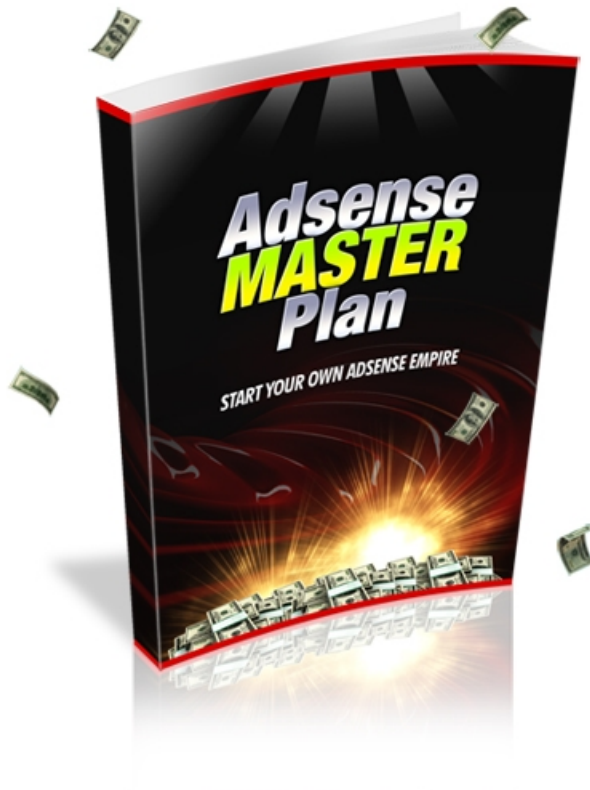


AdSense Master Plan



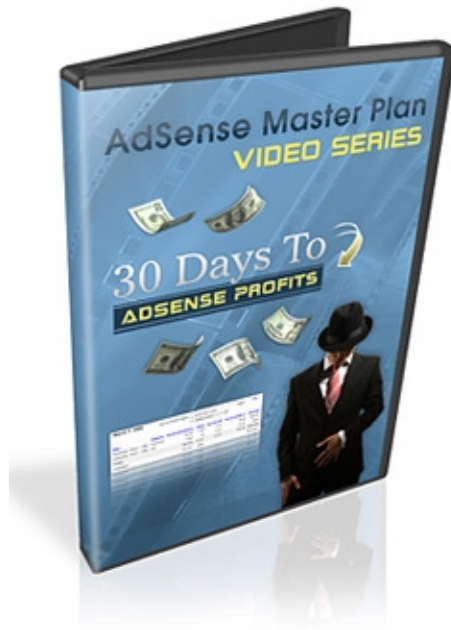
A Guide To Building Websites, One After Another, That Each Make \$100-\$500 a Month in AdSense Income.

Brought To You By:

AdSenseMasterPlan.com

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Google AdSense

Almost everyone online has heard of the Google AdSense program. However, not everyone is clear on what it is, how it works, the benefits of it and most importantly, how to make money with it.

That is exactly what this ebook is going to teach you. We will cover exactly what Google AdSense is, how to use it properly and, of course, how to profit from it.

Many people have heard stories or seen screenshots of people making outrageous amounts of money with AdSense. However, you need to be aware that AdSense is not some get rich quick scheme and it takes a lot of time and effort to earn a sizable income with it. No longer can you use auto generation tools to spit out 500 page sites that instantly start earning you money. These sites are being rapidly de-indexed by the search engines and their outlook is bleak if not useless.

What this ebook will concentrate on is how to set up websites that consistently make \$100 to \$500 a month with AdSense. We will do this by making **quality** websites that focus on **niche** markets. Once we set up a successful site, we will then put that site on semi-autopilot and move on to our next site. If you could make \$100 to \$500 for every site you set up, how many would you make? Well, that is up to you and how dedicated you are but you can count on us to give you the proper education in order to do so.

When it comes to AdSense and Search Engine Optimization (SEO) everyone seems to have a different opinion on what works and what does not work. The process I will lay out for you in this ebook **has worked for me** very well. Some people may not agree with my process 100% and that's fine. But what I am showing you is the exact process I use to make websites that consistently earn \$100-\$500 a month. I am speaking from results and not theory.

What is Google AdSense?

Google AdSense is an ad-serving program that allows you to place ads on your site which are related to the content on your site. AdSense is a contextual marketing application. Contextual marketing produces ads that are related to the context or nature of your site. If you were to make a site about “golf”, AdSense would display ads about “golf”. AdSense can break down your ads even farther. If you have a page on your golf site about “golf shoes”, AdSense will then display ads about “golf shoes”. This can go as far as you wish (as long as there are advertisers for your specific content). If you then have a page that digs even deeper and is about “Nike Golf Shoes”, AdSense will then display ads about “Nike Golf Shoes”. I think you get the point.

Many people confuse Google AdSense with Google AdWords. AdWords allow you to advertise your site via pay per click advertising on the Google search engine, along with

Google's partner sites. Google AdSense allows you to display advertising on your site and earn revenue from the ads. When you put AdSense on your website you are basically displaying other peoples AdWords ads on your site and earning money from them.

You may be wondering what you need to do in order for AdSense to display relevant ads on your site. Absolutely nothing! You simply take the code that AdSense gives you and insert it into the HTML of your site. AdSense does the rest of the work for you.

So what's in it for website owners? Every time a visitor of your site clicks on one of the ads displayed by Google; you earn a piece of the profits. How much of the profits? Well, Google recently announced that they pay out around 80% of what Google earns.

What's so great about AdSense is that it allows you to turn every page on your site into an income generating page. If you were only using affiliate links on your site to make money, you would be limited to the amount of pages you could display affiliate links on. With AdSense, you can make money off of every page on your site.

Apply To AdSense

Joining the Google AdSense program is quite easy. You simply apply for an account and then Google will take a look at your site and decide if they want to allow you to display their ads on your site. If you do not currently have a website or you do not believe your website is up to Google's standards, you can hold off on applying for now and apply once you have set up a site by following the guidelines that will be explained later in this book.

In order to increase your odds of being accepted into the AdSense program you should make sure your site is original, complete (not filled with broken links), and meets all the standards Google lays out. If you have a quality site with lots of original content, you should have no problem being approved for the Google AdSense program.

Apply for a Google AdSense Account:

<http://www.onlineprofitscoach.com/adsense.html>

We will dive into getting AdSense ads on your site a little later on once we have our website set up.

Now that you have your AdSense account set up you are probably ready to jump into building your site. However, before we just start blindly building sites we need to find a niche to attack. Discovering an underdeveloped and profitable niche is the key to AdSense success.

Finding Your Niche

The factor that decides if your site will be successful is not search engine optimization (SEO) factors or how you write your content, but instead it is doing your research and finding a profitable **niche**. For those unfamiliar with the phrase, a niche focuses on a market, product, or service that is not being addressed by mainstream providers. For example, golf is not a niche, but customized golf items would be a niche. You can go even farther down to personalized golf balls as a niche.

When researching to find your own niche to attack you need to make sure that your niche is neither too big nor too small. “Golf balls” would generally be too broad (for a beginner) and “personalized Nike One golf balls” would be too small. You need to be able to find the middle ground.

When first starting out it is best to choose a niche that you have knowledge of or are passionate about. It is no fun to find a niche that you have no interest in and then have to write pages of content for it. If you are already knowledgeable about the niche you choose, you will have a much easier time writing content for it and researching it.

There are several great free tools you can use to help you uncover your niche. One of them is the [WordTracker Free Keyword Tool](#).

43,495 searches (top 100 only)	
Searches	Keyword
4338	golf
1787	golf clubs
1023	golf equipment
892	golf tournament gifts
868	topless golf
839	golf carts
701	golf balls
698	duran golf
692	callaway golf
636	golf channel
607	golf travel case
606	discount golf clubs
603	golf galaxy
598	golf travel cases
585	golf gifts
546	used golf carts

All you need to do is enter a niche or broader term that you are thinking of researching and it will show you related searches to that term and how many searches have been made for that term in the last 30 days. Warning...Do not take the search numbers to heart as they are usually a little skewed. In a little bit I will show you how to get better search results.

For this example I am going to continue with the golf theme. I enter in the word “golf” and you can see below what my results are.

As you can see I get some very broad terms since golf is such a large term. However, I can now take a few of the terms shown that interest me and dig into them deeper.

Let's take "golf vacation" and reenter it into the search box and see what we get.

4,480 searches (top 100 only)	
Searches	Keyword
360	golf vacations
307	discount golf vacations
301	myrtle beach golf vacation package
287	golf vacation
211	north myrtle beach golf vacation rentals
192	myrtle beach golf vacations
179	myrtle beach golf vacation
173	beach golf myrtle sc vacation
147	thanksgiving golf vacation myrtle beach
125	myrtle beach discount golf vacations
125	north myrtle beach golf vacations
76	golf vacation myrtle beach
74	golf vacation packages
74	golf vacations spain
66	cheap golf vacations
58	ireland golf vacation

You can see that we are now getting some better results. I could easily choose a niche from this list. I could go with "Discount Golf Vacations" and make a site talking about different types of discount golf vacations that are available in the US or use "Golf Vacations in Spain". Either way we have now narrowed down our choices to a smaller niche that we can target. I hope you get a better idea about how to dig into terms to find a better niche.

Keyword Research

Once we find our niche we will then need to gather a list of related keywords that we can target and write content for. This is a very important step and needs to be done right. We can not just take our niche and start writing content for keyword phrases that we **think** people will search for. But instead we are going to do some research and find keywords that people are searching for. And better yet, keywords with low competition and high traffic!

In order to gather more keywords and save time you need to utilize a tool that will automate our research. That tool is [Nichebot](#). [Nichebot](#) is crucial for keyword research and will pay many dividends. They offer a \$1 trial subscription and believe me that it will be the best \$1 you will spend! They have the most in depth keyword research you will find and it will be crucial in helping you succeed with your AdSense websites.

[Nichebot](#) – Grab your \$1 trial subscription.

Let's log into our Nichebot account and start digging up some keyword phrases. From the main screen we are going to go to the "Deep Digging Tools" area on the left sidebar.

From there we are going to choose the "WordTracker 4-in-1" option.


To compile a list of keywords we are going to start by entering our main keyword into the keyword box of the screen and begin our search.

The screenshot shows the Nichebot keyword research tool interface. It includes several settings and a main input field:

- Pick tool:** A dropdown menu set to "Get all words popularity". Below it, a note says "* no search count provided".
- Case sensitivity:** A dropdown menu set to "Case Folded".
- Adult filter:** A dropdown menu set to "Remove Offensive".
- Keywords - enter just one or one per line:** A text input field containing "Florida|golf vacations".
- Place results directly in:** A dropdown menu set to "Main folder".

Nichebot will then compile a list of keywords that are related to our main keyword that we entered. We can then start choosing terms that we feel are related to the site we are going to build and click on the term. When your keywords are ready they will appear in










your keyword basket. When they do appear simply click on the number of results to open up the keywords.

15.	 florida golf vacations	<u>23</u> 	Nov 14, 2007	Keyword Discovery Premium - Global premium	[Delete] [Export] [Show keywords] [Process] [Get Keyword Discovery Monthly report]
-----	--	---	--------------	--	---

Now we will want to determine how competitive each keyword is so that we can pick out keywords with high traffic and low competition. To do this we will place a check mark next to each keyword then scroll to the bottom of the screen and click on “Get Competition Data”.

Once this is completed we will now have all columns filled with information and we can start picking out which keywords we are going to target. Below you will see each of the columns. The two we are most concerned about are the “Search Count” and “Competition”.

We will want to choose keywords that have significant search count and a low competition score. These will be the best keywords to target with our site.

 <input type="checkbox"/>	Keyword 	Search count 	Predicted daily count 	Competition 	KEI 	Ratio 	Domain 	Analysis 
<input type="checkbox"/>	1. florida golf vacations	75	3	38,000	0.15	506.67	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	2. golf vacations in florida	12	0	12,300	0.01	1,025.00	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	3. golf vacations central florida	11	0	3	40.33	0.27	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	4. yahoo florida golf vacations	6	0	1	36.00	0.17	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	5. florida golf vacations homes	6	0	40	0.90	6.67	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	6. golf vacations to florida	6	0	1,790	0.02	298.33	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends
<input type="checkbox"/>	7. destin florida golf vacations	6	0	517	0.07	86.17	w/hyphen w/o hyphen	Analyze Get WordTrend Get LSI keywords Google Trends

You can export these results to an Excel spreadsheet for easier management if you wish.

Organize Our Keywords

Now that we have our keyword list we need to organize it and build a blueprint for how we will design our site. We are first going to look for 4-6 themes throughout our keywords. Themes are going to be phrases that appear often in our keyword list and phrases that allow us to put our keywords into groups.

After reviewing my keywords list for “Florida Golf Vacations” I found 4 themes. They are; Florida Golf Vacations, Florida Golf Resorts, Florida Vacation Rentals, Florida Golf Packages. What these themes allow me to do is group the rest of my keywords. If you were doing a site on investing your themes may be; Stocks, Mutual Funds, Bonds, Real Estate. Themes allow us to break our keyword list down into more specific groups. This is essential for allowing us to achieve the best search engine results possible.

Now that I have my themes, I am going to reorganize my keyword list into groups. For example;

Florida Golf Resorts

- Golf resorts Tampa Florida
- Golf resorts Palm Beach Florida
- Golf resorts in Orlando Florida

Florida Golf Vacation Rentals

- Florida vacation rentals with golf
- Florida golf vacation rental
- Naples Florida golf vacation rental

Florida Golf Packages

- Florida golf packages
- Golf packages Orlando Florida
- Florida unlimited golf packages

Florida Golf Vacations

- Orlando Florida golf vacation
- South Florida golf vacation
- Golf vacations Tampa Florida

This is just a quick list I threw together for my keywords and you should do the same but more extensive. Remember that you are looking for keywords with good traffic and low competition. Any keywords with less than 10 searches you may want to save for secondary keywords since that is pretty low traffic to build an entire page around.

Ok let's put our keyword list aside for a moment and set up our site.

Site Design

Domain Name

There are several factors to take into account when you are choosing your domain name. You want to try to get a domain that contains your main keyword, but don't go overboard with it. In the past it used to be that you could grab a domain that used all your keywords with dashes and it would give you a rankings boost (for example, www.keyword-keyword-keyword.com). This is no longer the case and it appears that Google is actually penalizing sites for using this kind of domain.

Search engines have become very good at picking out words in domains. This makes dashes less and less useful. In my research I have seen better results from domains without dashes. For example, www.floridagolfvacations.com would perform better than www.florida-golf-vacations.com. However, if you are having a hard time finding a domain for your site and need to use a dash in your domain it probably won't hurt you too much.

Also do not forget to try and get a domain that is easy for people to remember and is memorable or unique. Make sure your domain makes sense and is readable. Do not get caught up in trying to get a ton of keywords into your domain and then have a domain that makes no sense. For example, www.vacationgolfflorida.com has my keywords but it makes no sense.

As far as domain extensions, I almost always buy a .com. A .com seems to rank better in my opinion and when people think of a website they almost automatically think .com. In some cases I have used a .org with great success but I usually stick to the dot com. It is also very beneficial to register your domain for more than 1 year. 1 year registrations are usually viewed as throw away domains and it can hurt your rankings.

I register all my domains with [Godaddy](http://Godaddy.com). You are free to shop around and you may be able to save a couple bucks with someone else but I have never had a single problem with [Godaddy](http://Godaddy.com) and they have always been extremely reliable to me. I also find it helpful to have all my domains at one place in one account.

Go ahead and grab a domain and we will move on.

Hosting

You are also going to need to get a hosting account. I personally host all my sites with [Host Gator](http://HostGator.com). [Host Gator](http://HostGator.com) has several hosting options and I personally use the Baby Croc option which allows you to host unlimited sites on one account for under \$10 a month. You really can't beat that price and if you find a lower price make sure and read reviews on how reliable the provider is. My experience with [Host Gator](http://HostGator.com) has always been great

with very, very little downtime. They also give you the option of easily installing blogs, forums, and many other features for free.

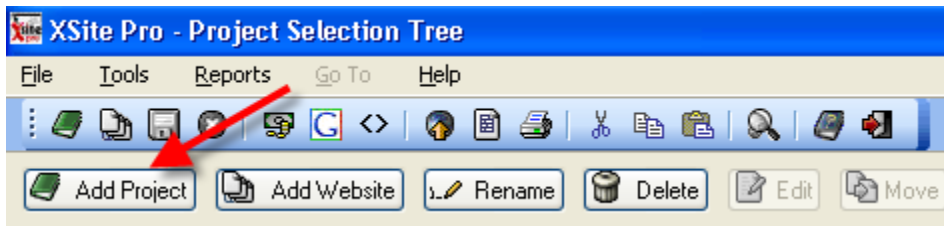
Let's move on to designing our site.

Site Design

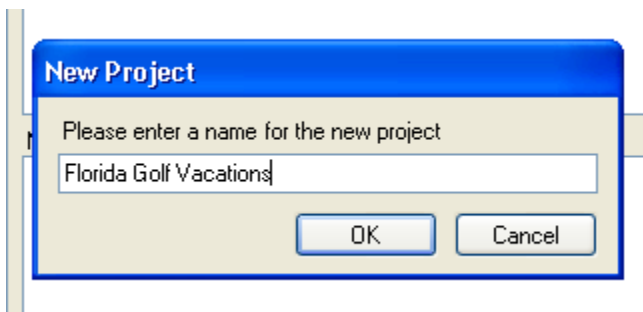
There are many great programs out there for designing websites. In the past I have tried numerous different ones including Microsoft FrontPage and Dreamweaver. However, I now build almost all of my sites with a program called [XSitePro](#). [XSitePro](#) was designed with the internet marketer in mind. It offers numerous tools that are helpful for building AdSense related websites. The best feature is the ability to add AdSense ads at the push of a button. You do not have to worry about logging into your AdSense account, picking your ad, copying the code and then inserting it into your webpages. [XSitePro](#) does it all for you. This feature alone is worth grabbing a copy of the software. It also has other great features such as keyword count for SEO purposes and it adds all your meta tags automatically for you.

[XSitePro](#) is an invaluable tool to have and it is also what I am going to use when showing you how to put together your site. I urge you to pick up a copy, it's a one time fee and then you never pay a dime again.

Ok, let's open up [XSitePro](#) and start building our website. The first step is to add a new project as shown below.



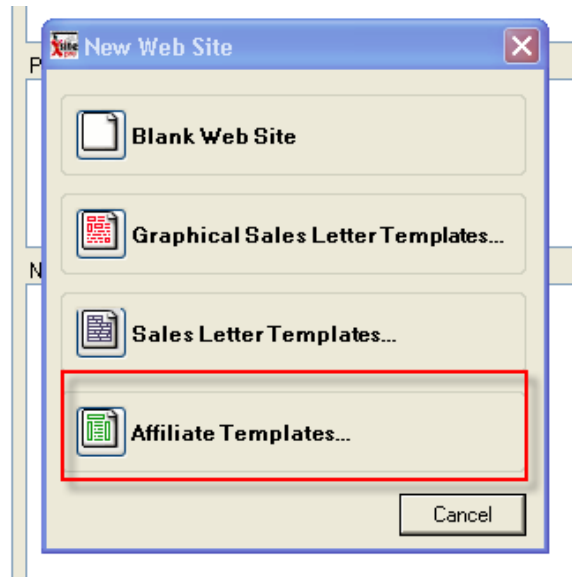
I am going to name this project "Florida Golf Vacations".



Once you name your project, you will then highlight that project in the list on the left and select “Add Website” as shown below.

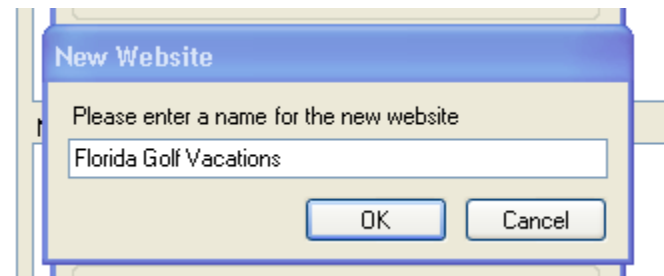


You will then be prompted to which type of template you would like. For an AdSense site we will choose “Affiliate Template” as shown below.



I, of course, choose a golf themed design given the nature of the site I will be building for this demonstration. Browse the various templates and find one that relates to the niche you are building your site around. If you can not find one that is related you can always choose a design you like and then change the header picture to match your niche.

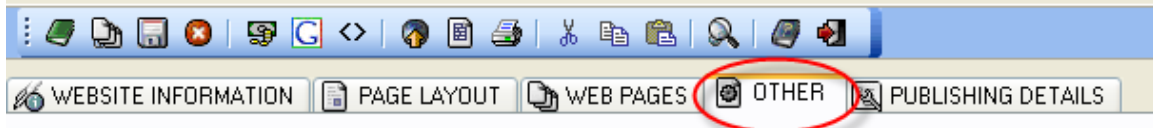
You will then be prompted to name your site. I will name this website “Florida Golf Vacations”.



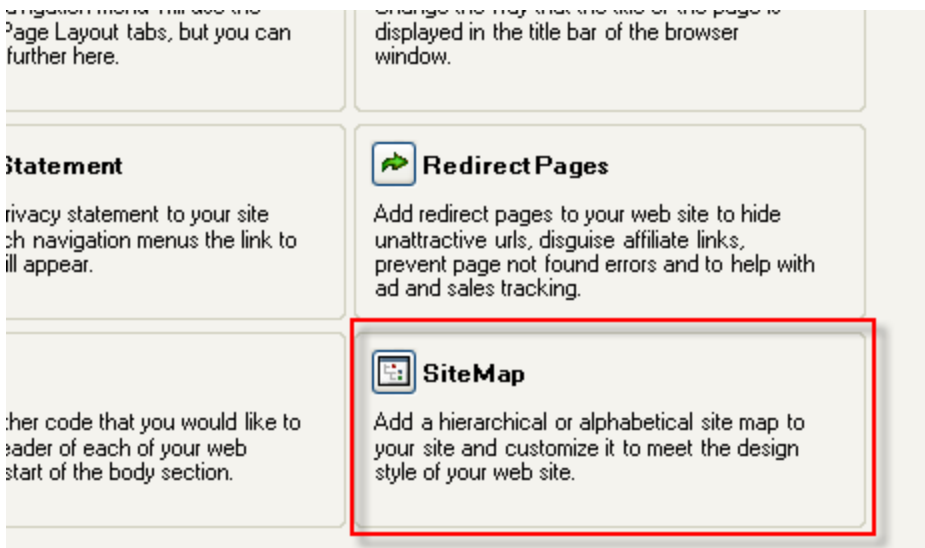
Now we are ready to start building our site.

Site Map

Every site you make should have a sitemap. There are essential for getting all your pages indexed in the search engines and they are also visitor friendly. Sitemaps can be tedious to make, but lucky for you [XSitePro](#) will make your sitemap for you. To make our sitemap go to the “Other” tab...



And then to “SiteMap” in the bottom right hand corner...



You can change the title of this page if you would like and you can also change the file name or just keep them as they are. That's it, your sitemap will now automatically update with each page you add.

Internal Links

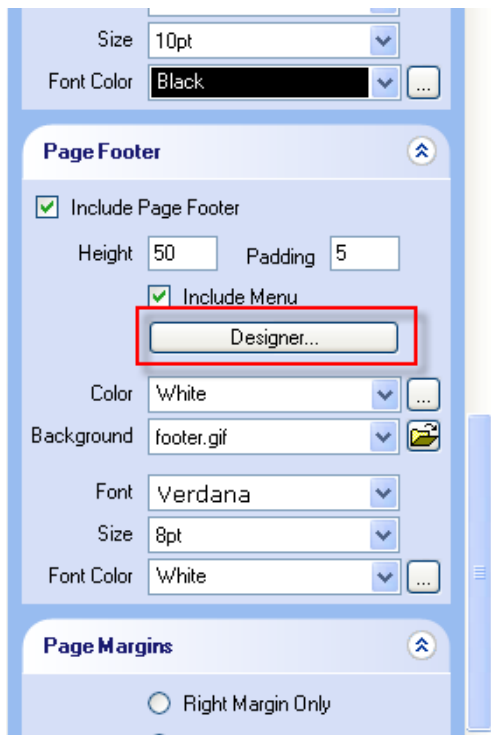
Internal links are a very important feature of your web design. Internal links allow you to pass valuable [PageRank](#) to different pages on your site. Internal linking also allows you to help get all your pages indexed in the search engines. We want to make sure that all of our pages link to two important pages, our homepage and our sitemap. You may also want to link to an “Article List” page on your site if you use one.

To link to these pages from every page on our site I like to use the footer of our site. In the footer I will use this type of navigation:

[Florida Golf Vacation](#) (Home) | [Sitemap](#)

You can see that I used my main keyword to link to my homepage. You want to do this whenever you are linking to your homepage to help the search engines recognize that this is what your homepage is about. In this case it will tell the search engines that my homepage is about “Florida Golf Vacation”. If I was to link to my homepage with the words “Home Page” it would tell the search engines that my homepage is about “home page”. This of course would do us no good. To help visitor navigation I also includes “Home” so your visitors know that this link will take them to the homepage. However, “Home” is not included in the anchor text. To accomplish this I this HTML code:
Your Main Keyword (Home).

To add to your footer go to the “Page Layout” tab and then scroll down to “Page Footer” and choose “Designer”.



In the “Page Footer” tab I also unclick “Include Menu” as I do not want my site menu listed in the footer since we will be putting in our own footer.

In the “Page Layout” tab you can also change your header to cater to the site you are building.

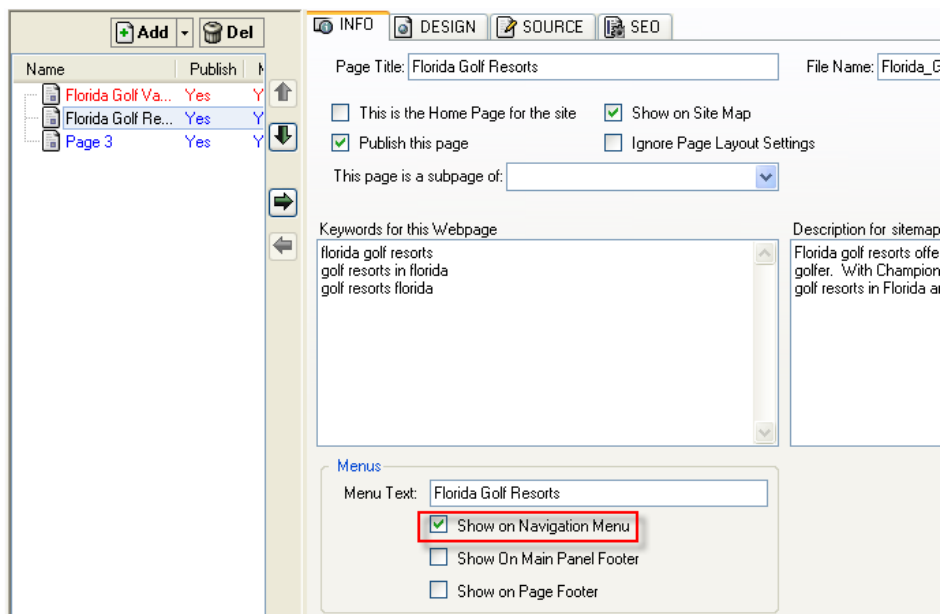
[Linking to Internal Pages](#)

When linking from an internal content page to another internal content page you should always make sure that the pages you are linking have the same theme. For example, if you have a website about pet food you would only link pages about cat food to other pages about cat food. Or any pages about dog food to other pages about dog food. In my

site example I would only link internal pages that are in the same theme such as golf Resort pages will only link to other golf resort pages. This will help maintain the theme of your pages and greatly help your rankings in the search engines. This will become clearer once we start putting our site together.

Navigation Menu

Our navigational menu is going to link to each of our main themes. To do this you will create a webpage for each of your main theme keywords and then choose to include them on the Navigational Menu. Below I made a page for my first theme of “Florida Golf Resorts”. Do this for each of your main theme keywords.



Meta Tags

XSitePro also makes it very easy to insert your meta tags for each page. On the “Info” tab for each page there is box to insert your description and keyword tags as shown below:

The screenshot shows the 'INFO' tab in XSitePro. The page title is 'Florida Golf Packages' and the file name is 'Florida_Golf_Packages.html'. There are several checkboxes: 'This is the Home Page for the site' (unchecked), 'Show on Site Map' (checked), 'Publish this page' (checked), and 'Ignore Page Layout Settings' (unchecked). A dropdown menu for 'This page is a subpage of:' is empty. Two text areas are highlighted with red boxes: 'Keywords for this Webpage' containing 'florida golf packages', 'florida golf vacation package', and 'golf packages florida'; and 'Description for sitemap and meta tags' containing 'Florida Golf Packages are a great way to plan your next golf vacation in Florida. Golf packages will help you save money and allow you to play top courses in Florida'. A 'Menus' section at the bottom has a 'Menu Text' of 'Florida Golf Packages' and checkboxes for 'Show on Navigation Menu' (checked), 'Show On Main Panel Footer' (unchecked), and 'Show on Page Footer' (checked).

Content

When it comes to writing content for your site our main objective is to write content that is beneficial for your visitors. Do not write your content with only the search engines in mind. You also must be aware of the visitor. Writing useful and engaging content will increase your chances of having your visitor stay on your site longer and view multiple pages. The longer your visitor is on your site, the greater the chance that they will click on an ad. Our main goal is not necessarily to have a visitor click on one of our ads but instead to grab the reader's attention which will then lead them to click on one of our ads.

When it comes to AdSense sites I am sure you have heard the phrase "Content is King". Well, that phrase should actually be "**Unique** Content is King". Search engines love unique, original content and if you want your site to stand the test of time you should concentrate on generating unique content.

There are several ways to get content for your site. The best way of course is to write it yourself or hire someone to write it for you. If you are on a tight budget or you just simply like to write, then writing your own content is the best choice. When first starting out I always suggest that people write their own content. Once you have several sites up and earning you income, you can reinvest those earnings into hiring someone to write your content for you using a service such as elance.com.

Another way to get content for your site is by using other people's articles. You can visit sites such as ezinearticles.com or articlecity.com and find articles related to your niche and then place them on your site. However, this content will not be unique and will be duplicate content which does not always perform that well with the search engines.

Many people believe that having duplicate content is worthless and you will never make any money with a site that is filled with other people's articles. This is not totally true. I have made several sites that are 100% filled with other people's articles that I pulled from various articles directories. These sites have brought me around \$300 a month each. One particular site earns me around \$500 a month in AdSense income. However, the earnings of these sites have been slipping in recent months which leads me to believe that the search engines are cracking down on duplicate content (especially Google). So I would urge you to stay away from filling your sites with articles from article directories if you want to build a site that stands the test of time. My sites that are 100% unique content are growing in earnings each month which further proves that unique content is king.

If you want to use articles from articles directories, do so sparingly. In many of my sites I will have a mix of unique content and articles from articles directories and these sites continue to perform well. Just keep in mind that nothing performs as well as a site that is 100% unique content.

If you struggle to write articles you can look into private label rights (PLR) articles. PLR articles are articles you can buy and then use in any way you feel fit. The benefit of PLR

articles is that you can edit them, unlike articles from article directories which do not allow you to change them in any way. Since PLR articles can be edited you can avoid duplicate content by rewriting the article and basically making them unique. PLR articles are a great resource and I have used them with success but only when I have taken the time to rewrite them and in turn make them unique. If you would like Free PLR articles each month you can visit [Monthly Content Club](#).

The last option for generating content is using software to generate your content. I have one recommendation for software generated content...Avoid It Like The Plague! It no longer works and will get you de-indexed from the search engines. Do not use it.

Build Our Site

SEO

Below you will find a quick and easy SEO walk through. They are simple but they work. You do not need to overcomplicate things when it comes to SEO.

There are a couple of features you should always try to optimize on your webpages. They are as follows...

File Name: <http://www.yoursite.com/your-keyword.html>

Page Titles: `<title>Keyword, Secondary keyword</title>`

- Always put your main keyword first and then any secondary keywords.
- Do not go over 60 characters or repeat keywords
- **Remember** this is what people will see when they find your site in search engines, so make sure it makes sense and grabs their attention

Meta Tags: Meta tags are not used by many of the search engines any more but in my opinion it can't hurt to use them. Just make sure you do not abuse them by keyword stuffing them.

`<meta name="keywords" content="Keyword, keyword2, keyword3...">`

- Put your main keyword first, followed by secondary keywords
- This is a great place to put misspelled words
- Do not repeat keywords
- Stick to 3 or 4 keywords and try not to go over 250 characters

`<meta name="description" content="Put your description here">`

- Put your main keyword as close to the beginning as possible
- Make sure the description makes sense to human eyes because many search engines use this as the description for search results. This is a great spot to give a little sales pitch to help convince people to visit your site.

****Note:** Many people believe that meta tags have no effected on search engine rankings. This is most likely true; however, they certainly do not hurt your rankings so you might as well use them. They are best used as a tool to help convince visitors to come to your site and less for SEO purposes. But **do not** abuse the meta tags by keyword stuffing.**

Headings: `<h1>Keyword</h1>` and also `<h2>Keyword</h2>`

- Try to place headers as close to the top of the page as possible
- Headers `<h3>`, `<h4>` and so on can help but are usually not necessary and may start to look like you are trying to manipulate search results

Images:

- If you are using images on your page try to use you main keyword as the alt tag
- Try to avoid placing images higher on your page than your keyword text

Now that you have an idea of how we are going to construct our pages I am going to give you a walk through as I begin to build my site.

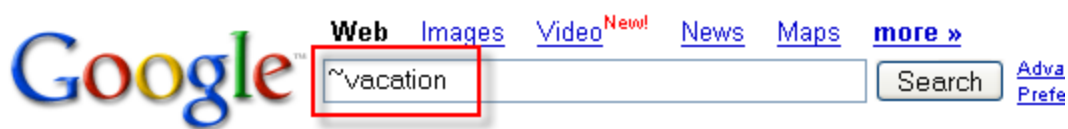
Home Page

For my home page I am going to target my main keyword which in this case is “Florida Golf Vacations”. I am also going to look for a few secondary keywords to also target. Secondary keywords will be keywords that have a lower amount of traffic (to little to build a separate page for) and are related to my main keyword.

The first content on my home page will be the Header. For my home page I will use <h1>Florida Golf Vacations and Resorts</h1>. “Florida Golf Vacations” is my main keywords and “Florida Golf Resorts” is one of my secondary keywords.

Next I will begin to write my content. Again remember to work in your main keyword and secondary keyword. You will want to include you main keyword in the beginning of your body as close to the top of the page as possible. You will then want to mix it in sparingly throughout your body **only** using it where necessary. We are writing our content with our reader in mind and not the search engines. So do not use your keywords unless they make sense. Do not write a sentence just for the sake of including your keyword. We want our content to be as natural as possible.

Also make sure to mix in variations of your keywords and related terms. To find related terms you can use a thesaurus or do a Google search for related terms. To search Google for related terms place a ~ in front of your term and search Google. For example, if I wanted to use Google to find terms related to “vacation”, I would go to Google and enter “~vacation” into the search box. Google will them bold any terms that they feel are related. This search told me that related terms to “vacation” are; “hotel”, “travel” and “resorts”. I can then mix these terms into my content. Doing this is a simple way to take advantage of **Latent Semantic Indexing**.



Web

Expedia **Travel** - discount airfare, flights **hotels**, cars ...

Expedia.com is the premier online **travel** planning and flight-booking site. Purchase airline tickets online, find **vacation** packages, and make hotel and car ...

www.expedia.com/ - 42k - Aug 12, 2006 - [Cached](#) - [Similar pages](#)

hotels.com - WE KNOW **HOTELS** INSIDE AND OUT.®

Find the Lowest Hotel Rates Guaranteed! From Luxury **Hotels** to Budget Accommodations. **Hotels**.Com has the Best Deals and Discounts for Hotel Rooms Anywhere.

www.hotels.com/ - 67k - Aug 12, 2006 - [Cached](#) - [Similar pages](#)

Travel: Airfares, hotels, vacations, cruises, car rentals and more ...

Offers a variety of **travel** services, including fare finder, hotel and car **rental** information, reservations, and destination information.

www.travelocity.com/ - 91k - Aug 12, 2006 - [Cached](#) - [Similar pages](#)

Reviews of **vacations, hotels, resorts, vacation and travel ...**

Collection of hotel reviews and destination information, including **vacation** packages worldwide.

www.tripadvisor.com/ - 79k - Aug 12, 2006 - [Cached](#) - [Similar pages](#)

You usually want at least 300 words of content for all your pages. But don't get caught up in the numbers. If you need 900 words to fully talk about a topic then use 900 words. On the other hand if you only need 250 to talk about another topic then only use 250 words. However, as a rule of thumb, try to have at least 300 words of content for each page.

I will also include a second header within my page using a variation of my main keyword. In this case I used <h2>Golf Vacations in Florida</h2>. I usually include a second header about 1/3 or 1/2 way down the page.

If you have any images on your page you can name the image using your main keyword. For my example I named my picture "florida-golf-vacation-picture.jpg". I then also used my main keywords within the alt text, .

You also may want to include you main keywords near the bottom of your page but only if it fits in.

Content Pages

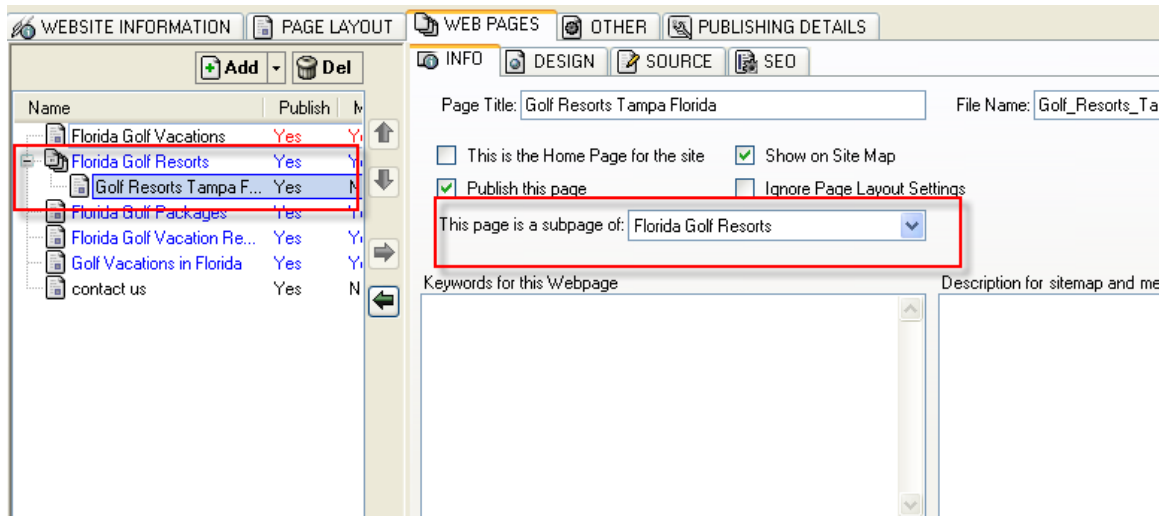
We can now start on our content pages. All of our content pages are going to follow the same guidelines as our homepage. The first content pages we will build will be those that we used for our main theme keywords. In my example I would build pages for the keywords; Florida Golf Vacations, Florida Golf Resorts, Florida Vacation Rentals, Florida Golf Packages.

Once these pages are build I would then move on to the keywords I have picked out that fit under these themes. In my example I could start with the theme “Florida Golf Resorts” and build the pages I identified earlier that fit under this theme. These pages would be:

Florida Golf Resorts

- **Golf resorts Tampa Florida**
- **Golf resorts Palm Beach Florida**
- **Golf resorts in Orlando Florida**

When I build a page on the keyword “Golf resorts Tampa Florida” I am going to make it a subpage of my main theme keyword “Florida Golf Resorts”. To do this in XSitePro you simply add a new page and name it “Golf resorts Tampa Florida” and then use the subpage drop down box as shown below.



You can also see on the left menu that my new page is now a subpage of Florida Golf Resorts theme. You also want to unclick the box that says “Show on Navigational Menu” for all of our subpages.

Remember when building these pages I am going to link to each of these pages from my main theme page which is “Florida Golf Resorts” and I will then also inter link all the pages under this theme.

We do not want to link from one theme to the next because this will dilute our theme focus. We will link from our homepage to each of our main theme pages. We will then link from each main theme page to each page under that theme. Again we do not link any pages from Theme 1 to any pages of Theme 2.

My content pages are again going to use keyword variations and related keywords using the Google ~ search. I am also going to scan my keywords list for words with very little traffic (less than 10 searches or so) and use these as my secondary keywords. For example, on my page for “Florida Golf Resorts” it would look like this.

Main Keyword:

- Florida Golf Resorts

Secondary Keywords:

- Marriott Florida Golf Resorts
- Four Seasons Florida Golf Resorts
- Florida Spa Golf Resorts
- Golf Beach Resorts Florida

Using these secondary keywords will help us rank high for a variety of keywords and not just our main keyword. Even though our secondary keywords have little traffic, when you combine them all it turns into a fair amount of traffic.

When writing your content pages do not get tied up in keyword counting. There used to be a time when you could use a certain keyword density in order to achieve top rankings but this is no longer the case. Do not try to insert keywords, but instead just keep it in the back of your mind when you are writing your content and it will come naturally. However, try to stay within a keyword density of 2-6%. Anything too high will start to look as if you are trying to keyword stuff your pages.

We will not add any AdSense ads until our site is indexed by the search engines. The reason for this is that we will be submitting our site to various directories and in most cases you will have a much better chance of being accepted if you do not initially have ads on your site.

Getting Your Site Indexed

Once your site is ready for visitors you need to get indexed by the search engines. There are two ways for this to happen. Either you can submit your site to the search engines or you can have the search engines find your site from a link from another site. Having your site found by the search engines through a link from another site is quicker and will usually result in better rankings so this is how we will go about getting indexed.

If you already have a website that is indexed you can place a link on that site pointing to your new site. The search engines will see the link and queue your site to be crawled. However, you need to be careful when interlinking your sites especially if they are hosted on the same hosting account.

If you do not already have a site that is indexed or you would rather not link from a current site then the best way to initially gain links is from directories. You simply submit your site to various directories and they will then place a link on their site to yours (if you are accepted). The search engines will then see these links and eventually crawl your new site.

There is an abundance of directories out there but you need to make sure that you are only submitting your site to search engine friendly directories. Do not submit your site to link farms or spam directories as this can greatly hurt your rankings.

Submitting your site to directories can be a daunting and time consuming task. When submitting my sites to directories I use a tool called [Directory Submitter](#). [Directory Submitter](#) helps automate the process of submitting your link to 100s of directories and will save you hours and hours of work. It also only displays search engine friendly directories so you do not have to do the research yourself. They are also constantly updating their list of directories with any new directories they find. Trust me, [Directory Submitter](#) is a must have tool in my mind.

Make sure to pace yourself when submitting to directories because you do not want to go from no links to 100 links in a matter of a week. This is sure to raise a flag at the search engines. You should pace yourself to around 25-50 directories a week to make your link acquisition look as natural as possible. Also make sure to change your anchor text often on your links. 100 links pointing back to your site all with the same anchor text will not look natural and may raise a red flag with the search engines. You will also want to switch up what pages on your site you are linking to. Do not always have links point back to your homepage. Switch it up from time to time.

The most important directory is DMOZ.org. You will want to make sure that your site is completely up and running and filled with quality content before submitting to DMOZ. Also make sure to only submit your site once and make sure it is to the most appropriate category.

If you plan on submitting to directories manually, here is a great list of top directories:

<http://www.strongestlinks.com/directories.php>

Link popularity

When it comes to achieving top search engine rankings, on page optimization can only do so much. If you really want to jump to the top of the rankings you will need to increase your link popularity or the amount of sites linking to your site. The best way to gain link popularity is from article submissions.

Article submission is a simple process but it does take some time. All you need to do is write a quality article related to the niche of your site and then place a resource box at the bottom of your article with a link pointing back to your site. Make sure to use keyword rich anchor text in your resource box that relates to your sites keywords. Then just submit your article to various article directories.

Webmasters will then go to article directories and find your article. If they find that it would be beneficial to their readers they will post it on their site and you will gain a link from their site back to yours. Try to write an article that answers questions people in your niche may have or write an article that will help people in your niche solve a problem they may have. Doing this will help the chances that your article is picked up by other webmasters in your niche and then posted on their site.

This is one of the easiest and quickest ways to gain high quality links back to your site. It will take some work but it will definitely pay off.

There are a ton of article directories out there that you can submit your site to. Just do a search for “article directories” and you will find plenty of resources. If you want to automate the process (and after submitting your site to tons of directories you are going to want to) check out [Article Submitter](#). [Article Submitter](#) will help you submit your article to 760 (at the time I am writing this) directories and save you boat loads of time. They also have a free demo version you can download to check it out before you buy.

I submit 1 article to the top directories once my site has been indexed and then submit a new article every week or two after that. Once I achieve high rankings I will back off and submit 1 article a month or so there on out.

Here are a couple of the article directories for you to start submitting to:

<http://www.ThatsMyNiche.com> – A great niche article directory

<http://www.ezinearticles.com>

<http://www.goarticles.com>

<http://www.articlecity.com>

Traffic Counter

One thing you want to make sure to add to all your pages is a traffic counter. Many hosting accounts will come with a free traffic counter but I prefer to add my own traffic counter to my pages to get more detailed stats and to centralize all my traffic stats to one place. I use [Statcounter.com](#) which is a free service and provides loads of information on your visitors. You are free to choose whatever service you would like but this is my personal recommendation.

Add AdSense Ads to Your Site

Once your site is indexed by the search engines you are now ready to start adding AdSense ads to your site. This is the fun part.

Before we get into how to add AdSense ads on your site, let's go over a few policies and things to avoid.

The number one thing to always remember is that you should **never** click on your own ads. This is the quickest way to get your account terminated. You should also never do anything that encourages visitors to click on your ads. This would include asking your visitors to click on your ads or doing anything that would solicit clicks.

There are also limits as to the amount of ads you can display on a single page. You can place up to three ad units, two search boxes and a single link unit on each page. We will go more in depth with this later on.

This is just a few of the AdSense policies. Make sure to read up on all the policies before starting to place any AdSense ads on your site. The full policy list can be view at: <http://www.google.com/AdSense/policies>

Getting AdSense ads onto your site is actually quite easy. Simply log into your Google AdSense account and choose "AdSense for content" and then click on the "AdSense Setup" tab and then choose your ad type.

Google AdSense **AdSense Setup** My Account

Products | Color Palettes | Channels | Competitive Ad Filter

Products > AdSense for Content

AdSense for Content

Choose Ad Type > Choose Ad Format and Colors > Get Ad Code

Wizard | [Single page](#)

Google AdSense [program policies](#) allow you to place up to three ad units and one link unit on any page.

Ad unit

Ad units contain either text ads, image ads, or both. The ads are targeted to the content of your page using contextual and site targeting.

Linked Title
Advertiser's ad text
[www.advertiser-url.c](#)
Ads b

Link unit

Each link unit displays a list of topics that are relevant to your page. When users click a topic, they're brought to a page of related ads. [Learn more...](#)

Ads by Google
[Bicycle parts](#)
[Bicycle training](#)
[Bicycle shops](#)
[Cycling news](#)

You can see that you have two choices for the type of ads to choose. A picture of each type of ad is displayed to the right in the picture above. Remember that you can use up to 3 ad units per webpage and 1 link unit per page. For now choose “ad unit”.

On the next page you will be given several options. You will be able to choose the format and colors of your ad. In most cases the best format to use is either 336 x 280, 250 x 250, or 300 x 250. You should always test different ad types to see which performs best on your site (using Channels which I will explain later on), but when first starting out these are the best to initially choose.

It has been proven (and I can back this up from my own research) that the best color format to use is the one shown above. This format is:

Border: #FFFFFF
Title: #0000FF (those are zeros not the letter O)
Background: #FFFFFF
Text: #000000
URL: #000000

Since the standard color for links on most web pages is blue, using blue as the Title for your AdSense ads will perform the best in most cases. You also want to make sure your border is white, because nothing screams “This is an ad” more than placing a border around your AdSense ads. However, if the background on your webpage is a color other than white, you should match the Border and Background of your ads to match the color

of your site. This also holds true for the Title color of your ad. If all links are red on your website then you would want to use red for the Title of your ads. You want to make your ads blend in as much as possible with the rest of your page. So make sure you match the color of your ads to that of your website.

Once you have chosen your ad format and color continue on to the next screen.



Wizard | [Single page](#)

Click anywhere in this box to select all code.

You may paste this code into [any web page or website](#) that complies with our [program policies](#).

For more help with implementing the AdSense code, please see our [Quick Start Guide](#).
For tips on placing ads to maximize earnings, see our [Optimization Tips](#).

Your AdSense code:

```
google_ad_format = "728x90_as";
google_ad_type = "text_image";
google_ad_channel = "";
google_color_border = "FFFFFF";
google_color_bg = "FFFFFF";
google_color_link = "0000FF";
google_color_text = "000000";
google_color_url = "000000";
//--></script>
<script type="text/javascript"
  src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

<< Back

[<< Back to AdSense Setup](#)

[AdSense Blog](#) - [Privacy Policy](#) - [Terms & Conditions](#) - [Program Policies](#)

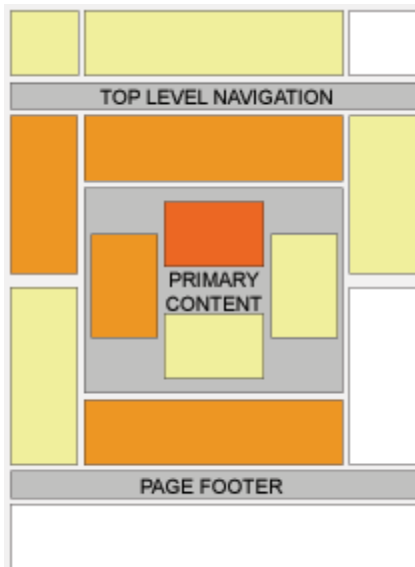
© 2006 Google

The next screen will then display the HTML of your ad. All you need to do is copy and paste the HTML that Google gives you into the place on your webpage where you want your ads to appear. That's it!

Where to Place Your AdSense Ads

When it comes to placing your AdSense ads on your site the best tip for where to place the ads is to keep them above the fold. This simply means the section of a web page that is visible without scrolling. Placing your ads above the fold will give you the greatest chance of having your ads seen by your visitors and ultimately clicked on by your visitors.

Google also gives suggestions as to where to place your ads. They do so with what they call a heat map which can be seen below.



You can view this heat map and Google's suggestions on where to place your ads at: <https://www.google.com/support/AdSense/bin/answer.py?answer=17954&topic=8437>

Remember that you can add 3 ad units, 1 link unit, and 2 search boxes per page.

The best performing ads in most cases will be the rectangle and square ads. In my own research my best performing ads are the 336x280 and the 250x250 ad formats. The skyscrapers are usually the worst performing ads since they scream AD!

Make sure to make your ads blend in with your site. Match the border and background with the color of your site. Also make the text and url match the color of your content. And lastly, make the Title match the color of the links on your site. You should really try to always use blue for your Title color in your ads. The html for this is #0000FF. You should the also make all links on your site the same color so it all blends together.

Ad Units

When it comes to where to insert your ads the best advice is to place your ads inside your content and above the fold. By placing the ads inside your content your ad will be viewed more often and you will achieve a higher click through rate. Here is an example of what I am referring to:

Best Florida Golf Vacations

50% Off Orlando Area Golf

Includes Green Fees and Carts Offering Discount Golf Since 1996
shop.golfsampler.com

Florida Golf Community

New homes on one of Florida's premier golf courses. From the 470s
www.legendsbylennar.com

Orlando Golf Courses

Orlando Golf Courses-Photos & Info Discount Rates & Packages
Available
www.Orlando-GolfTrips.com

Florida Golfing

Experience stunning views and fairways on Florida courses.
www.lakecountyfl.com/

Florida golf resorts are always a top destination for any golfer. Florida is known for its top level golf course, beautiful weather and amazing resorts. When you combine these three factors you have one of the best places to travel to for golf lovers.

One of the top resorts in Palm Beach is the Four Seasons Florida Golf Resort. The Four Seasons

Ads by Google

is an exclusive oceanfront setting which combines award-winning dining, top level service, one of most amazing beaches in South Florida, and close proximity to challenging golf. The Four seasons is always ranked one of the best golf beach resorts Florida has to offer.

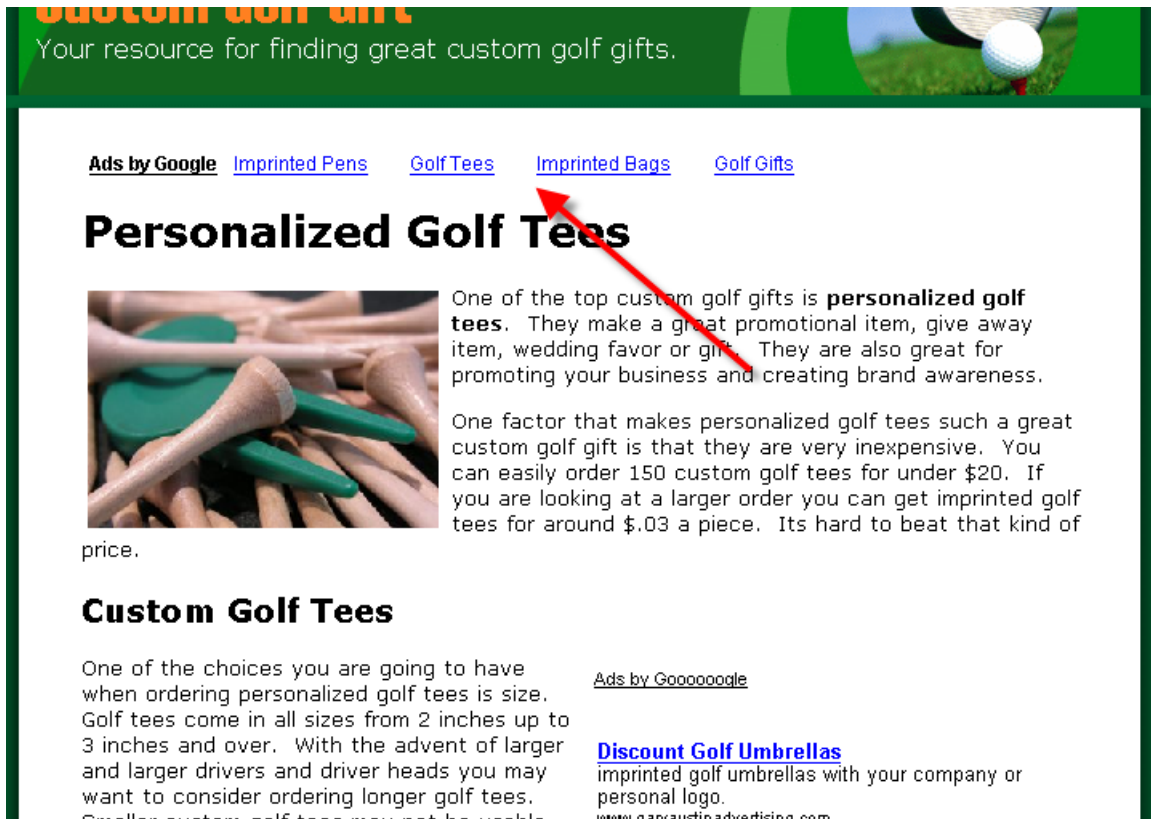
Orlando is known for its great attractions and championship level golf courses.

As you can see the ad block is above the fold and within the content. The ads also match the rest of the site so they blend in very nicely. Most people would not even realize that these are ads.

Link Units

Link units are a little more open as to where they work the best. The place I have found the most success with them is either at the top of your page or integrated within you menu.


Placing link units at the top of your page makes them look as if they were a navigational menu for your site. I have achieved great click through rates using them in this way. An example of this is shown below:



Custom Golf Gifts
Your resource for finding great custom golf gifts.

[Ads by Google](#) [Imprinted Pens](#) [Golf Tees](#) [Imprinted Bags](#) [Golf Gifts](#)

Personalized Golf Tees



One of the top custom golf gifts is **personalized golf tees**. They make a great promotional item, give away item, wedding favor or gift. They are also great for promoting your business and creating brand awareness.

One factor that makes personalized golf tees such a great custom golf gift is that they are very inexpensive. You can easily order 150 custom golf tees for under \$20. If you are looking at a larger order you can get imprinted golf tees for around \$.03 a piece. Its hard to beat that kind of price.

Custom Golf Tees

One of the choices you are going to have when ordering personalized golf tees is size. Golf tees come in all sizes from 2 inches up to 3 inches and over. With the advent of larger and larger drivers and driver heads you may want to consider ordering longer golf tees. Smaller custom golf tees may not be usable

Ads by Goooooogle

Discount Golf Umbrellas
imprinted golf umbrellas with your company or personal logo.
www.darvaustinadvertising.com

As you can see when the link units are placed at the top of your page they appear to be a navigational menu for your site. This site uses them very well.

The second place I like to use link units is with my menu links. Using them in this way makes them appear as if they are part of your main menu.

Another great place for your link units is at the bottom of your content. After someone finishes reading your content they will look for a place to find more information about what they just read. Placing link units after your content gives them a place to go. You can see an example below:

measurements is one of the best ways to lower your golf score quickly.

Custom Made Golf Clubs

You have several options when it comes to buying customized golf clubs. The easiest and most convenient way is to visit your local golf course's pro shop. Chances are that they have someone on hand that can get your measurements and determine your swing style and speed and then make a set of custom made golf clubs for you.

If your local club does not offer this option then you should head on down to the nearest golf retailer. Almost all golf retailers offer to custom make a set of golf clubs for you. Make sure to have them judge your swing speed and style to be able to get their recommendation on what type of shaft you need what type of shaft flex you need.

If the first two options fail you in your attempt to locate a custom golf club maker then you can always buy them from a golf catalogue. However, the disadvantage of this option is that you are going to need to measure yourself and determine your own swing style. While it is possible to do this yourself, chances are that a professional will be able to be more accurate.

Custom golf clubs are a great idea for beginners all the way up to scratch golfers. If you are looking to lower your score quickly then custom golf clubs may be an ideal purchase.

Ads by Google

[Golf Club Fit](#)

[Golf Iron](#)

[Fitted Golf](#)

[Golf Fittings](#)

These tips are just the tip of the iceberg. I could write an entire book on just how to get the most out of your AdSense ads. Fortunately, I won't have to write that book because Joel Comm already wrote it. Joel is often called Dr AdSense and for good reason. He has compiled the most complete and exhaustive book on AdSense in the market. A few years back I picked up a copy of his AdSense ebook and my AdSense income rose 400% after implementing just a few of the tips he gives. If you want to start your AdSense business off right, then pick up a copy of his book *What Google Never Told You about Making Money with AdSense* by [clicking here](#).

AdSense Alternatives

It is not always a great idea to put all your eggs in one basket. That is why on many of my sites I use other alternatives in addition to AdSense.

One alternative to AdSense is using affiliate links. In most cases you can use affiliate links on the same page as your AdSense ads. However, you will want to keep testing these pages to make sure you are making more money by including affiliate links. In some cases affiliate links will draw clicks away from your AdSense ads and lower your income. Make sure to test.

Another alternative is [Chitika](#). [Chitika](#) ads have performed very well for me and can be used with AdSense ads as long as you turn the "Search" feature off. The benefit of [Chitika](#) ads is that you choose what ads to display. They also feature pictures within the ads which can increase your click through rate. I have also found that in some niches [Chitika](#) ads pay more than AdSense ads. Below is an example of a [Chitika](#) eMiniMall ad:



Testing and Tracking Your Ads

One of the most important factors for increasing your income with AdSense is to constantly be tracking and testing your ads. The suggestions I have given you work well on most sites but not all. You need to always be testing different ad formats, colors and placements.

To test different ads you can use the “Channels” feature inside your Google AdSense account.

Google AdSense

Reports | AdSense Setup | My Account

Products | Color Palettes | **Channels** | Competitive Ad Filter

Channels

Define reporting channels to help track and optimize your ad performance. [Learn more...](#)

AdSense for Content | AdSense for Search | Referrals

AdSense for Content channels

Use this page to create up to 200 active channel names for AdSense for content. You can also de information, please read our [Optimizing with Channels Guide](#) in the [AdSense Support center](#).

Use [URL Channels](#) to track your performance without modifying your AdSense code. By entering a your pages. [Custom Channels](#) allow you to track performance based on your specified criteria. By you can track a variety of metrics across your sites.

Total URL and Custom Channels remaining: 137

Manage URL Channels

Examples:

example.com	<i>track all pages across all subdomains</i>
sports.example.com	<i>track only pages across the 'sports' subdomain</i>
sports.example.com/widgets	<i>track all pages below a specific directory</i>
sports.example.com/index.html	<i>track a specific page</i>

http://

The first thing you will want to do is enter a channel for your website. Simply enter `www.yourdomain.com` into the “Create New Channel” box. This will track all clicks on your site. It will help you understand which of your sites are performing well and which are not.

You can also set up channels for specific ads. This will allow you to test different colors, formats and locations and see which are performing the best on your site. You can set these up under the “Manage Custom Channels” area farther down the page. These channels are invaluable when it comes to testing different ads.

Select: [All](#), [Active](#), [Inactive](#), [None](#)

[Continue to Reports >>](#)

Manage Custom Channels

Use this section to create custom channels or to deactivate, reactivate, or rename existing channels before copying and pasting the AdSense code to your site.

[Reset](#)

Active Custom Channels: ▲

Conclusion

We have covered a lot of ground in this ebook. But when it is all said and done you should focus on finding a good niche, doing extensive keyword research, writing quality content and continual testing of your ads.

Once you have a site up and profiting you should move on to your next site and keep multiplying your income. But don't forget about your old sites. Continue to test and track them and continue to keep adding more content once a week. By this I mean every week you should pick a keyword from your keyword list and build a new page on it. Search engines love sites that continue to grow with unique content.

You should also continue to submit an article a month to directories for each of your sites. Also be on the look out for new sites to exchange links with.

Follow these steps and you will be on your way to building a substantial income with AdSense. Most importantly, don't let this great opportunity pass you by. Just start building sites! You are going to learn more by building sites and testing them then you will ever learn in any ebook. We laid out plan for you and now you need to take action!

Good Luck and Good Fortunes,



Get Free Access
To The
**AdSense Master
Plan Video Series**

Available For A Limited Time
Secure Your Free
Copy Now

Recommended Resources

[Wordtracker](#) – Keyword Research Tool

[Godaddy](#) – Domain Registration

[Host Gator](#) – Hosting Account

[XSitePro](#) – Website Design and Builder Software

[Directory Submitter](#) – Directory Submitter Tool

[Article Submitter](#) – Article Submitter Tool

[Statcounter.com](#) – Free Traffic Counter

[Chitika](#) – Alternative to Google AdSense

[AdSense Secrets](#) – Joel Comm’s Best Selling eBook on AdSense