

SPECIAL REPORT

Michael Nicholas'

2006 Quick Start Guide to Google AdSense PROFITS

Don't miss the surprise built-in bonus on page 23



Featuring professional AdSense marketers...

Joel Comm, Liz Tomey, Paul Kelly and Codrut Turcanu along with a special added report you'll find in this package by, **Jim Morris** - top AdSense marketer.

Let them coach you with their experience you'll read about right here in this new special report geared for AdSense Success!

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Let's get right to it... What you will find in this guide is valuable advice I pulled out of my interview subjects for you to profit from. Use it as your 2006 success map to get started with the Google AdSense program. AdSense is one the most lucrative marketing venues available to hit the internet. You can get involved and begin making fat commissions by following in the footsteps of others who have learned to work the system for profit... *And now so can YOU!*...

Michael Nicholas

<http://www.SuccessTriggers.com>

In reading this I am assuming that you are familiar with Google's AdSense program. If you are not and need the basics, you can find out all about it here.

<http://www.Google.com/adsense>

Let's get started...

"What Google Never Told You About AdSense"

Interview by Michael Nicholas featuring Joel Comm.



This photo of Joel Comm receiving a Google AdSense check via United Parcel Service (UPS) is a special delivery, a privilege only reserved for those who earn a five-figure monthly AdSense income.

The Interview begins here...

[Michael]

1) Hi Joel... Why have you decided to write an ebook about Google's AdSense program where you detail your secrets to making large commissions-without this hurting your own business at the same time?

[Joel]

When I realized how much money I was leaving on the table, I began sharing my tips with my friends. When their AdSense took-off like wildfire, they suggested that I compile my tips together and put them in ebook form. They believed it was an investment that smart site owners would want to make, and they have been proven correct! The ebook really

has little to do with my existing business model, which is producing quality content for our visitors. The only thing that has "hurt" my business is that due to the popularity of [my ebook](#), I don't have as much time to work on my other sites. But that's a good problem to have.

[Michael]

Is there a general group that can benefit from Google's AdSense more than others or is this wide open to everyone?

It's wide open to anyone with a web site. There are very few sites that would not benefit from placing AdSense into the mix. Whether someone has a well-established site, or if they are new to web publishing, my tips are good for everyone. If someone is starting a new site today, I believe it is better to get [AdSense](#) "right" from the beginning. Better to start sooner than later!

[Michael]

What makes the information you provide in your AdSense book different than any other AdSense books out there?

[Joel]

Truthfully, I haven't READ the other [AdSense books](#) on the market because I didn't want to be influenced by their content. I wanted to take my own discoveries and show people how to apply them. I recently received one of the other ebooks that came bundled with another product that I purchased. I am not going to read it for the reasons I just stated. All I know is the testimonies that are coming in for my ebook confirm that this information is valuable and much-needed.

Can you tell anyone reading this how as little as 5 & 10 cents per click can make AdSense mount up into big money?

[Joel]

It's all about volume! To coin a phrase of "nickle and diming" someone to death. Isn't that what the banks do with their interest plans? And THEY are making out like bandits!

The truth is that every click adds up. Every visitor to your site is another opportunity to generate revenue.

[Michael]

How many sites running AdSense does one need to begin to see AdSense commissions adding up?

[Joel]

It depends on what your definition of "adding up" is. Some people display as few as 250 page impressions/day. But If they are making \$1/day, why not increase it to \$2, \$3 or more each day? Of course, that number only increases in scale as the number of impressions increases.

[Michael]

Is it best to create several AdSense sites on various topics or should you focus on one big content site with a main topic?

[Joel]

This is a matter of personal preference. I always tell people to build sites that they are excited about. Some people use [Traffic Equalizer](#) or other programs designed to build instant mega-sites. Those sites will come and go. But people who build a site centered around their interest or passion will be building an annuity that can pay off for many years to come. I have many sites, but I am excited about many things! For me, having several sites has been effective. However, my friend Tim Carter ([AsktheBuilder.com](#)) does one thing, and he EXCELS at it. He has no reason to distract his attention from his main business model.

[Michael]

Do you recommend competing in major competitive keyword markets or can less competitive smaller niches bring home the AdSense commissions too?

[Joel]

Google doesn't share all their secrets, and some people suspect that larger sites get preferential treatment in terms of the ads they display and the commissions they are paid. However, I think the playing field is fairly level, so that even the "little guy" has a chance at striking it big.

[Michael]

What is a good approach to using website content that can be most profitable with Google AdSense?

[Joel]

Since Google uses a bidding process to determine value of keywords, there are certainly keywords that pay significantly more than others. For example, sites whose content revolves around the Vioxx controversy may display ads with a substantial value. I know these keywords were bid as high as \$50 at one time. More typical keywords, such as "online chat" will pay only pennies. Note that it is against Google's terms of service to build pages just to display AdSense. However, Google is a supporter of quality content. So if you can build useful content that would pull high-paying keywords, I believe that is very acceptable.

[My ebook](#) lists an indispensable tool that keeps track of high-paying keywords. It details thousands of keywords ranked by price, google searches and more. I highly recommend that people get their hands on it.

[Michael]

What are some of the ways website owners can acquire targeted content perfectly suited for Google AdSense pages?

Many site owners are syndicating content in order to get greater exposure. With the rise of the [blog, RSS feeds](#) are freely available from hundreds of sites. Exploring options for displaying other site's feeds on your site is a great way to build content. Yahoo makes a variety of their news feeds available at: <http://news.yahoo.com/rss> This is just the tip of the iceberg.

[Michael]

What kind of traffic does it take to start seeing money with the AdSense program?

[Joel]

Any money? Even if you have 100 impressions/day, you are likely to get SOME clicks. Sure, it's pocket change, but it is a start. However, once you start displaying 1000 impressions daily, you will be encouraged to build more quality content so that you have more pages to display AdSense code.

[Michael]

What is are the successful signs to be aware of to know if you are on the right steps to building a successful Adsense marketing plan?

[Joel]

Increased CPM, CTR and revenue are the true signs of success. If your stats don't say it, it's not happening.

[Michael]

Is it hard to get accepted by [Google's Adsense](#) program

[Joel]

I rarely hear of sites getting rejected. Their terms are very simple and straightforward. They want content sites that aren't poorly designed. They have a few other stipulations related to adult sites, gambling, alcohol, etc, but that doesn't concern the vast majority of web masters.

[Michael]

How do you make the Google Ads appear on a webpage?

[Joel]

Simply login to your Adsense account and cut and paste the appropriate code on your pages. The content on your page and Google do the rest! It's an incredible system. I wish I had thought of it.

[Michael]

Can the small marketer as well as more advanced marketers really do well with the Google Adsense program?

[Joel]

Absolutely. And Google loves the small marketer. After all , those nickels and dimes add up. :-)

Related Resources:

Joel has 2 other books that feature the alternative sites to Adsense that also bring in commissions like the Adsense program.

[Chitika Secrets](#)

[Kontera Secrets](#)

Here I interview Paul Kelly. Paul is a hands-on Adsense portal builder that knows what he's doing. I found out about Paul on a private Adsense related members forum called [Keyword Avalanche](#). I quickly noticed how Paul participated in helping others at the forum by answering many questions that arise with his solutions. Paul offers for free his custom portal templates you can find at: [NichePortalBluePrints.com](#).

Here's what I asked Paul about building profitable Adsense portal sites for 2006.

[Michael]

**Paul, can you briefly explain what Portal building is in a nut shell?
(the kind used for Adsense and Chitika sites)**

[Paul]

In essence Portals are web sites created with a automatic web page generator. The one big reason for building such Portals would be to attract visitors that click on the ads to make you some nice affiliate cash.

Portal building is all about building as many of these web sites as humanly possible and getting them indexed in the search engines. The more you build to more you'll earn. It's as simple as that. Portal building is a numbers game.

If each Portal is making you 1 dollar a day and you have 200 of them that would add up to 200 dollars a day. How much money will you earn at the end of the month or after one year? Yes, I thought so too!

To make fast cash you must use profitable keywords to build your web sites in as many different niches as possible. Good Portal builders stand out from the crowd because they know which keywords to use when building their Portals. If you can find keywords with low competition that many people search for each month,

you'll be able to make a profit pretty quickly once that web page is indexed and start getting traffic.

[Michael]

When you talk about being on the verge of a Portal evolution, what particular new portal building tools will shape the future or what types of new portal software is coming on the scene that will surpass the 2005 versions?

[Paul]

I believe that Portals are here to stay. Except the way they look and behave is going to change a lot. Nowadays the best page generators like [Traffic Equalizer](#) and [Niche Portal Builder](#) mainly display search engine results as content on automatically generated web pages. This content is scraped from search engines like Google, yahoo, MSN, Teoma and other search engines. Many people call this type of content scraped results and the search engine companies don't consider it to be real content like original written articles.

In my opinion if you think about helping the end user (your visitors), I don't think it really matters to them that your site was automatically generated, if they were looking for information and they ended up clicking on an ad. If they have a weight problem and I happen to have 650 pages related to weight loss and they saw a targeted ad for weight loss tips and clicked on it, I've done my job.

Scraped content has been highly effective throughout the year 2005 and at the moment of writing still is. Lots of people are making a good living from Portals right now!

Nobody knows when this cat and mouse game the search engines and these Portal builders play is going to end? I think it will depend on how quickly the major search engine companies will catch up to wipe out these unwanted web sites for good. So if you're still on the side line deciding to jump in the game, don't wait too long to get your feet wet.

My prediction is that future page generators will try to solve the problem Portal builders face today. The year 2006 will mark the beginning of the Content Portals. These new breed of page generators will be able to automatically generate content rich web pages filled with articles the search engines love.

Find out what the Search engine beast wants to eat and feed it right?

As long as there remains a good reason to use these kind of tools like making money through affiliate programs or to funnel traffic to your other web sites, the

technology behind future page generators will become more advanced. It's just another step in search engine evolution and it's here to stay.

[Michael]

Paul, I know you build these killer Niche Portal BluePrints templates, but what makes templates so important to AdSense Portal Building rather than using portal sites out-of-the-box?

[Paul]

I can give you a good reason why I never use out-of-the-box templates. I don't know if this is one of those X-files conspiracies, but most of the time out-of-the-box templates are so incredibly ugly, you wouldn't even let your mother build a web site with it!

Okay Michael now without kidding!

We all know Search engines keep finding new ways to hunt down these spammy web sites. You and I both know and now YOU too know out-of-the-box templates leave so called "footprints" these sophisticated search engine robots can track and identify and therefore increasing the chance to get your web site banned.

If you seek to increase the life span of your web sites you need to ask yourself these questions. Is your template unique? If not, how many people have downloaded the same template as you have?

What about the newbies?

How many people who are using their page generator for the first time are going to use the default out-of-the-box templates to learn their way around their new piece of software?

The answer will probably be a lot!

You must anticipate this! Think about changing the default text found on your template or link names, color of the text or layout of the template etc.

The best thing to do is design a new template or buy a new one. If many people have used that particular template before modify anything you suspect may leave a footprint.

If anyone reading this is in need of Niche Portal Builder templates... they can get some for free at NichePortalBluePrints.com. If you are not a Niche Portal Builder

user but interested in anything that has to do with Portals and making money on the Net, you are more than welcome to sign up too.

[Michael]

What's the best approach in 2006 for Adsense marketers to get their keywords?

[Paul]

The most important aspect of Portal building is finding the right keywords to build your web site with. You should not joke about this! You shouldn't buy a page generator if you aren't willing to invest in a decent keyword tool or service.

If you are looking to discover KEYWORD GOLD I recommend a combination of tools.

I recommend using [Word Tracker](#) and [Keyword Discovery](#) to ensure that you are tapping into a high quality, yet extensive keyword source. You will find they will give you access to a lot of untapped niche markets. Basically, you will be putting yourself at a disadvantage if you don't get either one of these services.

Use Keyword Discovery or Word Tracker in combination with [Keywords Analyzer](#) to do the advanced analysis on this information. You can import this data directly into Keywords Analyzer.

If you don't want to spend your time analyzing keywords but want to quickly copy and paste a bunch of already researched keywords I recommend the [Keyword Bible](#). This tool comes packed with more than 200.000 keywords lists (with more than 1 million keywords) from every niche imaginable. If you own this piece of software, spending hours brainstorming which niche to choose for your next web site will be a thing of the past.

What I really like about the Keyword Bible is that in addition to carrying a serious pack of keyword data, it also does service as a keyword management tool. If you have many unorganized keyword lists on your computer hard drive like I do, you can easily import it into the software.

[Michael]

What do you do if some of your sites drop from Google... do you take the same keywords and rebuild new sites around them, or abandon the sites altogether and just keep banging out more new sites?

Continued >>>

[Paul]

If my sites drop out of the search engines I will rebuild the web site using the same keywords on a new domain. But I will only do this if the site was profitable to begin with.

An easy way to analyze if your AdSense ads were getting lots of clicks is to use a script like [AdSense Tracker](#). This script tracks all clicks made on your ads on all your domains. It has some great features and tracks many other things. If you don't use any form of tracking you basically would be running your AdSense business with a blindfold on. Wouldn't you like to know which pages got the most clicks or better which specific ads? You could build new sites around these topics and make a lot more money!

[Michael]

How does blogging work in conjunction with portal building?

[Paul]

One of the reasons people start using blogs like [Blogger](#), [Wordpress](#), [Movable Type](#) in conjunction with Portal building is to get the search engine spiders to visit their blogs and find content and links back to their Portals. You need some indexing right? Blogs like Wordpress notifies (pings) all major directories automatically when a post is made. When finally your web site and blog gets indexed you'll see more visitors coming to your web site and more people clicking on your ads. Is that cool or what?

Blogs have many benefits, you could in fact dedicate a long in-depth report on them if you want to. One big advantage is that they create dynamic RSS feeds which you can submit to blog directories to drive more search engine spiders to your blog. You could use a free copy of [RSS Submit](#) to get the job done. It blasts your RSS feeds out to 70 blog directories around the globe. Do you think this will get some attention?

Now all you need is an automatic content publisher like [RSS 2 Blog](#) and you'll be able to grow your blog with several pages a day. I believe blogs are in some ways superior to static web sites. Blogs are very flexible and I haven't even told you about the thousands of plug-ins available for a blog like Wordpress. You can install them to make your blog more search engine friendly.

Continued >>>

[Michael]

What about the best way to approach Blogging and pinging?

[Paul]

The Internet and search engine technology is changing at a very fast pace and it's hard to tell what methods will continue to work and for how long.

Blog and ping is a great way to get your web sites indexed. At the moment of writing a real problem Portal builders face is fierce resistance from Blogger.

What's the big deal with Blogger you may ask?

Well Blogger's still the fastest way to get indexed by Yahoo and start getting clicks. Unfortunately the Blogger service as we know it today is updated with all sorts of filters to avoid getting abused by blog spammers.

It's getting harder each day to use auto posting tools in conjunction with Blogger. A few months ago Blogger started their attack on Splogs (blog spam) as people start calling them now. They will delete you blog if it's flagged an identified as a blog and ping job. Their newest trick is word verification. You now have to enter a code before you can continue posting.

Even though it's still possible to use Blogger to get your web sites indexed it's wise to start looking at other Blog platforms to do the job. Wordpress and Moveable Type are great and very popular alternatives. They offer a lot of flexibility and you can install them on your own server.

The great thing about using blogs on your own server is that they can't be deleted by a third party. The only problem is that it takes a little longer before the search engine spiders start visiting your blog on a regular basis.

If you still insist on using Blogger because of it's great indexing potential I recommend a very slow blog and ping job so you wont set off any alarms, 2 times a day or less would be good. Also use more blogs to index one Portal site to stay under the radar. Hate to make your blogs manually? Try something like a [Auto Blog Generator](#).

[Michael]

We hear of tools like RSS 2 Blog and other blog publishers, but how do we know what arsenal of tools we buy are going to be effective?

Continued >>>

[Paul]

A good question Michael. Just a few days ago I was discussing the problem of information overload with a girlfriend of mine. With all these blog and ping software and scripts on the market and more arriving everyday it's sometimes hard to make a good decision.

When buying a blog and ping tool I recommend one that installs on a server and not on your desktop computer. Scripts like [RSS 2 Blog](#) or [Bot Magnet](#) are one of the best blog and ping tools available on the market today. What makes these scripts better than the rest is that they can do so much more than post across different blog platforms. [RSS 2 Blog](#) enables you to post news feeds, search results and RSS feeds. One really great feature is that it allows you to add your own formatted text to be posted to your blog of choice. You could use this feature to post back links to your web site, articles or even merchant datafeeds. Both of these blog and ping tools enable you to run the script at a random or specific interval so you could have yourself a natural growing AdSense blog! How much money could one make with that? At the moment [Bot Magnet](#) even comes with a custom version of Auto Blog Generator. How much leverage do you think a tool like that could give your AdSense game?

When buying a blog publisher tool, you need to ask yourself the question if you can use it for more than one purpose. If you can, it will probably be a good investment in the long run.

[Michael]

What kind of big changes are AdSense marketers going to have to make to be profitable in 2006?

[Paul]

Marketers should become more aware of using other affiliate programs besides [AdSense](#) on their Portal web pages. A lot of people are leaving great opportunities on the table. Think about using [PeakClick](#) and [Clickbank RSS feeds](#) on your sites or [Chitika ads](#) or [Merchant Datafeeds](#) with your affiliate ID in it.

Also do your best to make your web sites stand out from the crowd. Try using more [RSS feeds](#) on your web sites and spend a little more time creating or finding good templates. With more Portal builders diving into the market place everyday the greater the need will be for diversity. So whatever you do don't use the default templates full of footprints that come with your page generator, using them would be asking to get banned right away and that won't make your sites more profitable now would it?

Sign up to NichePortalBluePrints.com if you haven't done so already and keep yourself up to date with the latest Tips and Tricks in this rapidly changing internet environment.

Related Resources:

[Portal Feeder](#) A new breed of Portal Builders

There are 2 new super intelligent keyword tools available that can tell you which online markets are profitable with no keyword analysis work on your part.

You can discover profitable niche markets in seconds with these tools

[Brainstorm Generator](#) & [Online Goldfinder](#)

If you are looking for a great forum based on portal building that also supplies you valuable keywords to use for building your AdSense sites look no further than

[Keyword Avalanche](#)

**Here's Liz Tomey's 2006 Quick Start approach to AdSense Profits...
Liz markets AdSense with niche content sites and here's what she told me...**

[Michael]

Liz, can you briefly explain what AdSense niche site building is in a nut shell and how it differs from other types of AdSense site building?

[Liz]

My definition of an AdSense niche site is a site that has its content strictly created for a small niche and use AdSense to generate money.

The key to making money with an AdSense niche site is to find a small niche that doesn't have a lot of competition. Build a site full of good content related to that niche, and drive target traffic to that site.

Repeat the process over and over again.

Now that is a very general definition. There's a lot of steps to accomplish what I just said, but it can be done. Once you put all the steps together, it gets easier and easier.

[Michael]

Do you automate how you build your sites or are they constructed more organic so to speak?

[Liz]

I try to automate my sites as much as possible. I don't use a lot of the well known software programs out there though. Many of them (no, I won't name them) don't do exactly what they say, and can sometimes do more damage than they can do good.

[Michael]

Do you use any web templates that help you make pages?

[Liz]

No I don't use templates. I make my sites from scratch. They are very basic easy designs, but in my experience it has helped with my rankings when going against sites for higher rankings, plus Google loves uniqueness. Designing a nice simple site is just one easy way to make the "Google Gods" happy.

[Michael]

What's the best approach in 2006 for AdSense marketers to get their keywords?

[Liz]

This is a good question. Look for hidden niches to get keywords. You can do this by going to <http://www.WordTracker.com> Start your keyword search using action words like:

How to
Quit
Get Rid Of
Get

Take each word and look at the searches that come up for them. You'll find some "gold nuggets" by doing this. [Becky Hagel's "How to Discover Niches that You Didn't Even Know Existed!"](#) really explains this technique VERY well.

Continued >>>

[Michael]

What do you do if some of your sites drop from Google. Do you take the same keywords and rebuild new sites around them, or abandon the sites altogether and just keep banging out more new sites?

[Liz]

I've never had one drop from Google

[Michael]

What kind of big changes are AdSense marketers going to have to make to be profitable in 2006?

I have three answers to this question, and this is a gold mine of information if you think about my answers and act on them. I'm already doing these things and making a lot of money doing them.

1. They are going to have to learn to recycle traffic to get people back to their sites to click on their ads.
2. Looks for others means of traffic other than search engine traffic. The SEO people are going to kill me for that comment, but it CAN be done.
3. Build viral and sticky sites so that people will pass them on to others as well as come back and visit.

[Michael]

What is a the best way to approach blogging and pinging?

Blogging and pinging isn't what it was just a few months ago. Just do it naturally. When you blog... ping. I've never understood the so called "secrets" of this. I've never found any secrets. You blog it pings the engines to let you know you have posted and they come running if you do blog consistently.

[Michael]

How does blogging work in conjunction with Niche site building?

A niche blog is a good traffic feeder for a niche site. I always attach a blog to my niche sites as a way to drive traffic to them. They can build backlinks to your site, and if they are on your site can add "pages" to your site to make it feel/look bigger.

[Michael]

What tools of the trade do you find that are helpful in making Adsense niche sites profitable?

Original content is king, but if you're going to build a lot of sites, that's not possible without a team of ghostwriters.

I use [The Article System](#) for many of my niche Adsense sites. There are a lot of products out there like it, but for the price and what it does, I LOVE it!!

[Michael]

What's your 2006 Adsense QuickStart list that anyone getting into Adsense (and Chitika) niche site building this coming year could follow?

Here's my step-by-step on the Adsense niche site creation technique.

1. Find a niche

To find your niche, you need to start with a good keyword research tool. I use Overture's keyword suggestion tool at as an idea generator. I'll get 5-10 ideas, and take those ideas over to <http://www.WordTracker.com> and do some down and dirty keyword research on my ideas. Out of those ideas I'll find one niche that I know I can compete in. I'll then collect all the keywords I possibly can related to my niche.

2. Find a ton of content for your keywords.

I collect content for each keyword.

When searching for content, I always start with articles. There's software out now that will allow you to search for articles based on your keywords.

Another place to get content is from private label sites such as:

<http://www.infogoround.com>

<http://www.yourownarticles.com>

<http://www.nicheology.com>

<http://www.self-improvement-millionaires.com>

<http://pushbuttonhealth.com>

3. Build a website for that niche.

Take all your content and build "mini sites" for each keyword. Make a home page for your site and link each "mini site" from your home page.

I suggest putting some RSS feeds (that you are allowed to use) on your site also. This adds content and adds updated content. Beware of auto software that does this for you. There is a program called Carp that you can get for free at <http://www.geckotribe.com/rss/carp> It's a bit tricky to use but there is a wonderful tutorial from [The Jungle Marketer](#) for only \$27 that will teach you everything you need to know.

4. Place AdSense ads on your site...

I have nothing to say about doing this except get [Joel Comm's book AdSense Secrets and read it and then re-read it](#). The information in there is vital.

5. Start a blog.

Start a blog related to your niche. You're going to need more content... Take around 50 or so days of content and load it into an auto blogger software. I use <http://www.BestResponders.com> This site is an autoresponder service, but you can also use it to post as many posts to your blog as you would like. You set the times they go out, and it takes care of it for you. So if you put 50 days worth of post into it, you don't have to touch it for 50 days.

Don't put AdSense on your blog. Use it to direct people to your AdSense niche site.

6. Start any traffic driving techniques you know of.

- We've all heard about writing articles to generate traffic. They are only powerful when done correctly though. You need a good article with a strong call to action in your resource box. You have to make people want to pass it around. With any viral marketing technique like writing articles the key to making it work for you is getting it passed around as much as possible.
- Create a good linking campaign. This is very important. Read everything you can about creating a linking campaign and put it to use!
- Create mini viral reports on your niche and submit them to ebook directories. Find others in your niche who can send them out for you.
- There are tons of great traffic generating techniques, and you need to use as many as you can. Preferably ones you can put on autopilot.

Once your site is making you money, repeat the above steps with another niche. Do it again and again and again.

The more you do it, the more money you will make.

Liz Tomey started out with a direct mail marketing business in 1998. In 2004 she handed her direct mail marketing business over to an assistant, and embarked into the Internet marketing world. After just one year of starting her Internet marketing business along with building sites that generate money through Adsense she is already making six figures. She proves that anyone can make a living online with a lot of determination and a strong will to succeed. You can visit her main site at <http://www.TomeyMarketing.com>

Related Resources:

Niche Site Builder Programs:

[Portal Feeder](#) A new breed in Portal Building

[The Article System](#)

[Article Miner](#)

Popular and upcoming alternative programs to Adsense that also pay you per click:

[Chitika MiniMalls](#) / [book on the subject](#)

[Kontera](#) / [book on the subject](#)

[PeakClick](#)

Here are excerpts from a new book titled Adsense Confessions where the moderator Codrut Tarcanu asked these following questions to a circle of successful Adsense marketers that are not gurus, but real people just like you who have found Adsense success. Codrut allowed me to share these insights with you from his new [Adsense book](#).

Could you reveal your first 90 days AdSense earnings?

As I said before, the beginnings were difficult. There were days in which I earned just \$0.50, \$1.62 and even \$5, but as I got to know the program more and combining the TopPayingWords.com with the content, there were days that I made more than \$200. More and more I started to realize that keywords were essential to increasing revenues. As I started understanding the use of keywords and developed a keyword list rank, revenues started increasing incredibly.

Traffic is essential to make money in this and the other PPC programs. You can't expect to make \$5.000 a month with just 100 daily visits. Having your site well ranked and generating traffic is the first step. The more traffic you have, the more possibilities you'll have of visitors clicking on your Google Ads. The optimization of the web site is fundamental in all of this. The site must be very well ranked in the most important search engines with well chosen words in your content.

The Adword campaigns also help to obtain traffic. It's very important, before starting with any AdSense campaign, to see which tools we have available. A good site, good content, traffic, the TopPayingWords.com Database and a little bit of luck are the recipe to be successful with this program. Today I can say that my objective has been accomplished.

My own experience with AdSense was a learning curve, because it was just the beginning. But now, AdSense has been applied by thousands of websites and many webmasters are benefiting from it. So, for those that want to start with AdSense on their sites, it is much easier and they will be able to see immediate results if applying all the right ingredients: traffic, content and keywords.

What big mistakes do you see others make with AdSense and how they can be avoided?

Big mistake #1 - Not using Channels

I didn't make this AdSense error but if you aren't using AdSense Channels you are losing money and don't have a way of tracking your development. If you don't believe me, set up URL channels for your pages and you'll see in real time what works and what does not.

Big mistake #2 - Using the horizontal format

So far, the results are much better when people use the vertical format.

Big mistake #3 - Placing AdSense Ad Units on the top, bottom, right and left of content The AdSense publisher community may not totally agree, but don't hide your ads by neatly stuffing them on the borders of your site. Put your AdSense Ad Unit in the middle where your visitor will be forced to see them. It's not that your visitor doesn't want to see the ads it's that over the years of web surfing we've become blind to traditional banner locations.

How do you go about converting your site traffic into more AdSense income?

Through traffic analysis to our site we improve the CTR (click through rate) and since we added the TopPayingWords.com database, we increased the amount of money per click.

If you are already running AdSense on your site, you are probably thinking of ways to increase your AdSense income.

If your AdSense is performing poorly, I have three tips for you:

1. Decrease the number of AdSense blocks that you are displaying on a page. I don't know how others have experienced this, but my income seemed to be less if I had more than one block of AdSense ads displayed at once - and your CTR is definitely less if you have more than one ad impression at a time. My suggestion would be to have one AdSense block in your content, and an Adlinks block somewhere at the top of your page. Adlinks is great because if someone clicks on a link in it, they are taken to a page with many more choices on it, which increases your chances of them clicking through.

2. Change your link colour to [blue](#). While I cannot disclose my CTR I can tell you that this one little change more than doubled my CTR. I know that there are 9 others out there who advocate that your link colour should be the same as the other links on your site, but try it out for yourself for a day or two. I think you will be highly surprised!

3. Set the URL colour to the same colour as the ad's text. This makes the URL "melt" in and makes the link colour stand out more, definitely making it more "clickable".

The above three changes definitely resulted in doubling my own AdSense income. Experiment with it and see how it works for you.

Could you share some profit-pulling TIPS our readers can instantly use to maximize their AdSense Income (24 hours)?

To be able to increase your earnings through AdSense, it's very important to have a site with good content, good traffic, and as said before, combine it with the TopPayingWords.com database.

You also have to place the AdSense ads in the places where the navigator will most probably click on.

Google advises on how to place them at the following link:

<https://www.google.com/support/adsense/bin/static.py?page=tips.html>

As also mentioned previously, keywords can make a big difference on your earnings. Google ranks content according to most keywords and places ads through AdSense accordingly. Some ads pay more than others per click, according to content. So, by including words at your site that have high ranking and attracts better paid ads, you can dramatically increase profits.

Below are two examples on how to increase earnings using the TopPayingWords.com database to decide what keywords to place on your site:

Case Scenario #1

If your site is about retirement, where the keyword pays \$0.63, you could associate your content with the TopPayingWords's keyword "health insurance company", which pays \$10.36.

By knowing which keywords pay more, you can change the text of your site to include these Top Paying Words, create new pages for your existing site with these words, or create new websites with Top Paying Words.

The key to success is to find associations between the content of your website and content with Top Paying Words' keywords.

Case Scenario #2

If your site is about cars, where the keyword pays \$1.48, you could associate your content with the TopPayingWords' keyword "cheap car insurance", which pays \$19.

If you'd have to build a Web Site from scratch to generate AdSense Income on Autopilot, how would you do it in 30 days or less?

1 - Find a niche.

What is an Internet niche?

An internet niche is simply a keyphrase that you type in the search engine boxes. The results that they give are all the webpages which have that keyphrase and belong to that Internet niche. The more that keyphrase is used in a webpage, the more it will be relevant to the search and higher it will rank in its positioning in the results given by the search engines.

Free tool <http://www.wmXP.com/overture>

2 - Domain Name

Find a good domain name, in accordance with the niche where you want to work. A domain name which is suitable to the subject matter treated as META KEYWORDS, which contributes to place the results among the first hits in the search engines.

3 - Use a good hosting service.

This is a very important point. If there is no hosting, there is no site.... Free hosting services, as such, do not provide the certainty that they will always be up and online, which can result in the loss of time and money.

This is why I recommend the use of paid hosting services. There are excellent and feasible hosting service providers out there.

4 - Link exchange

It is always a good idea to exchange links with other sites which may be more popular and have a higher page rank. This will help the search engines find and index your Web site more quickly.

I recommend <http://www.linkbuildingpro.com>. This site is growing constantly.

5 – Forums

Publicizing the site in discussion forums related to the chosen niche, which will quickly bring about targeted and related traffic.

6 - Top Paying Keywords

Building the site in combination with the contents of the TopPayingWords.com database will ensure a greater participation in Google's AdSense program.

Very important: SPAM is USELESS.

By using this formula, you will be receiving income from AdSense in less than 30 days.

To find out more info on Codrut's Adsense Confessions book, you can [click here](#).

Built-in Bonus Product...

Get this Adsense page builder tool... FREE!

You'll receive this killer piece of software that you can use starting today. It will increase your website content easily - *something every Adsense marketer needs*.

Massive changes are taking place within the search engines and "old school" mini-sites that are loaded with pages of *scraped* search engine results are doomed! Grab the software now, install it, & use it... See just how easy it is to find, analyze and use keyword-rich, optimized articles to *revitalize* your current websites and make your future websites come alive with more search engine activity and traffic using fresh, quality articles!

You would never find a tool like this priced under \$97 but it's *yours free...*

Your software unlock code is: 318716

[Click here to get it now...](#)

I hope you enjoyed the report and don't forget to read the accompanying AdSense report by Jim Morris.

If you like what you have seen here and are not yet a member of my **Success Triggers newsletter**... please sign up today!

Go to: <http://www.SuccessTriggers.com>.

Also... I'd like to leave you with 2 inspirational articles I've written on success and getting started in your own online business. Please read them and watch how they can motivate you to action for making 2006 your best year yet.

To your success!

Michael Nicholas

Articles start here >>>

3 Powerful Words

By: Michael Nicholas

I should have listened to an internet veteran back in 2000.

Learn from my mistake...

Allan Gardyne, of AssociatePrograms.com told me 3 powerful words that I overlooked as just too broad and simplistic...

And it's important that you hear this too so you won't waste time or make the same mistake I did...

His very words to me in a personal email were...

"Just Get Started"

I remember he went on to say that was the most important thing...

Now I bet that went right through you transparent with about zero impact - just like it hit me too, right?...

But don't let those 3 powerful words disguised as too simplistic fool you...

It took me almost 4 years later to catch-on and wise up. You see, I sat on the sidelines of online marketing far too long...

To me all this marketing stuff seemed like a giant catch 22...

I thought I needed to know a lot more than I knew at the time before I could actually get started... I felt I didn't

have enough knowledge, so how could I get it all going???

Freeze - Stop - Do Not Pass Go - & Do Not Collect any Commissions!

As it turns out, I was wrong in hindsight... Because marketing is momentum. It's something you build-on as you go... the snowball effect.

Let me stress that again... "marketing is momentum".

Remember that... And while you DO need to keep expanding your knowledge in different areas - you can start implementing the things you learn as you go.

And you will be surprised because along the way you can start earning commissions while building your marketing momentum. This is something I was late to realize...

Again- learn from my mistake...

Just as an intern becomes a doctor or as we date before the marriage, it should be the same in marketing...

We must practice doing what we want to become... It's an evolution of a process in the making...

Ah... the magic bullet?

Not really... but the closest you will find to it...

So don't just sit on the sidelines... Get out there and do the 'Nike'... Let me explain more...

The typical 'pondering ditch' many seem to fall into... (or should I say 'fail' into)... is that they don't understand that a major part of the success formula is to "just get started".

Heck... I didn't even believe this online marketing thing was real until I saw real commissions congratulate me in my own email box... (and this is something that once it happens you're hooked :>D

However, I once entertained the thought that making a living online was reserved for gurus only ...

Hogwash!

But I had to prove that to myself... And you will too unless you take my word for it which you should simply because it's true.

Your own beliefs can be what's holding you back. But don't let anything stop you because when you are frozen going nowhere, remember there are others making commissions every day, week and every month...

So why can't it be YOU?

The fact is there are people just like you - people you will never get to hear about... but they are out there doing it right now as you are reading this.

Yes, many of them are making their living online quietly...

Now imagine if I had listened to Allan back in 2000?

So what's holding you back?

Well what I have found the hard way is you don't have to wait to get started... You don't even have to write your own ebook or create a membership site or any of that if that's not your thing... You can do affiliate marketing.

But to start profiting online you have to follow these 3 very powerful words of advice...

"Just Get Started" (or like Nike says it, "Just Do It!")

As soon as you make your first sale you'll be amazed how your commissions will begin to add up... And you'll find ways to build it from there. No pipe dreams here... this is real.

There are many possibilities so just listen to those 3 powerful words. And if you implement them... you'll finally discover a formula to start your own online marketing business now... not years down the road...

So please don't waste time... "just get started" and learn from my mistake...

Go for it now... it's YOUR success... but don't make it wait any longer than it has to.

Sincerely,

Michael Nicholas

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Spin Your Wheels To SUCCESS!

By: Michael Nicholas

(c) By Michael Nicholas

Have you ever gotten caught on a slippery road and felt the wheels under you spinning and going nowhere?

Well, you don't really need to be in a car to know what I'm talking about because this scene has been played out metaphorically many times as well.

It's the feeling of not getting to your destination and it's an unpleasant result... Spinning your wheels is being out of control and getting nowhere while trying to get somewhere.

And when you apply this to reaching success it's not only frustrating, but it can also crush your spirit to move on and upward.

But let me tell you a secret of success that is in every revolution of a spinning wheel. This is something that is difficult to see while you are trying to navigate toward success.

It's like a thick fog or night blindness and it wants to throw you off course so you lose your way. It's a false/positive state of mind that wants to lead you down the wrong road to failure where you may easily think it's time to give up. After all it's quite easy to stop the engine and park it...

BUT... wait a minute... What if all the while your wheels were turning you were moving toward success little by little and didn't realize it? What if you were moving in revolutions that didn't feel like you were moving at all but you really were?...

And what if you didn't stop your wheels from spinning BUT kept them going in that same very direction you set out on?... Well this is the road to success, my friend, and YOU are on it...

At first being on the road to success may feel like you are going nowhere... This is where the weak give up and move to something else many times repeating the scenario over and over never getting anywhere.

They just think they are spinning their wheels and give up way too early. But if you have a goal you want to accomplish... something you really feel strong and dedicated about - don't yield to the false/positive feelings of failure.

Why? Because the feelings of failure WILL come greet you... That you can be sure of. But pay no mind to failure because it's not a reality unless you accept it. Many times it's only the fear of failure - so just ignore it.

These feelings are just part of the journey leading to your success. However, if you keep on driving toward your goal without taking your eyes off of the road, but stay put even when things look, feel and taste like a losing battle... Your reward for riding through the storm is SUCCESS.

And yes it's been there the whole time... but this destination does not come easy to those that give up.

Remember this...

When it looks like nothing is happening... look again, give it time and even more time... Then when you have staved the course your journey requires... that's when success is right around the corner.

Therefore, one of the real secrets of success is when it doesn't seem like success... it can still very much be you are on a successful journey leading right to it.

So don't cut yourself off and just spin your wheels... Spin Your Wheels To SUCCESS!

Michael Nicholas publishes his weekly newsletter, Success Triggers, featuring tips for online marketers worldwide. If you want to trigger your online success, come join Michael and receive FREE gifts that can help boost your online marketing starting today. ==> <http://www.SuccessTriggers.com>

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