

Adsense Profits EXPOSED!

**How To Make a Small Fortune From
Your Own Niche Adsense Websites**



Table of Contents

The Ins and Outs of Adsense	3
The Basics of a Niche Website Explained	6
How to Sign Up for an Adsense Account	9
Developing and Designing the Website.....	13
How To Insert Adsense to Your Website	14
The Placement of the Ads	14
Now it's time to get Adsense ready	16
Content is King	20
The Type of Content You Will Need	20
The Basics of Keywords	21
A Brief Overview of Content	23
The Subjects to Write About	25
Getting People to Your Website	28
Optimizing Your Website for Search Engines	28
Basic Link Building Strategies.....	29
Blogging and Message Board Link Building Strategies.....	29
Using Article Directories to Build Links.....	30
Using Social Networking Sites to Your Benefit.	30
Parting Words	32

The Ins and Outs of Adsense

Tens of millions of people surf the internet every day. Some of them are doing so to shop for products and services online. Others are just skimming all the sights and sounds of the World Wide Web just for fun. However, there is a common denominator among both of these groups. If either of them comes across a good deal they are bound to jump on it. Or, at the bare minimum, they will at least stop and check a good deal out.

Ultimately, if an attractive advertisement is staring straight at them, they might investigate further. This is true even if this wasn't the original intention.

For example, they may have an interest in politics and visit a politically oriented website. As they read all the news headlines something catches their eye: an innocuous advertisement appears in the corner of the website. Actually, there are several advertisements. One of the ads mentions "50% discounts on new political book releases". So, the visitors click on the ad and is immediately taken to the website promoting the books. However, they do not make a purchase. But, this does not matter to the owner of the political website. After all, the website publisher has already earned income thanks to the visitor clicking on the ad. And, no, there are no questions asked. His is credited for having sent traffic to the advertiser. Does this sound like a good deal? If it does...it's because it is.

Welcome to the world of Adsense, Google's revolutionary "Pay Per Click" advertising strategy that pulls in billions of dollars in revenue per year. And, yes, a lot of that money goes right into the pockets of those whose website hosts the Adsense ads. Best of all, this is an easy and lucrative process that takes mere minutes to set up.

Can you explain Adsense in a little further detail?

Adsense is an attractive method of marketing for businesses. Traditionally, website ads needed to pay for their display placement on websites. With Adsense, the advertiser does not pay for placement. The advertiser pays for clicks. Hence, the name "Pay Per Click" (PPC). The way this works is rather simple. The advertiser only needs to pay for those visitors who actually click on the ads. If no one clicks on the ads, they are not charged a fee. This encourages more and more

advertisers to become involved with Adsense. As such, the pool of advertisers in the Adsense realm is so vast there are now advertisers for any and all websites.

This is also a very easy process for the website owner. All one has to do is copy and paste Adsense code onto their website. The ads will appear immediately. At first, they will be generic advertisements. Often, they will be mere public service announcements. This is to buy time for the Adsense "spiders" as they crawl the publisher's website. Once they crawl the site, they will determine what type of website it is. Then they will affix rotating advertisements that are in accordance with the subject matter of a website. For example, if the website deals with hunting and fishing, the spiders will pick up on this and the ads appearing on the sites will reflect hunting and fishing ads.

While we are using the term website, there are various different online resources Adsense ads can be placed upon. Blogs are commonly employed as a venue for Adsense. Social networking sites are used as well. (MySpace pulls in over \$30 million a MONTH from PPC ads) Website directories are frequently subsidized by Adsense ads. However, the "average person" will usually utilize a niche website as the platform for an Adsense campaign. As such, we will mainly deal with these niche websites herein.

To illustrate, here's a screenshot of what Adsense ads looks like on a particular site:



How to Get Rid of Acne Almost Overnight - Here Are the Most Amazing Tricks You Must Know

By Rahul Talwar ☆

Article Word Count: 313 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

I Healed My Acne Scars

Learn How I Removed My Acne Scars
Using a Powerful Natural Solution
www.scarstretchmarkremoval.com

Acne Scar Treatment Kit

Treat scars &
discolouration Powerful
results guaranteed
ZENMED.COM/ScarKit



[Print This Article](#)



EzinePublisher



Send To Friends



Add To Favorites



Post A Comment



Suggest Topic

Ads by Google

Vanish Acne in 3 Days
Cure your acne in 3 days naturally & easily from home. Begin today!
tinyurl.com/2luly3

Stop Acne Like Roaccutane
Stopping excess skin oil internally is the only way to truly stop acne!
Vilantae.eu/australia/

Pigmentation Treatments
Save up to 60% on Pigmentation Treatments. Sydney, Book now.
www.resultslaserclinic.com.au

Acne Home Remedies
What Will Clear Your Skin For Good?
2008's Top Acne Remedies Revealed!
www.researchacnetreatments.com/

Top 3 Blackhead Treatment
2009's Top Blackhead Removers
Strongest Blackhead Cures Exposed!
www.BlackHeadsTreatment.net

You had most likely come across it while searching on Google, too:

Google™ dog training Advanced Search Preferences

Search: the web pages from Australia

Web Results 1 - 10 of about 24,100,000 for [dog training](#) (0.12 seconds)

[Dog Training at home](#) www.DogTrainingSydney.net.au/Hanrob Get your **dog** trained at your home by our expert trainers. Call Now!

[Schmackos Dog Training](#) www.schmackos.com.au/training SCHMACKOS **dog training**. Teach your **dog** to crawl, beg and fetch!

[Training Your Dog at Home](#) www.TheDogTrainingSecret.com Tips, Tricks, & Proven Techniques Reveal Secrets to **Dog Training**.

Related searches: [dog training tips](#) [puppy training](#) [online dog training](#)

Looking for local results for **dog training**?

Remember this location

[Bark Busters Home Dog Training Australia, specialising in dog ...](#)

Bark Busters Home **Dog Training** Australia - we come to you to train your **dog** - any age, any problem, any time.
www.barkbusters.com.au/ - 36k - [Cached](#) - [Similar pages](#) -

[Dog training - Wikipedia, the free encyclopedia](#)

8 Feb 2009 ... **Dog training**: the process of teaching a **dog** (*Canis lupus familiaris*) to perform certain actions in response to certain commands which the ...
en.wikipedia.org/wiki/Dog_training - 69k - [Cached](#) - [Similar pages](#) -

Sponsored Links

[Pup Head Dog Log](#)
Convenient For Dogs Of All Sizes.
Only \$249.95. Buy Online Now!
www.BowHouse.com.au
Sydney, NSW

[Potty Training Puppy](#)
Your Puppy Will Never Pee Inside Again. System Works in 7 Days!
HousebreakingMyPuppy.com

[Pets Dog Training Sydney](#)
Dog Obedience Training in Sydney
Guaranteed Training Results
www.PetsTraining.com.au

[Worlds Best Dog Training](#)
Stop **Dog** Behaviour Problems
Dog Training Immediate Results
www.kingdomofpets.com

[Dog Whisper Training \\$37](#)
Follow This Celebrity **Dog** Trainers
Advice For Fast Results. All Dogs!
www.DogProblems.com/Whispering

The Basics of a Niche Website Explained

Of course, in order to earn money from Adsense you will need a viable venue on the web that will attract visitors. This comes in the form of a niche website. As the name implies, a niche website is a website that appeals to a certain audience. Through targeting this audience and attracting them to the site, you will also provide them with exposure to the many Adsense ads that will appear on the site itself.

For example, there are many people who love science-fiction. As such, a niche website that deals with the subject of science-fiction could attract legions of fans. They would then see various Adsense ads that deal with their favorite collectibles, hobbies, and memorabilia. Upon visiting your niche site, these fans would then patronize the Adsense ads. Here's an example site for the 'scrapbooking' niche:



Home Blog About Archives Store Directory Topsites Galler

SITE SPONSORS

- ◆ [123 Scrapbook](#)
- ◆ [3 Angels Scrapping](#)
- ◆ [Aisle 5 Games](#)
- ◆ [Allcraftz For You](#)
- ◆ [Anna's Craft Cupboard](#)
- ◆ [Chook Scraps](#)
- ◆ [Cyberscraps](#)
- ◆ [Heaven-Sent Scrapbooking](#)
- ◆ [Hybrid Designs](#)
- ◆ [Joyful Scraps](#)
- ◆ [Lime Tart](#)
- ◆ [Little Scrapbook Shop](#)
- ◆ [Scrap Of Difference](#)
- ◆ [Scrap Of Your Life](#)
- ◆ [Scrapbook Savvy](#)
- ◆ [ScrapBoutique](#)
- ◆ [Simply Fresh Kits](#)
- ◆ [Tarisota Collections](#)

SPONSORED LINKS

Ads by Google

[Free Scrapbooking Layouts](#)

100+ Designs.
Add Photos & Music. Create A Stunning Scrapbook!

www.smilebox.com

[Scrapbooking Layout](#)

Free Layouts, Backgrounds & Graphics. 100s to Choose From!

[webfetti.com](http://www.webfetti.com)

[Brads Scrapbooking](#)

100's of Original Brad Designs
Brads & Eyelets for Scrapbooking

www.eyeloutlet.com

[Outback](#)

Welcome to Aussie Scrapbooking

Sunday, February 22 2009 @ 09:22 PM GMT-11

Welcome!

Aussie Scrapbooking is a scrapbooking blog featuring fresh scrapbooking news and information in Australia!

Subscribe To The Blog

Receive our blog updates via [Email](#) or [RSS](#).

Submissions

We take [submissions](#). For more information on what we publish [this](#).

Stores & Shopping

Browse our [Aussie Top 100 Scrapbooking Sites](#) or [Store Directory](#) for a tour of the best in Australian scrapbooking shopping.

Easter Scrapbooking Ideas - Baskets, Boxes & Bags

Sunday, February 22 2009 @ 11:00 AM GMT-11

Contributed by: [Jill](#)

Views: 25

Regular readers may remember my recent post sharing [Easter Scrapbooking Ideas](#) - if you missed it, you can read it here: [Easter Scrapbooking Ideas](#)

This post continues on with the Easter theme - today I'm linking to some ideas for Easter baskets, boxes and bags that I've discovered in my inspiration.

1. [Bunny gift box](#) (below) at Craftideas.info - A seriously cool corrugated cardboard box. You can't really see it in the image because the section sits between the two bunny shapes. The bunny shape is [here](#).



2. [Bunny gift bags](#) (below) by Aussie TV personality Tara De Groot and follow the detailed instructions to make these gorgeous bags.



(source: aussiescrapbooking.com.au)

While science-fiction is a broad topic, please do not assume that all niche websites need to center on a broad topic. Using science-fiction as an example once again, you could develop a niche website that would deal with a subset of the genre, a specific television program or movie, or a favorite author. And, of course, this same strategy can be applied to any subject matter you select as your niche site.

However, some may contend that niche websites that promote a product or service will be less successful than one that promotes a hobby or interest. Such an assessment may or may not be true depending upon the way the niche website is crafting. If the website is informative or entertaining then it will not turn off its visitors. This means they will stay around for a while and, hopefully, patronize the Adsense ads that appear on the site.

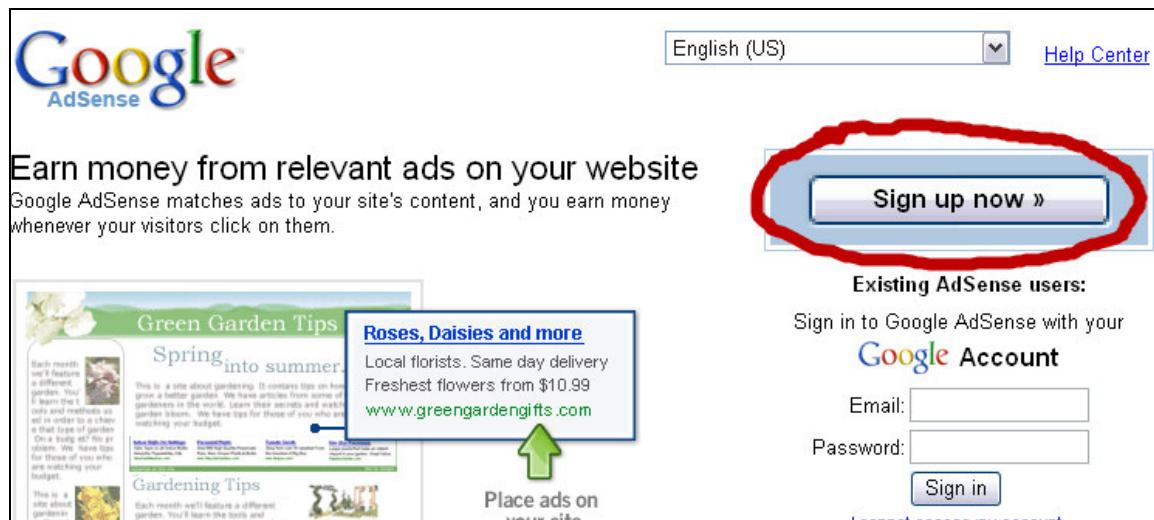
And, of course, quantity is helpful as well. If one niche website is drawing an audience and revenues, then two websites will give you the potential to draw twice as much. Of course, dozens of websites will have the potential to provide an unending supply of revenues. After all, the more websites you have out there, the more Adsense ads you will have floating on the net. This will dramatically increase the potential for earning revenues.

However, it is important to not confuse quantity with quality. Slopping together hastily composed websites and tossing them out into cyberspace is not the way to earn Adsense income. If it were then no one would need a job as it would only take five minutes to make an amateurish niche website. And, no, amateurish is not the way to run any business venture.

Instead, take your time with each niche website you create. Make sure they follow all the established rules of quality website design and presentation. Ensure that the content of the website is valuable and worth reading. Make the site look like a professional, quality work and not a rush job. Do this with every website you create. This will greatly increase the odds of success.

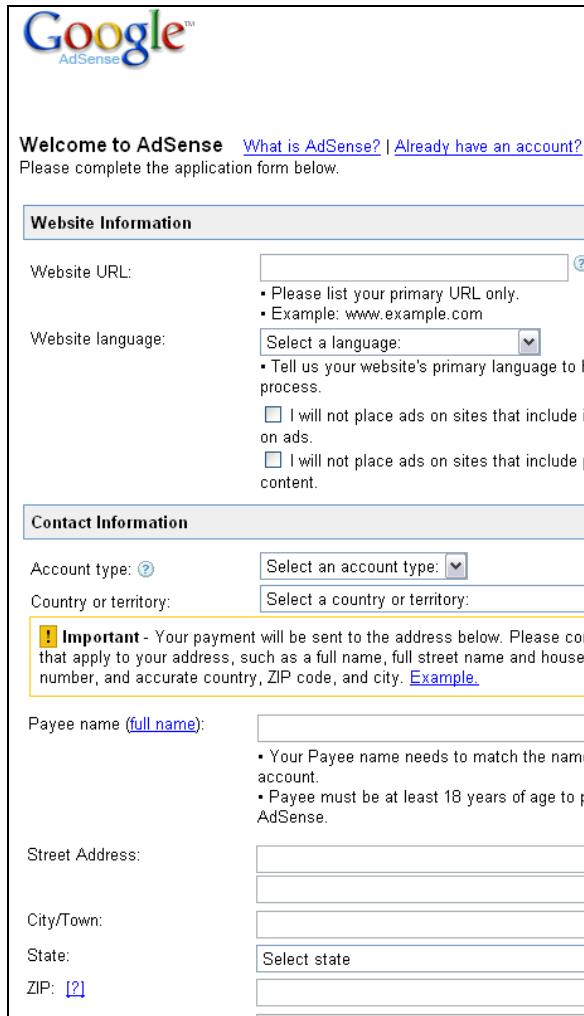
How to Sign Up for an Adsense Account

Signing up for an Adsense account is not a complicated process. Often, an applicant can complete the necessary sign up steps in a few minutes. Yes, those who sign up for an Adsense account must apply for it. Google would need to approve your application as working with Google is not a "right". However, the criteria are nothing too complex.



www.google.com/adsense

The application form is fairly self-explanatory. The first section of the website deals with the type of websites you will be placing the advertisements. Note: You can place your Adsense code on as many websites as you like. However, when you sign up for your application you will need to list a primary website that Google will review upon processing your application. So, provide the website's URL and then provide the language that the website is published in. While Adsense is not available in all languages, the volume of languages that are available is fairly expansive.



The screenshot shows the Google AdSense application form. At the top, the Google AdSense logo is displayed. Below it, the text "Welcome to AdSense" is followed by links to "What is AdSense?" and "Already have an account?". A note says "Please complete the application form below." The form is divided into sections: "Website Information" and "Contact Information".

Website Information

- Website URL: (?)
 - Please list your primary URL only.
 - Example: www.example.com
- Website language: (?)
 - Select a language:
 - Tell us your website's primary language to help us process.
- I will not place ads on sites that include inappropriate ads.
- I will not place ads on sites that include pornographic content.

Contact Information

- Account type: (?)
 - Select an account type:
- Country or territory:
 - Select a country or territory:
- Important** - Your payment will be sent to the address below. Please correct any errors in the address you enter. Please enter the address that applies to your address, such as a full name, full street name and house number, and accurate country, ZIP code, and city. [Example](#).
- Payee name ([full name](#)):
 - Your Payee name needs to match the name on your account.
 - Payee must be at least 18 years of age to receive payment from AdSense.
- Street Address:
- City/Town:
- State: (?)
 - Select state:
- ZIP: (?)

The next step is to make a few "promises" to Google. You will click on an agreement that you will not place any ads on your websites that are an incentive for visitors to click on the Adsense ads. Yes, it is tempting to post a notice such as "Please support this site by clicking on the ads" but it is illegal under the terms of Adsense's service. This is because Adsense is only interested in PPC traffic from interested parties. It is not interested in providing a charitable foundation for the website publishers. Again, Google takes this very serious and if they catch you soliciting clicks on the ads, they will revoke your membership and it is doubtful they will ever trust you with an account again!

The next area of affirmation centers on promising Google you will not include any pornographic content on the site. Google wishes to remain a family friendly company. They will not subsidize anything pornographic in nature.

The next step is to note whether or not you are signing up as a business or an individual. This is generally for tax purposes. Individual's will provide a social security number (SSN) and businesses will eventually provide an employer identification number (EIN).

Then, you will need to provide your complete name and mailing address. Google does not use PayPal. It sends checks via the mail. As such, it is critical that you provide accurate information in this section. Also, Google reports all US income to the Internal Revenue Service. This is further reason why completely accurate information must be entered in this section. Adding your phone number and email is also requested in case Adsense must get in contact with you.

Finally, you will need to affirm three things. First, you will agree not to click on your own ads. Second, you will certify that you have read all the Adsense Program Policies. And, thirdly, you must certify you do not already have an approved Adsense account.

Policies	
AdSense applicants must agree to adhere to AdSense program policies (details)	<input type="checkbox"/> I agree that I will not click on the Google ads I'm serving <input type="checkbox"/> I certify that I have read the AdSense Program Policies . <input type="checkbox"/> I do not already have an approved AdSense account. (Click here to check)
Submit Information	

(Adsense agreement to policies)

Let the truth be told: if you click on your own ads Google will find out and ban you for life! Many people have tried this and none of them have been successful! So, avoid doing this under any circumstances. Even accidentally clicking on your own ads could have serious repercussions. The Adsense Program Policies are fairly lengthy but they are well worth reading. They tell you all you need to know about staying in compliance with Adsense' rules. And it is very important you stay in compliance if you wish to maintain your membership! And there is only one Adsense account per individual. This helps maintain the honesty and integrity of the members.

After you have filled out the information, all you need to do is click the "submit" button. More than likely, you will be approved within 3 days. Once you are approved you will receive a code. The code then needs to be placed on the appropriate section of your website. Different

websites will vary in this regard. If you are unsure of where to place your code, contact your web hosting service. They can provide the answer. Once you place the code, Public Service Announcement ads will appear on your site. This is because the crawlers have yet to determine the content of your site. Once they have they will adjust the ads so that they will be more appropriate for visitors.

And speaking of your website....

Google probably will not approve your application if your primary website is, essentially, of little value. If your website has very little in terms of text content or is under construction, your application will probably be denied. Also, if the website is poorly designed, difficult to navigate or loaded with various technical issues such as broken links, it will probably be denied as well. Therefore, it is important that you have a decent website in place before applying for an Adsense account. If, however, you do have a solid website then the odds are pretty good that you will be approved! Remember, Google is looking for quality sites to do business with as quality sites are the ones that draw in a lot of traffic.

Let's repeat this very important point: You need a decent, well constructed, valuable website for Google to approve your account!

How will you know when you are approved? Google will send you a confirmation email. You simply click on the link and you are in business. However, you will need to build your business so that it is a solid revenue generator. While there is no hard and fast rules as to what is or isn't the best Adsense strategy, there are a few tried and true methods that are helpful. We'll explore some of those methods next.....

Developing and Designing the Website

Surely, there are many who wonder how they can develop and Adsense niche website if they are not familiar with website design and development. This is a legitimate concern, but it should not be the source of any worry. This is because there are a number of options available to those who need a website. Many people who have never heard of website design or development prior to discovering the concept of the Adsense niche campaign have gone on to huge success. If it wasn't a problem for them then it shouldn't be a problem for you. Here are a few of the ways to solve the design/development conundrum....

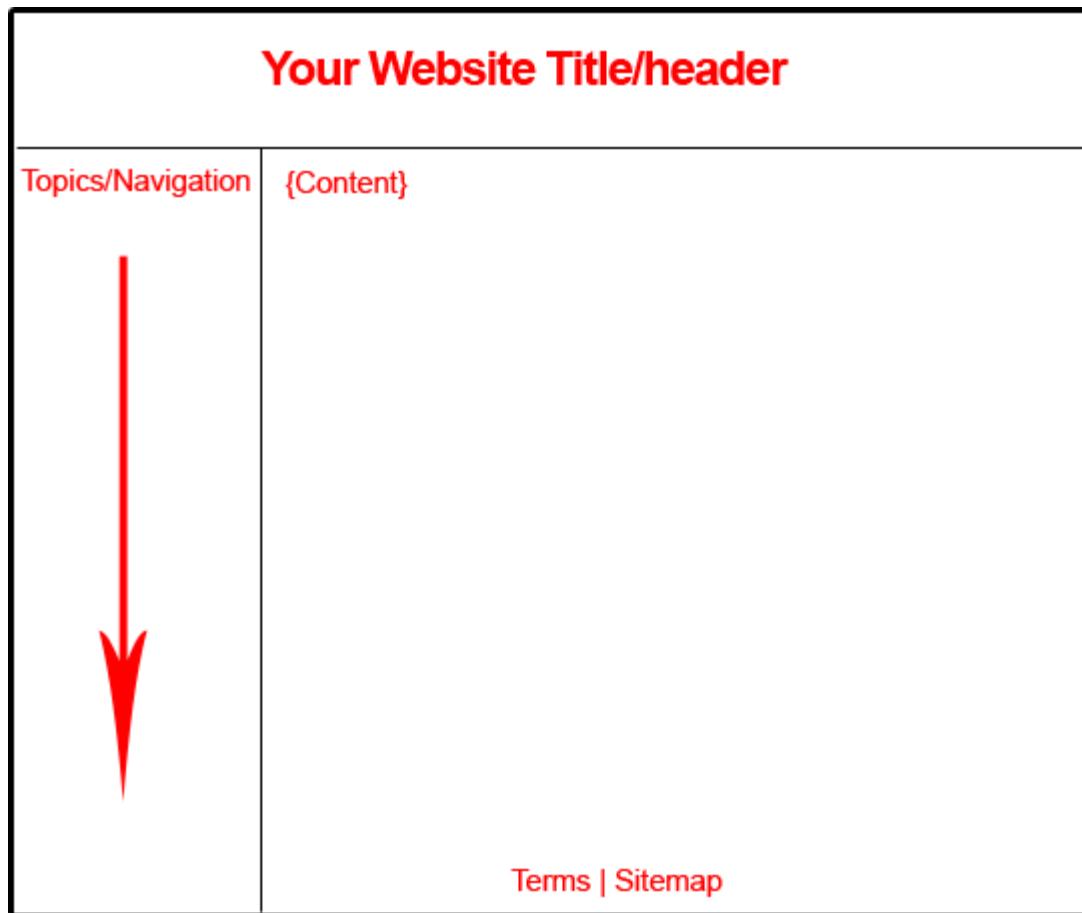
The first option would be to hire a design and development company to host and craft your websites. Obviously, this would come with a variety of costs. The designers and the hosting companies would have to be paid for their services. Of course, if the niche website delivers solid revenue then these costs would be covered. And, yes, the costs of designing and developing a website are tax deductible.

A cheaper option would be to secure the service of a website company that provides templates for niche websites. These sites can cost a nominal fee per month and they are easy to navigate. You simply enter the text of your articles into the designated spots and hit publish.

The final option, and one that doesn't require any money, is to create the website yourself. You can use a free website builder like Kompozer (www.kompozer.net) to create your website.

On a side note, there are free website hosting companies available as well. They are not always the nicest in design and you probably will give them space on the site for their own ads. That is the tradeoff for getting a free website. For some, this is a fair trade.

As a basic guide, you want your website's layout to look like the following illustration:



How To Insert Adsense to Your Website

Before inserting Adsense ads to your webpage, you need to know where to place it:

The Placement of the Ads

Where are these ads placed? There are a number of options as various codes are provided. The ads can be placed in the right or left margins, the top or bottom of the page, or even in the center of the page. They will also appear on all the subpages of the site as well. And, as previously mentioned, there is NO cost to the website owner. Google Adsense is a completely free program. You acquire the code for free, ad it to your site, and then collect on the clicks. Ok, there is a little more to this process than the cursory explanation just provided.

However, on a basic level, the purpose of an Adsense niche website is to promote the Adsense ads. That means they need to be clearly displayed on the website. Often, people will place them on a site somewhat haphazardly. Others select ad placements that are ok, but ok is, well, just ok. You do not want ok because it is akin to being average.

You do not want to place your ads in an average manner. You want to do so in a manner that will maximize the rate of success for your site. A rule of thumb here is to place the ads in a manner that complements the website. Work with the design of the site and not against it. Some designs yield better results with the ads at the top of the page while other work best with the ads in the margins. Perform a little trial and error and see which placement strategy works best for you.

Here's a basic guide on placing Adsense ads:

Your Website Title/header

Topics/Navigation	Adsense ads - 'Leaderboard' style
	{Content}
Adsense ads - 'Skyscraper' style	
Terms Sitemap	

Now it's time to get Adsense ready

Entering in the code for your Google Adsense account is just as simple. So, you do not need to assume that running your own niche website is all that difficult.

The screenshot shows the Google AdSense Setup interface. At the top, there are tabs for 'Reports', 'AdSense Setup' (which is highlighted in blue), 'My Account', and 'Resources'. Below the tabs are links for 'Get Ads', 'Manage Ads', 'Color Palettes', 'Channels', 'Competitive Ad Filter', and 'Site'. The main content area is titled 'AdSense Setup' and contains the sub-section 'AdSense for Content'. A red arrow points to the 'AdSense for Content' link. To the right of this section is a preview box for a 'Linked Title' ad, which includes the text 'Advertiser's ad text here' and the URL 'www.advertiser-url.com'. Below the URL is the 'Ads by Google' logo. The entire screenshot is enclosed in a light gray border.

You'll need to be logged in to get your Adsense code. Once you're logged in click on 'Adsense Setup' and on that page click on 'Adsense for Content'. This is the basic and most common type of Adsense product.

The next step is to choose your ad type. Select 'Ad Unit' > Text and image ads:

The screenshot shows the 'AdSense for Content' setup wizard. At the top, there is a breadcrumb navigation: 'Choose Ad Type' > 'Choose Ad Format and Colors' > 'Choose Ad Channels' > 'Save and Get Ad Code'. Below this is a 'Wizard' section with a link to 'Single page'. A note states that Google AdSense program policies allow up to three ad units and three link units per page. The 'Ad unit' option is selected, indicated by a red arrow pointing to the radio button. The description for 'Ad unit' says: 'Text and image ads (default)' and 'Ad units contain either text ads, image ads, or both. The ads are targeted to the content of your page using contextual and placement targeting.' To the right of this is a preview box for a 'Linked Title' ad, which includes the text 'Advertiser's ad text here' and the URL 'www.advertiser-url.com'. Below the URL is the 'Ads by Google' logo. The 'Link unit' option is also shown, with a description stating: 'Each link unit displays a list of topics that are relevant to your page. When users click a topic, they're brought to a page of related ads.' To the right of this is a preview box for a 'Link unit' ad, which includes the text 'Ads by Google' and a list of topics: 'Bicycle parts', 'Bicycle training', 'Bicycle shops', and 'Cycling news'. At the bottom left is a 'Continue >>' button.

On the next page you'll need to format your ad:

AdSense for Content

Choose Ad Type > **Choose Ad Format and Colors** > Choose Ad Channels > Save and Get Ad Code

Wizard | [Single page](#)

You can customize your ads to fit in with your pages. Use the options below to specify ad size, style, and more.

Format

Ad units come in a variety of sizes - view all the options on our [Ad Formats page](#).

728 x 90 Leaderboard

Colors

Choose from one of our pre-designed color palettes, or create your own palette. [Tips](#)

* Some options apply to text ads only.

Sample

Linked Title
Advertiser's ad text here
www.advertiser-url.com

Ads by Google

Palettes	white	Save as new palette
Border	# FFFFFF	<input type="color"/>
Title	# 0000FF	<input type="color"/>
Background	# FFFFFF	<input type="color"/>
Text	# 000000	<input type="color"/>
URL	# 008000	<input type="color"/>

For optimal results, choose a border that is the same color as the area you'll be placing the ad. If it's white then simply select white as the border color.

After you've completed the formatting, you'll then get to the stage where you can track the performance of this particular ad. This is optional but highly recommended.

AdSense for Content

Choose Ad Type > Choose Ad Format and Colors > **Choose Ad Channels** > Save and Get Ad Code

Wizard | [Single page](#)

Choose up to five custom channels to track the performance of this ad unit. You also have the option to make any

All channels [?](#)

[Search](#)

[Add new channel](#) | [Manage channels...](#)

Your selected channels

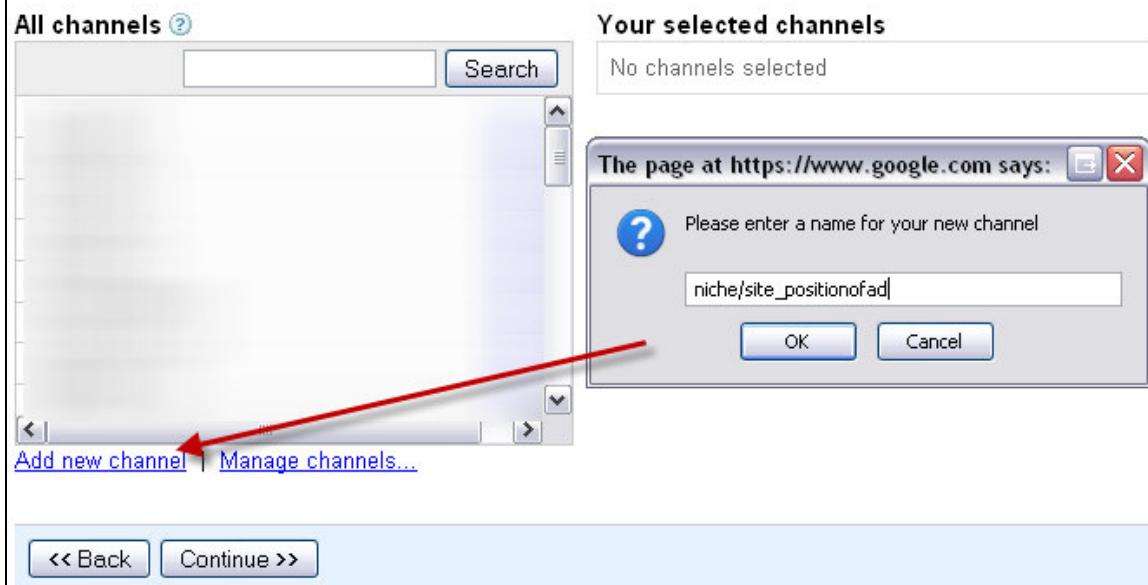
No channels selected

The page at <https://www.google.com> says: [X](#)

Please enter a name for your new channel

[OK](#) [Cancel](#)

[« Back](#) [Continue »](#)



To add a new channel simply click 'Add new channel' and use a descriptive name for this channel so that you'll know where your clicks will come from. It's also ideal to add the position of where you'll be placing this ad. So if this add is for the sidebar of your page, then put in something like "scrapbooking_sidebar".

Once this stage is completed, you'll need to save the ad unit with a descriptive name and then click on 'Submit and Get Code'.

You'll then see the code which you need to copy and paste to your webpage. If you don't know how to do this, click on the 'Code implementation Guide' link:

Your AdSense unit has been saved. Changes may not appear for up to 10 minutes. [?](#)

You may paste this code into [any web page or website](#) that complies with our [program policies](#). For more information, see our [Code Implementation Guide](#).

 **Tip:** Did you know that you can make changes to your ads without replacing the ad code on your website?

Your AdSense unit code:

```
<script type="text/javascript"><!--
google_ad_client = "pub-3029896525120230";
/* 728x90, created 2/22/09 */
google_ad_slot = "3566513436";
google_ad_width = 728;
google_ad_height = 90;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

[Preview this AdSense unit](#) | [Edit this AdSense unit](#) | [Create a new AdSense unit](#)

Content is King

The Type of Content You Will Need

It is critically important that the content provided on the website is both informative and/or entertaining. When people come across your site, you want them to stay. Or, better yet, you want them to frequent the site. If they appear on the site for a few seconds and leave, they will not be around long enough to click on the Adsense. Of course, if they are not clicking on the ads then your niche site simply is not going to draw any money.

Returning to the previous example, of Halloween costumes, solid articles on subjects such as the history of Halloween, the origins of Halloween costumes, Halloween customs in the eastern world, the most popular Halloween movies, and many other similar themed content articles will prove appealing to those that have an interest in Halloween. This means they will stay and read the articles. The hopeful result of this is that they will click on the ads. Who knows? Perhaps reading about popular Halloween films may move them to click on that "Horror movie

DVDs – 30% off!” Adsense ad. Yes, that is the goal here and having quality content is the key.

Of course, some people may read this and say “That’s a great idea, but I am not an experienced writer.” Well, you do not have to be the person to write the content for the niche articles. You can procure original work from a variety of content writing sources. These include purchasing from established writing services, freelance auctions, and many other venues. Does that cost money? Of course, it does. However, the goal of the niche site is to earn revenues. So, consider the costs of acquiring original content to be a business expense that will eventually pay for itself through the Adsense revenues.

The articles do not have to be anything academic or visionary. They just need to be well written and interesting. Yes, this is a basic approach to creating content but it is an effective approach. Without it, your niche website will not have much value. That means it won’t be generating any revenue. Conversely, a well composed website with excellent text might yield a great revenue stream.

The Basics of Keywords

What are keywords? These are the words that the search engines will scan in order to ascertain what your site is about. This allows the search engines to match your website with the subject matter that people are looking for. This brings us to our next point....

Keywords are also the common terms that people will plug into search engines when they are looking for information. For example, if your Adsense website revolves around the subject of Halloween costumes, you would want to use keywords that people would commonly use when searching for costumes. Examples of these keywords would be adult Halloween costumes, kid’s Halloween costumes, sexy Halloween costumes, plus-sized Halloween costumes among others.

You do not want the text to be “stuffed” (overused) with keywords. This is frowned upon by search engines and it does not make for good website copy. This means the search engines might even go so far as to ignore your website they may assume it to be a spam website. It will also turn off readers. If the text and the copy of the websites are

weak and loaded with nonsensical collections of keywords, visitors won't stick around. After all, what is in it for them reading poorly written copy?

In general, it is best to stick with one keyword per 100 words of text. Make sure the text is professional written and entertaining. Never sacrifice quality at the altar of keyword content as this would be self-defeating.

Additionally, the presence of the keywords will convey site information to the Adsense ads. This will ensure that your website's Adsense ads correspond with the content of your site. It is not impossible for a poorly optimized site to create Adsense ads that have nothing to do with the content of the site. Needless to say, such a situation would be disastrous as far as revenue earnings go.

Also, it is helpful to include the main keyword in the title of the website page. Again, if your site deals with Halloween costumes, then Halloween costumes should appear in the title!

But, what can you do if you are unsure as to what keywords you should use? There are subscription services that can provide the response you need. What these services do is they track the statistics of commonly used search engine keyword terms. If you were to type on Halloween costumes, the service would present the most common keywords associated with Halloween costumes. These services are relatively inexpensive and provide you with the needed keywords to make your website properly optimized.

Freekeywords.com and wordtracker.com are two of the most popular sites. And they do not pull their keywords out of the clear blue sky. They base their keyword ratings on various search statistics. That means you can always trust the suggested keywords they provide. They will be the actual keywords that are used by people skimming the internet.

Another important point is that the content of your site must be original. That means you should not copy or plagiarize material from other sites. A common trick people will employ is to copy an article from another site and add a unique intro along the lines of "Here is an excellent article published on so-and-so's site." This trick doesn't work. The search engines will recognize this as duplicate content and duplicate content has very little value as far as search engine rankings

go. Once again, original and unique content is critical for search engine keyword success.

A Brief Overview of Content

While we have discussed the general headings of what a niche website may contain, it is important to delve into the specifics of the content. Specifically, a niche website should embody the look and feel of a newsletter or online magazine. That means it should have a number of articles on it for the visitors to read. These articles are commonly referred to as website content and it is critical for placement in the search engines and for maintaining visitors.

Remember the good old days of the early 1990's where websites contained sparse text, a few pictures, and a huge advertising come to purchase? If you do then you realize these were not so much the good old days as much as they were the dark ages of website design. Do such sparsely designed websites still exist? Yes, but you will have a hard time finding them as they have essentially been dropped down an Orwellian search engine black hole. To survive in today's day and age, websites need to have well crafted prose. Without it, the site is essentially worthless as far as Adsense revenue generating.

The search engines thoroughly frown on websites with little or no content. When it comes to ranking a website in terms of its numerical importance, sites that have more content will be given preferential treatment than those with limited content. This is because a site offering a number of excellent free articles will certainly be more worthwhile to readers than those sites without content.

And speaking of readers, those that come across your website need a reason to stay around. If all you have are a few pictures and a little bit of writing, even if it is good material, it doesn't exactly take a long time to skim 100 words and two photos! Also, such sparse information does very little for stimulating the imagination or emotions of the reader. In short, it becomes a marginally positive experience and the reader will invest a small amount of time on the site and then leave. Does this sound like the type of visitor who will be clicking on your Adsense ads? Hardly! You really have to give the reader something to offer.

How many articles should the website contain? At minimum, you will need five. However, five to ten can be a better amount of articles. The

reasons you want several articles are varied and they are all important. Namely, not everyone will have an interest in every topic you write about. When you provide the visitors with up to ten different topics you will probably present the visitor with a few topics he will be interested in reading. Therefore, he may read several of the articles. This will bring him into contact with the various Adsense ads on the pages the articles are placed on. So, the more choices of articles the more articles a visitor may read and the more Adsense ads the reader might click on. Conversely, too few article topics could dissuade many visitors from sticking with the site.

Now, does there need to be a specific length to the articles appearing on the niche website. This is a slightly difficult question to answer because content dictates length. That is, you want to write a good article with good content. If the article naturally comes out to 500 words, you will not make it better by forcing it to be a 700 word article. Padding or lengthening the article will become obvious because such an article will contain tons of words and phrases will not yield an article that is worth reading.

Similarly, you do not want an article that is too short. A 200 word article is not an article. It is a paragraph! You should shoot for a minimum of 400 words. 500 – 750 word articles would be fine provided, of course, they are well written. 1200 – 1500 word articles would be ideal since they can flesh out their subject matter in a great deal of depth. Most magazine articles fall into this very word length because covering a subject in a cursory manner is not always a good way to sustain a readership.

Can you write extremely long 5,000 word articles? It is possible if the subject you are writing about can sustain such depth. An article on the subject of the Pacific battles of World War Two would need such enormous length. Just be sure that you do not publish the entire article in one column down the website's page. This would not make for great website design. Also, much of the text might be below the "cut off" point of the Adsense ad columns. You do not want people to ever end up on a part of the niche website that does not have ads clearly displayed. If your visitors cannot click on your ads then what value would the website possess?

Instead, opt to break a 5,000 word article into five pages at 1,000 words each. At the end of one page, place a link that continues the article on another page. This will ensure that the readers are always in

contact with the ads. It also makes for a much more aesthetically pleasing website design.

Of course, no matter what the length of the article may be it is of paramount important to never lose site of the necessary keywords. That means the keyword density would need to be maintained throughout all the subpages. This is critical because once the keywords are out of concert with the content of the articles then it will be doubtful people will click on them.

Adding and updating articles to your website at regular intervals is not a bad idea either. Look at it this way, if people loved the 5 – 10 articles you have written, they will certainly look forward to reading the next 5 – 10 articles. (That's why Stephen King has been in business since 1975) Adding new articles here and there will keep attracting old readers back to your sight. They will also aid in attracting new readers as well.

The Subjects to Write About

While we have discussed how to place the needed content on the articles, we have not discussed what to write about. This is a critical point because the subject matter of your articles will determine whether or not people will be willing to read them. If you subjects are too dull, banal, or esoteric you may not attract a number of visitors to your website. However, if the topics are original, engaging, and unique they will surely draw the attention of a number of readers. But, how can you specifically come up with a topic if you have a little case of writer's block. Well, it wouldn't hurt to see what others have to say on the same subject matter.

Articles directories are an excellent resource on every topic under the sun. Visiting a popular article directory such as EzineArticles.com could provide the inspiration that you need in order to come up with a number of great topics. Reading these various articles will surely provide inspiration of a starting point for further research. Often, people will bang their heads against the wall trying to come up with a subject for an article; but, it would be much easier to skim the internet looking for inspiration. This will deliver more results that trying to come up with every article idea on your own.

And, no, this does not mean you crib other people's articles and paraphrase them. This would not be a very honest approach to developing your niche website. Instead, your goal is to look at the material as a source of coming up with your own ideas. For example, let's say you come across an article in a directory that covers "5 Ways to Make Your House More Energy Efficient". You read the article and you have serious disagreements. Rather than dismiss the article, you can use it as basis for an article that covers your perspective on making a house more energy efficient.

Or, in a more positive light, you could take one of the five tips and expand a full article on it. Really, there is no limit to what you can do. No matter what idea pops into your head, you can use that idea as a means of expanding the idea into an article. Who knows? Maybe you will come up with a whole host of ideas as you do your research. All of these ideas can become the basis for a treasure trove of articles. Simply take a basic idea and expand upon it. That is probably the best way to come up with article ideas.

You could also use the article directories as a means of exploring what works and what does not work in the articles you craft. When you spend enough time on article directories, you will probably find yourself asking "How did this article ever get published?" Yes, there may be a number of poor articles you come across. Don't ignore them out of hand. Look at the weaknesses of the articles and analyze why they are weak. Use this reflection as a means of improving your own niche site's content.

And, of course, you will also want to explore the good and sometimes great articles you come across. Make mental notes about what is appealing in these articles and what makes them work so well. Use them as a guide to make sure the quality standards of the articles on your niche site are high. This is important because high standards will aid in pulling in traffic.

As we mentioned, keywords are critical within the body of the text. However, there are other "spots" that the keywords can be placed in. Namely, you can place the keywords in the title of the article, headlines, and sub-headlines. These additional components of the text can also be boldfaced to draw additional attention to them.

Keep in mind, the search engines run on automated codes. That means they are programs to look for certain things in a website. Headlines and sub-headlines stick out to the search engines. This is

doubly true when the headlines contain critical and illustrative keywords. So, a solid mix of distinctive headlines that contain keywords is a good search engine optimization tactic. Then there is another benefit as well. Visitors love those headlines!

When people come across a website they are not nose to nose with the computer screen. They are looking at it from their chair a foot or two away. From such a distance, it is not exactly easy to make out what is on the screen unless they look closer and read the words. That's fine as most people will give a website a closer "look see" before moving on. There is, however, a way you can make sure that fewer people move on. Yes, the addition of keyword containing headlines will aid in catching their eyes.

How does this occur? Once again, let's look at the example of the person looking at the screen from a reasonable distance. The person is innocuously surfing the internet, clicking on page links, and comes across a page that boldly proclaims **HOW GOLD INVESTMENT IS SAFER THAN CURRENCY**. This is the clear headline to the article and it distinctly tells the individual what the website is all about. That means he will stick around and read it particularly if he is interested in new and safe investment strategies. And, of course, these headlines also fit into the overall process of defining the Adsense ads. This is because they will be sending vital information to the Adsense spiders regarding what ads to display. The words gold, investment and currency will aid greatly in this regard. However, one headline is not enough to raise the odds that the Adsense headlines will display ads related to gold investment. As such, using the keyword gold investment in two other sub-headings as well as in the article itself would tip the Adsense ads' subject in your favor.

Now, at this point, some may be asking if there really is a lot of money in Adsense?

Believe it or not, there are a number of websites that pull in upwards of \$200,000 PER MONTH in Adsense revenue. Yes, there are websites that earn well over a million dollars a year from Adsense. If that is not an inspiration for signing up for Adsense then nothing is! Does this mean that all you have to do is sign up for Adsense and you are an immediate millionaire? No, it doesn't. The amount of money that you will earn from Adsense will be based on how much traffic your website gets. So, let's delve into the subject of traffic, SEO, and link building....

Getting People to Your Website

So your website's ready, how do you get people to your site? Here are ways to do so:

Optimizing Your Website for Search Engines

If a website is published but it is of little consequence in the search engines, is it really a website? Yes, and it will be a website no one visits! Needless to say, this would not be a good thing for a website that is intended for stimulating Adsense revenue. On a baseline level, an Adsense website will need traffic in order to generate revenue. If no one is visiting the website then no one will be clicking on the ads. While there are many ways to stimulate traffic, a solid presence in the search engine is critical. This is why you must optimize your website for the search engines.

What is meant by optimizing a website? It simply means crafting the website in such a way that it can achieve the maximum benefit from the search engines. That is, it embodies a number of traits that aid in directing organic traffic from those who frequent the search engines.

Of course, you need to submit your site to the search engines first. Most people realize this. However, they will often only submit their sites to the top search engines: Yahoo, Google, MSN, and AOL. Now, it is critical that you submit to these sites. But, it is also important to submit the URL of the website to the smaller search engines as well. Look, it is free to submit to these engines and they do get some traffic. So, why not take advantage of them? If you are worried about the time commitment needed to submit to these search engines, don't fret. There are a number of free automated services that will submit your site to smaller search engines. Again, these services are there. Why not take advantage of them?

Now, back to the subject of optimizing the websites....

Optimizing websites is not as tough as some assume. All it takes is following a few simple steps and you will have a website that will attract a great deal of organic traffic. One of the best ways to do this is to place a variety of helpful keywords within the text of the website.

Basic Link Building Strategies

Most online business ventures live or die based on search engine rankings and search engine rankings are often based on links. This is because each link that points to your site is a vote for the popularity of your site. The more popular the site that is linking to you, the "larger" a vote you will get. However, do not fall into the trap of being too picky regarding where your link is placed. While some links are more valuable than others, ALL links have value! This is a point that escapes many people. Don't make the mistake they do. Acquire any and all links you can.

There are basically two types of links: reciprocal links and one way links. Reciprocal links are you exchange links with another site. You place a link to their site on your webpage and the other party places your link on theirs. Simply get in the habit of email other similar websites if they would wish to exchange links with you. The responses will often be positive because they need help with link building too! This is ok, but one way links have more value. One way links are links where the site links to you but you do not link to their site. One way links are usually more valuable because it infers that your site is very important. That's why people are linking to you! Of course, you can also purchase one way links as well.

There are many services that offer link sales. Search engines somewhat frown on this process and you might not get as many votes as you expect. However, many of the links will count towards your search engine rankings. The price of purchasing one way links will vary from seller to seller. Some sellers may charge a lot for a few highly trafficked sites. Others were charge a little for a large number of low ranked sites. Often, sellers will add links onto a multitude of free blogs or submit links to directories for you. While some may be a little down on such practices, they do help your search engine rankings.

Blogging and Message Board Link Building Strategies

Then, there are things that you can do on your own to help build up your links. For example, are you a regular reader of blogs and forums? If so, you can add your links to your comments in your signature. No, this does not mean you should "spam" anyone's forums or blogs. But, if you are a frequent and active contributor to these forums and blogs,

you can usually leave a link to your sites with little or no problem. (The publishers of these sites will generally not hassle a regular contributor) In addition to the search engine benefits of this strategy, you will also receive direct traffic from those who frequent the blogs and forums.

Using Article Directories to Build Links

Article directories are another outstanding forum for link building. The way article directories work is simple. You provide an article on any subject you wish and include links to your sites within the articles. If the articles are published, they become part of the article directory's network. These articles can then be accessed by those who frequent the directories. This can lead to significant direct traffic to your Adsense site. And, of course, the links in the articles will be crawled by the search engine spiders and add to your search engine placement.

Then, there is another added benefit. The sub-pages the articles appear in will be crawled by the spiders and ranked as individual pages within the search engines. That is, if you write an article on superhero movies and properly utilize keywords associated with these types of films, someone who cruises the internet looking for info on this type of entertainment will eventually come across your article. This means you will get more and more direct traffic to your site! Yes, article directories are enormously valuable because they provide increased search engine rankings as well as opportunities for direct traffic. Of course, all of this targeted traffic will lead to greater conversion rates on your Adsense site. Well, at least that is the plan.

Using Social Networking Sites to Your Benefit.

Without a doubt, social networking sites provide tremendous potential for those looking to boost their Adsense campaigns. This is because social networking sites are a virtual treasure trove of people who share many of the same interests that the subject of your website(s) may cover. Additionally, there are a great many ways to utilize social networking sites as a promotional vehicle to drive traffic to your site and to build links. If utilized properly, social networking sites can seriously push an Adsense campaign site through the proverbial roof.

So, let's look at a number of ways this can be done.....

No one ever truly imagined the wild success that social networking sites have become. Originally conceived as a means for musicians, artists, and classmates to stay in touch, social networking has grown to include people from all walks of life. Best of all, social networking sites will generally allow business ventures to promote themselves provided they conduct themselves in an agreeable manner. In other words, if you present yourself with good online manner you can promote your Adsense websites without any hassle or interference. And, of course, you can promote your Adsense websites to people who would be quite interested in the content of the website.

And, here is the proverbial "kicker". Social networking sites are free and easy to use. So, let's get to the meat of how to use social networking sites for promotional purposes. Plus, you can create profiles on as many social networking sites as you wish. However, the general strategy will remain the same.

Basically, you need to design a profile that will complement your Adsense site. For example, if you Adsense site revolve around NFL football, you will want to craft a social networking profile that is illustrated with images associated with the NFL. This will make the profile visually appealing to those that come across it. If it is visually appealing, visitors will want to check it out closer.

Of course, you want the primary title of the site and its slogan to reflect your Adsense page. This way, people will follow your social networking profile to visit the page that it is promoting. Ultimately, the goal here is to use the social networking sites as a conduit to the actual Adsense site.

It will be critical to build as many friends as you can. The main way to do this would be to send friend requests to any and all other profiles you come across. Of course, you will want to be friends with those that would share an interest in the primary subject of your Adsense page. But, it doesn't cost anything to accept friend requests from all spectrums. When you become friends with others, visit their profiles and comment on their pages. This way, people who come across your friends profiles may find their way to yours through your comments. Hopefully, from this, they will then find their way to your Adsense site.

Social networking sites also come with a host of other features. Blogging and bulletins are two of the most helpful. You could blog on a variety of subjects once or twice weekly. Include links in the blog posts as these links will help in your search engine rankings and they will

also provide a gateway to direct traffic from those looking over your blog entry.

Bulletins are essentially mass public messages to everyone on your friends list. You can send bulletins as frequently as you like. Whatever bulletins you send, be sure that it includes links to your Adsense site. Again, you want to promote a lot of links on the web and you want to expand opportunities for direct traffic. The more traffic your Adsense sites get, the greater the potential revenue they will earn. Really, there is no limit to the ways you can use a social networking site for link building and direct traffic. So, if you are promoting an Adsense site, exploring the options available through social networking sites would be a wise move.

Parting Words

In conclusion, developing a niche website with the intention of earning money from Adsense is a viable idea. In fact, it could potentially turn out to be an incredibly lucrative idea! There have been many individuals who have taken the very simple concept of placing Adsense ads on a website and then earned enormous money from such a venture. Yes, there are those who have made six and seven figures from such a venture.

The key is to create multiple income streams and to do this you create multiple niche Adsense sites. Not only will you be earning money from one niche website, you'll also potentially be making money on dozens of sites.

Of course, you may be asking if it is that easy then why doesn't everyone do it. Well, here is the answer: it is not easy. However, it can be done. You simply need to commit the time and energy to the process and good results will follow. Effort can be tough at times but it needs to be undertaken in order to achieve the desired result. Look, if you commit the volume of hours needed to be successful then success will be achieved at some degree at a point in time.

This effort will be needed to be applied over an extended period of time with consistency. Inconsistent "starting and stopping" is not the

way to achieve success. Yes, life can get in the way and make achieving what you wish to do a little tough. But, if you get back on the proper footing as soon as you are able, then do so! Don't lament over lost time or how difficult things may be. Simply do what you can as best you can. This is a good formula for success.

What makes the odds of success a little easier is the fact there is an established model for success. In other words, if you want to develop a niche website that can generate Adsense revenue, you can look at the established baseline method of achieving this goal. This includes properly composing original content to the site, adding the right mix of keywords to the content, and optimizing the niche website for the search engines. No matter what type of website you are promoting, these aspects will never change. If you follow this steps then you will be well on your way to developing a successful Adsense venture.