

Expert eBooks

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COMMERCIAL REALITY LTD

Internet Marketing Know-How

by William Charwood

Price \$19.95

The AdSense Insider

Your Google AdSense
Fast Start Course

Tracking code t1

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Introduction

This AdSense Insider ebook is designed to get you up and running with the Google AdSense program fast so that you can start earning money from your website in just a day or so from now. It covers the background to AdSense including such vital matters as where the money comes from to pay you and how to go about maximising your income.

You're about to find out how to make money online without even selling anything!

The AdSense Insider Newsletter

This book is based on the free email course and **The AdSense Insider** newsletter that I publish via the FactsAboutAdSense.com website and you are welcome to sign up to that course too in order to get

- News updates
- Information about changes in the AdSense program when they occur
- Additional free resources
- More profit boosting tips
- Special offers relating to AdSense

How to get free updates

Just so you know, I usually publish **The AdSense Insider** about once a week. My emails generally contain useful insights into AdSense or new tools and tips that I find out about that can probably help you increase your profits.

I already have many thousands of subscribers. This means that I am extremely careful what I write about because publishing an email newsletter like **The AdSense Insider** comes with a responsibility too – if I send out stupid stuff then I am asking thousands of people to read stupid stuff which is rather pointless. So if you don't hear from me for a while it's probably because I haven't found anything worth writing about that week – but I do go on holiday too sometimes!

To sign up just visit FactsAboutAdSense.com

But before you sign up please read the next paragraph carefully.

How to get off my email list - fast!

It is extremely easy to remove yourself from my newsletter list because every single email I send out has a simple link in it that, when clicked, deletes you from my contact list INSTANTLY.

If you click the link, you won't hear from me again! End of story.

This is a legal requirement now although I've always provided this service and I deeply wish that everyone working on the internet would comply because it would eradicate spam almost overnight.

So your subscription decision is essentially one of weighing up this balance:

RISK: you may have to click on a link once to unsubscribe forever if my newsletter is rubbish

versus

REWARD: you'll get further information from me that will help you grow your AdSense income.

Now I'm sure you know what the logical thing to do is but I respect your decision if you decide not to subscribe.

Don't forget too that if you are short of time you don't have to read everything I send you anyway!

Just so you know, here's why I'd like you to sign up

This is simple.

I have AdSense ads on my website. In my emails I often mention pages on my website and when people visit those pages the ads occasionally get clicked on and I then make a little bit of money.

That's what AdSense is all about and you could use the same technique to boost your own income.

Who is this guy anyway?



I'm William Charlwood and I run the FactsAboutAdSense.com website. I've also written a number of articles, books and reports about AdSense including **The Definitive Guide to Google AdSense** which is available from my site.

I live in a small village near Marlborough in the UK, around 70 miles / 110 km west of London and have been online for around 7 years now.

I studied Physics & Philosophy at Oxford University ages ago, have worked for IBM a couple of times and Ernst & Young but generally find I am more suited to working independently and consulting to small and medium-sized companies.

I run Google AdWords campaigns for a range of businesses and on my own account too. All this gives me a great deal of freedom and the time to do more research into AdSense that I can share with you.

So what is AdSense?

The mechanics of AdSense are as follows:

Google places ads on your website that are automatically chosen to be relevant to the content of the pages the ads appear on. All you need to do is place some code into your web pages and Google does all the rest.

If someone visiting your site sees an ad and clicks on it, Google charges the advertiser and shares the income with you.

The amount you earn per click varies enormously from a **few cents** to **many dollars**. This course will explain why the amount differs so much – and how to increase the average value of the clicks you get.

So that's the mechanics but in the more philosophical sense, AdSense is enabling literally hundreds of thousands of web publishers to monetize their content and thus is helping enrich the whole internet because AdSense income is now making many valuable and useful sites viable as business enterprises whereas before AdSense they were losing money.

Let's start the course.

Day 1

Welcome to your AdSense Insider course.

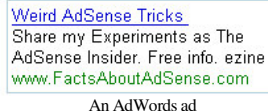
First here's a link to an online presentation by Google Management about AdSense for advertisers. I can't guarantee this link will still be active when you click on it but if it is it will give you an insight into the program.

www.factsaboutadsense.com/rgooglepresentation.htm?t1



AdSense is Google's syndication program for its AdWords advertisements so first up, you need to understand AdWords to make sense of AdSense.

AdWords



[Weird AdSense Tricks](#)
Share my Experiments as The
AdSense Insider. Free info. ezine
www.FactsAboutAdSense.com

An AdWords ad

AdWords are small text-only ads that sometimes appear on the right hand side of Google's search results page when you do a search. They are extraordinarily powerful - MUCH more so than you'd think at first sight - for 5 reasons.

They are 100% targeted: the advertiser chooses which keywords have to be entered before their ad is shown. This means that you can make your ad appear ONLY in front of people ACTIVELY LOOKING for information about a topic.

You sell binoculars? Then you can set up your AdWords ads so that they show up ONLY when someone enters "Binoculars" into Google's search box. You can also restrict your ad coverage to specific countries or other defined geographic territories.

You only pay for click thrus. If no one clicks on your ad you don't pay anything but....

Google penalises ads that don't work well because it wants only ads that are RELEVANT to the viewer to be seen. Poorly performing ads get disabled automatically. This protects Google's brand from

being tarnished by irrelevant ads.

Google lets advertisers rotate different ads for the same keywords and AUTOMATICALLY shows the most effective ad more often. Thus there is an in-built survival of the fittest process going on where fitness is judged by real consumers voting in real time.

If they click, your ad stays. If they don't, it doesn't. Evolution can be extremely brutal - and fast!

Google gives advertisers incredibly detailed near real-time response data so you can monitor and adjust your ad without wasting much money.

AdSense

So where does AdSense come in this? Well, Google has taken their excellent AdWords program and extended it to third party sites and branded it AdSense.

Key distinction

However, AdSense differs from AdWords in that Google, instead of looking at the search terms entered into its search box to determine what ads to show, looks at what keywords would be relevant to the third party site.

For example, if you have a site rich in content about binoculars, AdSense technology determines that it would be an appropriate site to post AdWord ads about binoculars on. (Google uses its existing search technology to assess a site's content.) This technology is called "content-targeting".

How you make money with AdSense

The process is simple.

You sign up for AdSense and if your site is accepted, (we'll cover this process later in the course) Google gives you some code to paste into your web pages. It's JavaScript stuff that you can simply add into the HTML of your page. When someone views your page this JavaScript fetches ads from Google. If they then CLICK on your ad, Google charges the advertiser a click through fee and shares it with you.

This is entirely AUTOMATIC so if you have a content rich site with lots of traffic that is not currently making you any money, AdSense is something you should seriously consider.

Now maximising this process is much harder and it raises what I call the content dilemma which we'll explore later too: Is your site designed to earn AdSense revenue or is its main objective something else?

The reason you need to think this one through is that when someone clicks on an AdSense ad on your website they go away because AdSense ad clicks never open up a new window.

So that's the background to AdSense.

Tomorrow we'll look at ways to maximise the amount of money that Google sends you. There are two pretty complex processes going on behind the scenes that we will examine, paying particular attention to those things that are within your control. Not everything is!

Best wishes until then

William Charlwood

PS If you want to see AdSense content targeting in action, have a look at these two pages:

<http://www.FactsAboutAdSense.com?t1>

<http://www.commercialreality.co.uk/marketingtools.htm?t1>

Day 2

Hello again

First an apology: there's a bit of math ahead!

Yesterday we looked at AdWords and learnt how AdSense is Google's AdWords syndication program that posts AdWords ads on content-targeted websites: Ads about binoculars appear on web pages with information about binoculars on them. It makes sense doesn't it?

Today we are going to look at the factors that affect how much money you will get from Google if you sign up (and are accepted

for) the AdSense program, paying detailed attention to those areas that are controllable - because many aren't.

The AdSense revenue equation

Revenue is generated for you when someone clicks on an AdSense ad on your site. Google charges the advertiser for the click through and shares this revenue with you.

The amount you earn from an ad is given by the following equation

$$\text{Income PER AD} = \text{Click through value} \times \text{Fractional pay out} \times \text{Click through rate} \times \text{Page traffic} \times \text{Appearance frequency}$$

The **CLICK THROUGH VALUE** is the price the advertiser is charged for placing an ad under the AdWords program and is determined by a complex real time automatic auction process: Google advertisers set a maximum price they are prepared to bid for keywords and they usually pay less than this.

The **FRACTIONAL PAYOUT RATE** is the percentage of its revenues that Google pays out to AdSense partners. **THIS FIGURE IS NOT DISCLOSED BY Google.** However, anecdotal evidence suggest the payout rate is good and competitive systems such as 7search.com payout around the 50% mark.

CLICK THROUGH RATE is the number of times the ad is clicked on divided by the number of times it is displayed ("impressions"). So if an ad gets clicked on 3 times out of every 100 times it is displayed, its Click Through Rate is 3%.

PAGE TRAFFIC is the number of times people visit your web page.

APPEARANCE FREQUENCY is the number of times a particular ad appears on your page (remember that ads are rotated by Google automatically and successful ads are shown more often so if you refresh a page you often see different ads appearing.)

To repeat: this is income **per advertisement**, so to calculate your total AdSense income you need to evaluate this equation for each ad on all your web pages and add up the results.

By the way, Google saves you the bother and tells you the answer via your AdSense control panel. But already the complexity of the

process is apparent and of these factors, some are completely out of your control: Fractional payout rate and Appearance frequency being two.

So let's look at those three factors that are at least partially within your control.

Click through value

The Click through value, whilst fundamentally determined by the advertiser, CAN be influenced by the content of your website: if you can modify your site so that it includes more content related to higher value keywords, you are more likely to get higher value click through values.

For example, if you run a site about Bird Watching you may get ads posted about Bird Watching books. But why not extend the site to include content about the best binoculars for bird watchers?

Dedicate a page to this topic and you could find higher value ads running on that page because binoculars sell for more than books and businesses advertising binoculars may be willing to pay more for keywords relating to them.

You could also run some pages about travel and hotels in exotic locations where rich bird watchers like to take their holidays. It's all content relevant to your site but it is likely to increase your AdSense revenues too.

Technology note

The ads you get on different pages of your own site or sites will vary according to the content of the page.

If you've already got a site, visit

www.factsaboutadsense.com/adsensepreviewtool.htm?t1

to find what ads Google is likely to run on it.

If you get ads that don't seem relevant there are 2 possible causes:

1. Google doesn't know what your page is about, or
 2. Google has never heard of your site.
-

Estimating click through values

Visit www.factsaboutadsense.com/bidtool.htm?t1

to find out how much keywords related to your site are being bid for on Overture, a competitor to AdWords.

This will give you an INDICATION of the prices people are bidding on Google which in turn will give you some idea about the click thru value of AdSense ads relating to those keywords. The rule is: aim high.

Alternatively if you already have an AdWords account you can use the Keyword tool to find out the rough price of any keyword - but remember AdSense is about content, not keywords so, again, this is only going to be an indicator. Furthermore, because of the way the AdWords system works you can't tell precisely what people are bidding.

However, just because you can't get the exact number doesn't mean you can't get a good idea.

Click through rate

Can you influence this? YES. You can. Here's how.

You use your page to sell the virtues of the products and services that are likely to be shown in the ads. To follow our binocular example, if you post content about the benefits of excellent (and expensive) binoculars and how they enhance the bird watching experience, readers are going to be more interested in buying binoculars than if you simply post content about the different types of binoculars available. They will consequently be more likely to click an ad.

www.factsaboutadsense.com/zeiss_binoculars.htm?t1

You have to write words or “copy” that focuses on the generic benefits of the products and services likely to be advertised on your pages.

And here's a page about website hosting – something we all need to get sorted.

www.factsaboutadsense.com/websitehosting.htm?t1

Page traffic

This is what internet marketers fight hardest over.

No traffic means no clicks means no income. So you have to maximise the number of people visiting your site. There are a raft of techniques available and that's tomorrow's topic.

See you then.

William Charlwood

Factsaboutadsense.com

Day 3

We saw yesterday that AdSense revenue was controllably dependent on

- Click through rate: you need to encourage those clicks but watch out you don't break Google's rules.
- Click through price: have content relating to high value keywords
- Page traffic: more visits equals more clicks

The focus today is on Page traffic.

I don't know how much traffic your site currently gets but you probably want more. However, there are two different sorts of traffic: the casual visitor who is not going to do much, is click/trigger happy and won't hang around and doesn't come back.

Then there's the keen, genuinely interested, active site participant. This is the sort of traffic you want to get and keep because your job is to develop a relationship with this type of visitor - not a one-night stand.

Why? Because people who visit your site frequently are going to be interested in what is on it and this interest will extend to your AdSense ads - that's what Google does for you automatically.

Interest = clicks

Clicks = money

They'll also come back of their own accord and each time they do, they might see another interesting ad too.

That thinking has helped us define who we want but we now have two tasks ahead:

Getting these people to visit your site the first time.

Getting these people engaged in the site so that they remember it, like it and come back frequently

Let's look at the first of these.

Getting the first time visitor

You are going to have to promote your website to people who you know are likely to be interested in the contents of your site.

There are 8 standard strategies:

1. Advertise your site offline using postcards, printed ads, signs on your car etc. **BUT GIVE PEOPLE A GOOD REASON** to visit in your ad.
 2. Advertise your site online with AdWords and other pay per click systems such as Overture - but watch you don't spend more than you earn.
 3. Get your site high on search engines (by building excellent content - that's what they look for). This is **FREE** and is the best method although it takes time for a new site to get noticed. People searching on a search engine are **ACTIVELY** looking for stuff which means they are more likely to become active visitors, visitors who return and click - if they like what they find.
 4. Promote your site in an ezine about your subject matter (but make your writing interesting) and send it to your regular customers or visitors.
 5. Enter comments into discussion forums and include a short link to your site. I did this for FactsAboutAdSense.com in a brand-marketing forum and started getting visits almost immediately - for **ZERO** cost.
-

6. Use PR techniques to get your site mentioned in the Press.
7. Include your web address in your email signature
ALWAYS. Again, this won't cost you anything but will increase the visit rate - and it can work very well if you do more than just put your web address on it - give them a reason to visit. ("You could get paid by Google. Visit FactsAboutAdSense.com to learn how" is what I use. It works.)
8. Publish an ebook about your subject and give it away but include links to your website in it.

Keeping the relationship going

How does your site keep people engaged? You need to give people a

- REASON, and a
- REMINDER, to
- RETURN

How do you do this?

The REASON

Make your site genuinely useful and informative about your theme, product or service.

The REMINDER

You can't remind people to visit unless you know who they are. So you need to get their contact details in return for permission to keep in touch and an effective way to do this is to give something away like a tip sheet, a guide, insider knowledge and so on. But, again, make sure it is useful and has value.

Now use this contact information to remind people about your site. The easiest way to do this is by email, but it is good to vary the media sometimes and use snail mail too (so make sure you get address details too if you are going to do this.)

If you use email, you are probably going to need to automate the process, otherwise you'll spend all day at your PC, and the best way to do this is to use an autoresponder.

What an autoresponder does is send out emails automatically when it receives new contact details but good ones do much more than this. I use one to distribute **The AdSense Insider** course by email and I have programmed it to send out the 5 lessons in the course automatically in sequence.

Here's some more info about it
www.factsaboutadsense.com/autoresponders.htm?t1

Your autoresponder should be easy to use and provide you with detailed testing and reporting capabilities as well as, crucially, a facility that makes it easy for people to opt-out from your mailing list.

You must do this to avoid being accused of spamming. This is yet another reason why content is king.
Keep providing **information, information, information** otherwise they'll sign off - for good.

Your visitors' behaviour – how long have you got to make a first impression?

How do people behave when they visit your site?

First time visitors make an extremely quick judgement about your site, in fact you typically have just 10 seconds or so to make a positive impression. So you have to explain immediately why people should stay.

Don't worry about not catching everyone because you only want targeted visitors anyway. The low interest types are not going to help drive up your AdSense revenues significantly.

A great way to captivate high interest visitors is to put your number one benefit statement into the headline on your home page.

The dreaded Corporate Yawn-fest

What doesn't work is a corporate yawn-fest on a web site that starts off with something like

"We've pride ourselves in providing you, the customer, with excellence in everything we do..."

Apart from anything else, why would you believe them?

Now IF you get someone to stay on your site, they typically have a little look round first before delving more deeply into what you're offering. Only if they continue to be interested are you likely to get their attention enough to get their contact details. And you may well not get them first time, which is why your site must also give them a reason to return unprompted.

And the reason is **Content** - again.

But when they do come back, they'll really have a good look around and start to engage in the site. And that is when you'll get the AdSense clicks

It's been quite a long session today and I hope you've taken it all in. Do check out the Autoresponder info if you haven't already got one because getting one is essential to any half-decent web marketing plan.

www.factsaboutadsense.com/autoresponders.htm?t1

Tomorrow we are going to look at the format and styles of AdSense ads - Google offers a surprising degree of control over ad placement and appearance. We'll also review the process of placing the AdSense code into your website site.

Until then, all the best

William Charlwood

Factsaboutadsense.com

Day 4

Hello again

Today we are going to deal with the process of implementing AdSense into your site. Of course, you first of all need to get accepted into the AdSense program.

Assuming your site has made the grade, you will get an email from Google with the title **Welcome to AdSense**. This will include a link to a page on Google where you enter your username and password. Make your password non-obvious because when you log on to your account, you say where the money goes and you don't want someone else redirecting it do you?

Included in your AdSense control panel is a form where you specify what shape of ads you want to display and, when you make your selection, some JavaScript code appears in a box below. All you need to do is cut and paste this code into your site. But there are some decisions you need to make first.

There are three steps.

1. Decide which pages you want to place AdSense ads on.
2. Decide what format ads you want on each page.
3. Paste the code in the site.

Where to place your ads

Do you want AdSense ads on your home page?

This depends on what your site is about. Remember, unless you are writing a site specifically to get AdSense revenues, the main aim of your site is not going to be getting clicks that TAKE PEOPLE AWAY from your pages!

The best place to put ads is on content-rich pages that you already have but which are not producing any revenues for you already.

AdSense formats

Google offers lots of formats for your ads. We can't show them in this email but you can find out more about them at

www.factsaboutadsense.com/adsenseformattingguide.htm?t1

You should pick the one that fits in best with your existing page structure unless during the review process you decide to undertake a major re-vamp! Google allows multiple formats across your site but until recently only allowed you to place one block of ads on each page. This has now increased to 3 blocks on the same page.

Color schemes

Google lets you specify what colors the ads will appear in and there are two schools of thought about what is best. You can design ads so that they fit well with your existing web design. Or you can make the ads stand out strongly by choosing a markedly different colour palette. You can now get sufficiently high resolution statistics from Google to find out which ads work best on your site.

I cover this in detail in my book **The Definitive Guide to Google AdSense**. There is more information about it here.

FactsAboutAdSense.com

Pasting code

This is either easy for you or difficult.

If you routinely look at the HTML in your web pages, the process is straightforward: just locate where in the page you want the ads to go and paste the code in.

If HTML is a foreign language you'll need some help to begin with. Practically, the best way forward is to experiment a bit. Put the code in, have a look at the page (and Google will immediately start posting ads on the page although they may not be well targeted to begin with.) If you like what you see, stick with it. If not, move it around, use a different format (go back to your AdSense control panel) and do it again.

What happens next?

As soon as your new page is viewed (even if you preview it in FrontPage), Google gets alerted to its existence and sends out some ads.

Now if Google doesn't know anything about the page you will see so-called Public Service Ads which are about charities and so on. However, in around 15 minutes (it's often that fast) you will start to see ads that are content-targeted. They will be more relevant to your page. But this will only happen if Google can work out what your page is about, so check that the copy makes it clear and that the page title, headings and meta tags are consistent and valid.

Rejected by Google?

If you can't get into the AdSense program, don't despair! There are things you can probably do to improve your chances and you can re-submit your site. Look carefully at the criteria for acceptance again on Google own site. Make sure you have relatively clean content, with lots of text (Google can't "read" the content of a picture and it doesn't deal well with Flash animations) and focus your copy on the theme of the web page.

You will also need to ensure that your site is big enough so that it isn't regarded as too trivial. Some people say you should go for at

least 20 pages but in my experience you don't need that much - you just need good content.

Quite a short day today.

Tomorrow, we'll cover some tricks for getting accepted into the AdSense program even on small sites.

Cheers

William Charlwood

Factsaboutadsense.com

Day 5

This is the last day of the AdSense Insider course and we are going to put it all together here so that you can be up and running in a day or so from now.

I said earlier that there are things you can do if you find your site is not accepted by Google and by far the most useful thing to bear in mind is that Google seeks out **information**. So unless your website has a lot of information in it, you probably won't get accepted. Now as you can imagine, this is not a clear cut issue.

Who decides whether your site is information rich or not?

Automatic site assessment

The answer is that in the first instance Google's own spider, the software that scans your site, is the first judge.

If it 'thinks' your site is content rich then you will pass the first hurdle. And this is where some sites fail. The spider is an automated system and it makes quick, not always accurate, judgements which gives you the first clue about getting your site accepted.

If your site is rejected fast, by which I mean within a couple of hours or so, it has probably been rejected by Google's spider on the basis that it doesn't understand what your site is about too clearly or it hasn't found much content. So you will have to get to work and add content - write further copy relevant to your main them, scan the web and find good articles to post (but make sure you get the appropriate permissions).

All this will help. And then submit again.

Human intervention

However, there appears to be a middle case where the spider is not sure whether your site qualifies or not. And in this instance, the site is referred to a human who makes the decision.

FactsAboutAdSense.com passed straight through the acceptance process because it has a load of content in it, has a clear theme running right through the site and is designed to move up the search engine ranks too.

TIP: If you are thinking of applying for AdSense, check out sites that compete with your own for traffic and see if any of them have been accepted. If they have, compare the content in them to your own to see if you exceed theirs. (This is quite a subjective process but it can help you) If you are rejected, you can always apply again.

Multiple sites

Google actively discourages you from running several different AdSense accounts on different sites. This means that once in, you're in.

For example, in addition to FactsAboutAdSense.com I run a website called CommercialReality.co.uk which is where I sell my consultancy services and I host some AdSense ads there on the page

www.commercialreality.co.uk/marketingtools.htm?t1

All the AdSense ads are provided through one AdSense account. (I use the AdSense Channel facility to track my earnings from each site – see **The Definitive Guide to Google AdSense** for details.)

Double jeopardy

I suspect though that there is inherent danger in taking your successful application from one site and stretching it across to a very poor site because Google will always be jealous of its brand image. If you get banned from AdSense because you put your ad code in an illegal site then Google may well ban you from the whole program even if your main sites are perfectly legitimate.

Why you often get higher paying ads

If you do a search on Google for a popular topic you will probably find lots of AdWords ads shown. The question then arises: which of these ads will show up on a related web page under the AdSense program?

The good news here is that Google is most likely to place HIGHER earning ads on your site because, whilst on Google's own search results page there can be up to 8 ads, with AdSense there can only be a maximum of 5.

If you were Google, what would you do? Place the lower bidding ads, or the higher ones? (AdWords ads are ranked according to how much income they generate for Google).

Don't forget however that not all AdWords ads are syndicated out into the AdSense program. As an AdWords advertiser you can choose whether or not to participate in AdSense or not and many advertisers don't.

However, the AdSense Preview tool will tell you whether there are ads to go on your pages. Here's the link to more information about it.

www.factsaboutadsense.com/adsensepreviewtool.htm?t1

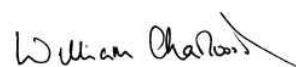
Conclusion

Well that's the end of the course. I hope you now feel better informed about Google's AdSense system. Best of luck with your own program, and I'd like to ask just one favor of you now. Could you pass this **AdSense Insider Course** on to anyone who you think may benefit from it?

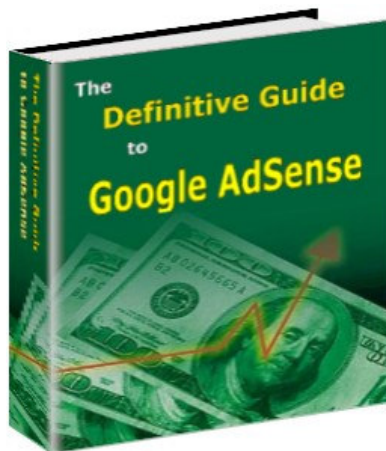
You may copy it and distribute it as you like provided you keep all the contents intact and don't edit it in anyway. (See the Copyright notice at the front page for details.)

Thank you very much and Good Luck with generating and building your own AdSense income.

All the best



William Charlwood
FactsAboutAdSense.com



The Definitive Guide to Google AdSense

**For the real
Inside Story of an
AdSense partner**

BY WILLIAM CHARLWOOD

**Click this link for
more information**

FactsAboutAdSense.com

Appendix 1 – How to hunt down good content

I've posted some details online about how you can hunt down good content for your site so that it attracts good AdSense blocks.

Go here: www.factsaboutadsense.com/daybonus.htm?t1

Appendix 2 – AdSense v. Affiliate programs

Depending on what your site is about, you can often find more profitable ways to monetize it than AdSense. The classic conflict is between AdSense and affiliate advertisements for the same products: which are you better off showing?

I've pondered on this topic for a while and ended up writing a Special Report on it that sets out the pros and cons of both approaches and walks through an example too.

It's 12 pages long, costs nothing, and is available from this web page:

www.factsaboutadsense.com/adsensevaffiliates.htm?t1

Appendix 3 – How to make High Paying Keywords work

I got an email from a gentleman in the USA recently who was asking for some advice about why some pages he had posted on his website about highly valuable content were not really delivering the sort of income he expected, or should I say, desired!

I sent him a response back which he was happy with but I also decided to do some further work in this area to see what further information I could get from Google and the AdSense program about why some AdSense ads triggered by content related to keywords with known high bid prices were only generating a few cents a time.

It's a puzzle isn't it?

You get some people bidding tens of dollars for some keywords on AdWords yet a click on one of their ads on your site about the same topic leaves you with a few cents. Well, there is an explanation but it took a lot of work to get it.

I've compiled my research into a Special Report that you can get here:

www.factsaboutadsense.com/bookstore.htm?t1

It explains why this can happen and much more importantly

What To Do About It!

Special AdSense Resources

These are resources that I recommend. They can help you build up your AdSense Income and save you a lot of time in the process.

[Revenue Checker for AdSense](#)

Saves you having to log in to your account to find out what you've made and creates graphs and analytical tables to help you manage your AdSense income.

[Autoresponder](#)

Quite simply, every serious web marketer must have one of these. This one is probably my best investment ever.

[Simple tracking – StatCounter](#)

Useful free tracking program that can help you find out who is visiting your site, where they came from and how they got there.

[Sophisticated tracking - VisitorVille](#)

Sophisticated tracking program that helps you analyse the behaviour of visitors to your website. As well as finding out who is visiting your site, where they came from and how they got there you can see in real time what they are doing. This gives you a valuable insight into the way people behave on your site and lets you optimise your site's navigation to increase the number of pages people visit which in turn can increase your AdSense income.

[How to make High Paying Keywords work – Special Report](#)

Explains why not all high value keywords will make you large profits and how to check keywords out before you start creating content. Also increases your understanding of the AdSense revenue model.

Advertisement



If you don't like SPAM, there are a lot of services available now that can help you stamp it out.

Many people on my emailing list use **SpamArrest** which let's everything you want get through and nothing you don't want. It works like this: the first time you get an email from somebody, **SpamArrest** parks it temporarily and sends them an email asking them to verify that the email is valid. It does this in a way that a computer can't respond to. Therefore only if the email sender verifies manually that they originated the email does it qualify for onward transmission to you.

As soon as the email is verified it gets forwarded to your in-tray. Once the sender has been verified, all future emails from him/her are passed on immediately.

This stops computer generated spam in its tracks.

Here's some more information about it

SpamArrest.com
