

\$100+ Per Day Adsense Site

Version 1.0

www.InlineSEO.com

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Contact info: InlineSEO.com
website: www.InlineSEO.com

Bio – Lisa Parmley

I began an online business in 2001. Since then I've earned money online by selling my own products, as well as through adsense, affiliate marketing, and CPA marketing.

So pretty much every type of online earning. In my opinion, earning online isn't the hard part, generating traffic is. Once you have the traffic flooding in, you can easily monetize most any site.

Even if you start with small profits, you can often increase it by increasing your conversion rates. And that holds true for earning online through Adsense or any other method. It's the traffic, and targeted traffic that is the hardest part and what holds so many back from the success they crave.

This report outlines how I've reached the \$100+ a day mark from a single site with Adsense.

I just want to point out that Adsense is not my main method of earning online. In fact, it's my smallest. But I know there are a lot of people out there who will tell you not to bother with Adsense, they don't feel you can earn enough.

I think that's crazy.

It's a great method for earning online, especially if you're new to marketing. In fact, there may not be an easier method for earning online especially when you don't know how to write good copy as all you need for earning with Adsense is put up a site and place your Adsense ads in the right place. Then drive traffic to it. There's no need to learn the skill of copywriting in order to do this.

My preferred method for driving traffic is SEO. In fact, I have an entire site dedicated to SEO (as well as free and paid training courses). So that's how I get traffic to the Adsense site I'm showcasing to you in this report.

Since I have so much available on SEO already (much of it being free), this report doesn't go into it in too much detail. If you're already enrolled in the InlineSEO System (my complete training course on getting top rankings, then you'll be able to easily plug-in the material you'll learn in here to begin earning with AdSense).

And if you're not, you may already know enough about SEO to begin, or you may want to visit my site at www.InlineSEO.com to gain free information on SEO.

In this report, I'll show you everything I know about earning money with AdSense, from how to pick a market, to where to place your AdSense blocks.

I hope you find this report useful, I know you'll see great results if you take the time to put in the effort necessary for success.

Sincerely,

Lisa Parmley
InlineSEO.com

You may opt-in to receive free SEO training videos here:

<http://www.inlineseo.com/seoseries/>

Single Site With \$100+/Day Adsense Earnings

Despite what you may have heard, Adsense is a fantastic way to make money online.

I joined the Adsense program soon after it opened up. *At first I'll admit I was not very successful with it all.*

You probably already know this, but with Adsense you have to earn \$100 to get paid. Google doesn't want to issue checks or make electronic deposits for \$12.00 a month so they hold onto your earnings until they can write you a check for at least \$100.

I think it might have taken me like 10 months or so to ever get that first check.

I just didn't take making money through Adsense that seriously. I was focused on creating products and selling them, which I still do. But the thing is if you're starting out online trying to make some money, Adsense is a great thing to get into. You don't need to create products or offer a service, so it's a good way to get started quickly. I'll get more into that later.

At any rate, once I got a little more serious about Adsense, I started pulling in a few hundred dollars a month and then it skyrocketed. This report covers what I did in order to get to a pretty consistent \$100+ a day from one site.

I want to point out that the site I'll be showing you screenshots from does not always earn \$100+ a day at the time of this writing. But the best month was just about \$2,000 so it pulls in \$100 a day on most days. I'll admit it doesn't make that much every day.

Again, Adsense isn't my main revenue source, so it's not something that I've focused on. But I do know a fair amount. I don't see too many people talking about getting \$100+ days from one site very often.

Here are a few screenshots (*and keep in mind, this comes from one site*)... I've had to grey out some of the information, but you can still see the dates, the earnings and the page impressions.

So this first screenshot shows a one-week period that pulled in over \$575. As you can see, the average income per day was just over \$80, but there were a couple of \$100+ days during that week.

And my page views aren't that high. I'm showing an average of just over 700 page views per day in order to generate this kind of income.

August 24, 2009 - August 30, 2009

Save as Report Template: Enter new name... Save CSV

Date	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Monday, August 24, 2009	884				\$70.17
Tuesday, August 25, 2009	979				\$93.14
Wednesday, August 26, 2009	785				\$70.23
Thursday, August 27, 2009	779				\$134.63
Friday, August 28, 2009	670				\$142.07
Saturday, August 29, 2009	393				\$31.26
Sunday, August 30, 2009	498				\$34.47
Totals	4,988				\$575.97
Averages	712				\$82.28

The trick is that the niche has a good AdSense payout and a high search volume. AND then on top of that I use a good AdSense layout. So I have 3 things going for me with my strategy.

I just want to point out that the payout isn't crazy high, like some niches. You don't need to find the highest paying keywords to generate earnings like this. But you do need a decent payout. I'll cover how to select the market later on.

But first, here's another screenshot from another week in September. Again, a couple of \$100+ days along with an \$80 a day average.

September 23, 2009 - September 30, 2009

Save as Report Template: Enter new name... Save CSV

Replace report...

Date	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
Wednesday, September 23, 2009	1,244				\$72.54
Thursday, September 24, 2009	843				\$92.87
Friday, September 25, 2009	598				\$64.67
Saturday, September 26, 2009	449				\$48.31
Sunday, September 27, 2009	801				\$75.89
Monday, September 28, 2009	1,413				\$122.42
Tuesday, September 29, 2009	995				\$122.93
Wednesday, September 30, 2009	809				\$69.76
Totals	7,152				\$669.39
Averages	894				\$83.67

And here's a screenshot that shows you earnings over a one-year period. As you can see, the site has brought in over \$14,000 during that one-

year period. The \$100+ days have only just begun, so I'm sure if I update this for the next year, it'll be significantly higher.

October 14, 2008 - October 14, 2009 Save as Report Template: Enter new name... [CSV](#)

Channel	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
	200,955				\$14,592.52
Totals	200,955				\$14,592.52
Averages	200,955				\$14,592.52

So as you can see, I have been earning about \$1,000 a month from this one site for the past year. Now it's moving up to closer to \$2,000 a month on the average which is fantastic. So, if you're trying to earn online then AdSense is a great means to get some extra cash.

You can use this extra cash to pay your bills or use it to finance bigger and better business dreams.

Again this income is from one site.

I do just need to point out that I do not earn this money from a 'mini-site' or a site with just 3 articles on it. I know there are a lot of AdSense courses that tell you to find one long-tail phrase, register that domain name and then build your entire site around that.

I know that works, but that isn't what I do. Part of the reason is that you could never generate this kind of income from one site with AdSense with a site that small. So you're really limiting your income with that strategy. And I know the appeal with that method is to create dozens or more small sites each earning \$5 a day and you'll be making good money.

But I feel it takes more time and resources to create all those different sites than to just put together one or two larger sites. That's because for each site you have to get a domain name, set-up hosting, build links to it and so on. With one bigger site you can just keep adding more content to it.

I'm also a firm believer in having something to offer and a small site with just a couple of articles really doesn't seem that appealing. In addition, I do believe that Google will eventually stop ranking these small sites as high. I do not believe they will be a lasting business model. Google has

been penalizing 'thin affiliate sites' for the couple of years (at least with their Adwords program), which is essentially all a super small site really is. I get traffic to my sites through SEO so I want my sites to continue to rank high for years to come.

Now I know having said all this, you're probably wondering just how big the site is to generate \$100+ days.

The good news is the site isn't enormous. It has several pages with 500 word articles, a few with 1500 word articles and the rest with 250 words of content or so.

It has a few dozen pages in all. It's right at about 40 pages, but again, many of these pages just have 250 or so words of content on them.

So it's not a crazy masterpiece, but it's also not something I put together in just a few hours. It took some time.

I do like to start with just 10 pages of content or so and then make sure I'm earning before I grow a site past that point (and I do this whether I'm earning from AdSense or any other revenue stream). I suggest you follow those guidelines too because I don't want you wasting your time.

Advantages of AdSense

So first of all, if you're not all that familiar with AdSense, I want to just very briefly tell you why I like it and who I think it's best for before I get into my strategy.

For one, with AdSense you have pretty much zero customer support headaches.

You don't need a product.

You don't need to provide a service.

So you can get started very quickly. All you need is a site and some content (again, just 10 pages to start with works fine). Then you'll need to generate traffic.

I know earning money as an affiliate or through CPA offers is similar, where you can get started right away with no product or service (*and little customer support*), but with AdSense, you don't even need to pre-sell anything.

And this is a huge deal.

You see, the trouble is, if you're first starting out trying to make some extra money or even a full-time income online, you may not know how to write good copy.

And you may not have the time, money or interest to learn how to write good or even half-way decent copy.

If that's your situation then I think AdSense is perfect for you.

You'll need to have some content on the pages you put AdSense on, but that content doesn't need to try to sell anything. This content just needs to trigger the right AdSense ads, the one's that payout well. But the articles don't need to be special beyond that.

So that's a really nice thing about AdSense. I think it's the number one benefit of profiting with AdSense over most any of the other ways to earn online.

There's absolutely no pre-selling and no copywriting skills needed at all.

You do need to know how to put up a website, but there are hundreds of different tools to help you do that quickly and easily as well as tutorials that are all free. So you can get that done.

The other main ingredients to a successful AdSense site include selecting a good AdSense market and of course, having some content. **So you really just need three things; a website, keywords/market to target, and content.**

And then you'll need to promote your AdSense site through a free traffic method.

Selecting a Good AdSense Market

OK, so the first thing you need to do is to pick a market. So what I'm going to show you is how to find out if a market will make a decent AdSense niche. And I'm going to use Adwords in order to research this.

I'm sure you already know this, but Adwords is the platform businesses use to advertise their stuff on. AdSense is for publishers. So you can figure out if the market is going to be a good AdSense market by researching that same market as if you were going to advertise for it using Adwords.

Here's exactly what I think you should consider when selecting an AdSense market.

1. Does it payout well? I'll show you exactly how you can figure that out and really quickly by researching Adwords.
2. Does it have competition? You want there to be at least one page if not several pages of Adwords ads running.

That's about it. As you can see, it's not rocket science.

And the nice thing is these two factors go hand in hand.

The cost to run an Adwords ad really goes along with how competitive it is. The more competitive, the more ads fighting for #1 and the higher the bids go.

It's like an auction.

The more people who want the item (*in this case position #1 for Adwords*), the higher the price goes.

So that's what we want, higher Adwords costs and lots of competition.

Again, in theory, you really shouldn't find one without the other, but it probably does exist.

Somewhere out there are a couple of real idiots, bidding each other higher and higher fighting for position 1 on the search engine results page.

So you don't want to pick that market.

Finding High Paying AdSense Keywords

To find high paying AdSense keywords with competition, you don't really need to buy anything. I know there are a lot of tools out there that promise you the moon, enough that I could load up this report with affiliate links and make a small fortune, but you really don't need them.

All you need is access to an Adwords account or the free Traffic Estimator tool:

<https://adwords.google.com/select/TrafficEstimatorSandbox>

And then you'll also look at the Google search results pages.

Here's exactly what I suggest you do ...

Use the Traffic Estimator so you can see the estimated costs for Adwords, as if you're going to actually bid on a keyword.

Instead of using it for your Adwords campaigns, you just use it for research. So you'll want to make sure the keyword costs more than a few cents. It's got to cost at least \$1.00 for page 1 estimates. That's my absolute minimum suggestion.

So, let's try a market that I know pays out fairly well, Voice over Internet Protocol (in case you don't know, VoIP is a special phone service that works through your internet connection). Vonage is a main provider of VoIP in the U.S., but there are many others.

I'll start by typing in VoIP to the Traffic Estimator. So you just type that in, choose a daily budget (I usually type in \$100 a day, just to see what happens), then usually I'll select 'All Countries and Territories' just to make it easier.

Traffic Estimator

Get quick traffic estimates for new keywords without adding them to an account or using the AdWords sign-up wizard.

1. Enter keywords, one per line:

voip

keyword = broad match
"keyword" = match exact phrase
[keyword] = match exact term only
-keyword = don't match this term

Set optional individual CPCs using this format:
keyword ** 0.25

2. Choose a currency. Enter a specific Max CPC for your estimates, or leave the field blank and we'll provide estimates based on our suggested Max CPC.*

US Dollars (USD \$)

*Suggested value should deliver ads in the top position 85% of the time.

3. Choose daily budget (optional). See estimates for the amount you want to spend each day, or leave field blank to see all available clicks.

100

4. Select targeting.

a. Language

English
Chinese (simplified)
Chinese (traditional)
Danish
Dutch
Finnish
French

b. Location Targeting

Countries and territories - choose countries
 Regions and cities - choose states and regions and/or enter cities
 Customized - enter a radius and address or coordinates

c. Countries

Available Countries and Territories

South Korea
Spain
Sweden
Switzerland
Taiwan
United Kingdom
United States

Selected Countries and/or Territories

All Countries and Territories

Add »
« Remove

Continue »

So I have it set-up like this and then I click on continue...

Notes about these estimates for your keywords and targeting:

- Estimates are based on general system-wide performance information. You'll see better estimates with an existing account that has built up a performance history. Newer accounts may still show less accurate results. [Sign in to AdWords](#)

Traffic Estimator

[Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: \$3.22 (at a maximum CPC of \$8.43)

Estimated clicks per day: 21 - 28 (at a daily budget of \$100.00)

Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
voip	<input type="text" value=""/>	\$2.57 - \$3.67	1 - 3	21 - 28	\$60 - \$100
Search Network Total		\$2.57 - \$3.67	1 - 3	21 - 28	\$60 - \$100

Maximum CPC: Daily budget:

[Revise settings](#)

Estimates for these keywords are based on clickthrough rates for current advertisers. Some of the keywords above are subject to review by Google and may not trigger your ads until they are approved. Please note that your traffic estimates assume your keywords are approved.

As you can see, that particular keyword has an estimated cost of between \$2.50 and \$3.50. So it's pretty good. Once I got that data, I might be interested in typing in a few more related keywords just to see if I'm on the right track.

One thing is that the general keyword usually pays out less than more specific keywords or phrases. So if you can start with costs like these, chances are you can uncover some really high paying keywords when you dig down into the niche. And we're going to build a site with a few dozen articles on it (at least eventually) so it's great to have a variety of keywords for building the site. And it's even better to have a variety of high paying keywords.

So although I'm not showing you more screenshots, I've also typed in a few related keywords to see if they have costs on the high side as well. Here were the words and the estimated average costs per click...

Voice over internet protocol = \$3.80 to \$5.10

VoIP phone = \$4.00 - \$6.00

VoIP service = \$4.40 - \$6.50

Vonage = \$6.70 - \$10.00

Vonage voip = \$10.10 - \$15.10

Again, Vonage is a provider of VOIP services so it makes sense to see what the cost per click on Vonage related words is.

And if you have trouble coming up with these related words, just go to Yahoo.com and type in your main word (in my example, voip) and then see what comes up under 'Also try'. Yahoo.com puts together a great list of related words for you so that makes it really easy. Just plug those into the Traffic Estimator to see what the estimated cost per clicks are.

So at this point I'm convinced this is a good AdSense niche. Once you're sure the costs for the keywords are at least \$1.00 a click to get on page one, then you go to Google.com and type in a few related keywords. You want to see how many ads show up. If there are just a couple of ads for most of the searches, then this is a dud. If there's a page of keywords (or more) then this is looking good.

And just to point out, the Traffic Estimator just shows you the cost per clicks if you are bidding on the words as an advertiser. It doesn't show you what you'll get paid if you put AdSense on your site. The payouts are significantly lower than the costs per click, but this can be used to gauge whether or not the niche is a good one to target.

So we can see that there are a lot of ads for each and every one of these keywords. Here's a screenshot so you can see what I mean...



voip service

Search

[Advanced Search](#)

Web [Show options...](#)

Results 1 - 10 of about 17,700,000 for voip service (0.23 sec)

Voip Service

www.Vonage.com Call Within the U.S. for \$24.99/Mo And More Than 60 Countries for Free

CudaTel PBX by Barracuda

www.cudatel.com 1-Time Cost Starting at \$2,000. No Monthly or Per Seat Fees!

Business VoIP Solutions

www.get8x8.com Plans as Low as \$24.99 with Award Winning Service. Call 866-651-4321.

VoIP | Voip Phone | Voip Reviews | Your Official Site | VoIPReview.org

The next page gives you options to select your exact location to receive quotes on VoIP service plans. Use Area code for US & Canada only. ...

Residential VoIP Comparison - Top Pick Providers - Business VoIP

www.voipreview.org/ - [Cached](#) - [Similar](#)

Compare Residential VoIP Providers | VoIPReview.org

Compare VoIP service providers and digital phone service plans by reading reviews and ratings of residential VoIP companies.

www.voipreview.org/service.all2.aspx - [Cached](#) - [Similar](#)

Axvoice - VOIP Internet Phone Service Provider

Make and receive phone calls using our internet phone service! No need for headphones or a computer! Cheap voip phone service provider.

www.axvoice.com/ - [Cached](#) - [Similar](#)

VoIP Phone Service Provider | WhichVoIP

WhichVoIP offers voip phone service comparison and provider reviews.

www.whichvoip.com/ - [Cached](#) - [Similar](#)

AT&T VoIP Services

Voice over IP from AT&T reinvents the way you use your phone by merging it with your high-speed Internet connection.

www.usa.att.com/callvantage/ - [Cached](#) - [Similar](#)

Lingo VoIP Internet Phone Service Provider

Provides voice over internet dial-tone service. No PC required. Uses analog telephone with broadband telephone adapter.

www.lingo.com/ - [Cached](#) - [Similar](#)

VoIP Service - Compare Business and Residential VoIP Providers

One of the most popular reasons for choosing VoIP is cost savings: VoIP service plans are typically less expensive than traditional phone system costs. ...

Sponsored Links

Sponsored Links

VoIP Service

Business VoIP - Minimum of 3 Users. Just \$24.99/mo. - Get 1 Month Free!
Apptix.com/VoIPService

AT&T Enterprise Solutions

Consulting & Enterprise Integration For End-to-End Solutions. From AT&T
business.att.com

Speakeasy Business VoIP

\$19.95 + Free 1st Month!
Free Activation. Free Installation.
www.Speakeasy.net/business/voip

Voice Service

Fax & VMail by Email, Cell or Pager \$8.95/mo - No Contract/Hidden Fees
VoiceMailandFax.com

Voice Over IP - Quotes

Compare Voice Over IP Prices. Find the Best Deal & Save Today!
VoiceOverIPServices.BuyerZone.com

Business VoIP Service

Hosted VoIP Phone Service
Get a Free Consultation Today!
FreedomIQ.com

Voip Service

Pay Only \$4.95/mo. Unlimited Calls to Over 80 Countries. Order Now!
www.lingo.com

VoIP SIP Trunking

US Intl and Toll Free Numbers
Unlimited Calling and Package Plans
www.aretta.com

So there's at least a page worth of ads for these keywords, which makes me feel good about this niche. So we know it has good payouts and has enough competition. Really you just want to make sure there's more than 4 ads on a page for your keywords because you want to be able to at least fill an AdSense block with ads. Since we're seeing more like 8 – 9 competitors for a keyword, we're in good shape here.

So I'd call this a good AdSense niche. The higher the price for page 1 listings, the better. If you see \$5.00 a click estimates for page 1 listings then that's great. Some Adwords ads cost \$20.00 a click and up. And they have a ton of competition. So those are great niches too.

Checking the Search Volume

I don't worry about the AdSense competition at this point. Obviously, other people will be targeting these high paying, high competition phrases for AdSense. I just want to know if people are bidding on those words, if there are a lot of bidders and if they've managed to drive the costs up. If those major factors are there, then we proceed.

So we know the AdSense payout is good for the VoIP market. Now we want to make sure there is a decent search volume for the market. The trouble is, if your market only has 10 searches a month even if it pays out well, you're not going to make much money. You want a good AdSense payout AND a decent search volume.

So to check search volume, you can use one of Google's keyword tools (which is free) or if you have access to a keyword tool that provides you with lists of related words and search volume, use that instead. You want to make sure there are lots of words and that at least some of them are getting a high search volume.

Here's a link to Google's Keyword Tool that provides search volume...

<https://adwords.google.com/select/KeywordToolExternal>

So here I am typing in a few of my keywords where it says 'Enter one keyword or phrase per line:

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:	Selected Keywords:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	voip Voice over internet protocol VoIP phone <input checked="" type="checkbox"/> Use synonyms	To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	Type the characters you see in the picture below. ⓘ 	No keywords added yet. + Add your own keywords
	yvzhp <small>Letters are not case-sensitive.</small>	<input type="button" value="Sign up for AdWords"/>
	Filter my results	
	<input type="button" value="Get keyword ideas"/>	

When you click on 'Get keyword ideas', the tool will give you a bigger list with all the estimated searches. It looks like this...

Keywords	Advertiser Competition	Local Search Volume: September	Global Monthly Search Volume	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance				
voip phone		368,000	368,000	Add
voip telephone		27,100	33,100	Add
vonage		1,000,000	1,000,000	Add
vonage voip		18,100	14,800	Add
voip		4,090,000	5,000,000	Add
voip phones		74,000	110,000	Add
voip services		22,200	33,100	Add
voip service		135,000	165,000	Add
voip phone service		49,500	110,000	Add
wireless voip phone		12,100	12,100	Add
voip phone services		3,600	4,400	Add
voip companies		5,400	6,600	Add
voip phone adapter		22,200	18,100	Add
wireless voip		40,500	40,500	Add
wifi voip phone		6,600	6,600	Add
voip phone companies		880	880	Add
voip calls		33,100	74,000	Add
voip telephone service		2,400	2,400	Add
residential voip		8,100	9,900	Add
voip comparison		6,600	6,600	Add
voip phone providers		2,400	1,900	Add
voip ata		8,100	22,200	Add
voip voice		18,100	22,200	Add
voip service provider		12,100	14,800	Add
voip service providers		18,100	12,100	Add
sip voip phone		9,900	6,600	Add
voip call		40,500	74,000	Add
voip provider		40,500	60,500	Add
compare voip		8,100	12,100	Add
voip providers		49,500	49,500	Add
sip voip		33,100	74,000	Add
voice over internet protocol		12,100	18,100	Add
voip broadband phone		8,100	9,900	Add
voip phone reviews		1,900	1,600	Add
voip internet phone		22,200	22,200	Add
broadband voip		27,100	27,100	Add

OK, so we can see that these words get a lot of searches, so this is turning out to be a great niche.

The whole point behind doing this is to keep you from going into a really narrow market. For example, one that only has 30 keywords and they each only get 150 searches a month (which turns out to 5 searches a day). A market like this will not be a big AdSense earner. You're not going to get a whole lot of traction because the search volume is too low so \$100+ days are probably out of the question.

But if you can come up with hundreds of related keywords, and they start at 100 or even 50 searches a day (3,000 to 1,500 searches a month) and go down, then you're in good shape.

So we can see that most of these keyphrases have a monthly search volume way above 1,500 searches a day. So we're still in great shape.

So 3 for 3, this is a good niche to target. It meets the criteria. All the keyphrases were above \$1.00 a click for first page rankings (some over \$10 a click which is awesome), there's enough competition to fill an AdSense ad block, AND there are a ton of monthly searches.

You probably have an idea of the market you want to be in already. If you don't, I have some ideas for you below. I've checked all of these using my 3 criteria and they fit what I'm looking for. But just to make sure, you should check them on your own.

Health

- acne treatment
- hemorrhoids
- panic attacks
- weight loss

Computers

- Registry cleaners
- Webhosting
- Spyware remover
- Domain names

Fun & Entertainment

- Satellite TV
- Learn Spanish
- Dog training
- Online dating

And of course VoIP like I just showed you in my example.

So these are very broad markets, but you can use them to get a good start. There are niches within these broad markets that you can target or you

can target the broader keyphrases. I think you could build a solid AdSense site out of any of these markets either way.

Other things to look for in the market are specific products. If you're considering building an AdSense site for acne treatment you might consider writing articles or building your entire site around a product like proactiv or another popular acne treatment product. You'll usually see significantly higher costs per clicks for these more specific search terms, especially product names as I showed you with the Vonage examples. Do the same thing where you use the traffic estimator to make sure the ad costs more than \$1 for the first page and it has lots of competition.

And that's all I do. I don't worry about finding that one golden keyword that pays a huge amount. No one knows how Google determines what they're going to pay you. So even if you find a word that costs \$20 or above per click, you're going to get a lot less than that.

And remember search volume. If you can get a \$5.00 pay out on a keyword, but you only get 1 click a day because no one's searching for that word, then that's only \$5 a day ... and that's your maximum earnings. But if you can get 50 cent pay out on a keyword and you get 200 clicks a day on your ads, then that's \$50 a day.

To summarize, all I do is use the traffic estimator and make sure the keyword costs at least \$1 a click or above. Then I go to google and make sure there's at least a page full of ads if not more on at least a few of the keywords. Next I check the search volume to make sure there's enough searches.

Since I gain traffic through SEO, I just do a quick run through to make sure it's possible to get top rankings (and I'll address that later).

If the market meets those criteria then I move forward.

And the thing to remember is, you don't want to spend weeks or months agonizing over which market you're going to enter. There's something to be said for building momentum. Even if you just get to \$100 a month (which means a check every month from Google), that's great.

The key is to get started. And if you're going to fail, fail quickly, then get up and try again. The cost to start a business with an AdSense website is very small compared to most any other business you could ever think to start. So you're not going to lose a whole lot here.

So pick something. Pick it based on what you can write some content on. There's no magic formula more than what I've laid out for you. So if you don't know what to pick, just pick one from the list. Cover your eyes, and pick one, whatever it takes to get started moving forward.

You're not marrying the market; you're just going to spend some time on it, learn from it and then move on. You'll learn things about the market, about AdSense, and about getting free traffic. You'll be able to apply that to something else further down the road. So just get started.

And one other thing I should mention is that all of the markets I listed for you previously have affiliate programs and CPA offers. And this is a big deal because just in case you get your AdSense account closed (I've never had this happen, but know it can), then you can easily monetize your site in a different manner. That way you know you're going to be able to earn from your site for years to come, and sometimes, you can make more by moving to affiliate/CPA offers, especially if you learn how to design nice banner ads for your own site or learn to write good copy.

Just something to think about. I always make sure I can monetize my site in more than one way, just in case, and I suggest you do as well.

AdSense Layout

The next thing you need to think about is the AdSense layout as this will increase your earnings dramatically.

For this section, you may want to check-out Google's terms of use. They change them all the time. So if I were you I'd review their terms. What I'm telling you here is exactly what I use, but you never know. Please check on your own as I can't be held responsible for getting your AdSense account banned.

AdSense is a case where less is more. And by that I mean although you can put as many as 3 different ad-blocks on a single page, you don't want to. It works out better to just put a single ad-block on each page. That way the highest paying ads show up in that ad block. So you put the single ad block in a good place on your page and you just let it do its work.

Don't worry about doing anything funny with the ad to make it stand out.

It's usually against google's terms of use to do so anyway. And again, I'm using this exact less-is-more strategy and getting \$100+ days from one site.

If you play around in your AdSense account, you'll see there are lots of fancy ads to choose from.

But my favorite ad block is the boring 250 x 250 ad.

It's just a square. And I put one, very plain ad block wrapped within the article as I'll explain later.

For the ad block, I use a blue title that's underlined. It looks like a link. Then I use black text under it, and I'll usually stick with a gray URL. That's it. So the AdSense ad looks like some links with text and a light colored URL.

I don't use borders and I don't get fancy with the ad. And on my site, I use the traditional blue color for my links. So this makes it look like the ad

is part of my site. They click on blue, underlined links on my site and they click on blue, underlined links in the Adsense ad.

I don't pay attention to the fact that my text isn't the same font as the font in the ad, but I guess you could and you might see a better conversion rate. It's up to you.

I also don't care if some of my links are different. Sometimes my navigation links might be a lighter blue (I usually stick with blue links or white links if it's on a dark background). And sometimes I don't have them underlined. Again, I bet you'd see a higher conversion than me if you paid attention to all your links and made them all the same.

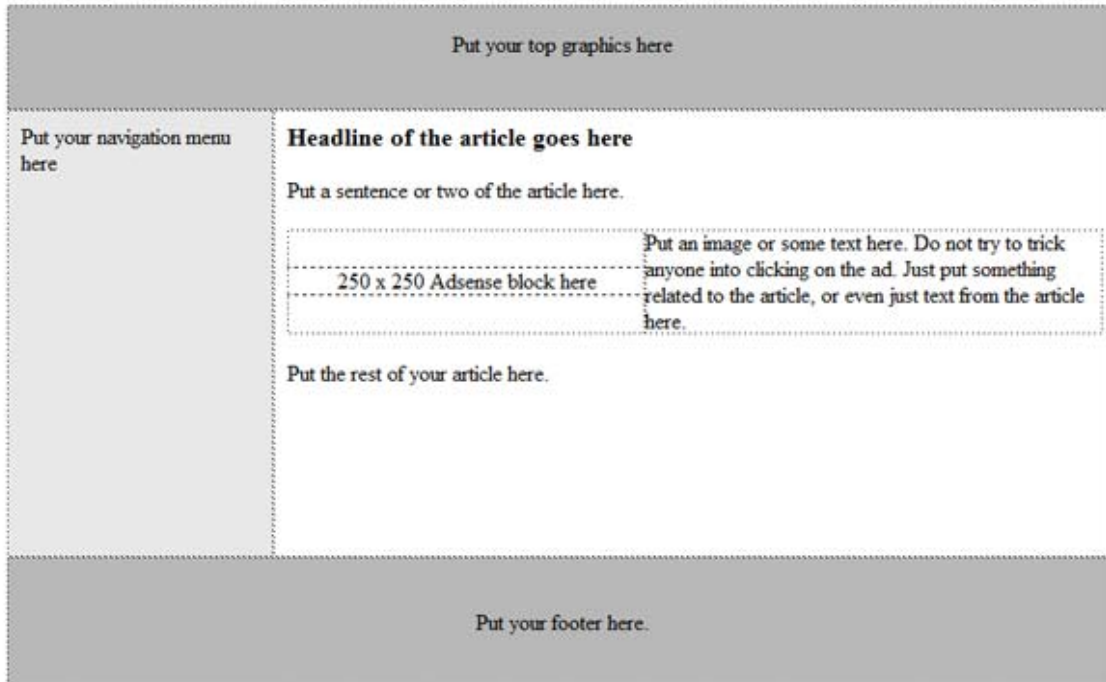
The position of the Adsense ad is also key. I have a space on my site for my content. It's kind of shaped like a long rectangle. Maybe 500 – 600 pixels wide and however far down it needs to go. So that's where the content goes.

I start the content with a headline, which might be red or black font, then I put in a sentence or two. After that comes the adsense box. 250 x 250 so you have some space next to it. I like to put an image next to it. And that's where you need to check on google's terms. Now I don't put anything in the image that says 'click on these ads' that's against google's terms for sure. But I do put an image next to it. I just pick something that goes along with the theme of the site, so a computer, a person working out, whatever.

If I can't find a good image, then I'll just put some text in that space. Text that's part of the article.

Then under the ad block and image (or text, depending) goes the rest of the text. Sometimes there's a subhead right there then the text, sometimes just text.

So that's all there is to it. Here's an image of exactly how I lay my site out:



This is all I'm doing. I make the site a little less boring than what I'm showing you above, but that's really all there is too it. If you're using Wordpress, then you can easily find a template that will accomplish this and there are Adsense plug-in's that automatically wrap your content around an Adsense block. It's up to you as to whether you want to use Wordpress or build a static HTML site.

Best Ways to Get Traffic to Your AdSense Site

Once you've selected a good niche to target for AdSense, now you need to think about how you're going to get traffic. And the traffic needs to be free traffic.

I personally think SEO is the best way to get traffic to your AdSense site. Here's why ...

You have to set-up a site anyway and optimize it for your target AdSense keywords, you might as well optimize the site for the search engines at the same time. Not optimizing it for SEO is like a wasted opportunity. You have that content on your site just sitting there; the site is indexed in the search engines, why wouldn't you just take a little more effort to do this?

The benefits; it's an asset for you. Getting traffic from articles is not the same as working toward getting your site to rank high. You ultimately want your site to rank high, not your article on someone else's site. Some people will disagree with me here, but I don't like building an asset for someone else. I'm going for maximizing my business.

In order to use SEO, you need to do a little more keyword research and map out your site. So the SEO strategy and the content you will use on your site go hand in hand.

My preferred method for bringing in traffic is SEO, but there are other ways to get free traffic, like article marketing, video marketing, social media like twitter, etc... but since I'm going to get traffic through SEO, I do a tiny bit of research on the competition in the search engines. This is a measure of the sites I'm going to compete with for top rankings. I feel like I can do well in most markets, but there are some I don't enter. But if you're going to get traffic through one of the other methods, you don't need to worry about this as much.

But anyway, I'll go back to google and I'll start typing in my search terms. Again, for the most part I don't worry about competition too much and I don't suggest you do either, but you do want to look for some red flags. So I don't like to see certain things in the listings.

Here's what I don't want to see. .gov and .edu sites. This is especially true if you're in a smaller market. If you go to google and start typing in your keywords and see lots of .gov and .edu sites in the listings, you're going to have a tough time topping them. And really, if there's just one or two don't freak out, but if there's a lot, then you may think twice. It's going to be hard to topple .gov and .edu sites even if you're very good at SEO. In fact, it may make life easier for you to just find something else. You want to make money and you want to do it pretty easily so you don't give up, so move on.

If there's lots of one-word .com's in the listings that's pretty competitive. Like acne.com and stuff like that, we don't want to see a whole page like that. Those are really the main things I look for. We really don't care how many competing sites there are. You'll still get ranked for long-tail keywords even if you're not that good at SEO. And you don't need to be on page 1 to make money, you'll get traffic even if you're on page 5. It's surprising, but true.

So by looking at some of the keyphrases that keyword tool gave us for the VoIP market, I think this market has all kinds of possibilities. Some of the more common keyphrases have lots of competition, for example, the keyword vonage will be too competitive for top rankings, but I can easily go after the keyphrases with more words in them, like 'vonage review' and 'voip quality'. Creating a page around these keyphrases will be easier to rank high for and will still trigger high paying AdSense ads.

And again, you may have a different traffic generation technique all picked out and that's great too. SEO is my top pick so that's why I'm focusing on it.

Personally, I like to build an asset for myself, not for an article directory or a video hosting site, so I go after top rankings on my own through SEO. It's not as hard as you might think, especially if you have a system to follow.

**NEVER try to earn with AdSense
through any paid traffic method**

Don't play the Adwords to AdSense game, or even Yahoo or MSN to AdSense. Even to make slim profits with this, you'll be working VERY

hard. There's easier ways to make money online. Stick with a free traffic method if you're getting into AdSense.

Building & Promoting Your Site

If you're already enrolled in my InlineSEO System training course then you know my traffic generation method involves getting high rankings, so I research keywords and plan out a site blueprint before I do anything else. Then I create content around it, build links to it and all that jazz. So I take some time setting up my site.

As far as the keyword research goes, here's exactly what I do. I go to Wordtracker.com and I use their old Keyword Universe tool (I say old because for some reason they decided to upgrade things, but in my opinion the new tool is not as good ... it looks better, but doesn't get you as many words).

Anyway, I have a video tutorial on my website that shows you exactly what I do. You may find it here:

<http://www.inlineseo.com/blog/2008/09/15/building-a-quick-keyword-list-with-wordtracker/>

Once I build this big keyword list, I like to map out exactly which keywords I'm going to go after with my site. That's how I plan out the content that will be created. I spend a lot of time on this.

I usually outsource the content, but you can write it yourself if need be. And remember, it doesn't need to pre-sell. It should just inform the reader about the topic, it's not meant to be award winning material.

Here's another place where people get hung up, but really shouldn't. I'm not saying make it look like a kid wrote it, but you're not trying to win an award with this content. You're just trying to inform someone about the particular topic.

You want to make sure it's about your target market so that the AdSense ads will show up when someone loads the page. So I might write an article on 'voip service quality'. That will trigger voip ads and would be easier to rank high for than just 'voip'. Again, this report really doesn't get into the details of SEO, but I just want to give you an example.

So you'd ultimately need to pick a bunch of article topics related to voip for your articles. If you don't want to use a paid tool like wordtracker, you can instead pick them from the results of the google keyword tool which I'm showing you here again...

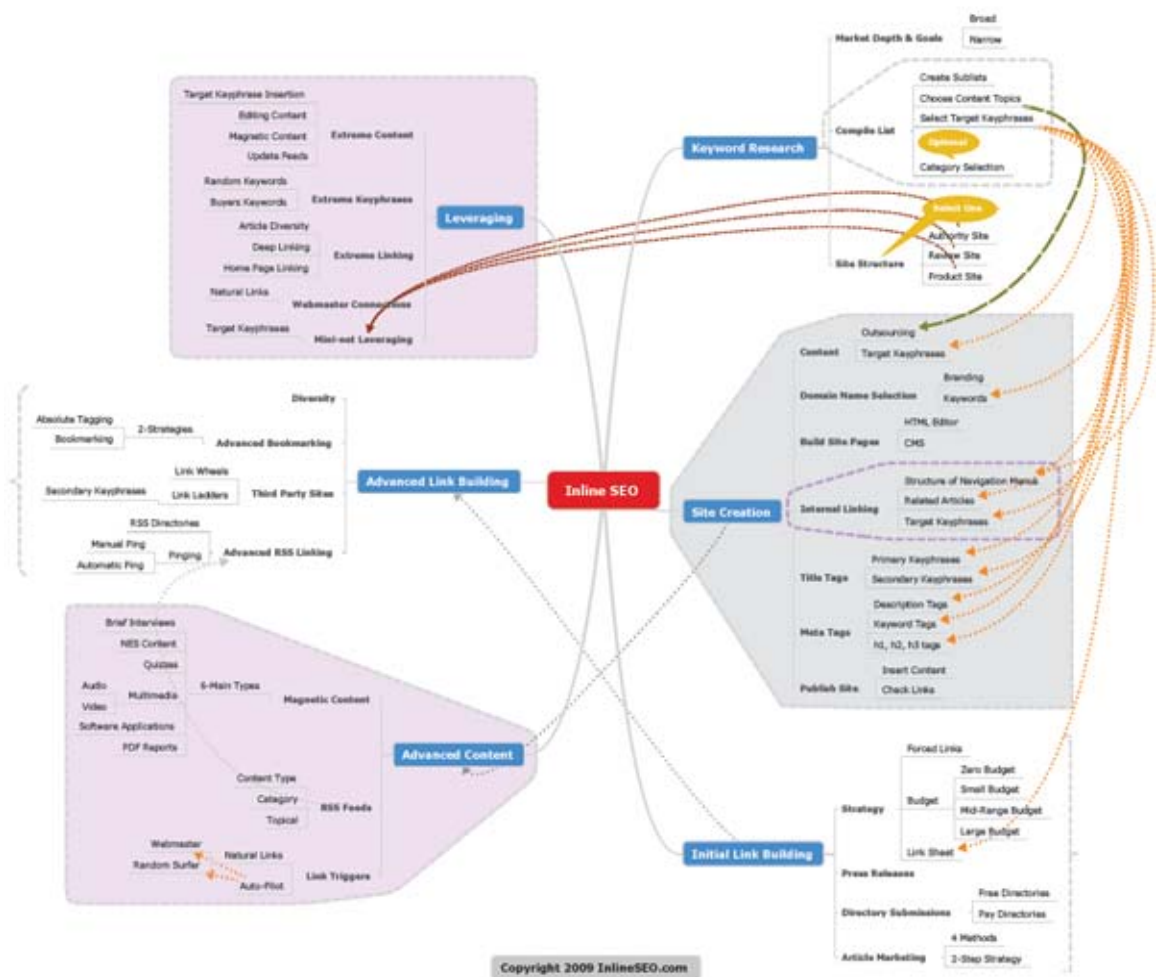
voip calls		33,100	74,000	Add	⌵
voip telephone service		2,400	2,400	Add	⌵
residential voip		8,100	9,900	Add	⌵
voip comparison		6,600	6,600	Add	⌵
voip phone providers		2,400	1,900	Add	⌵
voip ata		8,100	22,200	Add	⌵
voip voice		18,100	22,200	Add	⌵
voip service provider		12,100	14,800	Add	⌵
voip service providers		18,100	12,100	Add	⌵
sip voip phone		9,900	6,600	Add	⌵
voip call		40,500	74,000	Add	⌵
voip provider		40,500	60,500	Add	⌵
compare voip		8,100	12,100	Add	⌵
voip providers		49,500	49,500	Add	⌵
sip voip		33,100	74,000	Add	⌵
voice over internet protocol		12,100	18,100	Add	⌵
voip broadband phone		8,100	9,900	Add	⌵
voip phone reviews		1,900	1,600	Add	⌵
voip internet phone		22,200	22,200	Add	⌵
broadband voip		27,100	27,100	Add	⌵
voip adaptor		2,400	4,400	Add	⌵
voip usb phone		27,100	22,200	Add	⌵
adapter voip		40,500	33,100	Add	⌵
cordless voip phone		18,100	18,100	Add	⌵
voip phone calls		6,600	6,600	Add	⌵
wifi voip		14,800	27,100	Add	⌵
voip plans		3,600	5,400	Add	⌵
free voip service		8,100	6,600	Add	⌵
att voip		4,400	5,400	Add	⌵
voip phone number		3,600	4,400	Add	⌵
voip unlimited		8,100	8,100	Add	⌵
voip rates		4,400	12,100	Add	⌵
cheap voip service		1,900	2,400	Add	⌵
voip reviews		12,100	12,100	Add	⌵
voip cell phone		6,600	5,400	Add	⌵
voip phone provider		5,400	6,600	Add	⌵
voip softphone		6,600	9,900	Add	⌵
voip quality		6,600	8,100	Add	⌵
voip gateway		40,500	60,500	Add	⌵
sunrocket voip		1,600	1,600	Add	⌵
voip calling		12,100	14,800	Add	⌵

So you may want to initially pick 10 topics from that list to write articles on, like; voip adapter, voip phone reviews, voip comparison, etc...

Then you set-up the pages on the site. At that point you have your site ready for adding AdSense and then promoting.

Once you have a complete site, even if it's only 10 pages, then you can begin building links to it. I have an initial link building phase for that.

And then I go back to working on my site again. I add in more content, improve the existing content, etc... And then I go back to building more links. I have all this covered in an in-depth mindmap that you can take a peak at here (if you're not already enrolled in the course):



And if you want to learn more about my exact system for getting high rankings, then you'll want to sign-up here...

<http://www.inlineseo.com/seoseries/>

As soon as you sign-up you'll be taken to an Advanced SEO Training Series where I'll go more into detail on this SEO mindmap as well as 3 special tactics I use to get more traffic to my sites. It's over 60 minutes of training videos that cover the type of material you'll learn if you enroll in the InlineSEO System. Even if you decide my course is not for you, you'll get some good information from the free training.

Again, I like SEO because I'm building up an asset for myself. If you select article marketing, then you're building an asset for an article directory like ezinearticles.com

If you're doing video marketing, then you're building an asset for youtube.com or other video sharing sites.

But with SEO, you're building up a site that you control. It's your asset. You'll put your content on your site, which will trigger up the Adsense ads and you need that anyway. Then you'll promote your site. I've had sites stay listed at the top of the search engines for years because I build my sites based on solid principles and not fads or trends.

Anyway, this report shows you exactly how I got a site to earning more than \$100 a day in Adsense. I hope you've found it informative, and even more so, I hope you take action.

If you've been online for a while, you've probably even heard some of this before. That's because this is exactly what works. There's really no magic button to press and out spits a \$100 a day Adsense site all ready to go with the traffic and everything (but don't we all wish there were?). I know some of you may get turned off reading this, but you simply cannot get there

without putting in some WORK (I know it's an evil 4-letter word, but it's the truth).

So if you're truly interested in building a small (or even a big) online business for yourself, now's the time to get started. You have most of the tools, just dig in.

And again, if you've not yet signed up to my SEO training series, then you'll want to visit this webpage and take a look at what you'll get for free:

<http://www.inlineseo.com/seoseries/>

All the best...

Sincerely,

Lisa Parmley
www.InlineSEO.com