Queries Week Ending Nov. 8, 2004

1. [election results](#)
2. [exit polls](#)
3. [tara reid](#)
4. [arafat](#)
5. [daily mirror](#)
6. [the incredibles](#)
7. [star wars](#)
8. [the oc](#)
9. [kerry concedes](#)
10. [obama](#)

Top 10 Declining Queries Week Ending Nov. 8, 2004

1. [halloween costumes](#)
2. [lunar eclipse](#)
3. [red sox](#)
4. [pumpkin](#)
5. [the grudge](#)
6. [gta san andreas](#)
7. [boston globe](#)
8. [howard stern](#)
9. [kate moss](#)
10. [ipod](#)

2003 Year-End Google Zeitgeist [available here](#).

As you can see below, you also get access to the whole previous year's worth of search patterns, trends and surprises. This info will allow you to track up and coming products and see what is on the downswing.

Google™ 2003 Year-End Google Zeitgeist Search patterns, trends, and surprises

The 2003 Year-End Zeitgeist offers a unique perspective on the year's major events and hottest trends based on more than 55 billion searches conducted over the past year by Google users from around the world. Whether you are tracking the global progression of the latest news or learning about healthy searches in Japan, the 2003 Year-End Zeitgeist enables you to look at the past year through the collective eyes of the world on the Internet.

[Press Center](#)

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Zeitgeist Explained

The term "zeitgeist" comes from the German "Zeit" meaning "time" and "Geist" meaning "spirit". The term is defined in English by Merriam-Webster's Collegiate® Dictionary as "the general intellectual, moral, and cultural climate of an era."

Popular Queries 2003
1. britney spears
2. harry potter
3. matrix
4. shakira
5. david beckham
6. 50 cent
7. iraq
8. lord of the rings
9. kobe bryant
10. tour de france

Popular News Queries 2003
1. iraq
2. laci peterson
3. kobe bryant
4. bertrand cantat
5. riaa
6. jessica lynch
7. michael jackson
8. elizabeth smart
9. korea
10. dixie chicks

Popular Brands 2003
1. ferrari
2. sony
3. bmw
4. disney
5. ryanair
6. hp
7. dell
8. easyjet
9. last minute
10. walmart

One Last Place To Find Premium Keywords

I have one last place to share with you that I have found very few market researchers know about, that is the eBay's What's Hot Directory.

You can get there by going to: <http://pages.ebay.com/sellercentral/hotitems.pdf>

So, you ask, what good is this information? Well, if you want to see what keywords people are searching for, this is it!

I find brainstorming a stimulating exercise that has helped me in creating excellent niche idea lists and even solving day-to-day business decisions. It does take some effort but it is a lot like daydreaming on how things could be, not to mention it allows you to exercise that muscle between your ears. Enjoy!

Your homework for tonight is to brainstorm a list of at least 30 niche ideas and then build a keyword/phrase list for each one. Remember, don't dismiss any ideas just let the ideas flow.

To get you jumpstarted, I have included some brainstorming helpers below.

Brainstorming Helpers

Do you have a current passion/hobby/interest/talent? If so:

- How big is target audience?
- Have other infopreneurs succeeded with this target audience?
- What is your USP (unique selling proposition)?

Do you want to develop a dormant passion/hobby/interest/talent? If so:

- Is this someone willing to share their passion/hobby/interest/talent with you?
- Is their passion/hobby/interest/talent marketable?
- Is their passion/hobby/interest/talent organized into a presentable info product?
- Can you obtain rights to market their passion/hobby/interest/talent?

Do you know someone with a current passion/hobby/interest/talent? If so:

- Is this someone willing to share their passion/hobby/interest/talent with you?
- Is their passion/hobby/interest/talent marketable?
- Is their passion/hobby/interest/talent organized into a presentable info product?
- Can you obtain rights to market their passion/hobby/interest/talent?

Can you find someone with a current passion/hobby/interest/talent? If so:

- Is this someone willing to share their passion/hobby/interest/talent with you?
- Is their passion/hobby/interest/talent marketable?
- Is their passion/hobby/interest/talent organized into a presentable info product?
- Can you obtain rights to market their passion/hobby/interest/talent?

Do have a current knowledge base, expertise or skill? If so:

- How big is target audience?
- Have other infopreneurs succeeded with this target audience?
- What is your USP (unique selling proposition)?

Do you want to acquire a certain knowledge base, expertise or skill? If so:

- Where can you learn to develop your knowledge base, expertise or skill?
- How long will it take?

Do you know someone with a knowledge base, expertise or skill? If so:

- Is this someone willing to share their knowledge base, expertise or skill with you?
- Is their knowledge base, expertise or skill marketable?
- Is their knowledge base, expertise or skill organized into a presentable info product?
- Can you obtain rights to market their knowledge base, expertise or skill?

Do you want to find a person with knowledge base, expertise or skill? If so:

- Is this someone willing to share their knowledge base, expertise or skill with you?
- Is their knowledge base, expertise or skill marketable?
- Is their knowledge base, expertise or skill organized into a presentable info product?
- Can you obtain rights to market their knowledge base, expertise or skill?

What do people do on the Internet?

- Hobbies/Crafts
- Online Gambling
- Chatting
- Bargain Shopping

Find hungry customers:

- Who are your customers?
- How much are they willing to spend?
- What do they find irresistible?
- Who else is selling to the same market?
- How do the other sellers reach your market?
- What would make these customers buy from you instead of your competitors?
- What else do you have to persuade your customers to buy from you – besides a lower price?
- Is there consistent traffic to create a continual income stream?
- Can your customers afford what you're selling?

What Is Your Target Market

- People are eager to buy info that will help them improve financially, physically, emotionally.
- Look for an area of expertise that meets the needs of a large and growing body of interested people...
 - Who can be easily identified
 - Who have an immediate need/want/problem
 - Who are highly motivated to find a solution
 - Who have the money to spend

- Who are willing to spend it
- **Use tools like Wordtracker, Goto, Wordspot**
- Join Discussion Lists

Kickstart Ideas

- Weight Loss
- Nutrition
- Relationships
- Sports
- Investments
- Business
- Organization & Time management
- Addictions
- Hobbies & Collecting
- Languages
- Computers
- Emotional Issues
- Entertainment

Test Your Idea

- Research Product
- Competition
- Study Target Market
- What do they "Want" not what do they "Need".
- What are they buying
- What are they reading
- What interests them
- Who are they buying from
- **Survey Target Market**
 - Survey on website
 - Survey via mailing list. If you don't own, then rent.
 - Discussion groups
 - Newsgroups
 - For all above give free 'Gift' for their time and response.

Twists On Existing Ideas:

- Present info in a better way
- More easily understood than similar products
- More comprehensive than similar products
- Make the customers life easier
- Saves time or money
- Helps them achieve a goal

- Gives them a sense of pride, satisfaction, or accomplishment
- Motivates them into positive, rewarding action
- Adds new ideas to old information
- Makes them feel better about themselves
- Helps them solve a problem
- Increases their understanding or knowledge
- Enables them to do something better, faster, easier, or with less aggravation and hassle

Niche Ideas:

- Your Own Hobbies & Interests
- Idea Files
- Online Forums, Discussion Lists & Newsgroups
- Best Selling eBooks
- Best Selling Software
- Best Selling Books
 - <http://www.amazon.com> right now to take a look. Choose the "100 Hot Selling Books" link from the front page. Then, select "Hardcover Non-Fiction" on the left side of the screen to see the 100 best selling hardcover non-fiction books. Then, do the same with the "Paperback Non-Fiction" button on the left.
- Hot Internet Subjects
 - <http://www.hot100.com>
 - Lycos Top 5 – <http://50.lycos.com/>
 - C|Net's Search.com top 100 - <http://www.search.com/top?tag=ex.se.sr.top.top2>
 - WordTracker - <http://www.wordtracker.com/>
 - Ask Jeeves - <http://www.askjeeves.com/docs/peek/>
 - MetaCrawler's MetaSpy - <http://www.askjeeves.com/docs/peek/>
 - Search.com's Snoop - <http://savvy.search.com/snoop>
 - Kanoodle Search Spy - <http://www.kanoodle.com/spy/>
 - InfoTiger's Voyeur - <http://www.infotiger.com/voyeur>
 - KeyWord Live Software - <http://www.analogx.com/contents/download/network/keyword.htm>
 - WordSpot Top 200 Keyword Report - <http://www.wordspot.com/>
 - Ebook Directories
- Magazine Articles
- Government Sites
- Survey Web Site Visitors
- Tips Booklets
- Expert Collections
- Insider Tips & Tricks
- Best deals on travel & lodging

- Access to maps & images
- Ask Friends & Family
- Ebook Directories
- Surf, Surf, Surf...

Profiting From Niche Markets

By now you should have created an idea list of at least 30 possible markets and after doing your market research, narrowed that down. Now we will try to narrow your list even further by looking at niche markets.

Niche markets are smaller, focused areas of a larger market such as Cross-Stitch is a niche of the larger sewing market.

If you find a large category that looks good, you may also find, or be able to create, a smaller niche that you can exploit.

Pros and Cons of Niche Items

Pros

- Much easier to become knowledgeable about specific markets
- Easier to market; can keep the same customers
- Allows you to focus the content
- Easier to upsell higher end products

Cons

- May be difficult to find items to sell
- May require more research to focus content on
- May not have enough AdSense ads to make it profitable

The first step in finding a niche is to understand your target market. Let's review:

What Is Your Target Market

- People are eager for content that will help them improve financially, physically, emotionally.
- Look for an area of expertise that meets the needs of a large and growing body of interested people...
 - Who can be easily identified
 - Who have an immediate need/want/problem
 - Who are highly motivated to find a solution
 - Who have the money to spend
 - Who are willing to spend it

Remember, you don't want to necessarily look at what people NEED; you want to look at what they WANT.

This is an important fact! How many times have you had to decide between something you needed, food, shelter, etc., and something you wanted, jet ski, video games, etc.?

And how many times has the Want beaten out the Need? Get the point?

Now, I'm not saying that you can't make money selling items that people need, I'm just saying people are willing to spend more money on things they want.

'Nuff Said!

Of course with any niche market, you need to be aware of the changes in the larger market. If some company comes out with a new type of product then you need to take this into account and possibly make some changes in your content.

But, like I said before, this will only open up new niche markets.

Tips For Finding Niches

- Look for niches within niches
- Once you find your niche, decide how you can exploit it
- Every time things change in society new niches become available
- Find a small niche area and take it over by finding out what the top web sites in that niche are doing and do it better. Once you have taken over the niche, then you can expand to a larger niche.
- Expand in different directions
- Check The Competition & how you can improve or what niche is missing
- Interview An Expert
- Visit Online Communities like Yahoo Groups – groups.yahoo.com

Twists On Existing Ideas

- Present info in a better way
- More easily understood than similar content

- More comprehensive than similar content
- Make your visitors' life easier
- Saves time or money
- Helps them achieve a goal
- Gives them a sense of pride, satisfaction, or accomplishment
- Motivates them into positive, rewarding action
- Adds new ideas to old information
- Makes them feel better about themselves
- Helps them solve a problem
- Increases their understanding or knowledge
- Enables them to do something better, faster, easier, or with less aggravation and hassle

Other Methods For Finding Niche Markets

There are literally thousands of ways to come up with niche market ideas which can increase your AdSense profits immediately. I am hoping that through this section you will begin to see just a few of the other techniques available.

So let's get started!

Current Talents

"What about things that I can create myself?"

Do you have a current passion/hobby/interest/talent? If so:

- * How big is target audience?
- * Have other marketers succeeded with this target audience?
- * What is your USP (unique selling proposition)?

Consider markie-warkie who makes money selling homemade baked goods. Her name is Pam, and she has been baking for about 40 years. She is from the Midwest and her passion is baking.

Currently, these are some of the goodies she is offering:

- * over 2 pds of homemade fudge w/walnuts
- * 1 doz homemade chocolate chip w/ walnuts
- * 1doz homemade creme filled cupcakes
- * 1 doz homemade shortbread cookies
- * homemade divinity
- * homemade banana nut bread

--- Sidebar

Tip - Develop A Unique Selling Point (USP)

What is unique about your site's content? Is it better than the competition or does it just show the exact same things as everyone else's site? Successful marketers never have me-too sites. They are sites which include a unique angle in a targeted niche market.

--- Sidebar

How can Pam's baking hobby make her money online?

Well, my first thought is she can create a recipe site. The keyword 'recipe' has lots of AdSense ads available and gets over 200,000 monthly searches.

If Pam offers 'Free Recipes', which gets over 50,000 searches monthly, she can create a site where here visitors will come back time and again to get new recipes.

Current Talents Homework

Look at your current interests, hobbies and talents and create a list of product ideas from them.

Dormant Talents

In the last part, we covered how to use your current talents to create a niche market that you can use to promote AdSense ads. Now, we are going to discuss developing a new talent or finding someone with a talent you can market.

So, let's start out with a few simple questions.

Do you want to develop a dormant passion/hobby/interest/talent? If so:

- Is this someone willing to share their passion/hobby/interest/talent with you?
- Is their passion/hobby/interest/talent marketable?
- Is their passion/hobby/interest/talent organized into presentable content?
- Can you obtain rights to market their passion/hobby/interest/talent?

You will notice these questions center around finding someone or someway to help you learn a new talent. Now, don't worry that you have to seek someone out to teach you, this can be accomplished in a lot of different ways:

- Pick up a book at your local library or book store
- Have a family member or friend teach you their talent
- Have your family member or friend use their talent and you market it for them

- Take a class at a local community college

As you are thinking about what talent you would like to learn, or re-learn, keep one thing in mind, and this is critical to your success:

"You need to be passionate about what you want to learn"

Why is this critical to your success? Because anyone can market content online, but after awhile it becomes boring or even painful if you don't care about your products.

My son market sports cards online, but he also collects cards himself and has an ever growing collection. I have always found collecting cards boring, though I never told him that, and I could never bring myself to sell cards, but he enjoys it and that makes him successful.

So, I'm going to repeat it again:

"You need to be passionate about what you want to learn"

--- Sidebar

Tip - Look for a hungry crowd.

The hungrier that your potential market is for your content the better your success rate will be. Don't spend your time trying to change people's buying habits. Create or find content that people are desperately searching for.

--- Sidebar

Dormant Talents Homework

Consider what interests, hobbies and talents you would like to learn and create a list of ways you can learn these talents.

Current Skills

Skill vs Talent

So far we have been talking about how you can come up with content ideas based on your current or new talents. Now we are going to focus on skills.

What is the difference between Talent & Skill you ask? Well, Webster's Dictionary defines Skill as "A learned power of doing something competently: a developed aptitude or ability". Where as, Talent is defined as "A special often creative or artistic aptitude".

See the difference?

So, let's begin with the same questions we have been using:

Do have a current knowledge base, expertise or skill? If so:

- How big is target audience?
- Have other marketers succeeded with this target audience?
- What is your USP (unique selling proposition)?

One of the big differences between creating content based upon your skills vs. your talents is you can find products from vendors that you can recommend vs. making content. For example, maybe you create a site that reviews electronic devices versus a site that shows how to use a particular device in a particular way.

Let's assume you have an in-depth knowledge of hunting and you spend lot's of time at it and have become quite skilled. Well, what kind of products do you use while hunting? And what would type of information would your visitors be looking for?

Let's see if we can list some:

- * Camouflage clothing
- * Hunting vests
- * Quality boots
- * Info products on how to bag the big one
- * Animal calls & scents
- * Anything else pertaining to hunting...

So, as you can see, you can take any skills that you currently have and create a content idea list from it.

Current Skills Homework

Consider what knowledge base, expertise or skills you currently have and create a list of content ideas.

Acquiring Skills

As we did with the talent section, we are going to discuss developing a new skill or finding someone with a skill you can market.

Do you want to acquire a certain knowledge base, expertise or skill? If so:

- Where can you learn to develop your knowledge base, expertise or skill?
- How long will it take?
- Is this someone willing to share their knowledge base, expertise or skill with you?
- Is their knowledge base, expertise or skill marketable?
- Can their knowledge base, expertise or skill be organized into a presentable info product?
- Can you obtain rights to market their knowledge base, expertise or skill?

I know these questions sound familiar and it may sound like I am repeating myself, however, it is important to break brainstorming down into smaller sessions so you can focus on the particular question, this way you will come up with better content ideas instead of being all over the map.

Again, as in the new talent section, you will notice these questions center around finding someone, or somehow, to help you learn a new skill. Now, don't worry that you have to seek someone out to teach you, this also can be accomplished in a lot of different ways:

- Pick up a book at your local library or book store
- Have a family member or friend teach you their skill
- Have your family member or friend use their skill and you auction it for them

- Take a class at a local community college

--- Sidebar

Tip - Pick a market you are passionate about

Don't just pick a market and product based on the money. Find something that you love to do. If you're excited about your market, then you are going to find it is that much easier to stick it through until your business becomes a success.

--- Sidebar

My grandfather is a mason (bricklayer) with 65 years of experience, I kid you not! He is 85 and still laying brick. His skilled work can be found all of the west coast and his services are always in high demand, so much so, that he has always had to turn down work.

Now what does this have to do with finding content to market online? Well, did you know that skilled people use it to advertise the businesses and even offer discounted work by allowing people to bid on projects that they want done.

Thinking along these lines, maybe you create a site where people can post their services under different categories. Guess what? They just created all the content for you and since the site is broken by categories, the AdSense ads will focus on the pages particular category.

Acquiring Skills Homework

Consider what knowledge base, expertise or skill you would like to learn and create a list of product ideas and ways you can learn these skills.

What Do People Do On The Internet

By now, I'm sure you have all heard the numbers concerning how many people are on the Internet and how many people are joining everyday, so I won't repeat them here.

The point is, there is a massive market out there for you to market to, all you need to do is tap into it.

In this section, we will be discussing how to tap into this market and find out what content people are looking for.

Let's start with a simple question:

What do people do on the Internet? Below is just a small sample of what is available on the Internet:

- * eMail
- * Banking
- * Shopping
- * Hobbies/Crafts
- * Online Gambling
- * Chatting
- * Travel
- * Real Estate
- * Insurance

One of the best sources to see what people are doing is to check out Yahoo.com. Now I know you are thinking, yeah, I go there all the time, but what can it teach me.

Well, next time you are there, stop and really take a look around. Make notes of the different breakdowns.

--- Sidebar

Tip - Be willing to think outside the box

Be willing to look outside of the Internet to find ideas and strategies. If a product or technique is successful at building profits offline, it may just work online.

Testing is the only way to find out.

--- Sidebar

If you look just below the search box you will see breakdowns for Shopping, Finding, Connecting, Organizing, Fun and Info.

Spend some time looking through each of the different breakdowns and while you do that, take notes on what interests you and any possible content ideas you come up with.

Next, go back to Yahoo's main page and scroll down a bit. There you will see Yahoo's Web Site Directory.

Now, most people just use Yahoo to search for topics they are interested in, but have you ever just browsed the different subjects in the directories?

Like you did above, select a category and start browsing. Drill down into the different sub-categories and while you do that, take notes on what interests you and any possible content ideas you come up with.

Lastly, Think about what you do on the Internet. Do you use it strictly for email, do you go to hobby sites, do you make reservations online. Start a log of all the sites and services that you do online and I'll bet you can come up with content ideas just from that list.

What People Do On The Internet Homework

Surf around the Internet, join a discussion group, and really look at what people are doing on the Internet. While you do this keep a log of the sites you visit and any content ideas you come across.

Still Don't Have A Product Idea?

So, even after all that you still don't have an idea? Well, not to worry. In this last section, we are going to cover some web sites, ideas lists and products that should stimulate your thinking process and help you come up with a killer content idea.

Let's start out with some web sites. The list below includes links to sites that cover what is hot on the Internet:

- * Lycos Top 5 - <http://50.lycos.com>
- * Web 100 - <http://www.web100.com/>
- * 100.com - <http://www.100.com/>
- * 100HOT.com - <http://www.100hot.com/>
- * Best Web Picks - <http://www.bestwebpicks.com/>
- * cNet Buzz Report - <http://savvy.search.com/snoop>

Next we have sites that allow you to view what people are searching for:

- * Ask Jeeves - <http://www.askjeeves.com/docs/peek/>
- * MetaCrawler's MetaSpy - <http://www.metaspys.com/info.metac.spy/metaspys/>
- * Kanoodle Search Spy - <http://www.kanoodle.com/spy/>
- * InfoTiger's Voyeur - <http://www.infotiger.com/voyeur>

* C|Net's Search.com top 100 - <http://www.search.com/top?tag=ex.se.sr.top.top2>

Other places to look for product ideas:

- * Your Own Hobbies & Interests
- * Online Forums, Discussion Lists & Newsgroups
- * Best Selling eBooks
- * Best Selling Software
- * Best Selling Books
- * Magazine Articles
- * Government Sites
- * Survey Web Site Visitors
- * Tips Booklets
- * Expert Collections
- * Insider Tips & Tricks
- * Best deals on travel & lodging
- * Access to maps & images
- * Ask Friends & Family
- * Surf, Surf, Surf...

Tools to help you create your own content:

Now you may be thinking, I can't write content, well, I didn't think I could either, however, I have written several and you can too.

Perhaps the best resource for learning how to create content is "How To Write and Publish Your Own Book In As Little As 7 Days". You can check it out here: [7 Days](#). I know it is about writing full-fledged ebooks, but you can use the same methods to create content sites.

If after reading 7 Day eBooks, you can't decide what to write about, you might want to check out Yanik Silver's Public Domain Riches.

Public Domain Riches teaches you how to find, re-package and sell public domain content as your own moneymaking information product. You can find out more by going to: [Public Domain Riches](#).

Public domain information is great because you don't have to create it and there is plenty of it available to create content sites with.

One last “Create Your Own Info Product” resource that is definitely worth looking at is “Create Best Sellers”. It takes you step-by-step through creating a top-notch information product. You can find out more by going to: [Create Best Sellers](#)

Again, you can use this resource to create content instead of full blown ebooks.

--- Sidebar

Tip - Don't try to create a market

Find an existing market. If you can't describe to me in one paragraph who your prospects are, then you are going to have a horrible time trying to promote your online. Tap into a market that is already looking for your content.

--- Sidebar

If you really want to find underexploited niches, I just found a guy who has spent a LOT of time to build a huge database of 8,758 under-exploited keywords that you can use right away to find all the good target markets you want - all with little or no competition!

The best way to make profits is to find yourself an under-exploited niche market and exploit it!

You'll see full statistics for each phrase - how often it is searched for, how many competing sites there are, and exactly how many Google ads there are. Once you know all that you can decide whether your niche is profitable or not. You can check it out here: [Niche Database](#)

Lastly, if you still can't find a niche idea that you are happy with, you can check out our own [AdsenseSitesForSale.com](#), where we have plenty of Adsense sites for sale.

Outline Your Niche Idea

- List the main niche you want to exploit
- Look for missing elements
- Look for similar elements and reorganize
- Look for main themes and minor themes to develop smaller niches
- Make use of your leftovers – Never discard ideas, file them away
- What are the problems, skills and solutions that the niche provides that others do not?
- What makes the niche different?

- What benefits will the buyer receive?

Now you may be wondering about some of this last information and why you need to outline your niche, well, guess what? This will help you when you get around to writing your content

What is a Keyword? How Do I Choose Keywords?

The content you will place on your website must be keyword optimized so that the search engines can locate and index your website and provide relevant search results to people who are seeking information on the topic you provide. This is accomplished by the use of keywords strategically placed within your content.

A Keyword is....

A keyword is a single word. A keyword phrase is several words which create a search term. For example, "car" is a keyword but "used red car" is a keyword phrase.

Choosing Keywords and Keyword Phrases

There are numerous tools available which will help you determine keywords which can be profitable. Selecting high paying keywords and keyword phrases that can easily be placed within your content is important.

Choosing keywords is not as simple as just deciding that "car" will be a keyword on a website about popular vehicles. You want to select keywords and keyword phrases that pay well; ones that do not have a great deal of competition from other websites and which also fit your topic.

You must locate those keywords related closely to your website that:

- Real people search for frequently and consistently.
- Few websites exist to provide information about the topics to which these keywords are relevant.

If both these conditions are met, the keywords and keyword phrases will be reasonably high paying in most cases. These are called "niche keywords".

Sometimes, you will find that niche keywords are commonly misspelled words. The fact that people are frequently misspelling a search term in the same way can be used to your advantage. Because most websites don't have that word misspelled in that way, you can use that incorrectly spelled keyword using the spelling people are inputting into the search engines and attract traffic easily.

Many people feel strange intentionally misspelling words on their website, yet if the term is so commonly misspelled by many people who are seeking information on that topic; there is nothing wrong with supplying these searchers with information which contains the misspelling.

Finding the Best Keywords

In order to locate keywords and keyword phrases you will need a tool that suggests keywords and keyword phrases based on a general topic and also provides information about the popularity of that keyword and the competition from other websites.

Wordtracker

Wordtracker is a great tool for keywords and keyword phrases and there is a free trial period so that you can decide if this is the right tool for you. You will find Wordtracker at www.wordtracker.com.

Wordtracker allows you to enter a keyword or keyword phrase and have returned to you additional keywords that are related to your entry. You'll also learn how many other pages use that keyword or phrase as well as how many searchers have entered that keyword or phrase into the major search engines within the last 24 hours.

Keyword effectiveness is important and Wordtracker displays a field marked "KEI" which is Keyword Effectiveness Index. It takes into account the number of searches and compares that to the number of available web pages with that keyword or keyword phrase.

Choosing a keyword or phrase with a high KEI means that people are searching for that term and there is not an overwhelming response from web pages optimized for that term. Wordtracker recommends keywords with KEI ratings of 100 but it is better to find KEIs that are much higher. The higher the KEI, the better for you!

In order to use all the features of Wordtracker, you will need to pay for that service. If you purchase 24 hour access, it is quite inexpensive. Serious webmasters that produce web pages for lots of clients may find that subscribing full-time is cost-effective, but for the webmaster who wants to break into the

world of AdSense, one or two days of the service are probably all you will require.

Be aware that if you choose to only use the free trial of Wordtracker, the competition numbers generated come from MSN, not from Google. This means that you will not get accurate numbers of competing websites.

If you find a keyword in the free trial of Wordtracker that you believe is a good prospect, check the results in Google by entering the keyword string as an exact match by enclosing the search term in quotation marks. For example, if you believe that the keyword phrase "bad credit recovery" may be a good selection, enter that term into Google including the quotes and review the number of websites returned. This will give you a much higher number than returned in the free trial of Wordtracker. In other words, it is well worth subscribing to Wordtracker for a day or a week to ensure you get all the features of this powerful tool working for you when choosing effective keywords.

Nichebot

Nichebot is an online tool that is free to use and is just wonderful for locating keywords. The tool works very much like Wordtracker but only 15 keyword suggestion results will be provided. In Nichebot, choose keyword phrases that have a low ratio so that you are selecting words that have less competition.

Be sure, when using this tool, to check the field marked "count" because it reflects the number of times that exact phrase has been searched for in the last two months. Even though the ratio may be low, if few people are searching for that phrase it will not generate the traffic you desire. Try to locate keywords that have high counts but low competition.

My Favorite Keyword Tool

I have used, and continue to use the above tools, but if I am looking for markets that I wouldn't even think about, I pull out my secret weapon: [Online Gold Finder!](#)

Online Gold Finder (OGF) uses a different methodology than other keyword tools. Instead of showing you a list of keywords and their number of searches and cost per click, OGF let you put in a number of searches range and a cost per click range then using these parameters it shows you what keywords fits your request.

So what's so cool about that? Well, you can look for high search for keywords with high cost per clicks, medium searches and high cost per clicks, high cost per click and medium searches... Well, I think you get the drift.

Not only does it allow you to set the search parameters, but you don't have to think about what niche you want to search for, the list that is returned may come up with might have some niches that you would never even think to look at.

The final cool feature of OGF is if you already are looking at a specific niche, you can put in a filter along with the search parameters and OGF will display all the matching keywords and their cost per click. Now That Is Cool!

Create Your Keyword and Keyword Phrase List

Generate a list of a few keywords and keyword phrases that are searched for but have little competition from other websites providing content. List these keywords, making certain they relate well to the topic you plan to use as the center of your content.

To begin, do not try to identify hundreds of profitable keywords and keyword phrases. Focus on finding a few gems that truly relate to the topic you intend to develop and work with those. Trying to incorporate too many keywords into your initial work will tend to dilute your optimization.

Ask yourself if the keywords you have selected:

- Are relevant to your website topic and really describe your planned content? Don't try to work keywords in just because they are profitable. Select keywords and phrases that really describe your content.

- Are they words that will be searched for by your target audience?
Providing content to the people who most relate to it is important. Using a keyword but providing content that isn't appearing to your visitors will prevent making the most of AdSense.
- Are you willing to work these keywords and keyword phrases into your metatags such as page title, description and into your content effectively to generate traffic and gain a high placement in the search engines? This step requires quite a bit of work and an understanding of what Google and other search engines look for when ranking your web pages. Optimizing the keyword usage is crucial for your rankings to be high and learning how to optimize effectively is a skill well worth developing or turning to an expert in the field.

Developing Web Pages That Work With AdSense

Now that you have a topic defined to target an audience and have found that profitable keywords are available that will help your search engine rankings as well as pull in AdSense advertisements, you are ready to begin developing your web pages and adding content.

You'll want to:

- Create web pages that blend the AdSense advertisements into the site so that they do not look like simply advertisements. Use of color and placement can make the AdSense ads appear appealing and customized to your website. This is accomplished through the AdSense control panel.
- Use the tool Google provides called the "heat map" which helps you a great deal in determining the most effective positioning of the AdSense ads on your pages. This map has been provided from Google's research as to exactly where users are most likely to see the AdSense advertisements and click through. This tool is well worth your time to study and understand. You can see the map at:
www.google.com/support/adsense/bin/static.py?page=tips.html&gsessionid=HyRs2QlabOI
- Accept that some degree of trial and error will teach you a great deal about placement, color, size and what really works best on your unique web pages. You'll find things that work best for you and can eliminate those that simply aren't as effective. There is nothing wrong with trying something and finding it doesn't work, then removing it. Experimentation is a great teacher.
- Have a website with depth. Placing one page on the web with AdSense ads and expecting it to be successful will disappoint you. You want to create a robust website.

- Never give up and don't let yourself become discouraged. If your initial results are not what you hoped, refine your web pages and track the improvements, or lack thereof, until you obtain the results you desire. Remember, it takes some time to build an income stream from AdSense and expecting your income to go from \$1 per day to hundreds is unrealistic. You will see your results improve over time. Often, webmasters find that jumping from \$2 or \$3 to \$20 per day is the most difficult point. Jumping from \$20 to \$100 or more per day seems to be easier. This is largely because of the experience gained over time.
- Analyze results from each different page or each different website you maintain. Make each page a separate channel so you can more easily determine which pages are providing the results and which ones need to be changed or even eliminated.

Search Engine Optimization of Keywords and Keyword Phrases Within Your Content

In order to be located by the search engines and gain a high ranking, the frequency and placement of the keywords and keyword phrases in your content and metatags is very important. Too much use of the keywords and you will lose ranking due to "spamming". Too little use of the keywords and you will be ranked low in the listings. The goal is to gain a top ten location.

Domain Name

When selecting a domain name, make sure you include a primary keyword in the URL.

Metatag Placement

In the metatag portion of your web pages, you will need to use the keywords. However, if a single keyword appears more than five times in this area, the spiders will consider it spam.

When writing the page title tag, description tag and in the /H1 headline, incorporate each keyword one time per tag whenever possible. Make the content of these portions of your web page compelling and cause the reader to feel the need to click on your listing.

Body Content

In the body of your page, you must use the keyword or keyword phrase at least four times in order to be picked up by the search engines. However, it is recommended that a density of 3.5% overall be achieved to maximize your placement in the search engines.

A Tool for Checking Density

<http://www.markhorrell.com/tools/density.asp#analyse> is a location for a wonderful, free to use tool that will help you a great deal. It will analyze your content and how often each word is used. You can analyze your content and

then tweak your text so that it meets the goals you have established for best placement in the search engines.

This is only one tool on the internet and there are many others available. Locate a tool that you love and bookmark it so you can easily find it and check all your content as you build it.

The Big Secret for Ranking

The very best way to make your site rank in the search engines is to carefully choose your topic. Then select one or two major keywords that perfectly describe your website and that people often request from the search engines.

For example, if you want to provide information to visitors about video cameras, find the two main keywords that exactly describe your intent. In this example, the terms would most likely be "video" and "camera". However, if you sell video camera accessories, it could be "video" and "accessories" or even "camera" and "accessories". You have to select these keywords carefully.

For each article or page on your website, select another keyword or phrase that describes that single page or article. For example if you want to publish an article about the least expensive video cameras available, you might select "affordable video camera" as the additional keyword phrase for that article. Do this for each and every article or web page in your website.

Then, using a spreadsheet, list the keywords for each article. It should look something like this:

article	Main K/W	KWD%	Article K/W	KWD%
inexpensive video cameras for you	video	3.4	affordable cameras	2.8
High-end Cameras	video	3.6	expensive cameras	3.1

Upon completing your content, check the average density of the keyword density listed under KWD% and be certain it is at or every near 3.5%. That is the BIG SECRET for getting search engine rankings.

Without search engine rankings, you will not have visitors come to your site and potentially click through on your AdSense ads.

There are many search engine optimization guides available on the Internet if you want to study this system in more depth. However, the basic facts are all you really need to develop a great website.

Generating Additional Traffic

There are many additional means of generating traffic to your website. It can often be a waste of time to attempt to purchase traffic. Lots of services will promise tons of traffic but they do not get truly targeted traffic to your website. You want people who are interested in your topic to visit your website and see the AdSense advertising. This way, they will likely want to learn more from one of the AdSense ads. If they have no interest in the topic, they will not click through!

This section, once again, requires work on your part – on-going work. Remember, this isn't a get-rich-quick-doing-nothing scam. It is very much like a job that can pay very well and give you the freedom you want.

Get Published

Ezines, blogs, forums and even press releases can be used to generate traffic. You write a short article, even if you do it for free, and it links back to your website or provides the information for the reader to find your website. The people who are interested enough in your topic to read your article may very well come to see your website and therefore, possibly click through on your AdSense ads.

Make Every Email Work for You

Everyone sends tons of email in the average week. Create a signature for your email that includes a link to your website. Every single email that you send out to anyone can potentially result in the needed traffic. At least some of the people who receive email from you in a given week will share an interest in your website topic and those will potentially make money for you!

Blogs

Visit blogs that have topics similar to your website's theme. Post comments that are pertinent and relevant as well as interesting. Include a link to your website.

Newsletters

You can publish a newsletter or offer articles to those published by others that have similar interests to yours. Of course, be certain that a link to your website will be included in the publication. Many newsletters are happy to get free articles and some will even pay a small stipend for the service. The important part is that your link gets seen by many, many people.

Linking

Because the engines can take anywhere between three and eight months to list a site, the biggest effort with AdSense sites is made in obtaining reciprocal links for these sites.

To find sites that will exchange links your site, go to Google and type in "your keyword phrase" plus "submit url", "add link", "submit link", "link exchange" and "exchange links".

Traffic Arbitrage

Some (smarter) webmasters use Google Adwords to send traffic to their AdSense sites to start earning faster.

Section Targeting

Recently Google AdSense provided a new feature called Section Targeting which allows you to improve ad targeting on your website. They provide a script that Google's AdSense bot takes into account when selecting the ads to show on your website and which keywords to target. You simply add this simple tag to your HTML code to indicate the portion of your content that you want targeted. It's that simple.

The following is taken from Google's website:

The HTML tags to emphasize a page section take the following format:

```
<!-- google_ad_section_start -->
```

```
<!-- google_ad_section_end -->
```

You can also designate sections you'd like to have ignored by adding a (weight=ignore) to the starting tag:

```
<!-- google_ad_section_start(weight=ignore) -->
```

With these tags added to your HTML code, your final code may look like the following:

```
<html><head><title>Your Topic</title></head>  
<body>  
<!-- google_ad_section_start -->
```

This is your page content and your text is placed here

```
<!-- google_ad_section_end -->  
</body>  
</html>
```

That's easy enough, isn't it? It will help in making sure the right AdSense ads get to your page.

Tracking Your Statistics

In order to determine how well your AdSense advertisements are doing, you'll need to check on how many hits, or visitors, your web pages obtain as well as what your click through rate is on each specific ad or channel.

Some folks want to log in and check their numbers every few minutes. This will be a waste of your time because the statistics are not displayed in real-time. They are updated ever hour or so. Besides, there are more important uses of your time such as updating content and developing and refining your website.

Tools for Tracking

Third-party tracking tools can really be a huge help in finding out which AdSense ads are getting clicks and which are a waste of time. Two of these tools are SysSense (<http://www.singerscreations.com/AboutSysSense.asp>) and AdSense Tracker (<http://www.adsensetracker.com>).

The cost is not that high for these tools and you may find them very helpful. Of course, we do not endorse any specific tools and you need to investigate the various tools available and there are a great many.

The point is that you need to know which ads work and where you are getting the clicks. Because AdSense has an Adblocker function to stop those ads which don't work for you, this information may be worth the investment for you. That is entirely up to you to determine.

Continual Improvement

As you work with AdSense advertising, you will determine over time what is working best for you and what you need to change. Perhaps a change in the color of the ads will make them more appealing. Maybe moving the AdSense advertising based on Google's heat map will make more people click through.

Experimentation is the best tool you have to refine your website and continue to improve your income from the AdSense advertising.

Continue to add the best content possible so that people will want to stop by and see what is new on your website. Repeat visitors are not easy to track but if you do everything you can to attract repeat visitors, the percentages state that someone who doesn't click through today may very well have the time or inclination to click through on their next visit. The odds are in your favor if you continue to grow a credible, quality website.

Just because you begin to earn money using AdSense does not mean it is time to sit on your laurels and stop your work. The better your website, the more visitors you will obtain and the more click throughs you will get. This means that you will make more and more money.

A Job, But an Easy Job

Look at your AdSense business like a job. It is an easy job compared to the long hours working with difficult customers in many jobs. Yet, it is something that will only succeed if you are willing to do some work.

The beautiful part of AdSense is that there is nothing constraining you to a specific schedule. If you like to work in the wee hours of the morning, you can do that. If you only want to work during the day, that is a choice you can make. If you want to work while the children are at school and again after they go to bed, that choice is available. The only boss you have to report to is YOU. The only scheduler you have to deal with is YOU.

However, if you don't take AdSense seriously and think you can put in one or two hours and start raking in thousands of dollars, you will find yourself disappointed. As with any job, the return you gain is exactly equal to the effort you are willing to put out.

It is true that you will earn money with AdSense while you sleep. People will have access to your AdSense advertisements 24 hours a day, 7 days per week. However, any publication that you find that tells you that you don't have to do anything to make this happen **is lying to you!**

The truth of the matter is that you will need to do a lot of work to develop your website to be effective. Once the website is developed, you will do work to obtain traffic, update your website, refine everything and attract new visitors. However, after the initial development period, the work is easy and can be a lot of fun.

There is no reason you can not use the AdSense advertisements as an income flow coming from numerous websites. But first and foremost, set up a single website and refine it to perfection. Learn from that website what works best for you and then consider implementing that knowledge in several other websites covering entirely different topics. This way, you can build multiple income streams using AdSense.

In Closing

Using the techniques contained herein, you will have a means to earn money if you are willing to do the work.

Because AdSense does not require long-term contracts or obligations, you can start this business easily and stop it at any time you choose. All you have to do to stop publishing AdSense ads is to remove the code Google provides to you and write them a short note telling them that you are terminating. It's as easy as that!

You have an opportunity to earn a nice income stream or multiple income streams using this method. You simply have to provide great content that is search engine optimized and allow Google to feed the AdSense ads to your website. You will get money in return as long as visitors click on those ads.

Remember, you must read the Terms of Service and fully understand them in order to ensure that you operate legally inside those terms. There are many who complain about these terms, but if you follow the guidelines presented to you by Google, you can make money. After all, that is the whole point, right?

Have fun earning money with Google AdSense. It can be a most rewarding way to earn, especially if you select a topic about which you are passionate and that others share your passion.

Resources

Adsense Resources

[What Google Never Told You About Making Money With Adsense](#)

[The Definitive Guide To Google Adsense](#)

[Adsense Mastery](#)

[Beyond Adsense](#)

Keyword Resources

[Online Gold Finder](#)

[Adwords Equalizer](#)

[Keywords Analyzer](#)

[Niche Keywords Analyzer Pro](#)

[Keyword Equalizer](#)

Targeting Markets

[Find Hot Niches](#)

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