



## **THE G FACTOR**

**Add the BIG G Factor to Your  
Internet Business Bottom-Line!**

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# **THE G FACTOR**

**Add the BIG G Factor to Your  
Internet Business Bottom-Line!**

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# 1.0 The Big G Marketing Factor Exposed!



## 1.1 Why Add Google to Your Internet Business Bottom-Line?

You've heard of [Google](#). Anyone who hasn't heard of Google has been living under a rock for several years now. But did you know that Google can help you do more than just find information? Google can help you increase the bottom line of your business.

There are two ways that Google helps business owners increase their bottom line – with [Google AdWords](#), and [Google AdSense](#). There are two separate advertising programs that actually work together, even if you are only participating in one of the programs. Both programs are free to join.

Google AdWords is an advertising Pay-Per-Click program. You set up a free account, write your add, choose your keywords, set your budget, and activate the campaign. Google then displays your ad in their search engine results, when your keywords are used in a search, as well as on content websites that are related to your keywords.

Each time someone clicks on your ad, you are charged whatever you have agreed to pay for each click, or less in some cases. Google charges your credit card for the clicks that you have received on a regular basis.

This is one of the most effective ways to get traffic to your website, and to build up an opt-in list – if you are using a capture page – in existence.

On the other side of the G-Factor is Google AdSense. Google AdSense doesn't cost money – it pays money to content website owners who place the Google AdSense code on their websites, each time one of their visitors clicks on one of the ads that are displayed.



With Google AdSense, you can select the type of ads that you wish to run, as well as the look and feel of the ads. When you place the code on your web page, Google serves ads that are relevant to the content on that page, so that the ads are highly targeted.

The ads that are being served to AdSense sites are the ads that AdWords customers are running through the AdWords program, and this is how the two programs work together.

So as you can see, you can either join forces with Google AdSense to earn extra revenue for your bottom line and/or use Google AdWords to get more traffic to your site, which you can then convert to more sales.

## 1.2 How to Use Google to Boost Your Internet Business

Google makes it easy for business owners to boost business on the Internet in three ways: **Google AdSense, Google AdWords, and by using the Google Search Engine in general.** Take a look at what each Google program can do for your business.

Google AdSense is an advertising program, which allows website owners to sign up for a Google AdSense account – free of charge – and then to place ad code on their webpages. The website owners profit when people visit their websites, and click on the Google AdSense ads.

The AdSense ads that are served to your pages are relevant to the content that you have published on your page. While each click doesn't pay you a lot of money, numerous clicks can. In fact, there are many people who do nothing but publish 'AdSense sites.'

These sites are designed with content that is meant to attract high paying ads from Google AdSense, by targeting high paying keywords. While some website publishers focus solely on Google AdSense for site revenue, there are others that just add it for an additional revenue stream from their websites.

Google AdWords is an advertising program that website owners pay for. They set up an account, for free, write your ad, select your keywords and budget, and then let the ad run.

The ad appears in the search results when someone searches for those keywords. It also appears on content sites (AdSense Sites) that contain the keywords that you've selected.

Again, you pay for each click that you receive, but you will find that by using Google AdWords, your traffic increases dramatically, in a matter of hours, and that of course will result in higher sales.

Finally, by using search engine optimization techniques, you can take advantage of natural search marketing with Google. Google is the most popular search engine among Internet Users, and you definitely want to get a high ranking with them, for the same reasons that you might use Google AdSense.

By optimizing and doing natural search marketing, your website listing will appear higher in the search results – and that doesn't cost anything more than your time if you do the optimization yourself.

# 2.0 Raking in Free Traffic from Google



## 2.1 How the Google Search Engine Works

While we don't often think about – or care – how Google works, it is very important for anyone who is using AdSense, AdWords, or natural search marketing for their business to understand the basic principles that drive the Google search engine.

There are three main parts to Google: Googlebot, The Indexer, and the Query Processor. Each of these three parts is crucial to online businesses, believe it or not. Let's take a look at each of these Google elements to see how they work.

Googlebot is the search engine spider that comes to your website and 'spider's' your pages. It isn't an actual spider.

It actually works more like a web browser by calling a server and requesting pages, and downloading them – just as you do when you open your web browser, type in an email address, and the page loads.

Googlebot, however, is run by numerous computers and performs this task much faster than one user could on their home or work computer. Googlebot also doesn't know that a website exists until a URL is put into their Add URL form, or until they find a link to that website on another web page.

When Googlebot visits a page, they take all the links from that page, and put them in a queue for crawling, and just repeat this process over and over again. Once Googlebot has found a link, and downloaded the page, it hands that page off to the Indexer.

The Indexer stores the pages in Google's Index Database. The Index then sorts all of the pages in its database, alphabetically, by looking at all of the keywords on the pages. The Index does not pay any attention to what Google calls stop

words, such as is, on, or, why, how, etc. It just pays attention to more important keyword type words.

The Indexer, after Indexing pages, waits for the Google Query Processor to ask it for a list of documents. A keyword is given to the Query Processor, which in turn asks the Indexer for a list of websites that contain that keyword.

The Indexer then supplies the Query processor with a list of the documents, and the Query processor presents that to the user that requested the keyword.

As you can see, each element is important to the others. It all starts with the Googlebot finding your webpage link on another page, or by you going to Google and using the Add form to list your website.

## **2.2 Choosing Your Search Engine Keywords**

Choosing keywords to target for the search engine isn't very hard, but it does require some level of research. In fact, many people spend hours a day or a week in search of the perfect keywords. But it really doesn't have to take that long.

The idea behind choosing keywords to target for the search engines is to find keywords that have a lot of people searching for them.

For instance, if you have a weight loss website, you research and find that the word weight loss gets a lot of searches each month, you might think that the word 'weight loss' is a good keyword.

Well, the answer to that would be both yes, and no. You see, yes, there are a lot of people searching for this keyword – but because there is a great deal of

competition in this market, it may not be the right keyword for you. You want to narrow that keyword down as far as possible.

You can do this using a tool such as the Overture (now Yahoo! Search Marketing) Keyword Selector Tool, which can be found at <http://searchmarketing.yahoo.com/rc/srch/> . Start the tool, and type in the main keyword, such as weight loss.

As you would see with that keyword, weight loss, there are nearly half a million searches each month.

Obviously, this keyword is very popular. But look further down that list. You will see weight loss pill, weight loss diet, and weight loss program all get quite a high number of searches each month as well.

By targeting these more focused keywords, even though they get a lower number of searches, you will find that you have less competition in the search engines, and also that you make more sales by targeting a specific group of people – such as those who are looking for weight loss programs.

You could target it even further by naming a specific program in your keywords, such as Atkins weight loss programs.

So, when selecting keywords, choose a keyword that represents a niche that has a lot of people searching within that niche, and then narrow it down as specifically as possible by seeing what keyword phrases are being searched for in that niche.

## **2.3 How to Get Your Websites Indexed by Google**

You've got to get your website indexed in by Google if you want to succeed. You've probably heard that over and over again. You may have even heard people talking about how difficult it is, and how much work it takes. But this isn't necessarily true, if you know what to do.

First, once your website is ready, you need to go and list it for indexing yourself, instead of waiting for Googlebot to find you. Furthermore, you need to add each and every webpage of your website in the Add URL form for Google, which can be found at: <http://www.google.com/addurl> .

Before you do that, however, your website must be ready. Make sure that your content has targeted the keywords that will serve you and your potential visitor's best in the search engine. You should use your keywords between 2% and 6% in the content of each page.

Use various search engine optimization techniques. As well as ensuring that your keywords are used in the actual content of your pages, you need to use them in the title of the page, in the 'alt' tags for graphics and links, in the anchor text for links, and in your Meta tags.

You also need to make sure that you have clean HTML code, that all of your pages are linked together, and that you aren't using any SEO black hat techniques.

While this method of getting Google to Index your pages works, it can be very slow. The Googlebot obviously has a lot of work to do each day, and it just takes time to get it all done. But, there is a faster way to get listed in Google. Use Google AdWords.

With Google AdWords, you can sign up for an account at no cost, you should note, however, that it does indeed cost money to use Google AdWords. You

select your keywords, set up your ad, set a budget, and activate the campaign. You must also set how much you are willing to pay, per click, for each keyword.

Google then starts showing your ad in the search results when your keywords are searched for – you see Google Ads on the right hand side of the page in the search results. That is where your ad will appear.

## **2.4 How to Increase Your Search Engine Ranking**

That ever elusive high search engine ranking. All website owners want it, but few, obviously, are able to achieve it.

The first thing that you need to realize about search engine rankings is that there can only be ten websites in the top ten search results for each and every keyword. That is ten among millions!

But that shouldn't stop you from trying to obtain that top ten listing! The trick is to narrow the playing field first.

You do this by using tightly narrowed keywords. Instead of targeting a popular keyword, such as 'writing,' you might choose a more focused topic, such as 'creative writing' or 'grant writing.'

By choosing a more tightly focused keyword, you cut the competition for the top ten placements dramatically, increasing your chances of getting in the top ten results for those tightly narrowed keywords.

Next, you use on-page search engine optimization techniques. Make sure your HTML code is clean. Use meta tags. Use your keywords in the 'alt' tags for links and graphics. Use your keywords in the anchor text used for links. Use your



keywords in bold, H1 or H2 fonts, and of course, use your keywords approximately 2 – 6% of the time in your page content.

You must also make sure that you are constantly updating your site and adding content – Search engines like this.

But all that still isn't enough. The next thing you have to do is work on your off-page optimization. You need inbound, one-way links. These are links that you do not have to reciprocate.

You get these links by visiting popular blogs, leaving comments on those blogs that are relevant to the blog post, and including your website link in your signature.

You might also have a blog that is not on your domain. Blog often, and when you post to your blog, ping it, using a service such as [www.pingomatic.com](http://www.pingomatic.com) and then tag it, using a social bookmarking site such as [www.onlywire.com](http://www.onlywire.com) .

Moving up in the search engines takes time, and the amount of time it takes depends on how much you do to make it happen, and how often you do it!

Again, do the on-page optimization, and then start focusing on that all important off-page optimization as well!

## **2.5 How to Protect Your Ranking and Stay at the Top**

Getting to the top of the search engine rankings is one thing – staying on top is a whole new ballgame! It takes a lot of time and effort to get a top ranking in the

search engines, but once you've made it, you have to continue to put forth effort to stay there.

A lot of the tasks that you perform to achieve a top search engine ranking must continue to be carried out in order to stay at the top of the rankings.

This includes regular updating of your website, as far as on-page optimization goes, but for the most part, staying in the top of the search engine rankings comes more from off-page optimization techniques.

In other words, you've got to continue building those one-way, inbound links. You want inbound links to your site on websites that receive a lot of traffic, and as well as high search engine rankings, for those sites keywords.

As you continue to get your link on such sites, the search engines view your website as a more important website as well.

There are many ways to get your one-way inbound link on other people's websites.

The very best way, however, is to participate on their blogs, submit content to the site, if that is allowed, and to participate in their forums – including your own website link in all of these activities.

If you contact the site owner and request a link to your site, you will most often be asked to reciprocate the link.

For this reason, it is best to look for another way to get your link on that site first, and then only participate in reciprocal linking if there is no other way for your link to be included on that site, and as long as the site in question is worth linking to – from the point of views of you, your visitors, and the search engines in general.

Again, you just need to continue growing your website, by adding content on a regular basis, adhering to all of the on-page SEO rules, and by continuing to get important one-way, inbound links to your site.

## **2.6 Maximizing Your Free Traffic Funnel from Google**

There are numerous ways to get free traffic to your website. This free traffic is very important, obviously because it cuts the amount of money that you need to budget for advertising dramatically – or it enables you to spend more advertising dollars on paid advertising media. Google plays an important role in terms of generating free traffic.

Using natural search marketing techniques, which basically employ search engine optimization techniques, you can move your website listing up through the ranks in the Google search engine.

This search engine optimization includes both on-page optimization, as well as off-page optimization, where you get one-way, inbound links to your site on important websites that already have high search engine listing for their keywords.

Essentially, you make sure that your HTML code is clean, that you have used your keywords effectively within your content, that your links are anchored with your keywords in the text, that you use your keywords in the 'alt' tags, that you use meta tags, and that your keyword is included in the title tag of your page, as well as in bold, with an H1 or H2 HTML tag on the content portion of your page.

But once you get traffic, you need to learn how to maximize it. Set up an opt-in page, which may also be called a capture page, a squeeze page, or a gateway

page, which your visitors will go through before getting to your website content. This page will request the visitor's first name and email address, and if you are offering them something for free in exchange, such as an E-Book or report, they will happily provide you with this information.

This information is then sent to your auto responder, where you can market to these visitors over and over again, bringing them back to your site again and again, without having to get them to come back to you through the search engine.

By capturing names and email addresses in this way, you can truly maximize the free traffic that you are getting from Google, and you will find that you have more repeat visitors, which in turn amounts to more sales.

## **3.0 Leverage on Pay-Per-Click - Google Style**



## 3.1 Adwords Marketing Revealed

If you want to effectively market your website, and bring hordes of traffic to it – almost instantly – you need to learn how to use Google AdWords. Using Google AdWords is very easy, but you do need some level of Google AdWords knowledge to make it work in an effective way.

As you may, or may not know, setting up a Google AdWords account is free, but it actually costs money to use.

You pay choose your keywords, determine how much you are willing to pay for clicks for each keyword, write your headline and your ad, set your budget and activate the ad campaign.

If you don't understand how to do all of this, Google has been very effective in teaching you how to set up a Google AdWords campaign, but again, you need more than a basic knowledge to make Google AdWords work for you in a cost effective way.

As you see, you will be paying each time someone clicks on your ad, which will appear in the sponsored section, on the right hand side of the search results page, when people search for your selected keywords.

But what many new AdWords users fail to realize is that this can be very costly, with none of those costs being recouped, if you aren't selecting the right keywords, or using the ad to target the right people.

There are essentially two reasons to use Google AdWords: To get traffic that will be converted to sales when they get to the website, or to get traffic that will convert to subscribers – which in turn will eventually convert to sales. So, you

have to decide what it is that you hope to accomplish with Google AdWords before you set up your campaign.

Now, let me reveal to you how to write your Google AdWords ad – very simply. If you want to make sales, you need to point that out in your ad, by targeting only those that are ready to make a purchase.

Make it clear that you are selling something related to the keyword that they searched for with the wording of your ad. You will get fewer clicks, but a higher percentage of those clicks will revert to sales, because the people that click the ad are ready to spend money.

On the other hand, if you are using Google AdWords for the purpose of building a list to market to, give something away for free, and use a capture page on your site. Make it clear that you are giving something away for free in your ad.

## **3.2 How a PPC Adwords Program Works**

Do you know what PPC is? There are so many abbreviations used in the world of Internet Marketing that it is often hard to keep up, but PPC stands for Pay-Per-Click, and it is pretty much self explanatory.

A PPC ad campaign is an ad campaign where you will be charged a certain amount of money for each and every click that your ad receives. Google AdWords is such a PPC advertising program.

You can set up a Google AdWords account for free – but it is not free to run an ad campaign if you get clicks, because you will pay for each click that you get. The objective is to ensure that those clicks revert to sales, at some point, so that you can cover the costs of the PPC AdWords campaign.

When you set up a Google AdWords account, you select your keywords, and determine a price that you are willing to pay, per click, for each of those keywords.

The ads that will pay Google the most per click appear at the top of the sponsored section on the search results page when those keywords are searched for – so, the higher you bid for keywords, the higher your ad will appear.

Now, once you've set up your ad campaign in AdWords, Google makes sure that your ads appear in the sponsored section of the search results, again, based on how much you bid for each keyword, but they also make sure that your ads appear on websites that contain keywords that are related to the keywords that you chose.

This is done through Google's AdSense program, which is set up for website owners who want to earn revenue from Google by placing ad code on their pages. They are paid a percentage of what the AdWords advertisers are paying Google for the keywords each time someone clicks on a link on their site.

So, Google makes money because you pay for clicks on your ad, the AdSense publishers (website owners) make money when their visitors click on your ads, and you, of course, make money by getting more visitors to your site, in a small amount of time, which you can then convert to sales.

### **3.3 How to Craft Out Your Own Profitable Adwords Campaign**



Google AdWords aids millions of online business owners in making more money, by delivering more traffic to them, for a price. Getting started and setup with Google AdWords is very easy, but you really need to know how to craft a profit pulling ad for your AdWords campaigns if you want Google AdWords to be an effective marketing tool.

First, you need to determine what you want the visitor to do when they arrive at your site. Do you want them to make an immediate purchase? Or do you want to get them on your list, so that you can market to them over and over again in the future? Once you know what you want the AdWords ad to do, you will be able to write a better AdWords ad to get that to happen.

Most website owners will say ‘either or’ meaning that they would like to make a sale right away, but failing that, they want to get that visitor on their opt-in list, so that they can make a sale to them later.

Unfortunately, it really isn’t effective to use that ‘either or’ mentality when running Google AdWords campaigns.

You could, however, run two ad campaigns: one designed to make an immediate sale, and one designed to build an opt-in list. But your ads cannot be designed to do one or the other or both – not in one ad alone! Each ad needs to be crafted to result in one activity alone.

If the objective of the ad is to make an immediate sale, in your ad, state what your product is, and even how much it costs. This type of ad will get a lower number of clicks, but that is okay, because a higher percentage of those clicking will make a purchase – simply because they were already wanting or needing to make a purchase when they searched for your keywords.

On the other hand, if you want to build a list, you want to get people to your opt-in page. You do this by offering them something for free, such as an E-Book, information, a free report, a piece of software, an audio, a video, etc.

They see in your ad that you are offering something free at your site, and they click that ad, arrive on your opt-in page, and submit their first name and email address to get the freebie that they came for.

Note that this method will result in a huge volume of clicks, with much fewer sales being made immediately, and you will have to pay for all of those clicks!

### **3.4 How to Bid on Profitable Keywords**

Are you ready for the Google keyword bidding war? It isn't as bad as you might think. In fact, it is really just a question of choosing the right keywords, and then bidding a price that will get you where you want to be in the sponsored ads on search results pages.

The most profitable keywords are usually the highest priced keywords. It is important to know this going in, and then to find a way around it. The way around it is to choose smaller niche keywords.

Smaller doesn't mean a smaller word, it actually means more words in this case, where you use the main keyword – the high priced profitable one – and add more words to it to make it more targeted, which results in a lower keyword price that gets you better results.

For instance, the keyword video is a very popular keyword, getting about half a million searches per month. Google sees the number of searches, and therefore, they want to charge more per click for that keyword. But if you take the word

video, and make it more highly targeted, Google will charge you less, simply because there will be fewer searches performed on your keyword phrase per month. For instance, you might use the term free video or music video instead of video.

What you need to remember, is that keywords that are profitable for Google are not necessarily profitable for you.

So, instead of looking for the highest priced keywords – the most popular, look instead for the keywords that are more tightly focused on the content of your site or your product.

Instead of targeting a high priced popular keyword such as weight loss, you might target a keyword phrase such weight loss programs.

Next, get into your AdWords account, and learn to use all of the tools there. Once you've selected your keywords, you can set the price that you are willing to pay for clicks, and then you will be able to see what positioning that price will get you in the search results. Raise your price until you are – at the very least – appearing on the first page.

Also note that the price you bid is not necessarily the price that you pay. It will never be higher than what you bid, but in many cases, it may be lower. This depends greatly on what others are bidding for the keyword.

### **3.5 Adwords Marketing Tips**

Are you planning to use Google AdWords to get more traffic to your website? If so, here are some tips that will help you out:

1. Once you've signed up for a Google AdWords account, before you do another thing, **login and start reading**. Plan an entire day for this, if necessary. Google provides a lot of useful information within AdWords that will greatly help you in creating and running effective PPC campaigns with their program.
2. **If you have not ever taken a copywriting course, do so now**. Learn how to write ads and headlines that get people excited. This won't change your ranking in the results, as the price that you are willing to pay for clicks determines that, but it will greatly improve the number and quality of clicks that you get!
3. **Make absolutely sure that you set a daily budget for your Google AdWords campaign!** If you fail to do this, Google will run your ad, and bring you unlimited traffic, which in turn will cost you hundreds, and possibly thousands of dollars per day! Get that daily budget set!
4. **Don't just type in keywords that you think are related**. Research those keywords, and narrow in on tight keyword phrases that are more suited to your product or content. This will prevent clicks from people who are not searching for your specific product or information – clicks that you have to pay for!
5. **Know what you want your traffic to do when they arrive at your website before you write your ad**. Write your ads that target the people that you need – people that are ready to buy now, or people to put on your list to warm up to sales later.
6. **Test your ads!** Write several different ads to see which one gets the best clicks – note, the best clicks, not the most clicks – in terms of the action that you want your visitors to take. Use the Google Conversion reporting tools to find out which ad is best. Also test keywords.

- 7. Make changes when and where necessary.** If you are getting clicks, but your visitors aren't taking the action that you want them to take, look to see whether the problem is in the ad, or on your website. If you aren't getting enough clicks, you may have your keywords too focused, and fanning them out a bit by choosing keywords that aren't so narrow may help.

# 4.0 Making Money with Adsense Program



## 4.1 AdSense as an Additional Income Stream

Is your website failing to produce the revenue that you want? You may need to add an additional source of website revenue. Consider using Google AdSense as an additional income stream on your webpages – but use caution!

If you are selling specific products on your site – whether they are affiliate products or your own product, you obviously wouldn't want to use Google AdWords on those sales pages.

You don't want the traffic to click away; you want them to stay there until you can convince them to make a purchase.

But what about those content pages that are not converting the products well, or aren't advertising any products at all? These pages are prime candidates for Google AdSense ads, as long as these pages are getting traffic.

Remember that one click on an AdSense ad doesn't pay much – it takes many clicks for AdSense to pay off.

There are those, however, who build nothing but AdSense content websites. This means that their entire revenue from those sites will come from the Google AdSense program, and they make fulltime livings doing this. Again, it takes lots of traffic to be able to pull this off!

If you aren't ready to go in that direction yet, just try adding Google AdSense ads to your site and see how well they do. You may be pleasantly surprised, and you may find that it isn't too long before you want to become a fulltime Google AdSense publisher!

Signing up for Google's AdSense program is free, and just takes a few minutes. It usually takes about twenty four hours, or less, to be approved by Google, at which time you can log into your account, and start generating the ad code for your website pages.

You can select the type of ad code you want to display. For instance, you can choose text ads, Google search, or video ads for your website. You can also select the size and shape of ad code boxes that will appear on your site, as well as choose a color scheme that matches your website.

Once you've done all of this, Google will generate the ad code, and you simply copy it and paste it into the HTML code for your webpages, where you want the ad to appear. Google will 'read' your webpages, see what keywords it is targeting, and serve relevant ads in your AdSense block on your page.

## **4.2 How AdSense Works So You Get the Types of Ads You Want**

So, you want to make money with Google AdSense, and you want to target high paying keywords, so that the clicks you send from your site pay you more? Many AdSense beginners don't fully understand how Google determines what ads to serve on their pages, and they end up not getting those high paying ads on their site.

This is a common problem, but it is one that is easily avoided. When Google indexes pages, it looks at very specific things. It looks at your title tag, it looks at your content, it looks at the 'alt' tags on graphics and links, and it looks at the text that is used for anchor text for text links.

These are all very important elements in Search Engine Optimization (SEO).

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But Google uses that same method when it looks at pages to determine what ads to serve to the page.

So, use all of those SEO techniques on your pages. Make sure that the content on your pages contains the keywords that you want to target (high paying keywords) about 6% of the time. You can determine this by multiplying the number of words in the content by 6%.

Once you have good content that contains that 6% keyword density, make those keywords stand out. Google likes words that are bolded.

Use the bold tag in your HTML code to make only those keywords that you want to target for high paying clicks just to make those specific words appear in bold text. You might also make that text a little bigger than the other text on your page.

Sometimes, this takes some work, and you have to tweak and tune your pages until the high paying ads start appearing on your pages. When working on it, never click on your own ads! This is against the Google AdSense TOS, and it can get you banned from the program.

Instead, get your own Google AdWords account, which is free to set up, and remains free if you aren't running any ads. Use the keyword selection tools to find the highest paying keywords, and target those high paying keywords ferociously!

## **4.3 How to Sign Up For an AdSense Account**

Getting a Google AdSense ad is free, and it is easy if you have done the preparation for it before you apply. If you don't adequately prepare your website before applying, you will most likely be turned down for the Google AdSense program!

First, Google will not accept any site into the program that is not complete. You can't have pages that don't have content, or pages that are 'under construction.' It is also vital that you go to Google, click on advertising programs, click on AdSense, click the button to apply, then scroll to the bottom and click on the link that says AdSense Program Policies.

The policy will tell you exactly what type of sites Google allows into the program, and what will not be allowed. It will also tell you how you are to use the Google AdSense program in general, and it is important to know this policy!

When filling out the application, you will be asked for general information, such as your website URL, and the language that your website is published in. You will then be asked if you are opening a business or individual account. If you have less than 20 employees, you are an individual, according to Google.

Then, you will be asked more general information: the country you live in, your name (the name that payments will be made to), your address, city, state, and zip code. Your phone number is required, but Google never calls, unless they see potentially fraudulent activity on your site. Make sure you use a good phone number!

On the application, you will see a section that says 'Product Selection.' Choose both AdSense for Content and AdSense for Search – even if you aren't sure that you will use both right now. Later, if you decide to use AdSense ads and incorporate the Google Search into your website, you will already be set up for that.

Finally, you check all of the buttons at the bottom, where it says Policies, and submit the application. If you've followed the rules concerning your website in the AdSense policy, you will be approved. If not, Google will contact you, letting you know that you are not yet approved, and point out changes that you need to make for approval.

## **4.4 How to Strategically Build Content Rich Web Sites**

Have you seen those websites that contain hundreds of content pages? Do you wonder how people put those sites up so fast? It's a lot easier than you think, if you use the right strategy for building content rich web sites.

First, when building a content rich website, instead of using the outdated method of doing each page, one at a time, use the technology that we have today to your advantage.

You can create, find, or buy a website template, where you just paste content in, but that is still too slow for many.

The best option today is to use a content management system, such as Joomla. You can find or buy existing templates that can be plugged into your CMS, or you can have one designed specifically – and only – for you and your website – one that is truly unique.

When you use a content management system like this, getting the content up on your site is fast and easy. Just paste it into the form within the administrative area of the site, tell the system where you want it linked, and submit it. You're done! But where are you going to get hundreds of pages of content fast?

You have four viable options: You can write the content yourself, you can hire someone else to write it for you, you can use free content that you find on the Internet, or you can buy private label rights content and either rewrite it or have someone else rewrite it.

The first option, writing the content yourself, is of course the slowest way to get content for your site. But if you hire people to write it for you, you could assign 10 writers 50 articles each, and have 500 articles to use for content in about a week's time. All you have to do is login and put it on the site.

Using free content, while acceptable, is a bad idea. You will be publishing content that has already been published, and the search engines will penalize your site for having duplicate content in terms of where you will rank in their listings. If you are not depending on the search engines for traffic, however, this is an option.

Finally, consider using private label rights content. This content must be rewritten, in most cases, but again, if you employ some writers to rewrite the content for you, the work will be good to use, and it will be much cheaper than having fresh content written – and usually much faster as well.

## **4.5 Where to Add AdSense in Your Web Pages for Maximum Clicks**

If you are using Google AdSense as an income stream on your website, you probably want to know where to place the AdSense code on the pages for the best results.

This is a topic that has been discussed in-depth among AdSense publishers, and there have been some interesting results from a great deal of testing on this topic.

First, note that you can have two blocks of ad code on your website. For best results, use both of them, as well as AdSense for search, on each and every page. The Google AdSense for search box can go pretty much anywhere, but seems to work best at the top of the page.

There is a lot of debate about the AdSense ad code, however. Some believe it works best, using the skyscraper ad format, on the left side of the page, while others say that the right side of the page is best.

Make sure that you use that code either on the right, or on the left – but not on both. Remember that the numbers of AdSense ad blocks you can have on a page are limited!

The AdSense code also needs to appear in the content portion of the page. Many swear by putting it right at the very top – above the content on the page. Others have found that they get better results by putting the ad code in the middle of the content on the page.

Whether you put it at the top, or in the middle, use the rectangular format that fits best on your page design for this ad block.

As you can see, there has been a lot of testing done, but everyone is getting different results. You have to determine, for yourself, with the help of testing, where to put your ads, and where they work best. Again, run your own tests.

Put the code on the left for a week, and see how it does, and then move it to the right. Put it at the top of the content, and then try it in the middle. Most people agree that the ad code at the bottom of the content doesn't work that well.

Also, look at your page, and see where you're eyes are drawn. Ask others to look, and find out where their eyes are naturally drawn. Where ever that is on your page, that's where you want AdSense ad code!

## 5.0 In Closing



## 5.1 Word of Caution on Using any Google Programs

So, you've incorporated Google AdSense on your website, and you are happy to see that your revenue is adding up. One morning, you happily login to see how much you're Google AdSense ads have earned, and find that you have been removed from the program.

Feeling that there must be some mistake, you go to your website, and see that the ads are no longer appearing.

Feeling a slight rise of panic, you open your email, and see if there is anything from Google. There is, and you are informed by Google, in no uncertain terms, that you have been banned from the program!

The letter will probably state why, but this can easily be avoided with Google AdSense, and any other Google program, such as Google AdWords, by reading, understanding, and applying the Google Terms of Service (TOS)!

The most common problem for AdSense publishers is that they click on the Google ads on their own websites. These are called Invalid clicks, and if you do it, Google will toss you out of their program.

It is such a problem, and such a major rule, that it is the practically the first thing that Google covers in the TOS for the AdSense program.

In the AdSense terms of service, Google goes on to tell you what activities you may not do to encourage others to click on the ads, what type of content may not appear on your website, using copyrighted material on your site, how to place ads on your site and rules concerning ad placement, and issues concerning other



types of advertising that you may or may not use on your website pages that have Google AdSense code on them.

The terms of service are written in a clear language, and it is important to read them. Again, most people get banned from Google programs because they failed to read and/or follow the TOS.

But, you should also be aware that Google has been known to change the TOS on a regular basis.

It is vital that you keep up with changes in the TOS, and that you make any needed changes to your website that the new TOS affects right away.

If you do find yourself banned from a Google program, you may be allowed back in, if you make corrections and have Google check it for you. But if you've done anything to commit fraud – as Google sees it – such as clicking on the ads on your site, you can forget it!

## **5.2 Power Tips on Combining Google Programs to Boost Your Business**

Do you want to increase the revenue of your online business website? If so, let Google help you to do just that, by combining Google AdSense, Google AdWords, and by using search engine optimization for Google.

AdWords is a program that brings traffic, but costs money. AdSense is a program that sends traffic, and makes money. Google Search sends traffic and costs no money. Here are some power tips to help you combine the three programs in an effective way.

1. **Even if you are using Google AdWords, make sure that you are still using search engine optimization as well.** This will help you get a better position in the search engines, and once you make it to the top of the results – the first page – you won't have to spend money on Google AdWords anymore.
2. **Create content on your website that targets high priced keywords, and get AdSense ads on those pages.** This can greatly help in funding your Google AdWords ads by paying you more money through the Google AdSense program.
3. **Never count on your Google AdSense income to cover your AdWords campaigns completely.** It's great for helping to recoup some of the costs associated with your Google AdWords campaigns, but AdSense rarely covers all of those costs.
4. **Don't cut your own throat.** If you are running AdSense ads on a site that you are advertising in Google AdWords, you may be spending more money than you are making. Use AdWords on sites that sell an affiliate product or your own product, use AdSense only on pages that aren't designed to sell any other product.
5. **Use Google AdWords to test, without using Google AdSense.** The AdSense program doesn't tell you exactly what ads were clicked on your site, and it is not an effective testing tool. Google AdWords, on the other hand, is an effective testing tool.
6. **If you are using Google AdWords to bring traffic to an AdSense site that you have, use caution.** Make sure that you aren't paying more than you are making! To avoid this, when selecting keywords for your site, use key phrases that cost less and are related to your topic for your AdWords

campaign, but then target the highest paying keywords in that group within your content.

## Recommended Resources

### Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

### All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

### Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

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