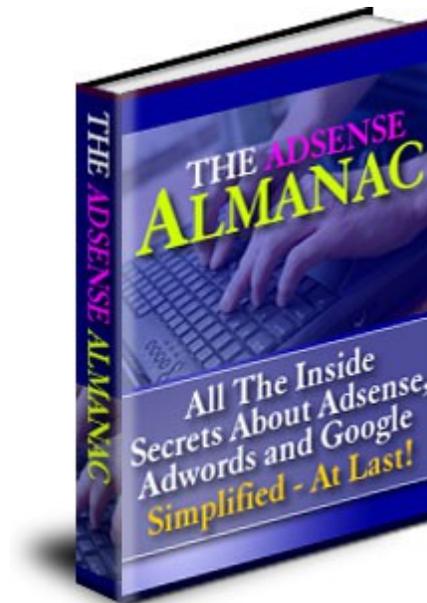


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Some Words From The Author **FRANK SINATRA, INTERNET MARKETING AND ME (REDUX)**

Hello again, dear friend.

Years ago, I wrote an article entitled "[Frank Sinatra, Internet Marketing and Me.](#)" It was about the early days of cyberspace when everything seemed so complicated.

The Internet was, quite literally, an intricate web during those times. It was easy to get lost in its seemingly complex networks.

But as good ol' blue eyes himself said in "New York..."

"If I can make it there, I can make it anywhere."

Using this line as inspiration, I started my foray in Internet marketing. Armed with meager knowledge of how things worked, I studied, and I studied hard.

I spent countless hours after work studying web design. Everything had to begin with a website, after all. It was supposed to be your HQ in this virtual world.

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But there was more to web design than just flashy graphics and flamboyant text fonts. And when I realized this, I tried to study the language behind it. I tried to study HTML.

Now this may not be a big deal for you, dear friend, but please bear in mind that back then, people were just beginning to migrate from DOS to Windows. I was one of those people, and I never had any experience in computer programming.

But HTML was the language of the web. Imagine doing business in China without knowing how to speak Chinese. That is how things were during my earlier days on the net. If one wanted to profit from the web, he should know how to understand HTML.

So I studied and studied.

And I realized that HTML isn't a difficult vernacular to master. In fact, it was very easy.

That was 1995.

Almost a decade later, I wrote the aforementioned article hoping to shed some light to those who have yet to grasp the basics of HTML. Humility aside, it's one of my most well received works.

And why is that?

I don't think it's because of the subject matter. Surely, there are far more comprehensive resources for HTML programming than my article. Rather, I believe it's because I made HTML easy to understand. In so doing, I made HTML closer to the people who really matter, people like you.

And when we're confronted with something big, something new, something so intricate that we start fearing whether we'll be able to scale its challenges, all we need is someone who will assure us of a very simple fact:

“It's actually quite easy. You can do it.”

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This is what I was able to do in my previous works. I made Internet marketing concepts easy and understandable for my readers. I never guaranteed that what I shared would allow them to compete with professionals. But I assured them that what I shared would make them professionals in whatever they choose to do.

And this is what I will try to achieve in the pages to come.

You see, we're at the twilight of a new age: the age of AdSense.

And with AdSense being a relatively new way of earning money online, it is but natural that people will feel a sense of belittlement when confronted with all the complicated things that the novel system has brought to the table.

But don't worry, dear friend. By the time you finish with this book, you'll be armed with the information on how to make the most profit from Google's new wonder toy.

So take my hand. Hold on tight. I won't let you go.

We will not dream the impossible dream. We will not fight an unbeatable foe. And most definitely, no unbearable sorrow will come.

Take my hand, and through the clouds, gray with years, over hill, wet with tears, to a world young and free, we shall fly, follow me.

JOHN DELAVERA is a visionary who has helped herald one great age to the next, with his cutting edge ideas that have revolutionized the field so many times. He has an instinct for what people need, and he delivers with celebrated consistency. Before online transactions could reach a level at par with offline affairs, John Delavera already created and distributed a plethora of web products that have helped countless people the world over. When NETrepreneurs found themselves overwhelmed by a sudden rush of clients, John Delavera produced the [JVManager](#) that aids them in managing burgeoning accounts for their respective businesses. When Paypal seemed to have ceased innovating, John Delavera presented novel methods to make the most out of the said payment system. Programs like the [Dynamic Pricing Generator](#), Buy Me a Drink, and Buy Me a Product have added a refreshing and dynamic twist to how people use Paypal. Before viral marketing boomed, John Delavera was already teaching [various breakthrough ways to raise Internet marketing to the next level](#). His critically acclaimed [Turbozine](#) e-newsletter has been one of the longest running e-zines on the web, with 100 issues and counting. Despite his success, John Delavera remains humble. For him, he is but a passionate man who strives hard to pursue the ardor that fuels his dreams. "I have a vision," he said, "and I am going to make it come true." Indeed, he did, and he has taught us a valuable lesson in the process.

CHAPTER ONE MAKING SENSE OF ADSENSE

Let's go straight to the meat of things, shall we? We're going to break down Google's AdSense program and discover ways on how to make the most profit from it.

But first, we must know what we're dealing with. Google AdSense can be found via this link:

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

“GOOGLE ADSENSE is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site - or matched to the characteristics and interests of the visitors your content attracts - you'll finally have a way to both monetize and enhance your content pages.”

The mechanics behind AdSense are quite simple. Let's illustrate through an offline example.

You get home from work and excitedly settle on your couch to catch your favorite television show. Let's say it's Desperate Housewives (cleverly written series, by the way.) You're so into the drama between the

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protagonists when all of a sudden, the program has to go to a commercial break. You impatiently sit through 3 minutes of advertisements waiting for the show to resume.

Oh yes, you want to hate those darn commercials but you just can't. You realize that those commercial spots are what make the show possible. Advertisements are the number one source of revenue for television productions after all.

The same principle applies for commercial websites. Those established sites that have long been primary resources for popular information do make more money than what they spend. They do this through advertisements.

Notice those big banners promoting various products on the pages of your favorite website? They are quite possibly the bread and butter of that online venture. They pay for the webmaster, the content writers, the graphic artists, and their kids' college plans.

These sites earn in either of two ways. First is by selling the spot for a periodic fee. And second is through a method called **pay-per-click**, meaning they get paid every time a visitor of theirs clicks on the banner advertisement.

This is how a search engine site like Google earns profit as well. Have you noticed the advertisement links that appear on the right side of the results page after each search? Google gets a certain amount every time the user clicks on any of those links. Considering that millions of people use Google everyday, you'll have a rough idea on how much the site can really earn. We're talking about millions, and perhaps, even billions in revenues!

And now with AdSense, Google allows you to have a share of the pie.

AdSense ads are just like the ads on Google, except for the fact that they will be on your site instead.

Now before you complain about those unsightly ads that you feel will just clutter your site with things that your visitors will not be interested in anyway, let us first discuss the main selling point (aside from the earning potential, of course) of AdSense:

Contextual advertising.

You see, Adsense will not just assign an advertisement at random. Well, they will, actually, but those ads will be relevant to the content of your site. Let's study how this works.

Suppose you have a site about dogs, with pages dedicated to the proper grooming of those adorable canine pets. Adsense will assign advertisements that are related to the topic of your site. Every time a page of yours is viewed, your visitors will see links to dog food, dog training supplies, dog vaccination, and the like.

Amazing isn't it. But wait, there's more!

Most certainly, your visitor should be a dog lover. She probably has a new puppy herself. She's browsing through your pages, looking for some tips, and reads something about specialized dog combs being effective for her canine buddy's hair.

And since your site is enrolled with Adsense, advertisements that are contextually related to dogs shall appear on your every page. And your visitor will see an advertised shop, click on the name, and voila! You earn!

Granted that the payment per single click is very minimal, consider the possibilities if you have thousands of visitors to your site everyday and most of them click on the ads on your pages. Do the math!

Additionally, Adsense offers the following benefits that are quite generous for something that has so much potential:

- Adsense is free.
- Adsense is easy to use.
- You will never run out of advertisers. You will never find yourself having to look for them, which was quite a problem during the pre-Adsense days.

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- It's passive income, meaning, once everything's set, you can earn even when you're offline.
- Being associated with Google, and legally speaking, being a Google partner, will add to your site's credibility.

Now with all these loaded features, you must be wondering if there is a catch to them.

Actually, there are two. First, your site will not be as clean as you might want it to be. But this can be remedied by some tricks we will discuss in the next few chapters. Second, Google stands to gain the most out of AdSense. With the way the program has established itself on the web, Google will eventually monopolize advertising placements. But hey, as long as you earn in the process, there should be no complaints, right?

18 YEAR OLD GIRL EARNS \$4000 PER MONTH FROM ADSENSE

Believe it or not, the very young web mistress of a certain site, the address of which is hereby withheld to honor the AdSense confidentiality agreement, earns \$4000 every month from AdSense. Her site garners 100,000 page views per day, with 15,000 unique visitors during the same period. She attributes her site's success to the popularity of the Final Fantasy video game series, and the fact that webmasters of competing sites are too young to understand the workings of the AdSense program. Asked how her site attracts so many visitors, she points to constantly updated content and a forum that has since grown to be a strong community that members visit daily.

It is not known how much Google charges per click, and determining the amount is made more difficult by a confidentiality agreement that users agree to upon enrollment. It seems that Google doesn't want its members to tell others how much they earn from AdSense.

It has long been speculated, however, that the pay is based on a sliding scale that depends on how much the advertiser values a click.

Earnings have been reported from as low as \$0.14 per month to as high as \$15,000 per month. Remember again that this is passive income. But there are ways to maximize this, which we will also discuss in the succeeding chapters.

AdSense has caused a renaissance of sorts in the online business community. Where once, web traffic was only considered for their potential sales conversion prowess,

the volume of visitors is now being viewed under a different light: Adsense revenues.

In this new battlefield, knowledge is power, and knowledge will earn for you more profit. This knowledge will be shared starting on the next page.

CHAPTER TWO SOME PRELIMINARY CONSIDERATIONS

As we've discussed in the previous chapter, Google Adsense is free. You don't have to pay anything to benefit from this service.

Additionally, no commitment is required from you to continue with the program. You can stop at any time, for whatever reason.

Is this too good to be true?

It would be best to remember that the Adsense program is so lucrative that a lot of people have made this their primary source of income. They have focused all their efforts into tweaking and enhancing their site so that it can attract the highest number of visitors. The larger the volume of traffic a site can generate, after all, would mean that there is a greater chance that some of the visitors will click on the ads displayed.

There are also some people who have decided to make a living out of creating several niche-oriented sites. Since niches consist of a market segment where demand is high and competition is close to non-existent, a site dedicated to a particular one would have a greater chance of being visited. This would surely provide a constant stream of traffic.

A **NICHE** is a small segment of the market consisting of people who share a particular passion or interest. Niches have become very profitable because of the following reasons:

1. Since this small market is quite obscure, there would only be little competition.
2. Since competition is scarce, demand should be high.
3. Since there is but a negligible number of competing sites, a good search engine placement would be easier to attain.

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4. Niches are usually built around communities, hence, finding potential visitors would be easy, as people sharing the same passion usually flock together.
5. Members of a particular niche are more likely to click on the displayed ads, for the sole reason that their small market is driven by a high, and passionate, demand. Niches are usually starving markets in need of a product or a service that will cater to their interests.
6. Members of a particular niche are also more likely to develop loyalty to your site if you manage to give them what they want. This would result in recurring visitors and a steady influx of traffic.

For comprehensive lessons in finding and catering for niches, the following resources would be of great help:

[Simon Hodgkinson's Niche Products PowerPack2](#)

[Jimmy D. Brown & Ryan Deiss' Niche Pay Raise](#)

[Jimmy D. Brown & Ryan Deiss' Niche Factors](#)

However, using the Adsense program as your bread and butter will be a little risky. First, because Adsense, as we've discussed earlier, does not reveal how much each ad will pay per click. Income that will be generated would depend on the subject your site focuses on and the rates that Google has assigned per ad as well as other factors that we will tackle later on. Second, Adsense will provide a source of passive income, and once your site is set up, it would be wiser to invest your free time on other profitable ventures as well.

It is always ideal to use Adsense revenue potentials as a supplement to another money-making plan. You could sell information products through your site, for example, and use your Adsense revenues as additional income that would help you make ends meet when sales are slow.

The Internet offers a lot of opportunities for anybody to make money online. Here are some of the things you may consider:

- Affiliate programs. You could pre-sell the products of an affiliate merchant for some generous commissions, ranging from 20-95% per sale.
- Product creation. You could create your own information products, like eBooks, special reports and the like, and sell them through some clever marketing technique.

- Being a service provider. If you're good at something that can be transmitted digitally, then you're in business. If you're an excellent writer for example, you could try out ghostwriting. If you're good at creating websites, you could try web design.
- Sell tangible goods. This is how auction site regulars earn money. You could sell something physical through the web, and have it shipped in the real world.
- Resale rights marketing. You could profit from other people's products by purchasing the resale rights to the same, and selling them to other people.

These are just some of the many, many ways to earn money online. A full discussion of these methods, as well as some newbie-friendly guides for the basics of online business, are perfectly covered in my other eBook, [Internet Marketing Cookery](#).

If you desire other discussions on the matter, you could consult with these excellent resources:

[Allen Says' How To Become A Global Internet Tycoon](#)

[Jimmy D. Brown's How to Profit From Other People's Information](#)

[Jim Edwards' Immediate Money Immediately](#)

[Yeo Feng's How to Sell just about Anything Online](#)

[Yanik Silver & Jim Edwards' 33 Days to Online Profits](#)

FACTORS THAT DETERMINE YOUR ADSENSE INCOME

Let us enumerate the factors that determine Adsense earnings:

1. Subject of your site. Adsense ads are contextually relevant to your subject. The Adsense program is able to implement this through a system that recognizes certain words that are used in your content. These words are called **keywords**.

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2. **Cost per click (CPC)** that is assigned to an ad. Each ad is dependent on the keywords present in your site. If the subject of your site uses the right keywords that attract the right high-paying ads, then you have a higher probability of earning big.
3. **Impression** or the number of times an ad is displayed on the site. An ad is said to be displayed on your site every time one of your pages is loaded by the user and the ad is contained therein.
4. Competitiveness of your chosen industry. If you have fewer competitors in the market, more visitors will look to your site. Which brings us to...
5. Volume of traffic that visits your site. The more visitors you have, the more chances that the ads displayed will be clicked.
6. Volume of targeted traffic. It's still a numbers game. But if your traffic is highly targeted, meaning, you have been attracting visitors who have a high level of interest on the subject of your site, then they have a higher likelihood of clicking the ads displayed on your pages.
7. **Click Through Ratio (CTR)**, or the number of clicks per number of times ads are displayed on the site (impressions.) The higher your CTR, the higher your pay.

From these factors alone, we can come up with a formula for our Adsense earnings:

$$\text{EARNINGS} = \text{Impressions} \times \text{CTR} \times \text{CPC}$$

Naturally, to boost your Adsense earnings, you have to increase the amount of its components. This means you will have to strive hard to multiply impressions by increasing the volume of traffic that passes through your site; to multiply CTR by employing strategies that will persuade or otherwise trick your visitors into clicking the ads; and to choose the right keywords to attract ads that have high CPC.

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Don't forget these terms, dear friend. You'll be hearing about them a lot during the course of this eBook and many times during your experience with AdSense.

Impressions.

CTR.

CTC.

These are probably the most important concepts you need to know about AdSense. After all, our goal here is to earn, and to earn a lot, from Google's widely popular program. We can only do that if we learn how to put these ingredients to good use.

Now there are many, many techniques that will bring about maximum AdSense earnings by manipulating these components. We will be discussing them in the succeeding chapters of this eBook.

WAYS BY WHICH YOU COULD EARN FROM ADSENSE

It goes without saying that AdSense is only available for webmasters. To state it in another way, you must first own a website before you can benefit from the AdSense program.

Now there are two ways by which you could earn from Google's offer.

1. **By integrating AdSense into your existing website.**

You may have a site that has been running for many years now, catering to a market that shares your passion and interests. It may be

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a hobby site, a community site, or even a small business hub to carry out your commercial functions online.

In which case, you could simply tweak your website by focusing on certain related keywords that would attract specialized ads.

For example, you have a site about radio-controlled cars that cater to fellow hobbyists. Instead of discussing R/C gears, assemblies, and prototypes on one page, try to separate the discussion into particularized pages. One page can discuss R/C gears, another can be devoted to R/C assembly methods, and another to R/C models that have just been released.

By doing this, you will be inviting specific ads per page, instead of disparate ones that won't be appealing to your readers. Remember that there is a very strong possibility that visitors will be directed to a particular page of yours, and not to your index page. There will be online users who are looking for info about R/C gears and will run a search for the same. If the search engine reveals your site, it will direct the searcher to the particular page of your site that discusses R/C gears.

Imagine then a page that discusses R/C gears with a load of other topics. The page would just invite a variety of ads from AdSense that may not be related with R/C gears. This would be a terrible blow to your CTR.

But if your page is exclusively dedicated to R/C gears, you will be inviting ads that are about R/C gears, and there will be a higher chance that your visitors, those who are only interested in R/C gears, will click on the said ads.

Integrating AdSense into your existing site can open up another income stream for yourself. But this is best used as supplemental earnings, they being passive income from but one source.

2. **By building a site that is specifically designed for AdSense.**

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As we've discussed earlier, there are some people who make a living out of AdSense alone. They belong to this category. Let's discuss this carefully, as this approach can be a little risky, given the ever-changing landscape of Google's offerings.

Building a site from scratch for the purpose of optimizing it to earn maximum AdSense revenues can be very easy (and this eBook will give you specific strategies that will make you earn instantly, but that will be tackled in later chapters.) However, please bear in mind that Google is continuously evolving its system to cope with the changing times. What works well today may not work as efficiently a month from now.

Adaptation is an essential facet of life, and the same is also true for people who wish to make AdSense their primary business. If you wish to make a living out of content sites centered on AdSense potentials, you must learn how to adapt with Google's constantly changing rules.

That being said, here are some surefire steps to build a site that is fully optimized for the AdSense program.

- a. Research keywords that have high CPC. There is no need for this, since this eBook will provide you with the highest paying AdSense keywords as of July 2005. But if you wish to find one yourself, you can create an account at:

<http://adwords.google.com>

This will allow you to "spy" on how much advertisers are willing to pay for certain keywords. You can also try fiddling with:

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

It's not a Google site, but it will give you an idea on how much a particular keyword is worth. Simply type in a keyword of your choice and this tool will reveal the going rate for that keyword and similar keywords.

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- b. Once you have decided on a keyword, make that the subject of your content site.
- c. Research other relevant keywords related to your subject. For this purpose, you can use:

<https://adwords.google.com/select/KeywordSandbox>

This is Google's own tool, so you can rest assure that the results will be appropriate for AdSense.

- d. Start building your site. It would be best if you keep your design simple.
- e. Prepare your content. Don't forget to break down the subject into several pages, with each page dedicated to a keyword that is relevant to your topic.
- f. Strategically populate each page with the keywords that are assigned to them. Try to attain a keyword density level of 2 to 4 percent (2 to 4 uses of the said word for every 100 words of content). But make sure that the structural integrity of the content is not sacrificed. It must be readable and informative! Remember, high quality content is a must if you want your site accepted into the AdSense program.
- g. Test drive your site offline.
- h. Upload your site, and try to generate traffic to it. Initial traffic of at least 50 to 100 unique visitors is essential prior to application.
- i. Once you've achieved the requirements, enroll for the Google AdSense program at:

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

- g. Wait for your application to be approved. This may take somewhere between 2 days to 2 weeks, depending on the amount of applications being processed.

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- h. If your application is rejected, try again.
- i. If your application is accepted, Google will send you a code that you should copy and paste into your pages' source codes. This will allow the ads to be displayed on your site.
- j. Run your site, study the initial stats, then tweak until you reach an optimal level of consistently high CTR.

Writing content may prove easy or difficult, depending on your writing prowess. Writing for the web is different from writing for printed publications. If you're up to it, give it a shot. If you're not, or if you simply don't have the time, hire a ghostwriter. Whatever approach you choose, it is paramount that you produce high quality content that is as original as possible. Content will fuel traffic, and CTR is dependent on the traffic you generate.

Here are some tips on writing for the web:

1. Keep your paragraphs short. 3 to 5 sentences per paragraph are enough. Internet users are not really known for their patience, so you have to make the most out of what is called negative space. This is the blank area between your words that allow the eyes to rest. Having short paragraphs will make your content easier to read and will encourage your visitors to read everything you have to say.
2. Keep your sentences simple. Your readers do not expect a Shakespearean masterpiece. They want something that will be easy to understand.
3. Grab their attention from the start. Begin with a powerful exposition that will hook their attention and rouse their interest to finish your piece.
4. Stick to the subject matter.
5. Every page should have 250 to 750 words. Anything that is shorter or longer than this length will either look deficient or be too boring to read.
6. Write for your audience and not for yourself.

You can find more detailed tips in the pages of [Internet Marketing Cookery](#), as well as the following resources:

[Ewen Chia and Dan Lok's Underground Sales Letters](#)
[Roger Mayne's Traffic For Words](#)
[eBook Marketing Revealed](#)
[John Delavera's Best Seller Ebook](#)

IMPRESSIONS

As we've discussed earlier, impressions refer to the number of times the ads appear during a particular period. This is highly dependent on the traffic that your site is able to generate.

Impressions are counted every time a page loads with the corresponding ads. A page loads whenever a user visits it. There is always that possibility that impressions will lead to clicks. After all, who would click the ads if no one is there to see them, right?

TRAFFIC is, as it always was, the lifeblood of any online business. Traffic has become doubly important with the introduction of AdSense. Here are some tips that can help you generate more traffic for your site:

1. Submit your keywords-populated site to as many search engines as possible. 80% of traffic to your site will come from search engines. This is a universal truth.
2. Try exchanging links with other websites. But negotiate for a one-way link to your site as much as possible. Search engines frown on reciprocal linking.
3. Advertise in forums and other online communities. It's free so it would be best to make the most out of it.
4. Try viral marketing strategies like distributing a free eBook or special report which contains links to your site.
5. Create a mailing list through the use of an excellent autoresponder service.
6. Try article marketing. Write an article about the subject of your site and submit the same to the many article banks on the web. Include your resource box with a concise introduction of who you are as well as a link to your site. Encourage your readers to freely reproduce it provided that they keep your resource box intact.

The following resources will most certainly prove useful in boosting online traffic for your site. Do check them out.

[Jimmy D. Brown's Viral Ebook Brainstorm](#)

[Terry Dean's Internet X-Factor](#)

[Rebecca Hagel's Missing Link](#)

Click Through Ratio (CTR)

With AdSense, you will always be paid per click.

Hence, your click through ratio, or the number of times an ad is clicked per number of impressions, is the determinative record of your success with the program. The higher your CTR is, the more successful you are with AdSense.

Though Google AdSense will pay you for every click of the ads they display, there are two ways by which this can be done:

1. **AdSense For Content.** This refers to contextually relevant ads that are displayed on your pages. The primary consideration here is for you to be able to provide high quality and original content on your website. This content should reflect the subject matter through the right choice of keywords that should be repeated within the body of the content itself. These keywords are the ones that will attract the kind of ads that Google will send out.
2. **AdSense For Search.** Have you noticed the Google search engine fields within the pages of some of the sites you visit? Part of the AdSense program is an option to displace this Google search bar. Every query made through this will bring the user to a pop-up results page, where contextually relevant ads shall be displayed on the right side of the area. If you choose this option, you will get paid for every click on those ads.

There are numerous factors that can affect your CTR:

- Placement of your ads on their respective pages
- Color of your ads

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- Color of your ads vis a vis the color of your background
- Color of your ads vis a vis the predominant color of your fonts
- Presentation of your ads
- Number of ads you decide to use
- Persuasiveness of your content
- Persuasiveness of the ad's description

With the exception of the last entry, all of these factors are within your control. We will discuss each and every one of them in succeeding chapters.

Cost Per Click (CPC)

Unless you build your site for AdSense optimization, you have no control over this. Only in the selection of your site's subject as well as relevant keywords will you be able to exploit this component of your AdSense earnings.

As we've mentioned previously, there are a lot of people who actually build sites around high-paying keywords. You may decide to take this route, but do not forget the risks we have discussed earlier.

Google is known for updating their rules as well as their system on a frequent basis. You must learn how to adapt to these rules and your expectations must not be inflexible to the point of being unreasonable.

In later pages, we're going to discuss some secret high-paying keywords that will be revealed to you. This will be very powerful knowledge that will serve you well, if you follow the steps we have, and are about to, discuss on these pages.

Where Do Those Ads Come From?

Have you heard about [Adwords](#)? It is Google's partner program for Adsense, and it caters to advertisers who wish to generate visitors to their sites.

The process involved is quite simple.

Advertisers bid for certain keywords. Whoever wins the bid gets his/her ads displayed whenever a search is made on the keywords that he/she won. If you run a search on www.google.com, for example, you will notice a block of ads on the right side of every results page. These are the ads of the winning bidders of the word or phrase you typed in.

With Adsense, Google took the Adwords concept a step further.

Instead of the ads being displayed on the search results pages alone, they can now be displayed on the pages of sites that have enrolled into the Adsense program, provided that the keywords that the advertisers have won are prominent in the enrollee sites' pages.

This, in a nutshell, is how contextual advertising works. Google has a well-established algorithm that will pinpoint certain words you have conspicuously used in your pages and will assign the links of advertisers who have been awarded the right to the keywords relevant to your content.

Why Do Some Clicks Pay Higher Than Others?

Naturally, the bidding for some keywords under the Adwords program can be quite competitive. The highest bid ever taken as of this writing is for \$80 per click. A percentage of this, of course, will go to Google. But a larger chunk will be awarded to you...

...if you are able to effectuate a click on the corresponding ad on your page, that is.

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But some keywords are won for pennies, which would explain why a majority of the CPC of certain ads are quite low.

This differential in Adwords bids is responsible for the rather erratic Adsense earnings of webmasters the world over. Some earn as high as \$23,000 a month from Adsense alone, like my good friend Scot, who has committed to sharing with us his success by providing a list of highly profitable keywords each month at TurboMembership.com. Other webmasters, unfortunately, have to settle for pennies.

Don't allow this to discourage you, however.

You can still earn a lot, regardless of what ads and CPC you manage to invite.

As we've discussed earlier, it all starts with traffic generation. A good volume of traffic will naturally result in a good number of impressions. A good number of impressions coupled with some winning strategies, which we will discuss in a succeeding chapter, will increase your CTR.

Suppose your site's general subject will only invite ads with CPC of \$.05. However, you're garnering 50,000 unique visitors a day, and you have an impressive CTR of 5%. That's 2,500 clicks per 24 hours! And that's \$125 a day, and \$3,750 a month!

On the other hand, suppose your site will invite ads with CPC of \$25. However, the subject of your site isn't popular for potential purchasers. You may garner 10,000 unique visitors a day given the topic's rather unpopular nature and the difficulty in selling it, and since only a few of them will be interested in the links, you'll only have a CTR of .02%. That's still 2 clicks per day for \$50, which means you'll earn \$1,500 a month!

The point here is: you'll never lose with Adsense for as long as you're able to generate traffic to your site. CPC may play a factor, but for Adsense, traffic is the fuel that will make it explode with humongous profits!

CHAPTER THREE PRE-ENROLLMENT PREPARATIONS

The benefits that can be derived from Google AdSense are privileges and not rights. They are not entitled to anyone, by any means. Google reserves the right to accept, reject, and rescind any enrollments in their AdSense program.

As an Internet user and a webmaster who wishes to avail of the possible earnings that AdSense may bring, you are bound to certain rules and regulations that Google has imposed. Do not try to work yourself around these. Think of them as company by-laws that you must comply with, lest you be stripped of your employment.

So let's discuss these first.

THINGS YOU HAVE TO PREPARE PRIOR TO ENROLLMENT

Before you can copy and paste the AdSense source code, you have to be accepted into the program first. So this means you have to apply for it.

Applications are always a two-way street. Either you get accepted... or rejected. Who wants to get rejected, right? That's why we have to follow every guideline that is given.

Before you enroll in the AdSense program, make sure that the following are in order:

- 1. MAKE SURE YOUR SITE OFFERS HIGH QUALITY CONTENT.**

Remember, visitors will flock to your site because of the content you can offer them. If your content is nothing but junk, or is just a sales page in disguise, chances are, Google will reject your application. Their reasoning is simple. If they feel that your site is low quality, then they won't trust it to rake in enough visitors for the advertisers whose interests they want to protect. You have to prove to them that you mean business, and the first way to do this is by preparing a site that will blow them away!

The way to make excellent content is through excellent research, excellent writing, and excellent presentation.

Researching is easy since you have the power of the web at your disposal. But try to avoid offering regurgitated information, that is, information which is readily available everywhere else. As much as possible, try to offer something unique... something that they cannot find anywhere else. But if you have no other choice, like when the information you want has been discussed extensively on other sites, try to restate it in a startlingly different way that will make it seem original.

Writing is a skill that needs time to be developed. If you're not confident about your writing, or if you don't have the time to prepare content, you could always hire a ghostwriter. You can find affordable ones at www.elance.com and www.rentacoder.com. But I must warn you: a ghostwriter must be someone you can trust to deliver, so it might take a little trial and error on your part to find someone who will suit your needs.

If you are a member of TurboMembership.com, however, content should not be a problem, as you'll be provided with ten high quality, original, premium articles per month which you can use however you

wish. People generally pay \$200 for a set like this, but members get it for free, with a new set coming every 30 days.

Presentation should be easy, merely because the simpler things are, the better they will be for your visitors. For this purpose, always remember what seasoned Internet marketers always say: content is king.

Does this mean that images should be discarded? I have this belief that though content is king, graphics are queen. Images, if they are not necessary in conveying information, should be used to enhance the aesthetic aspect of the site, but they should not be flashy enough to take away from your content's thunder.

2. **MAKE SURE YOUR SITE CONSISTS OF AT LEAST 20 PAGES THAT ARE PROPERLY LINKED TOGETHER.**

Though Google does not prescribe a minimum number of pages per site, it has been known to reject those with only a few pages to show. 20 is a safe number to have, however.

The reason for this is again quite simple. Any site with less than 20 pages would find it difficult to convey relevant and thorough information about a particular subject.

Prove that your site is totally devoted to the subject matter it has adopted by showing that there is so much to write and reveal about the subject. Don't settle for a few pages. Go for the jugular and make a mini-encyclopedia on the topic if you have to!

After all, the more number of pages that you have, the better the chance for an increase in the number of visitors and impressions.

3. **MAKE SURE THAT YOUR SITE IS EASILY NAVIGABLE.**

Google is very particular about the accessibility of your site. The more intuitive your site is to use, the more chances it will have of being accepted.

So keep things simple.

Also, make sure that your site doesn't have any broken links. Google manually checks every application, so a broken link will work against you.

The rationale is not that difficult to understand, dear friend. Google merely wants more visitors to your site who will actually read what you have to offer. It's more like pre-selling for an affiliate merchant. Google is the merchant and you're the affiliate, and you have the task of convincing the visitor to click on the ads provided by AdSense. This can primarily be done through the strength of your content and the functionality of your site.

4. YOUR SITE SHOULD BE GETTING AT LEAST 50 TO 100 UNIQUE VISITORS PER DAY.

This is the reason why a freshly built site cannot be enrolled with the AdSense program. Your site, all in all, should have a proven record that it is being visited by 50 to 100 new users everyday.

Google will want partners who have pages that people will love to see. Their only basis for this, aside from manually ascertaining your content, is by checking your traffic statistics.

Do not fret, however. Attaining this much traffic is not as difficult as it seems, though it may take some time to establish a consistent average. In the previous chapter, we have discussed some ways of increasing impressions by increasing traffic. Just follow the strategies mentioned there, and study the resources suggested. You will be generating a great volume of traffic in no time.

5. MAKE SURE THAT YOUR SITE DOES NOT CONTAIN ANY MP3, VIDEO, NEWS GROUPS, AND IMAGE RESULTS.

Google has made it their policy to avoid any possible copyright issues, hence their hard stance on this matter. Any site that contains any of the prohibited contents above shall automatically be rejected.

6. MAKE SURE THAT YOUR SITE DOES NOT CONTAIN, OR IS NOT ABOUT, ANY OF THE TOPICS PROHIBITED BY GOOGLE.

Google has clearly delineated the topics that are prohibited. These are:

- Excessive profanity
- Violence, racial intolerance, or advocacy against any individual, group, or organization
- Hacking/cracking content
- Illicit drugs and drug paraphernalia
- Pornography, adult, or mature content
- Gambling or casino-related content
- Excessive advertising
- Any other content that promotes illegal activity or infringes on the legal rights of others
- Pop-ups, pop-unders, or exit windows that interfere with site navigation, obscure Google ads, change user preferences, or are for downloads. Other types of pop-ups, pop-unders, or exit windows may be allowed, provided that they do not exceed a combined total of 5 per user session
- Excessive, repetitive, or irrelevant keywords in the content or code of web pages
- Deceptive or manipulative content or construction to improve your site's search engine ranking, e.g., your site's PageRank
- Incentives (monetary or point-based) to users to click on links or ads while visiting a site containing Ads

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- Sales or promotion of certain weapons, such as firearms, ammunition, balisongs (mobile handle butterfly knives,) butterfly knives, and brass knuckles
- Sales or promotion of beer or hard alcohol
- Sales or promotion of tobacco or tobacco-related products
- Sales or promotion of prescription drugs
- Sales or promotion of products that are replicas or imitations of designer goods

7. **ALWAYS OBSERVE GOOGLE'S GUIDELINES FOR WEBMASTERS.**

In creating, and eventually tweaking your site, be guided by the following rules:

- Do not load pages with irrelevant or excessive key words. Try to make a 4% keyword density level your absolute maximum.
- Do not employ cloaking or sneaky redirects.
- Do not create multiple pages, sub-domains, or domains with substantially duplicate content. Not only is this prohibited, but duplicate content will also penalize your search engine ranking, and this will severely deplete the amount of traffic you can gain.
- Avoid hidden text or hidden links. Some webmasters actually use a background color similar to the font color of the Adsense ads, hoping to dupe visitors into unwittingly clicking onto their ads. This falls under fraudulent acts that will result in the rejection of your application, or the revocation of your right to profit from Adsense.
- Keep the links on a given page to a reasonable number, preferably below 100, to avoid cluttered pages.
- Do not participate in link schemes designed to increase your site's ranking or PageRank. In particular, avoid links to web spammers or "bad neighborhoods" on the web as your website may be affected adversely by those links. By "bad neighborhoods," Google means sites or networks whose subjects fall under those prohibited from Adsense participation.

8. **DO NOT “LABEL” YOUR ADSENSE LINKS.**

Please bear in mind that you are not allowed to label your assigned ads, or to encourage your visitors to click on them by giving an incentive.

Your visitors should click on the ads via their own volition, and they should not be forced, directly or indirectly, to make that choice.

However, this rule does not include pre-selling. By mastering the art of pre-selling, you can subtly convince your readers to click on the ads without even having to say a single word about the matter. We will discuss pre-selling and subtle persuasion in the coming chapters.

For a complete list of the guidelines for enrollment, you can visit Google’s application support page:

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

ADDITIONAL CONCERNS YOU HAVE TO PAY ATTENTION TO

To maximize your AdSense earnings, Google’s policies aren’t the only ones you have to follow. In the early stages of pre-enrollment, you should focus on the following things as well:

- Your target market. Try to determine your market’s behavioral pattern by putting yourself in their shoes. Are they a sensitive lot that will despise any form of advertisement? Then an AdSense enrollment might do more harm than good. If this is the case, try to find ways that will harmonize their quirks with your chosen mode of passive income. If none can be reached, perhaps it would be better to look for another market. You can’t please everybody, and business is a market-driven field... these are the facts that we have to live with.

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- Your priority. Will AdSense be the primary income source for the site you have in mind? Or will it be supplemental to greater income potentials through another method? For example, your site will be used to sell your products, from which you will get a large part of your monthly income. Surely, with this setup, you'd rather stick with those sales rather than AdSense earnings, right?

There are certain things that simply don't jive when it comes to commercial sites and AdSense. Google's policies will limit the efficiency of your site as an advertising vehicle for your products. On the other hand, you cannot push your site as an advertising machine and expect Google to approve your application.

Of course, there is a way around this. You could first set-up a "clean" site, that is, one that offers high quality information and is not meant to sell anything. Once your application is approved, Google will send you the AdSense code that you can copy-paste into your site's source code.

Aha!

Before copy-pasting, you could start including your sales page and all other advertisement tools on your site (except banners, as they would be too obvious.) Or you could make another site that was meant to sell your products and paste the AdSense code there.

This would be in violation of Google's TOC however, though it would take a manual check on their part to discover your non-compliance. But be forewarned that Google does check up on their enrollees and once a violation is found, it will result in your banishment from the program and the forfeiture of your earnings.

So the safest route? Prioritize. Should your site be dedicated to AdSense or some other revenue scheme? A dog can't serve two masters at the same time. Legally, at least.

- Content. Again, we must reiterate that visitors will go to your site because of the information you have to offer. Make sure that your content is original and high quality.

In the next chapter, we're going to discuss each of the three important components necessary for wonderful AdSense earnings, as well as some advanced strategies that will optimize your site for maximum CTR.

CHAPTER FOUR KEYWORDS AS KEYS TO SUCCESS

We've previously discussed that the first order of business in any AdSense campaign is finding the right keywords.

The AdSense engine will try to find certain keywords in your site that they will use as the basis for their ad assignments. So it is essential that you choose the right keywords to invite the right kind of ads.

We have also discussed in an earlier chapter that there are two ways by which you could proceed with the AdSense program. Just to review, these are:

1. Integrating AdSense into your existing site.
2. Building a site specifically for AdSense revenues.

If you belong to the first group, then simply find the keywords that are related to the subject of your site.

If you wish to pursue the second variety, however, then you should know the right steps to take.

HOW TO FIND KEYWORDS?

Believe it or not, this is the most preponderant question in many online communities dedicated to AdSense.

The simple fact of the matter is: keywords for AdSense purposes are no different from keywords intended for search engine optimization (SEO.) This is because search engines and AdSense use the same algorithm in determining the keywords on your site. They only differ in the results they fetch.

Search engines gather results from indexed pages of several sites and display them on appropriate pages. AdSense gathers results from its list of advertisers and displays those that are relevant to the keywords you have used on your site.

There should be a difference when it comes to your motivation as well, of course, and this will eventually determine the approach you decide to take.

In finding keywords for search engines, your purpose is to increase your site's page rank (PR,) that is, your site's placement on the results page. For AdSense, however, particularly if you're planning to build a content-rich site to rake in monumental earnings, your primary purpose is to find profitable keywords with high Costs Per Click (CPC.)

Here are the **highest paying keywords** as of this writing. This information is a closely guarded secret among AdSense veterans, so take care of this knowledge as much as you can, as it is very valuable.

1. **“student loan consolidation”**
CPC : \$55.29 max
Maximum number of clicks per day : 17
Profitability Ratio : 12.28%
2. **“equity line of credit”**
CPC : \$53.12 max
Maximum number of clicks per day : 4
Profitability Ratio : 148.95%
3. **“home equity line of credit”**
CPC : \$52.29 max
Maximum number of clicks per day : 22
Profitability Ratio : 30.36%

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4. “christian debt consolidation”
CPC : \$39.37 max
Maximum number of clicks per day : 2
Profitability Ratio : 115.76%

5. “asbestos cancer”
CPC : \$22.57 max
Maximum number of clicks per day : 7
Profitability Ratio : 148.95%

6. “auto insurance”
CPC : \$23.92 max
Maximum number of clicks per day : 1,200
Profitability Ratio : 8.80%

7. “airlines credit card”
CPC : \$23.27 max
Maximum number of clicks per day : 12
Profitability Ratio : 9.57%

8. “accept credit”
CPC : \$19.67 max
Maximum number of clicks per day : 42
Profitability Ratio : 1,832.39%

9. “accept credit card”
CPC : \$14.04 max
Maximum number of clicks per day : 21
Profitability Ratio : 1,747.66%

10. “credit report”
CPC : \$13.74 max
Maximum number of clicks per day : 1,600
Profitability Ratio : 13.48%

NOTES: The **maximum number of clicks** per day is the cap that the advertisers have set for their AdSense promotion. Once the maximum number of clicks have been reached, ads for those advertisers will no longer appear for the duration of the day. The **profitability ratio** shows how competitive you could be in that area. The closer the percentage is to zero (0), the more chances that your site will be visited Internet users.

Please take note that these stats are true as of the date of this writing. They are subject to change at any time.

Here are the steps you need to take to be able to find the most lucrative keywords out there:

1. Enroll in the Adwords program through the following link:

<http://adwords.google.com>

Adwords, as we've discussed earlier, is Adsense's partner program for advertisers. Once you have an account with Adwords, you can check out the going rate for any keywords you fancy. This will give you an idea about what's hot and what's not.

2. Once you have selected a profitable keyword, you should search for relevant words or phrases. You could use the keyword suggestion tools on the following site:

<https://adwords.google.com/select/KeywordSandbox>

3. Check the competition level for the keywords you have targeted. First, use the tools below to determine how many searches have been made for the said keywords:

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

<http://nichebot.com>

4. Afterwards, perform a search for the said keywords in as many search engines as possible. Notice the number of results that appear? That's how many pages there are that cater to the exact same subject.

5. Determine the profitability of a site built around the said keywords by comparing the supply with the demand. The supply being the number of pages in the search results, and the demand being the number of searches made for the same. Be guided by the following rules:

If demand is greater than supply, then the subject is very lucrative.

If supply is greater than demand, then the subject is said to be saturated.

Just because a subject's area is saturated, that doesn't mean that there is no room for your site. There is, of course, but expect a lower number of impressions. In which case, you have to prepare yourself for a rigorous marketing campaign to win those visitors.

There is another alternative. A little secret among successful webmasters is the site www.adsensearena.com. It contains a comprehensive and constantly updated list of many keywords and their corresponding CPC. It's an excellent resource for anyone who is enrolled, or who is planning to enroll, with the AdSense program!

Keywords for AdSense and keywords for search engines, being different cousins of the same family, do share similar methods for efficiency. The book [Search Engines Revealed](#) is probably the best resource that discusses the matter. It's perfect for beginners as well as veteran Internet marketers who wish to learn some exciting, new strategies. Highly recommended!

100 TOP PAYING KEYWORDS

In case you're planning on building sites from scratch, let's save you a lot of time.

In this portion, we're going to see the top paying keywords as of July 2005, the time of this writing. Personally, I don't expect any major changes with this list for another 6 months, so they should be good for some substantial AdSense earnings until then.

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You could build content sites around them with the guidelines and techniques we have discussed, and will discuss in the chapters to follow. Use them well, as not everyone has access to these closely guarded secrets.

Here are the keywords with the highest CPC, in no particular order.

structured settlements	IRA rollover
mesothelioma	refinance quotes
acne	adult education
life insurance	distance learning
death insurance	alcohol treatment
bextra	rehab
asbestos	drug rehab
car Insurance	spyware
dental Plans	cell phone plans
private Jets	calling cards
debt consolidation	VOIP
credit cards	weight loss
reward cards	Canadian pharmacy
equity loans	depression
equity line credit	spam filter
loans	lasik
mortgages	facelift
pay day loans	teeth whitening
cash advance	annuity
bankruptcy	anti virus protection
reduce debt	adult diaper
refinance	free credit report
jet charter	credit score
vioxx	satellite
wrongful death	anti spam software
legal advice	dedicated hosting
taxes	domain name
investing	need money
bonds	bachelor degree
online trading	master degree

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doctorate degree	personal domain name
work at home	cellular phone rental
quick book	internet broker
extra money	trans union
answering service	cheap hosting
eLoan	university degrees online
malpractice lawyer	online marketing
Lenox China	consolidate
cancer	helpdesk software
pay per click	web host
personal injury attorney	homeowner's insurance
Lexington law	yellow page advertising
video conferencing	travel insurance
transfer money	register domain
Windstar cruise	credit counseling
casinos online	email hosting
term life	business credit
online banking	consumer credit
borrow money	blue cross
low interest credit cards	laptop computer

This information is worth a lot to many people, and now that you have it, I suggest that you make the most from it.

Building Adsense-focused sites can be difficult. There are so many aspects to web design and maintenance that will demand your constant attention. They may require you to sacrifice some time that you could invest somewhere else.

But things can be so much easier. I have recently come up with a total solutions package that will provide you with everything you need to build and run some successful sites. Additionally, I will give you a business as well. Yes, a business that you can call your own and that will gain some substantial earnings in the process for you. Do visit TurboMembership.com and see for yourself how you can maximize your income with little financial investment.

In fact, one of the amazing features of TurboMembership.com is that it grants you access to six highly exclusive membership sites, **including**

www.FindHotNiches.com, where you will be served some steaming information on the most profitable markets and the highest paying keywords on a very regular basis!

CHAPTER FIVE INCREASING IMPRESSIONS

The number of impressions is the number of times an ad is displayed on a particular page. Every time a user visits your site, the ad loads up and an impression is born.

There is one simple formula here.

Increased volume of traffic = increased number of impressions

It's really that simple. The difficult part is, how do you really go about increasing traffic to your site?

This is a basic subject of any Internet marketing course. There are thousands of resources out there that would ably teach you efficient means of increasing the number of visitors to your website.

This is not just a concern for sites that are enrolled in the AdSense program, this is also a necessity for any online business. What good is a website if no one gets to see it, after all?

In this chapter, we are going to discuss some strategies that will help you drive traffic to your pages.

ONE IMPORTANT THING TO CONSIDER

There is one thing you should know before you start contemplating how to generate traffic.

Adsense ads will not appear on non-JavaScript enabled browsers.

You must first make sure that your visitors are encouraged to turn on the JavaScripts of their viewing programs. This will ensure that you won't miss potential clickers due to some technical incompatibilities.

One way to do this is to create all your pages with JavaScript in a way that all your content can be viewed in the same way. Then enable JavaScript detection in your HTML so that your visitors will be appropriately notified that they will only be able to enjoy the page if they turn their JavaScript on.

It is important to do this before anything else, lest you lose a lot of traffic, and consequently, a lot of impressions.

INCREASING TRAFFIC

Any seasoned Internet marketer and any experienced webmaster will tell you that the most important technical ingredient of online success is traffic.

I have likened traffic to your website to gas that powers a car to effectively run and fulfill its purpose. This is very true, based on my experience. When I was starting out, traffic meant everything. I may have had the best products on the Internet, but without them being exposed to potential buyers, they would just collect dust in my cyber closet.

Now we don't want that to happen to your Adsense ads, right?

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Your ads are meant to be clicked, and for this purpose, they must first be seen by potential clickers. This is why you need to get your site out there for the entire world to see.

I have interviewed some of my **Turbozine** newsletter subscribers who have been with me since the start of their online careers. They have managed a great deal of success and I'm proud to say that it's partly because of the collaboration they have had with me. I asked them what they consider to be the best strategy to use when someone intends to increase the volume of traffic to his/her site.

Here are their answers:

Paul V. wrote: "Tweak, tweak, tweak! A large number of your visitors will come from search engine results, so it is still a game of pleasing those search engine spiders. The problem with search engine optimization strategies is that there is no universal rule that is applicable for everyone. So you have to take each strategy with a grain of salt and do some tests on your site yourself. See what works and what does not. See what works best, and improve on them. Always adjust because the rules of the game won't remain static."

In a way, I must say that Paul is correct. Sites aren't built the same way, and they all have different goals and different markets to cater to.

Sophie J. wrote: "Being a frustrated writer, I have found an audience in the web and I have discovered how powerful a tool article marketing can be. John, I remember an issue in your Turbozine newsletter when you first discussed the huge potential of articles as advertising mediums. Guess what? 30 articles on the web, and it has brought my site an average of 400 unique hits per day. Not bad, considering that it's free advertising!"

Sophie owns a scented candle business that she's promoting online. I must admit, that's a pretty hard sell, but she's been posting record sales since opening up her site. Great work, Sophie!

Sandi R. wrote: "Keywords, baby! The write keywords would bring in the right crowd!"

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That was short, but very sweet indeed. It is true that keyword selection is vital in increasing traffic to your website. The right keywords will narrow down the searches made in search engines and increase the possibility of your site appearing in the first few pages of the search results.

In summary, here are some proven ways you can use to boost the traffic for your site, and correspondingly, your Adsense impressions as well.

1. As we've discussed in the previous chapter, your choice of keywords will play an important part in generating traffic from the search engines. Search engine spiders will fetch the keywords you have attached in your pages' meta tags, as well as those which are abundant on your site. As I have recommended earlier, the book [Search Engines Revealed](#) is a good resource for this technique.
2. Submit your site to as many search engines as possible. Don't rely on just one. Think of it this way: if a lot of search engines will index your pages, you'll have more sources of potential visitors. Bear in mind that on average, 80% of your traffic shall be generated from search engines.
3. Try advertising links to your pages on another site. Manually establishing a network of link and banner exchanges can be tiresome though, but you can use [Rank Advantage](#) to make things easier for you. It will give you access to a voluminous number of link and banner partners almost immediately. However, try to avoid reciprocal linking, as search engines don't like this. Try to haggle for a one-way link to your site instead.
4. Try viral marketing campaigns. There are so many ways to do this. I strongly suggest this [guide written by viral marketing guru Jimmy D. Brown](#). It will give you a good start. But for the purpose of this discussion, viral marketing is a series of strategies that will allow the exponential spread of your site's prominence like wildfire. This is usually done by giving something away for free, like an eBook or some other information product, and encouraging the recipient to distribute the same within his network. It's a rapid process. 5 recipients can instantaneously increase to 25, and 625 after that.

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5. Advertise in forums and other online communities. This can be done by properly utilizing the signature box allotted to your account. Include a link to your site in that space so it will be seen by anyone who reads your posts.
6. Create your own forum. By establishing your own community dedicated to the subject of your site, you'll be giving your visitors a reason to return.
7. Try article marketing. Write an article that is relevant to the subject of your site. Submit it to the many article banks on the web. Include a link to your site in the allotted resource box. Good places to start are www.ezinearticles.com and www.goarticles.com.
8. Remember that content is king, and high quality, original content will always, ALWAYS, pull in some traffic. People, after all, are after information. If you provide this to them, they will visit your pages.
9. Try the mighty Blog/RSS Combo. This technique is so lethally effective that I have decided to write a separate section for it in this chapter. Read on, dear friend.

If you're a beginner to Internet marketing, you might find these strategies a little daunting. To help you out, I strongly recommend the [Internet Marketing Cookery](#), which is an eBook I have written for novice and intermediate online businessmen. It will discuss everything that you need to know about eCommerce in a language that is neither too technical nor confusing. I wrote it with you in mind and with your potential success as my inspiration.

IMMEDIATE BOOST TO YOUR TRAFFIC THROUGH THE PHENOMENAL BLOG/RSS COMBO

I never realized the true potentials of blogs and RSS until I discovered this amazing strategy that will get your site indexed fast!

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But first, an introduction to the concepts involved.

A blog was originally designed as an online journal of sorts. But given its very user-friendly interface, and the fact that you can update its content with ease, blogs have become the dream come true for many enterprising Internet marketers.

RSS stands for Real Simple Syndication, and is fast becoming the standard of relaying messages to multiple users. RSS needs two components: a feed generator for the newsmaker, and a feed receiver for the recipient. RSS feeds are delivered straight to the desktop of the subscriber. This feature has made RSS a weapon of choice for countless NETrepreneurs because it has efficiently eliminated the danger of having their correspondence trashed as spam.

Now here's the deal. Follow the steps below and you'll have a site that will be well indexed by the search engines.

Ready?

- Create an account with www.blogger.com. It's a free blogging site owned by Google, which means that Google's robotic little creatures will spider your eventual pages in this domain with priority. Google is the biggest and most popular search engine today.
- Fiddle with the control panel. You'll discover that you can generate your blog entries as RSS feeds and deliver them to any RSS receiver that will accept the said feeds.
- Apply for an account at www.my.yahoo.com and www.my.msn.com. Yahoo and MSN are the next largest search engines. Additionally, an account with the above sites will allow you to receive RSS feeds from your blog.
- Apply for an account at www.pingomatic.com. The tools from this site will allow you to ping the top search engine sites to inform them that you have new content.

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- Now go back to your blog and start posting high quality content, using the keywords relevant to the subject of your site. Add hyperlinks to these keywords that will direct the reader to ALL of your pages. Do this on a regular basis. Don't stop.
- Then go back to your MyYahoo and MyMSN accounts and add your blog entries as RSS feeds.
- Ping the search engine sites with Pingomatic. Their respective spiders will then fervently fetch your account pages.
- Add more entries to your blog and repeat the process.
- This will assure that your site will be prominent in the major search engines. That the content is being updated, albeit indirectly, will help you win the favor of search engines for the benefit of your site's page ranking. That your blogs and RSS feeds contain one-way links to your pages is icing on the cake. You'll be amazed at how fast your site climbs the search engine ladder!

THE IMPORTANCE OF TARGETED TRAFFIC

We have established how traffic plays an essential role in increasing your Adsense impressions.

But there is another alternative that can bring about increased impressions with less generated traffic. This is possible for as long as you are able to invite high quality traffic, that is, visitors who are very, very interested in the subject of your site that they have the highest likelihood of clicking on your Adsense ads.

But how will you be able to attract these high quality visitors, you might ask?

Through traffic targeting is the simple answer.

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Traffic targeting, however, is not for everyone. It is a sharp science that promises effective results to those who will commit themselves to its practice.

Here's a secret.

You have to study your existing traffic first. You can do this through the use of a comprehensive traffic-analyzing program. I strongly recommend [Adtrackz](#), an amazing program created by a good friend of mine, Jonah Klimack. With this little device, Jonah completely revolutionized hit tracking.

The powerful features of [Adtrackz](#) will allow you to track where your visitors are coming from. With this knowledge, you'll be able to focus your marketing campaign on the referring URLs that really count.

Consumer behavior is a variable that has eluded Internet marketers for many years, but with hit tracking and its shining knight, Jonah's [Adtrackz](#), that area becomes less of a mystery and more of an advantage for your benefit.

Additionally, with this fantastic and powerful program, you'll be able to spy on your visitors. You'll discover how long they stay on your site, what links they click, what patterns they use while navigating your pages, and what URL they go to after visiting yours.

This information will allow you to tweak your site to make them stay longer, and more importantly, to make them behave the way you want them to behave.

Tired of waiting for them to click on a link? Adjust your site from what you find out and create ways that will subtly lead them to what you want them to do.

This, in a nutshell, is the science of hit tracking and traffic targeting. Study this area well because, as many veteran webmasters say, it is what separates the men from the boys.

CHAPTER SIX SKYROCKETING YOUR CLICK THROUGH RATE

Click through rate, or CTR, refers to the number of ad clicks per a certain number of impressions. A CTR of 10%, for example, means that 10 users click your displayed AdSense ads per 100 visitors who load your page.

10%, of course, is a very high CTR that only a few webmasters have achieved.

The realistic average would be somewhere between .02 to .08%. But don't let these seemingly low means fool you.

It all depends on the volume of traffic you manage to drive to your site, you see. A small percentage of a very large number would still be substantial enough for some good earning. .08% of 10,000 is still 80. 80 clicks at \$2 CPC would be \$160 per day!

We have discussed how to generate traffic in the previous chapter. Now, we're going to tackle some effective strategies that will help you boost your CTR.

UNIT STYLES AND EFFECTIVE POSITIONING

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From your control panel, you will be given a bevy of options on how to display the Adsense ads on your pages. The following ad units are your choices:

AD UNIT	DIMENSIONS
Leaderboard	728x90
Banner	486x60
Half Banner	234x60
Button	125x125
Skyscraper	120x600
Wide skyscraper	160x600
Medium rectangle	300x250
Large rectangle	336x280
Small rectangle	180x150
Square	250x250

The key to a high CTR is by knowing how to manipulate these allowable presentations to make them more clickable for your visitors. One way to get this done is by learning the efficiency of the placement of your ads on your page.

Leaderboards And Banners

Leaderboards and banners are natural choices for headers and footers of your ads. Take a look at the placement example below. The blocks in blue are the Adsense Ads

[Recommended](#)

This Is A Footer Banner Ad

The problem with banners and leaderboards is that they are susceptible to what is called “ad blindness.” Ad blindness refers to the negligible visibility of the ads on your page. The tendency of your visitors is to go straight to the content of your site, which is usually expected to be in the middle of the page. Hence, headers and footers are usually skipped.

But there is a way around this.

In using banners or leaderboards as headers, try to put them under your headline. This will suggest to the reader that the AdSense ad is a logical link relevant to your headline and it should improve your CTR.

Here is an illustration. Again, the box in blue is your AdSense ad.

The illustration shows a yellow rectangular area representing a page section. At the top, the text **THIS IS YOUR HEADLINE** is written in blue. Below this, a blue rectangular box contains the text **And this your banner ad** in white. Below the blue box, the text **This is the body of your message. Notice how the banner ad is more visible to you, since the common tendency is to read the headline before the body? Your banner ad takes the appearance of a sub-headline that the reader cannot dismiss just like that. Remember, the more logically prominent your ad is, the more chances it has of being clicked.** is written in black.

On the other hand, ads placed at the bottom of the page fare poorly. Avoid doing this as much as possible. Once the visitor reaches the bottom of your page, his/her interests will have probably waned in anticipation of the next pages your site has to offer.

Skyscrapers

Skyscrapers are by far the most popular ad unit type, as it is being used by most webmasters. There are two reasons for this.

First, because the vertical style of skyscraper ads is easier to format, assuring a much cleaner page. You won't have to worry about the sequence of your content, as skyscraper ads are usually positioned on the left or the right side of the page, giving your content a lot of room to "breathe" and effectively conveying the message they want to express with minor disruption.

Second, because skyscraper ads can only be positioned in a space that was previously reserved for onsite links in the pre-AdSense days. Skyscraper ads are usually positioned on the left or the right side of the page, which traditionally have been used as an area where the navigation menu was hosted. Perhaps out of habit, visitors are more likely to see skyscraper ads because of their positioning, and this will lead to a higher CTR for your ads.

Study the examples below.

THIS IS YOUR SITE'S HEADLINE

This is where the body of your page will be located. Notice how the positioning on the skyscraper on the right side of the page is quite difficult to overlook. It's because people read from left to right, and every time their eyes glide to the end of every line, their peripherals will see the ads prominently displayed. This is the best ad position to date and has given a majority of webmasters the most success.

[THIS IS AN AD](#)
This is an ad by Google and it is being used here as an example.

[THIS IS AN AD](#)
This is an ad by Google and it is being used here as an example.

[THIS IS AN AD](#)
This is an ad by Google and it is being used here as an example.

[Ads by Goooooogle.](#)

As we've previously discussed, skyscraper ads at the right side of the page are currently the best performing ad unit type and positioning combo.

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However, there are some concerns that need to be addressed when contemplating this approach.

First, there is the matter of screen resolution. It is suggested that you test drive your page in several screen resolutions to make sure that the ads are not bumped off the visible screen.

Second, Internet Explorer has a glitch that can put your page design in a state of disarray, especially when using multiple columns like this. To get around this, simply adjust the resolution of your pages to 96%.

Now let's go to skyscraper ads on the left side of the page.

THIS IS YOUR SITE'S HEADLINE

<p><u>THIS IS AN AD</u> This is an ad by Google and it is being used here as an example.</p> <p><u>THIS IS AN AD</u> This is an ad by Google and it is being used here as an example.</p> <p><u>THIS IS AN AD</u> This is an ad by Google and it is being used here as an example.</p> <p><small><u>Ads by Goooooogle.</u></small></p>	<p style="text-align: center;">You could place your site's menu in this area</p> <p>This is likewise an effective positioning for skyscraper ads. It seems that visitor behavior has grown accustomed to looking at the right side of the page as an area of importance, hence eliminating the possibility of ad blindness. The only concern with this setup is where to position the menu bar that was displaced. Here's a suggestion.</p>
--	--

Any Internet marketer will tell you that jiving your tactics with known consumer behavior is a wise strategy. Positioning your skyscraper ads at the left side of the page where the menu bar is expected to be found will "trick" your visitors into clicking on the links.

Is it ethical? Well, the ads are quite explicit so you can't blame yourself for your visitors' failure to read them.

Is it effective? You bet! Ad blindness is close to impossible with this setup.

Buttons, Rectangles And Squares

Buttons, rectangles and squares are best used within the body of the page. Perhaps you have encountered some of these. They can be a little pesky for a visitor, quite admittedly, as they break the flow of reading the page's content.

But you're not trying to sell anything, you're trying to make them click on the ads. This seems to be the rationale of most webmasters.

Nonetheless, many have claimed that this approach is quite effective in luring potential clicks.

THIS IS YOUR SITE'S HEADLINE

This is your content. Placing an ad box in this area will be a little tricky and may require a mastery of web design. This is because formatting will be put at risk which might result in jumbled sentences that will make it hard for your visitors to follow.

But with a little testing and a lot of patience, your page could look like this, with the AdSense ad box cleanly integrated into the body of the page.

[THIS IS AN AD](#)
This is an ad by Google
and it is being used here as
an example.

Ads by Goooooogle.

This is likewise an effective positioning strategy, but it is more focused on tricking your visitors rather than inviting them. Don't worry though, all this is legal.

CHOOSING THE RIGHT AD COLORS

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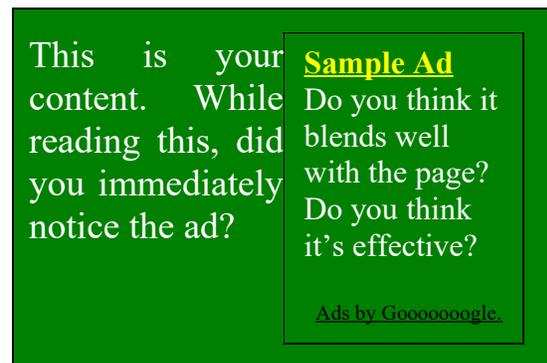
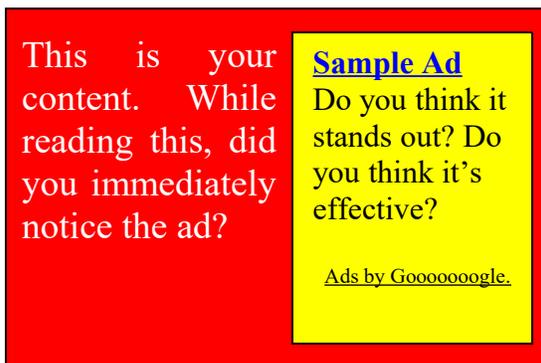
Your control panel will also allow you to manipulate the colors of your AdSense ads for better performance. You can choose from a wide gamut of shades, tints, and hues to come up with the most visually striking ad boxes that you can generate.

But ad colors can also help increase your CTR.

There are two contrasting schools of thought with regard to this.

1. Some webmasters believe that using sharp colors that startlingly distinguish the ads from the rest of the page will win the eyes of the visitors. This, they feel, will eradicate the possibility of ad blindness and invite the visitors to click on the ads.
2. There are other webmasters who believe that blending the ad colors with the general color scheme of the page will lead the visitors to think that the ads are extensions of the content, and this will make them click on the ads.

Let's have a comparative study of both approaches. Which do you think is the most effective?



Here's my suggestion.

Both styles can go either way. It will really depend on the subject of your site and the audience it targets.

A rather sophisticated audience will frown on advertisements, so it would be best to hide your ads by blending the color with the rest of the body. This would assure a greater possibility of them mistaking the ads as parts of your

content, instead of dismissing them altogether from the moment they loaded your page.

A hungry market will naturally be hungry for suppliers. In which case, making the ads stand out would be the better approach. You would want them to see the ads immediately as this will give you a higher CTR.

INCREASING NUMBER OF CLICKS BY REDUCING THE NUMBER OF LINKS

Links have always been about choices.

With links, visitors have a choice to stay, to hop onto your other pages, or to hop onto the sites you're referring. It goes without saying then that by limiting the number of links on your page, your visitors will have no choice but to choose from among the few that are visible.

And most of them would be your AdSense ads!

Imagine if you only have 5 links on your site, instead of 15 or 20. 3 out of the 5 links are for your AdSense ads. The remaining 2 are for navigation on your site.

The chances of a successful click would greatly increase, given that the visitors don't have that much of a choice.

It's a numbers game, and it would serve you well to capitalize on the probabilities. Lower number of choices = more chances of being chosen. Corollary to this, lower number of links = more chances of your ads getting clicked.

So avoid making your page a link party and start transforming it into a click fest!

NEW STRATEGY! **ADDING IMAGES ATOP YOUR AD LINKS**

Amazingly, this new strategy I am about to share with you has been known to increase CTR by as much as 800%!

It's premised on the theory that your CTR would be higher if you'd manage to display your ads in a way that won't make them look like ads. Ad positioning, choice of colors, and manner of integration can help, as we've discussed earlier, but here's an even more powerful approach.

Try to design your site with 3 or 4 images at the bottom of each page, arranged horizontally. These images should be generic enough to complement any of the ads you're expecting from Google.

Now, put your leaderboard Adsense ad box below these images.

Test.

Adjust the space between the images so that they will correspond with the ad links below them.

This will pique the interest of your visitors into clicking the displayed ads. The accompanying images, though not exclusively meant to supplement a particular ad, will win their attention and make them believe that the links provided are integral parts of the content.

Let's illustrate the potency of this strategy.

Which do you find more engaging?

This...

[Take A Personality Test](#)

Know your real self with these series of questions from renowned experts.

[Know Your Inner Self](#)

Stop second guessing your inner motivations with this self-help guide.

[Dream Interpretation](#)

Want to know what the dream was all about? We'll show you its meaning.

Or this...

		
<p><u>Take A Personality Test</u> Know your real self with these series of questions from renowned experts.</p>	<p><u>Know Your Inner Self</u> Stop second guessing your inner motivations with this self-help guide.</p>	<p><u>Dream Interpretation</u> Want to know what the dream was all about? We'll show you its meaning.</p>
<p><u>Ads by Goooooogle</u></p>		

The answer is quite obvious, isn't it? And the best thing about it: it will have the same effect on your visitors!!!

CONSIDER USING GOOGLE AD LINKS

Though these are not really that much different from ordinary AdSense ads, ad links are a lot more concise than the rest.

Ad links are usually one word, or one term, advertisements that are likewise contextually relevant to the subject of your site. If you have a site about telescopes, for example, Google will only send ad links that deal with the subject matter of the site being advertised (in this case, telescopes.)

Here is an example:

Ads by Google
[Binoculars](#)
[Bushnell Refractor Telescope](#)
[Canon Telescope](#)
[Cassegrain](#)
[Celestron](#)

They're not obvious ads. They're like entries to a repository of relevant information.

In the example above, your visitors will have less hesitation clicking on the link about "binoculars," under the impression that it will lead them to more information about the subject.

Using ad links can help increase your CTR, especially if your audience is the type that dislikes blatant advertisements.

NEVER STOP TESTING

There is one rule of thumb in web design, and it has become doubly important with the advent of the AdSense program:

Test, test, test.

Never stop testing. Always strive to discover what works and what doesn't. This is the only way by which you can create a truly profitable site that will milk the AdSense cash cow with impunity!

But testing alone won't be of much help if you do not have a basis for your areas of improvement. You need to couple it with a thorough study of your visitor's behavioral pattern, with respect to both their conduct outside your site and within your pages.

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Now, how will you be able to do this?

I have shared with you a secret in the previous pages, about this nifty little tool called [Adtrackz](#). With this program, you will be able to analyze the statistics relevant to your Adsense campaign. You can find out where your visitors are coming from and adjust your marketing strategies to focus on a specific group. You can discover how long your visitors stay on your pages and what links they click. From this information alone, you can tweak your site to lead them where you want them to go, and you can filter non-performing Adsense ads so that they may be replaced with ones which are more likely to be clicked.

Knowledge is essential in improving your site, and this knowledge can only be gained by constantly testing your pages and studying the results.

Additionally, Google is perennially improving its Adsense program. Policies are changing every now and then, and new features are being added. If you don't try to keep abreast of these changes, you'll most likely miss out on opportunities that you could capitalize on.

So, this is the universal advice that anyone who has considerable experience with the Adsense program will tell you: never stop testing your site. Analyze its performance, determine its strengths and weaknesses, and adjust accordingly.

Remember, success can only be attained and sustained by constantly improving ourselves to meet every challenge thrown our way.

And this goes for our sites as well.

TO CONCLUDE
MAKE YOUR SITE CLICK
TO WIN YOUR VISITORS' CLICKS

I am sure you have learned a lot from the pages of this eBook. Much as I hate to wrap it up, I can't write forever. So instead, I will leave you with a warning. Yes, a warning for a truly valued friend.

Things will change on a constant basis with the Adsense program.

Google is always trying to make their system flawless, ceaselessly finding ways to improve their rules and methods. As enrollees, both you and I, we must learn how to adjust with them. This is the only way by which we can continue to capitalize on the Adsense program and maintain it as a sustainable passive income stream to support our earnings.

With this eBook, I have tried to incorporate the information and strategies that I strongly believe will be most resilient to the policy adjustments that Google will implement in the next year or so. So, what I have disclosed will serve you well for quite some time.

But this eBook, as well as other resources about Adsense to date, I must responsibly state, have a lifespan. There will come a time when Google will make all current information about its Adsense program quite obsolete.

It's just the way it is, dear friend.

But let that be a tale for another day.

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For now, you can earn, and you can earn a lot, from the AdSense program with what we have discussed in this eBook. You have become privy to some very important knowledge that not everyone has access to. To a certain degree, you are now part of an elite group of people who can actually succeed in this endeavor.

The 100 top paying keywords list alone would fetch a substantial amount of dollars in some venues!

So use that knowledge well, and you will be rewarded handsomely. I am very sure of that.

To recap, here are the important things that you should always remember:

- AdSense earnings are dependent on three important factors: impressions, cost per click of the ads your pages invite, and your click through rate.
- Impressions are always dependent on the volume of traffic you are able to generate for your site. For this purpose, you can employ Internet marketing strategies to increase your number of visitors.
- Your ads' cost per click will depend on the keywords you have chosen for the subject of your site. Either you choose the right high-paying keyword before you build a content-focused site, or you choose the right keywords relevant to your subject when optimizing an existing site for the AdSense program.
- Ad unit styles, ad positioning, and ad colors are important in increasing your click through rate. Novel and powerful strategies have been shared, and these are only available for a few people, so you have a distinct advantage over your competitors for the allotted ad clicks.
- Never stop testing your site. Never stop trying to improve your pages. It's the only way to achieve and maintain success in the AdSense program.

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Though I believe that what I have shared will help you a lot in maximizing your AdSense earnings, do not expect to get things right the first time around. Not even the most seasoned AdSense veterans have had great success on their first tries.

This is all I ask: don't give up!

Test and test and test again. Use what you have learned and perfect the process through testing. Determine how you can get things right using what you have learned in these pages. The way to transform theory into practice is seldom easy; it requires a degree of commitment from you.

Just persevere, dear friend, and I have full faith that you will find AdSense a fulfilling field of enterprise.

Also, please bear in mind that knowledge of some Internet marketing strategies will greatly help you increase your AdSense revenues. As I have suggested earlier, the eBook [Internet Marketing Cookery](#) will give you all the knowledge you'll ever need in this industry, presented in a way that is both novel and accessible. Use it as a supplement to this AdSense Almanac.

By the time the information in this eBook has become totally antiquated, I will have come up with a new book by then, which will be definitely be offered first to members of my [TurboMembership.com](#). Join us there and experience for yourself the many benefits of having your own franchise of Turbo line products and exclusive, new goods each and every month. It is truly the only total solutions package on the World Wide Web.

So we have come to the final page of this journey. But this is not the end, my friend.

This is just the beginning on your road to financial success!

May you be blessed with the best that fate can offer for your future endeavors!

Yours,
John Delavera & {--your-full-name--}

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