

Making Money With Adsense

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INTRODUCTION:

My name is Frank Ayres and I am from the UK. I have been doing Internet Marketing for approximately 5 Years Now. I currently make 5 figures per month doing IM. When I first started, I set up some Adsense sites that I haven't touched since launching them that still earn me money every month. So, Adsense is a good way to make money on complete autopilot, and one I recommend to start with.

How To Join AdSense

To start making money with AdSense, you first need to have an AdSense affiliate account. If you already have one then you can skip this part and move onto part 2.

You need to go to <https://www.google.com/adsense/g-app-single-1?destination=/adsense/home> and fill in all the information required.



Welcome to AdSense [What is AdSense?](#) | [Do you already have an account?](#)

Please complete the application form below.

Website Information

Website URL:	<input type="text"/>	?
	<ul style="list-style-type: none">• Please list your primary URL only.• Example: www.example.com	
Website language:	<input type="text" value="Select a language:"/>	
	<ul style="list-style-type: none">• Tell us your website's primary language to help our review process.	
	<input type="checkbox"/> I will not place ads on sites that include incentives to click on ads.	
	<input type="checkbox"/> I will not place ads on sites that include pornographic content.	

Contact Information

Account type: ?	<input type="text" value="Select an account type:"/>
Country or territory:	<input type="text" value="Select a country or territory:"/>

! Important - Your payment will be sent to the address below. Please complete all fields that apply to your address, such as a full name, full street name and house or apartment number and accurate country, Postcode and city. [Example](#).

Payee name (full name):	<input type="text"/>
	<ul style="list-style-type: none">• Your Payee name needs to match the name on your bank account.• Payee must be at least 18 years of age to participate in AdSense.
Street Address:	<input type="text"/>
	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text" value="Select county"/>
ZIP: ?	<input type="text"/>

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TIP:

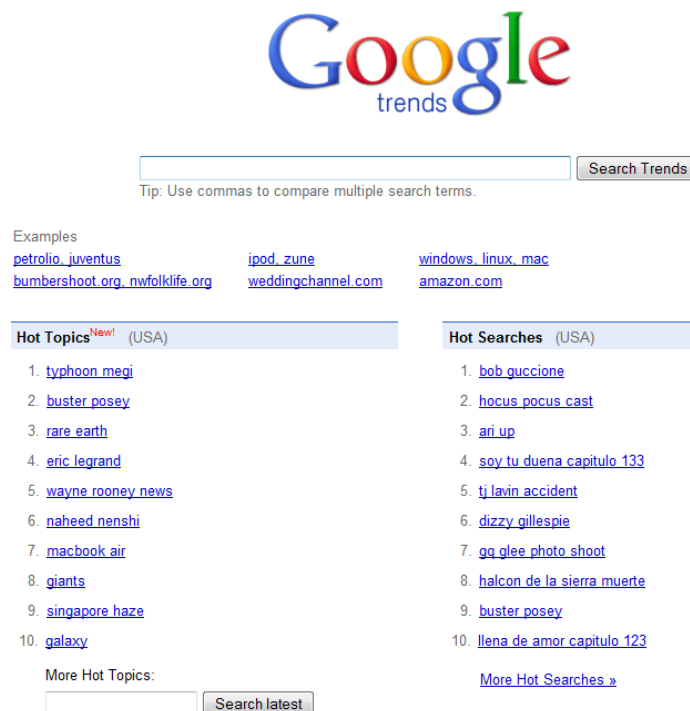
When you enter the URL of your primary site, you will stand more of a chance getting accepted if it is a professional looking established site with no advertising on it. Google doesn't look favorably on accepting sites that look like they have just been put up to get accepted. Therefore, already having ads on it is a big no-no.

Niche Research

There are lots of ways to find niches for Adsense sites. You can just look around you and see products that people want to buy. Think of what current hot products or topics are at the moment that people are talking about or that people want.

If you can't think of anything, there are a few places you can go that might help:

<http://www.google.com/trends> - Google Trends tells you the top things that people are currently searching for, so this might give you some ideas.



The image is a screenshot of the Google Trends website. At the top is the Google logo with the word 'trends' underneath it. Below the logo is a search bar and a 'Search Trends' button. A tip below the search bar says 'Tip: Use commas to compare multiple search terms.' Below this are three example search terms: 'petrolio_juventus', 'ipod_zune', and 'windows_linux_mac'. Below the examples are two columns of search results. The left column is titled 'Hot Topics' (USA) and lists 10 topics: 1. typhoon meg, 2. buster posey, 3. rare earth, 4. eric legrand, 5. wayne rooney news, 6. naheed nenshi, 7. macbook air, 8. giants, 9. singapore haze, 10. galaxy. The right column is titled 'Hot Searches' (USA) and lists 10 searches: 1. bob guccione, 2. hocus pocus cast, 3. ari up, 4. soy tu duena capitulo 133, 5. tj lavin accident, 6. dizzy gillespie, 7. qq glee photo shoot, 8. halcon de la sierra muerte, 9. buster posey, 10. lina de amor capitulo 123. At the bottom of the left column is a 'More Hot Topics:' section with a search bar and a 'Search latest' button. At the bottom of the right column is a 'More Hot Searches >' link.

Google trends

Search Trends

Tip: Use commas to compare multiple search terms.

Examples

[petrolio_juventus](#) [ipod_zune](#) [windows_linux_mac](#)
[bumbershoot.org.nwfolklife.org](#) [weddingchannel.com](#) [amazon.com](#)

Hot Topics (USA)

1. [typhoon meg](#)
2. [buster posey](#)
3. [rare earth](#)
4. [eric legrand](#)
5. [wayne rooney news](#)
6. [naheed nenshi](#)
7. [macbook air](#)
8. [giants](#)
9. [singapore haze](#)
10. [galaxy](#)

More Hot Topics:

Search latest

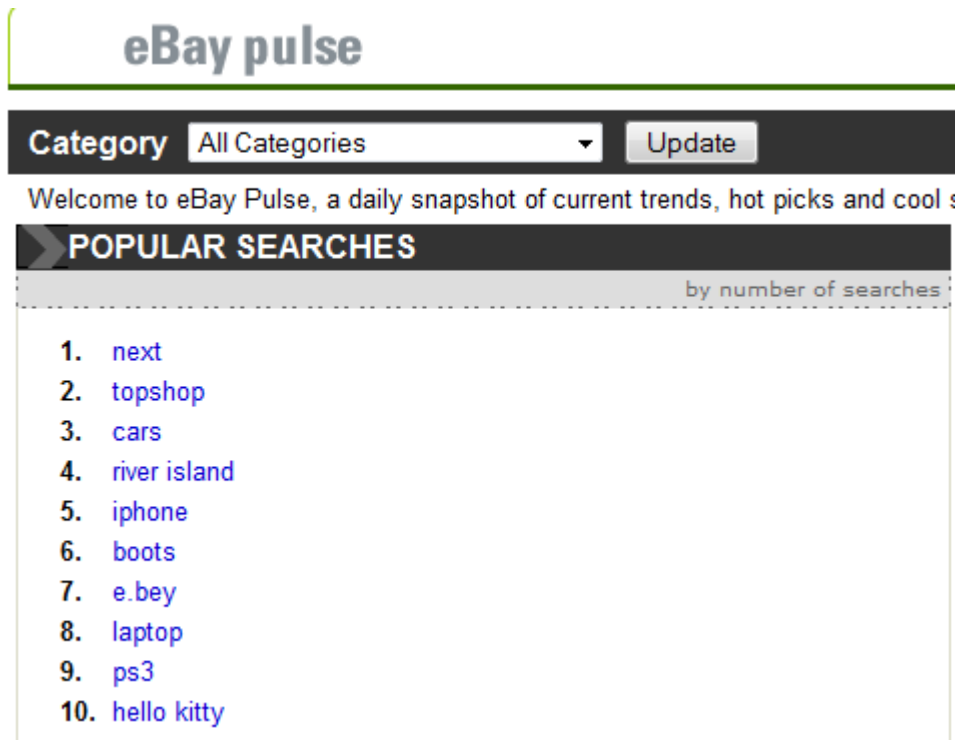
Hot Searches (USA)

1. [bob guccione](#)
2. [hocus pocus cast](#)
3. [ari up](#)
4. [soy tu duena capitulo 133](#)
5. [tj lavin accident](#)
6. [dizzy gillespie](#)
7. [qq glee photo shoot](#)
8. [halcon de la sierra muerte](#)
9. [buster posey](#)
10. [lina de amor capitulo 123](#)

[More Hot Searches >](#)

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<http://pulse.ebay.co.uk/> - Like Google, this one tells you the hottest products on eBay.



The screenshot shows the eBay Pulse website interface. At the top, there's a header with the text "eBay pulse". Below this is a navigation bar with a "Category" dropdown menu set to "All Categories" and an "Update" button. A welcome message reads: "Welcome to eBay Pulse, a daily snapshot of current trends, hot picks and cool s". The main section is titled "POPULAR SEARCHES" with a subtitle "by number of searches". A list of ten popular searches is displayed, each with a number and a blue hyperlink.

POPULAR SEARCHES	
by number of searches	
1.	next
2.	topshop
3.	cars
4.	river island
5.	iphone
6.	boots
7.	e.bey
8.	laptop
9.	ps3
10.	hello kitty

Keyword Research

There are both free and paid ways of doing this. Paid ways are normally quicker but I am just going to cover the free ways at the moment.

First you can use the free Google keyword tool here:

https://adwords.google.com/o/Targeting/Explorer?_u=1000000000&_c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none

The screenshot shows the Google AdWords Keyword Tool interface. On the left, there's a sidebar with 'Tools' (Keyword Tool, Traffic Estimator) and a list of categories (Apparel, Beauty & Personal Care, Computers, Consumer Electronics, Family & Community, Finance, Food, Gifts & Occasions, Health, Hobbies & Leisure, Home & Garden, Law & Government Products, Media & Events). The main area is titled 'Find keywords' and includes a search box for 'Word or phrase (one per line)' and a 'Website' box. Below these are checkboxes for 'Only show ideas containing my search terms' and 'Advanced options'. A yellow box prompts the user to 'Type the characters that appear in the picture below. Or sign in to get more keyword ideas tailored to your account.' The image shows the word 'tedea' in a stylized font. Below this are dropdown menus for 'Locations and languages' (All Countries, United States, United Kingdom, Japan, Germany) and 'All Languages' (All Languages, English, Japanese, German, Portuguese). There are also checkboxes for 'Include specific content', 'Include adult ideas', 'Show ideas for', and 'Mobile search'. A 'Filter keywords' section shows 'Local Monthly Searches' and a 'Remove' button. A 'Search' button is at the bottom.

TIP:

Make sure you click on options and set the territory to the correct one you are trying to target, i.e. USA, UK or Entire World and so on.

Enter your seed keyword into the keyword box and click search. Enter the capture if required. You will get a list of keywords. On the left hand side, untick Broad and click on Exact – this will give you a more accurate result of what is being searched for.

Domain Name and Hosting

Domain Names

You will need a domain name and hosting if you don't already have it. There are 2 domain name sites that I use and am pleased with:

Name.com

Internet.bs

Hosting

For hosting, there are lots of different companies but one I recommend is Hostgator. Their baby account is only \$9.95 per month for unlimited sites and, if you sign up using this coupon, you get the first month for only 1c.

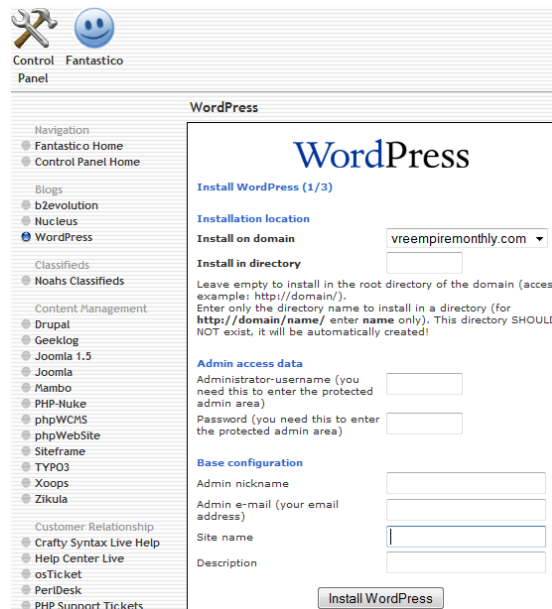
<http://vreempiremonthly.com/Recommends/Hostgator>

1c Coupon: AdsenseReport

Building site

There are lots of ways to build a site, but the cheapest way is to use WordPress. It is free and easy to install.

If you have hosting from companies that have Cpanel, like Hostgator, then you can use a program called Fantastico De Luxe. With a few button clicks, in less than 5mins you will have WordPress installed.



The screenshot shows the Fantastico De Luxe control panel interface. At the top, there are icons for 'Control Panel' and 'Fantastico'. Below this, a sidebar on the left lists various applications and services, including 'Navigation', 'Blogs', 'Classifieds', 'Content Management', and 'Customer Relationship'. The main area is titled 'WordPress' and shows the 'Install WordPress (1/3)' wizard. The 'Installation location' section includes a dropdown for 'Install on domain' (set to 'vreempiremonthly.com') and a text box for 'Install in directory'. Below this, there are fields for 'Admin access data', including 'Administrator-username', 'Password', 'Admin nickname', 'Admin e-mail', and 'Site name'. A 'Description' field is also present. An 'Install WordPress' button is at the bottom right of the form.

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Then you just need to get a theme. There are lots of free themes available depending on the niche you are interested in. Just do a Google search for “Free WordPress Themes”.

Here is a list of some Free Adsense WordPress Themes:

- <http://www.doshdosh.com/bluesense-theme/>
- <http://www.wpskins.org>
- <http://topwpthemes.com/templates/adsense-ready>
- <http://www.bestwpthemez.com/top/wordpress-templates/adsense-ready>
- <http://www.equicktips.com/adsense-ready-wordpress-themes>
- <http://silentbits.com/wordpress/wordpress-themes/seo-adsense-wordpress-theme>
- <http://www.sem-pros.com/search-engine-marketing/services/adsensewordpressthemes.html>

Once you have installed your theme, you need to add some plugins. I recommend you get ones for Adsense, Sitemap, and SEO. Here is a list of plugins I recommend. These are all free:

- Addthis
- all-in-one-Adsense-and-ypn
- evermore
- Google-sitemap-generator
- Privacy-Policy
- WP-contact-form

TIP: If you have Adsense on a site, you must include contact details and a Privacy Policy that covers Adsense

Making Money With Adsense

Here is a sample privacy policy you can use:

Privacy Policy

If you require any more information or have any questions about our privacy policy, please feel free to contact us by email at EMAIL@YOURDOMAIN.COM.

At YOURDOMAIN.COM, the privacy of our visitors is of extreme importance to us. This privacy policy document outlines the types of personal information is received and collected by YOURDOMAIN.COM and how it is used.

Log Files

Like many other Web sites, YOURDOMAIN.COM makes use of log files. The information inside the log files includes internet protocol (IP) addresses, type of browser, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and number of clicks to analyze trends, administer the site, track user's movement around the site, and gather demographic information. IP addresses and other such information are not linked to any information that is personally identifiable.

Cookies and Web Beacons

YOURDOMAIN.COM does not use cookies.

Some of our advertising partners may use cookies and web beacons on our site. Our advertising partners include Google Adsense.

These third-party ad servers or ad networks use technology to the advertisements and links that appear on YOURDOMAIN.COM send directly to your browsers. They automatically receive your IP address when this occurs. Other technologies (such as cookies, JavaScript, or Web Beacons) may also be used by the third-party ad networks to measure the effectiveness of their advertisements and/or to personalize the advertising content that you see.

YOURDOMAIN.COM has no access to or control over these cookies that are used by third-party advertisers.

Making Money With Adsense

You should consult the respective privacy policies of these third-party ad servers for more detailed information on their practices as well as for instructions about how to opt-out of certain practices.

YOURDOMAIN.COM's privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites.

If you wish to disable cookies, you may do so through your individual browser options. More detailed information about cookie management with specific web browsers can be found at the browsers' respective websites.

- *Google, as a third party vendor, uses cookies to serve ads on your site.*
- *Google's use of the DART cookie enables it to serve ads to your users based on their visit to your sites and other sites on the Internet.*
- *Users may opt out of the use of the DART cookie by visiting the [Google ad and content network privacy policy](#).*

Because publisher sites and laws across countries vary, we're unable to suggest specific privacy policy language. However, you may wish to review resources such as the [Network Advertising Initiative](#), or NAI, which suggests the following language for data collection of non-personally identifying information:

We use third-party advertising companies to serve ads when you visit our website. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this, and other, websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, click here.

You can find additional information in Appendix A of the [NAI Self-Regulatory principles for publishers](#) (PDF). Please note that the NAI may change this sample language at any time.

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After the plugins you need content. This can be obtained in different ways. The best way is unique content. The cheapest way is to write them yourself. They don't have to be long. Approximately 300 words per post will do fine. The easiest way is to outsource and pay someone else to write them for you, but this will set you back about \$5-\$10 per article.

The other option is PLR. You can get this for free if you search on Google, but you will need to rewrite some of it to make it more unique. Otherwise, the search engines won't like it.

The last way is article directories. All article directories will allow you to publish their articles on your site as long as you don't change the content. This is an easy way to get content, but there will be lots of sites showing the same content. However, you can use this as filler content to add to your unique content so you don't need to write as much yourself.

Getting Traffic to Site

There are lots of free methods. Again, the paying ones are easier, but I want to concentrate on the free ones in this report.

First, make sure you have a sitemap generator plugin and that you submit the sitemap to Google. In that way, every time you publish a new article, Google is alerted and updates its searches with the new information. Also, a good way to get Google interested in your site is to drip feed the articles. For example, if you have 10 articles to add to site, put 5 up straight away and then add the extra 5 to be drip fed every 3-4 days. It will appear that you are adding new content regularly, which Google likes.

As it is a WordPress blog, you automatically have an RSS feed created for you, which is a great way to promote the site. There are lots of site where you can submit your details and get your feeds pinged by the search engines. Following are some good ones:

- <http://pingomatic.com>
- <http://pingoat.net>
- <http://pingler.com>
- <http://www.feedping.com>

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Another way is by writing articles and having them submitted to article directories. This gets you backlinks that search engines like, but also links back to your site that humans will like as well!

Here is a list of the top Article Directories:

- Ezinearticles.com
- ArticlesBase.com
- GoArticles.com

There are many more to choose from, but if you stick to these 3, you won't go wrong.

Another way is video marketing. All you need is a short video of 30 seconds-2 minutes with a link back to your site. You can upload it to YouTube for free, and this is a great way to get traffic to your site. Also, you can do social bookmarking with places like Digg, Delicious, Stumbleupon and others.

Conclusion

Good money can be made from Adsense, if you do it right. You can start making money using the free methods listed here. Once you start making money, you can buy tools that will help you expand your Adsense empire further and pay to outsource your article writing and promotion.

Good luck with your online business!

Frank

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