Affiliate Secrets Revealed
Opening The World Of Success

AdSense The Easy Way

QUICK STEPS TO QUICK PROFITS

Google AdSense

ADSENSE THE EASY WAY

THE EASY WAY TO CREATE

PROFITS

FOR

YOUR POCKETS

PRESENTED BY:

Randy Wheeler

Affiliate Secrets Revealed
Opening The World Of Success

CONTENTS

INTRODUCTION

Over the past 20 years the Internet has progressed from a portal for information sharing to a virtual shopping mall. It has become the place to go in order find anything or information about anything or even information about where to find information…..well, you get the point.

This is due in no small part to a clever group of marketers that realized the enormous opportunities of exposure for their goods and services to people just waiting to buy. Just as we are witnessing the monetization of sites such as MySpace and Facebook, we have seen the internet turn into THE place to have a presence.

What is truly remarkable about this would the fact that even the small "mom and pop" store at the corner of Main and First has a website, and more often than not they will see their sales increase as a result of this exposure.

So what is the importance of having a presence on the internet?

➢ Increased exposure to products and services.
➢ Increased ease of shopping for the consumer.

And, an entire new industry that caters to those merchants that desire to place their company on line.

This is where we find AdSense.

AdSense is simply the monetization of a web site.   So not only are we able to put our product on line, we also are able to make money from other people that are putting their products on line.

WHAT *IS* ADSENSE?

AdSense is a very efficient way for you (the advertiser) to target your audiences. By using AdSense, you will not pay for placement. The advertiser pays for clicks. This is where the term "Pay Per Click" (PPC) comes from. You the advertiser only will pay for those visitors who actually click on the ads. If no one clicks on the ads, you are not charged a fee. This encourages more and more advertisers to become involved with AdSense.This is an easy **easy** process for the website owner.

How?

Simply create an account, copy the AdSense code onto your site, your finished and Google will do the rest. The ads will appear within the hour.

Initially , the ads be generic. Often they will be public service announcements. This process occurs to buy time for the AdSense "spiders" as they crawl the publisher's website. Once they crawl the site, they will determine what type of website it is. As a result they will affix rotating advertisements that are in accordance with the subject matter of your website. For example, if the website deals with hunting and fishing, the spiders will pick up on this and the ads appearing on the site will reflect hunting and fishing ads.

REASONS WHY ADSENSE IS ESSENTIAL FOR CONTENT SITES

HOW DOES ADSENSE HELP YOU?

Remeber your site as a **content site**. This is a crucial mindset for you to have.

The concept is quite simple. The publisher or the webmaster inserts a java script into a particular website. Each time the page is accessed, the java script will pull advertisements from the AdSense program.

Therefore, the ads that are targeted should be related to the content that is contained on the web page that serves the ad. If a visitor clicks on an advertisement, you the webmaster serving the ad, earns a portion of the money that the advertiser is paying the search engine for the click.

The search engine handles all the tracking and payments.This provides an easy way for webmasters to display content-sensitive and targeted ads without having the hassle to solicit advertisers, collect funds, monitor the clicks and statistics which could be a time-consuming task in itself.

There is never a shortage of advertisers in the program from which the search engine pulls the AdSense ads. Webmasters are less concerned by the lack of information search engines are providing therefore they are more focused on making cash from these search engines**The first reason why AdSense is essential for content sites is because it already has come a long way in understanding the needs of publishers and webmasters**.

> ➢ First Reason

 AdSense has come a long way in understanding the needs of the publisher.and Webmasters.

Together with its continuous progression is the appearance of more advanced system that allows full ad customization. Webmasters are given the chance to choose from many different types of text ad formats to better complement their website and fit their webpage layout.

The different formatting enables the site owners the possibility of more click through from visitors who may or may not be aware of what they are clicking on. It can also appeal to the people visiting thus make them take that next step of looking up what it is all about. This way the people behind the AdSense will get their content read and making profit in the process.

> ➢ The second reason.

AdSense has the ability to track not only how your sites are progressing but also the earnings based on you the webmaster-defined channels.

The recent improvements in the search engines gives webmasters the capability to monitor how their ads are performing using customizable reports that has the capacity to detail page impressions, clicks and click-through rates.

Webmasters and publishers can now track specific ad formats, colors and pages within a website. Trends are also easily spotted.

With the real-time reporting at hand, the effectiveness of the changes made will be assessed quickly. There would be time to sort out the contents that people are making the most clicks on. The ever-changing demands would be met while generating cash for the webmasters and publishers.

The more flexible tools are also allowing webmasters to group web pages by URL, domain, ad type or category, which will provide them some accurate insight on which pages, ads and domains are performing best.

> ➢ The last and final reason.

Advertisers have realized the benefits associated with having their ads served on targeted websites.

Thus, increasing the possibility that a prospective web surfer will have an interest in their product and services. All because of the content and its constant maintenance.

As opposed to those who are not using AdSense in their sites, they are given the option of having other people do their content for them, giving them the benefit of having successful and money-generating web sites.

AdSense is all about targeted content, the more targeted your content is, the more targeted the search engines' ads will be. There are some web masters and publishers who are focused more on their site contents and how best to maintain them rather than the cash that the ads will generate for them. This is the part where the effectiveness is working its best.

There was a time when people were not yet aware of the money to be achieved from advertisements. The cash generated only came into existence when the webmasters and publishers realized how they could make AdSense as the engine. In those days, the content was the most important factor on the web site. It still is. **With the allure of money, of course.**

THE BASICS AND THE PROPER WEBSITE

Here are a few myths to consider.

- Managing an online business is easy.
- One can make a fortune through online marketing in an instant.

Anyone who is successful in this kind of business would say he or she worked hard to get to where they are right now. Success in the marketing world takes time and hard work, but it's worth it.

If you are planning to create a revenue stream on the internet here are a few things to think about in terms of your web site.

You have to consider having not just an ordinary website but a professional looking one. You must have already decided on the theme or **niche** of your website. It would be better if you already have an idea what products or services to promote as this would help you plan the design and lay-out of your web pages. The next thing to do is to choose a domain name and get it hosted. The domain name is a unique name used to label the actual address of your website on the Internet. In deciding what domain name to register, look into the type of products you are endorsing and the theme of your site. Having the right keywords in your domain name would give you better chances of drawing more visitors to your website. Also, choose a top level domain or extension, such as .com because it is more popular. In selecting your web host, consider the security of servers and up time guarantees.

Now, you can start creating your web pages. Don't be disheartened when you know a little in this field. There are page generation tools and fast launch sites available online; you just have to search for them. Countless online sources could help you build an affiliate marketing website, though you might need time to study and learn the whole process. This is one of the reasons why your site or the products you are going to promote must match your interest. Building your marketing website for the first time would be a lot more fun if you know very well the theme of your site. If you don't have time to make your own website, you can use templates or purchase readily available websites. The latter, however, is a more expensive option.

Creating a website on your own would be cheaper and more interesting. In the process of building your website, you may also increase your knowledge in Information Technology and

the use of computers, software and the Internet. As you educate yourself in these fields, you are increasing your advantage against other marketers. It helps a lot, though, if you already know the basics in web page development like programming languages and graphics software because you can make your site extra corporate-looking, more convenient to use or easier to navigate. Furthermore, if you are knowledgeable and skillful in this area, you can concentrate more on the content of the page rather than the design.

The key to draw visitors to your website is to have high quality **content**; thus, the next thing you must pay attention to in building your marketing website is content.

There may be several other factors that contribute to the success of your site, but good content tops the list. This is precisely the reason why users choose to enter your site. ***They want to get information and so when they don't find it, they would definitely go elsewhere.*** If they go to some other site better suited to their needs then you can kiss AdSense income good bye.

Write interesting articles related to your theme as this would make them frequent your site. If you have already looked for affiliate programs that complement your site, add links to the business sites and other very good informative sites. Links contribute to how well you will be listed in major search engines as well. Also, create pages for the products you are endorsing, but don't just promote the products by putting hyped-up ads. Keep your readers interested by injecting lots of relevant and useful information. This would make them click the link to the business site and buy the product. Remember that no good content means no frequent visitors, no sales and ultimately, no revenue.

Make your site simple yet not without a touch of class in order to make it appear more of a business website rather than a personal website. This would be pleasing to the eyes and more interesting to browse. To help you with the design, you can check some successful online stores to get an idea on how you can make your site look better. Make sure you don't place too many banner ads since these could distract some site users; and thus, instead of clicking your ad, they might just leave your site and look for other interesting websites. After all, banner ads are not the only means of advertising your products. Now your website is complete, submit its URL to major search engines to increase your traffic.

Grow from where you started. Learn about use of keywords for search engine optimization and apply them in your content. Update your site regularly or add new web pages. Make sure to inform your prospects about the latest updates in your site. You can use newsletters to accomplish this. The Internet offers a huge source of information about just anything, make use of it. Continue to educate yourself on how to improve your website and soon you'll find yourself successful in driving AdSense dollars.

If this sounds more like an eBook about web site building then you must understand that the key to revenue and revenue growth lies within the laws of driving targeted traffic to your site. The search engines will do a lot of this for you if you set your site up correctly.

MONETIZING YOUR WEBSITE WITH ADSENSE

By now you must be realizing the income that can come from AdSense. Try the simple mathematical computation of multiplying those clicks for every page on your website and you get a summation of earnings equivalent to a monthly residual income with that little effort you have made.

Google AdSense is a fast and easy way for website publishers of all sizes to display relevant and text-based Google ads on their website's content pages and earn money in the process. The ads displayed are related to what your users are looking for on your site. This is the main reason why you both can monetize and enhance your content pages using AdSense.

How much you will be earning will depend on how much the advertisers are willing to pay. It will depend also on the keywords required. If the keywords the advertiser has chosen are in high demand, you could receive more dollars per click. On the other hand, low demand keywords will earn you just a few cents per click.

How can you start making profits out of your website using AdSense?

First, sign up for an AdSense account it will only take a few minutes of your time.
When the site is accepted, you will be receiving a clip code to include in your web pages. You can insert this code on as many pages or web sites that you want. The AdWords ad will start appearing within the hour.

You will be earning a few cents or some dollars per click when someone starts clicking on the AdWords displayed on any of your web pages. Trying to earn false revenues by repetitively clicking on your own ads is a no-no. This will result in a penalty or the possibility of your site being eliminated. The money you have already earned may be lost because of this.

View your statistics. AdSense earnings can be checked anytime by logging into your Google account.

Once you got your account working, you may still want to look at the many sites that are earning money using AdSense. It is important to note that there are factors affecting how your website will perform and the amount of money it will give you.

It is a common practice that when a site is earning money, the tendency is for the owner to want to make more out of what they are getting already. It usually takes some time combined with trial and error to attain what you want for your AdSense contents.

HOW DO YOU INCREASE YOUR ADSENSE EARNINGS?

Here are some things to consider:

➢   Choose one topic per page. It is best to write a content for your page with just a few targeted phrases. The search engine will then serve ads that are more relevant which will then result in higher click throughs.

➢   Using white space around your ad. This can make your ad stand out from the rest of your page so visitors can spot them easily. There are also other choices of colors you can use, provided by search engines, which can harmonize the color of your ad with the web page color.

➢   Test your ad placement. It is recommended to use the vertical format that runs down the side of the web page to get more positive results. You can also try both horizontal and vertical formats for a certain period of time to see which one will give you better results.

➢   More content-based pages. Widen the theme of your website by creating pages that focus more on your keyword phrases. This will optimize the pages for the search engines. It can not only attract traffic but also make them more relevant for the AdWords to be displayed.

THE LOOK AND FEEL OF YOUR WEB SITE

Most webmasters know that AdSense generates a sizeable source of additional advertising income. That is why most of them go after high paying keywords. They know what the best keywords are and have already used various methods of identifying them. And yet, after putting up these supposed-to-be high paying keywords into their pages, the money they expected to come rolling in is not really coming in.

Web site design and development is truly an art. But you don't necessarily need to be a pro at web site design to have an effect site that draws nice traffic. But there is a process to designing a site.

There are several ways to get what you want for your site.

For example you can;

- ➢ Hire a professional web design company.
- ➢ Work with design company or internet marketer that has web site templates.
- ➢ Secure a HTML editor and do it yourself.

Let's look at each of these.

Professional Web Design Firm

This would be best your best avenue....if you had all the money in the world. These companies are very expensive, and for good reason. They will have a creative and design group that will work closely with you to create the exact look and feel of your site. And most of the time they will continue with the project until you are completely satisfied.

On e of the real benefits of these companies is the fact that they will also work to make your site SEO ready. That is Search Engine Optimized. The advantage of this should be obvious to you but if not, SEO means that the search engines are more likely to find and index your site.

So if we think about it for just a moment then we can see that having a site that is optimized is a huge advantage. If you are going to take full advantage of AdSense then you will need to have the traffic at your site and ready to see what you have to offer.

Templates

Quite a few of the hosting companies will provide web templates as a service to their customers. Some of these will work pretty well and some leave a lot to be desired.

Also, some of the hosting companies will provide a membership to self- help web building sites. These are companies that provide the templates and the engine to assemble and publish to your server. These can be very beneficial but there is not always a good variety of designs and many times they look like templates.

HTML

This is truly the ultimate do it yourself. But it really is not a hard as it would seem. You can access programs such as Coffey Cup or Komposer and test your creative skill. There is indeed a learning curve but if you are really interested in the design of your site this is a great way to go. Each of these has a trail period before you would purchase the product. And, they are not very expensive.

DIRECTING TRAFFIC ON YOUR SITE

Here's a basic guide on placing AdSense ads.

Have the title of your page rich with your keywords.

Use the left side of you site for your site map or at the least use this area as your navigation area. Keep this consistent on all of your pages.

Place the first of your AdSense ads at the top of the page and choose a wide ad area. When creating your ad in your AdSense account you can choose from several sizes. This allows you to place these ad spaces almost anywhere that you choose. This is one of the ways that Google AdSense is very user friendly.

Once you have your site designed you are now ready to go to Google and get the code to insert into your pages. Entering in the code for your Google AdSense account is just as simple.

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

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

Now format your ad to your choosing. Google offers a wide variety of options here and if you are not careful it is easy to get sidetracked about the looks of the AdSense box. It is much more important that you get your ads placed on your site. Take a break for about an hour. Then go to your site and see how you did. Now is the time that you can play with the look and feel of the ads.

A word of caution. Pay close attention to the content of these ads. Just because they are showing doesn't mean that they are doing their job. Remember, the whole point to all of this is attracting other marketers to your site via Google AdSense. So if these ads are not showing

content that matches the keywords or content or niche of your site then you have more work to do on the site itself.

See AdSense is "reading" your content and attempting to place relevant ad copy to match. If it does not match then you have not focused your site to the extent necessary. Keep working with your content and soon you will see these ads displaying the proper ad copy.

There a little trick you should be aware of. You can actually block certain sites from advertising on your site. That's right. You don't want one of your competitors grabbing your traffic with a competing product! You can do this during the set up process. You must be looking for it, but it is there.

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

At this point in the process things can get a bit complicated. But Google has many, many tips and tutorials that well help you sort out this tracking set up. But it is important that you get this done in the near future so you will know what ads are performing and what ads are not.

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

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

ANALYTICS

Analytics could very well be the single most important item after all your ads are set and running.

Google has an incredible array analytical tools that can be used to track your ads. There is no point is going through all the work to set this up and then not really know what your visitors are doing when they get to your site.

Google analytics takes some quality time to set up but aging there are ample tutorials and help screens to get you through the process. Don't leave this step out!

KEEPING YOUR VISITORS

If people don't want to read what is on your site, then they will not use your services, either because they don't trust you or don't have the patience to sort through the content to find out what your service is. It is important to have well-written, direct articles on your site to keep user interest and generate revenue.

A simple way to get excellent articles is to hire a professional writer to develop them, but that can get expensive, especially if your site is just starting out. For many people, it is far more economical to write your own articles. But before you tackle this task, make sure that you're up to it, because the quality of your articles can make or break your website or online business. Here are some tips to get you started.

> ➢ FORMAT THE ARTICLES FOR THE INTERNET

Online, less is more. When you're laying articles out on your site, try to put as much negative space in as you can. Break paragraphs up and try to keep it so the user needs to scroll as little as possible to read the entire article. Also, if you can, include pictures with the articles. The goal is to make your articles appear as short and text-light as possible, so users won't be intimidated and not bother reading them.

> ➢ KEEP THE ARTICLES SHORT AND SIMPLE

A way to make the formatting easier is to keep your articles short. Again, the object should be to require as little scrolling as possible. The Internet is called the Information Super-Highway, not the Information Back Road. People are looking for as much from articles in as small an amount of time as possible, so help them out. Keep your sentences simple and easy to understand, without any unnecessarily long or academic words. Just be careful not to fall into the trap of writing like a child. You have to walk a fine line when writing for the Internet.

➢ BREAK YOUR ARTICLES INTO SECTIONS

Try to organize your articles so that the paragraphs can be broken up very easily into sections under descriptive headings. This will make the reading experience much smoother and faster for the user by allowing them to pick and choose what they want to read, as well as helping them find a specific piece of information when they come back to your inspirational and enlightening articles. Do your best to make these headings catchy and fun, not boring chapter headings. They should draw the readers into the articles, not keep them away in fear of boredom.

➢ USE SEARCH ENGINE OPTIMIZATION IN YOUR ARTICLES

Search engine optimization (SEO) is a mandatory skill when writing any articles for the Internet. Basically, SEO is using the same keywords over and over again in articles so that they are picked up by search engines, giving your website a higher search engine ranking. Search engines dominate the Internet, and you won't bring much traffic to your site if you don't use SEO. There are a number of articles and sites online that can help you write with effective search engine optimization technique. One thing to be careful of is not to use too many keywords in any of your articles. (2.5-4% is usually a good ratio.) Too much more and the reader will get turned off by the repetition, which defeats the purpose of SEO.

➢ WORK, WORK, WORK ON YOUR ARTICLES

Never accept a first draft. No matter who you are, it won't be up to your potential. After you write an article, put it aside for a day and don't think about it. Then come back to it with a fresh set of eyes. You'd be amazed at what you'll pick up, both grammatically and content-wise. Ideally, it won't be uncommon for you to write three or four different drafts of an article before you find the one that you really like. Never be content with your first attempt.

Anyone can write effective articles for their site without hiring a costly professional writer. All it takes is practice and research. Read everything you can online to see what the writing style is. Imitation is the highest form of flattery, so find a writer or group of writers online whose work you admire and copy their basic techniques. Eventually, you'll find your own rhythm for your articles. Having your voice on your site will add a personalized touch to your site that users will appreciate, because no one knows how to say what you mean better than you. This is very important. You need to write the way that you talk, assuming that you have good command of your language skills! The key is to just keep writing.

THE POWER OF LINKING

Having other sites link back to yours is as important as writing great articles. This is instant traffic to your site and the search engines love it.

Back linking is a very effective traffic strategy. The easiest and cheapest way to link building is to get blogs to link to your website by posting comments to related blogs to your niche. However, many blogs use the "no-follow" tags for outgoing links that will not allow this tactic. Linking with irrelevant websites won't help you with the search engines and is a wasted effort.

How do search engines decide about the relevance of the website linking back to your website?

Search engines will take into account the page title of the site page that is linking to your site. Some sites are considered to be authority sites by the search engines. Back links from authority sites (like yours should be) are very valuable.

A high ranking in search engine results is largely responsible for directing traffic to your website. While relevant and well-written content could help boost rankings, exploring back linking opportunities could allow you to spread your site all over the web to further improve search engine returns. It is a known fact that people using the internet use search engines to look for the products and services. When conducting searches, one usually takes a look only at the products and services listed on the first few pages of the search. So the probability of prospects visiting your website is increased if your website ends up in these first few pages of Google.

Back linking is increasing day by day. Some popular websites with good page ranks are even doing reciprocal and link exchange programs (which are not real effective). But it depends on the website and its popularity with the search engine with whome you are exchanging the link. I mean to say here that the website should be properly indexed in the search engine. Some popular directory services (for example open directories, paid directories and free directories) are also providing the service of link submission. The submission of your website link to an open directory will help your website to get a better response from the search engines and its crawlers will be aware of your website and the kind of services and products being offered by your website.

Many people take advantage of article directories. And as an extension, make good use of article directory submission services. And yes, there is some pretty nifty software available that will submit your articles to these directories automatically.

However, it seems that the camp is divided about the software. So check this out carefully. Join a marketing or a article marketing forum and ask what their experience with these types of software. You will learn quite a bit and maybe pick up a mentor in the process.

USING SOCIAL NETWORKING SITES TO YOUR BENEFIT

Social Networking Can Help Get Your Message Across

The success of social networking marks a dynamic shift in how we use the Internet. This is based on the mentality that people who share the same interests are drawn together and given that that cyberspace has not barriers, we are able to get our message across the globe.

This makes the job of people involved in viral marketing and word of mouth much easier because you are not necessarily making money from them but getting referrals which helps in promoting your business.

As you can see, there is a startling difference between the traditional search engine and social networking. The first one uses keywords in the hopes that people who use a search engine will be able to find you. The second is a platform because members will not only see your profile but be able to click on a link to go to your site.

When members like what you have done to your webpage, they will most likely save it, store it and even share it with others so you are able to advertise your product or service without even paying for advertising.

But social networking or marketing is just one of the tools that are used these days by most businesses. They also rely on blogs, podcasts and RSS feeds to reach a larger audience. Although it does not reach a specific market, it makes social networking the ideal choice when promoting a product or service.

Some within the social networking world have established their own groups so they are able to share their knowledge and experience in their area of business. You can even create profiles with the purpose of sharing knowledge which are very similar to blogs that brings a real person in the forefront to add a more personal touch.

Social networking can indeed get your message across so people will become aware of your products and services thus increasing the traffic to your site.

ALL ABOUT FORUMS

One of the quickest ways to send traffic to your site is to participate in forums. You must use sound judgment with this tactic as most forum operators will watch what and how you post you topics or replies. But by getting involved in several forums that fit into your niche you will drive some laser targeted traffic to your site.

Here are some tips about forums;

➢ Join relevant forums that are in some way related to the promotion's primary sales market. For example, someone involved with a health related product, many types of forums could apply….everything from holistic medicine to stay-at-home moms.

➢ Choose popular forums. There is no point in wasting your time and energy on forums that few members and few posts. Page raking and the amount of active members are two good ways to check for this.

➢ Choose forums that allow signature tags. If it's possible read the rules before joining and pay attention to them. Your time is important, too. It is better to find out that a forum doesn't allow posts with sig tags before you go to the time and trouble of joining.

After You Have Joined: now what?

➢ Keep your signature tag short and update it regularly. The ideal thing is to limit yourself to one link, preferably to your main website.

➢ Never create posts that are nothing more than an advertisement. This all but a universal rule and only displays the marketers lack of experience if he does so. At best this kind of post will be deleted by the monitors….at worst, it is grounds for being banned.

➢   Work the room. Be an active member on the forum. Plan to spend at least an hour each day there and take the time to get to know the users. Take the time to introduce yourself with intelligent questions depending upon the forum's topic.

As a you become a regular member, you will hopefully develop a good reputation and without saying a word about your promotion, those who are interested in your product will take a look at their site and as a result you could pick up some additional AdSense dollars.

DON'T GET "WHACKED" BY GOOGLE

There obviously some rules associated with your AdSense account and some unwritten rules as well. Here are some to consider.

➢   Hidden texts.

Filling your advertisement page with text too small to read, has the same color as the background and using css for the sole purpose of loading them with rich keywords content and copy will earn you a penalty award that is given to those who are hiding links.

➢   Page cloaking

There is a common practice of using browser or bot sniffers to serve the bots of a different page other than the page your visitors will see. Loading a page with a bot that a human user will never see is a definite no-no. This is tricking them to click on something that you want but they may not want to go to.

➢   Multiple submissions.

Submitting multiple copies of your domain and pages is another thing to stay away from. For example, trying to submit a URL of an AdSense as two separate URL's is the same as inviting trouble and even termination.

Likewise, this is a reason to avoid auto submitters for those who are receiving submissions. Better check first if your domain is submitted already with a certain search engine before you try to submit to it again. If you see it there, then move on. No point contemplating whether to try and submit there again.

➢   Link farms.

Be wary of who and what are you linking your AdSense to. The search engines know that you cannot control your links in. But you can certainly control what you link to. Link farming has always been a rotten apple in the eyes of search engines, especially Google. That is reason enough to try and avoid them. Having a link higher than 100 on a single page will classify you as a link farm so try and not to make them higher than that.

> ➢ Page rank for sale.

If you have been online for quite some time, you will notice that there are some sites selling their PR links or trading them with other sites. If you are doing this, expect a ban anytime in the future. It is okay to sell ads or gain the link. But doing it on direct advertisement of your page rank is a way to get on search engines bad side.

> ➢ Doorways.

This is similar to cloaking pages. The common practice of a page loaded with choice keyword ads aimed at redirecting visitors to another "user-friendly" page is a big issue among search engines. There are many seo firms offering this kind of services. Now that you know what they actually are, try to avoid them at all costs.

> ➢ Multiple domains having the same content.

In case you are not aware of it, search engines look at domains IP's and registry date. Having multiple domains having the same exact content is not something you can hide from them. The same goes with content multiplied many times on separate pages, sub domains and forwarding multiple domains to the same content.

These are all items that result in a "black hat" type of tactic. Nobody wants to be fooled and for sure the people that visit your site are expecting the site to be as advertised. If there are a bunch of hidden links or email scamming devices associated with you site then your site will be gone from the search engines and blacklisted forever!

CONCLUSION

It must be noted here that any attempt to market your product, drive sales and create AdSense revenue must be centered in the idea of dominating a particular niche. This is very important to remember. The traffic that you attract to your site should be as targeted as possible. When you become successful in that area you will see revenue from AdSense.

Niche marketing is the essence of profitable internet business. As things get more competitive on the web entrepreneurs must learn to focus their efforts on groups of prospects who are actively looking to spend money on very specific products and services. So niche marketing is all about making the most money with the least effort. In fact it's just smart business.

Developing a niche website with the intention of earning money from AdSense is a viable idea. In fact, it could potentially turn out to be an incredibly lucrative idea! There have been many individuals who have taken the very simple concept of placing AdSense ads on a website and then earned enormous money.

A FINAL NOTE

There are those people who come to the web with a solid business plan, a large amount of investment capitol, and a precise strategy for how they are going to leverage the internet and exploit the incredible revenue potential of marketing their products.

Millions of people have arrived on the Internet with the notion of making their fortunes. These hopeful masses hail from the full spectrum of financial status, from six figure earners to minimum wage employees. And the newbie-networker can be an individual with an extensive background in traditional business, or a high school graduate with no clue about the nuts and bolts of e- commerce and marketing.

There seems to be a progression in their marketing learning curve that I believe is typical to that of a brick and mortar business owner.

They first believe that they are going to be more than wealthy.

Right out of the gate, most people seem to think the internet will allow anyone with fingers and a keyboard the guarantee of generate staggering riches with just a few hours of busy work each week. It usually takes a couple of months for this bubble to pop, but when it finally does, the majority of newbies don't survive the event. They quit.

However, there are those that when that day comes they realize that this is a real mission that requires real work and sacrifice.

They next will get stuck in the technicalities of the process.

Website-construction, traffic-generation, email-list-building, and all manner of grueling tiresome stuff rears its ugly head and they find themselves glued to a worn out office chair, and their eyes bloodshot from the all night clicking sessions, but they push on day after day, certain of financial victory.

But they still aren't making any money. And what's more, they are starting to see past the free web hosts, free classified ads, and free trial memberships. All the good stuff seems to cost

money. And now the possibility of creating enough revenue to offset the costs simply evaporates.

And so another enormous batch of people quit. The thought of actually investing some cash into their web-business was more than they could handle.

But, as always, those more suited to the challenge live on. With a deep breath, and a good look at their monthly budgets, these survivors determine they will invest as much money as needed to keep their operations afloat until they are able to become self-funding marketers.

Then comes the unhappy realization that throwing money at it doesn't work either.

So here come the upgrades and paid memberships. Five bucks a month for this. Ten bucks a month for that. Anything with a Paypal button is fair game.

No longer thinking this can be done for free, these marketers are in full stride. Buying every ebook that comes down the pipe, upgrading in programs they login to once a month, and hitting every buy now button they can find, they cruise through on a mission to buy their way right to the top.

 Lots and lots of money goes out. Considerably less revenue comes back in.

Inevitably, the moment arrives when those who have survived thus far see the that this is not the direction that they should be taking their new venture. Maybe it's when the credit card bill comes, or perhaps it happens when they are balancing the checkbook.

More than a regimen of hard work and the willingness to invest money is needed here. On the verge of a real breakthrough (they can feel it in their bones now), those who have thus far refused to fall decide a well devised plan for all future endeavors is in order.

Now it is time to make a real plan.

Plans are drawn up to cover every possible aspect of the game from here on out. A strict but healthy budget is imposed. Daily tasking is fine tuned for maximum effectiveness. Projections are made prior to each ad campaign, and results are measured afterwards. Tracking, testing, and constant attention to the hows and what-ifs become paramount.

It is right about now that the new business owner will wonder why all the effort for such a small amount of money in return…ROI.

Here's where it gets ugly. As you might readily imagine, droves and droves of new businesses disappear about this time in the game.

But those who are able to survive this particularly crucial stretch will find the journey has paid off. They finally begin to realize that this is a business like any other. Hard work, monetary investment, and sound planning are required, but all of these combined are not enough to put you into profit.

You have to know what works and you have to understand to some extent why it works. Real knowledge of the market, the methods, and the meaning behind the apparent madness is what makes the difference between a person who works for nothing, and a person who makes a big, sweaty fortune with the same or less effort.

Nobody cares how much money we invest, or how many hours we spend each day in front of our computer. Competition is fierce, expectations are high, and the only thing that matters is whether or not we are effective, deliver, and get the sale.

This is a pretty far cry from what most of us want to hear. But lessons that are worth learning usually have a bitter taste.

Seek out people who are successful in this field, and find out what they are doing. Watch them. Ask them questions. Take notes. Absorb as much knowledge as you can, then put that knowledge into practice.

After consulting many business owners I still remain amazed that they know so little about their business. They know what they want to do….but they never truly learn the process.

AdSense is a tool. It is just one tool. But it can be a vital tool to your success if you are willing to completely understand how it works.

Get new and updated information about AdSense.

Go to Tips & Tricks below and view your updates.

Tips & Tricks